

Docket Item #13
BAR CASE # 2007-0053

BAR Meeting
April 18, 2007

ISSUE: Signage
APPLICANT: Donna McIntyre
LOCATION: 1102 King Street
ZONE: KR/King Street retail

STAFF RECOMMENDATION: Staff recommends approval of the wall sign only.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a certificate of appropriateness for two signs to be installed at 1102 King Street. The street level space previously tenanted by “Romance for the Senses” will be occupied by “Today’s Cargo”, a retail business currently located on the 300 block of Cameron Street. The applicant is requesting a sign of pin mounted plastic letters to be located on the sign board above the shop window. The lettering reading “Today’s Cargo” will be black plastic, all upper case in Tiffany font. This wall sign will be 9” high and 52” long. The second sign will be located over the door to the right of the window. This projecting sign will be made of aluminum and will hang from a steel scroll bracket. The sign will be in the shape of a scroll and will measure 30” high by 27” wide. The background will be black with white outlining and gold upper case lettering reading “Today’s Cargo.”

II. HISTORY:

According to Ethelyn Cox in *Alexandria Street by Street*, the building at 1102 King Street was built ca. 1805-1810 (p.92) and is a good example of the period with potentially a high degree of integrity. It underwent significant disfiguring surface alterations in the early 20th century. However, on August 1, 2001 the Board approved alterations to the front and rear of the building including removal of the glazed tile on the front of the building and construction of a projecting storefront, returning the building to a more historically compatible appearance (BAR Case #2001-0038). In 2002, the Board approved additional alterations to the building (BAR Case #2002-0011, 2/20/02). In 2003, the Board approved a pin mounted wall sign on the sign board above the shop window and window lettering for Romance for the Senses (BAR Case #2003-0248, 11/5/2003).

III. ANALYSIS:

The proposed signage complies with the zoning ordinance requirements.

In the opinion of Staff, both signs are appropriate in appearance for the historic building and surrounding neighborhood, but the two signs together are redundant. The *Design Guidelines* state that “[g]enerally, only one sign per business is appropriate” (Signs- Page 3). However, on a case by case basis, the Board has frequently approved more than one sign for a retail business. For example, the Board approved both a pin mounted wall sign on the sign board above the shop window and window lettering for the previous tenant at 1102 King Street, Romance for the Senses. In that case, it was felt that the wall sign was appropriate and the window sign was quite unobtrusive (Staff report, 11/5/2003). Staff notes that the neighboring shop at 1104 King Street, a very similar building, has only one sign, a wall sign consisting of pin mounted lettering on the sign board above the store window and entrance. This sign was approved by the Board on December 16, 2006 (BAR Case #2006-0241). Staff is concerned that the installation of both the wall sign and projecting sign at 1102 King Street will result in visual clutter and detract from the appearance of the building and streetscape. Moreover, Staff notes that the hanging sign will be at least partially blocked from view by the projecting store window. For this reason and because the wall sign utilizes an existing sign board and is similar to the neighboring store’s signage, Staff recommends approval of the wall sign only.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the wall sign only.

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 Uniform Statewide Building Code (USBC).
- C-2 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.
- C-3 A Building Permit is required for this project.

Historic Alexandria:

No comment.