

Docket Item # 4
BAR CASE # 2007-0036

BAR Meeting
March 21, 2007

ISSUE: Sign

APPLICANT: Susan Braswell Photography by Old Town Sign Company

LOCATION: 705 King Street

ZONE: KR/King Street retail

STAFF RECOMMENDATION: Staff recommends approval of the application as submitted.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a certificate of appropriateness for the installation of a hanging sign on 705 King Street, a three story building with a flower shop on the street level. The existing signage for “Flowers Unique by Marchand”, including a hanging sign on the street level above the entrance to the shop and the lettering on the door, will remain. The proposed new sign for a second story photography studio will hang to the left of the door that is located west of the flower shop window and that leads to the second story. The bottom of the sign will be at least 8’ above grade and even with that of the flower shop sign. The overall dimensions of the proposed sign are 22” high by 28” long. It has an ornate shape with a curved bottom and top and notched corners. It will have a light blue background with grey lettering and beige and white ornamentation and logo. The sign will read, “SUSAN BRASWELL PHOTOGRAPHY Specializing In On-Location Portraiture.” The sign will be of MDO plywood and will hang from a black metal scroll bracket which will be mounted to the façade through the mortar joints.

II. HISTORY:

The three story commercial building at 705 King Street was probably constructed between 1816 and 1817, according to Ethelyn Cox in her book Historic Alexandria Street by Street (p.69).

The Board approved the existing hanging and door sign for the flower shop sign in 1999 (BAR Case #99-0100, 7/21/1999). In 1998 the Board approved a hanging sign for an art gallery in the second story (BAR Case #98-0164, 10/7/1998. That sign is not extant.

III. ANALYSIS:

The proposed hanging sign complies with the zoning ordinance requirements. Per the Sanborn Map, the building frontage is approximately 20’, allowing a total sign area of 20 square feet. The existing signage totals 4.2 square feet and the proposed signage will be 4.3 square feet for a new total of 8.5 square feet of signage on the building.

The sign complies with the Design Guidelines for signs. It is modest in size and compatible with the historic building and surrounding district in its style and materials.

STAFF RECOMMENDATION:

Staff recommends approval of the sign as submitted.

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F- finding

Code Enforcement:

- C-1 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-2 Additions and alterations to the existing structure and/or installation and/or altering of equipment therein requires a building permit (USBC 108.1). Five sets of plans, bearing the signature and seal of a design professional registered in the Commonwealth of Virginia, must accompany the written application (USBC 109.1).
- C-3 Wall letters / signs must comply with USBC [H103-H111].
- C-4 A Construction permit will be required for the proposed project.
- C-5 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).

Historic Alexandria:

The request seems appropriate.