

Docket Item #17
BAR CASE # 2007-0059

BAR Meeting
April 18, 2007

ISSUE: Approval of wall sign and after-the-fact approval of hanging sign

APPLICANT: Comfort One Shoes

LOCATION: 217 King Street

ZONE: KR/King Street retail

STAFF RECOMMENDATION: Staff recommends:

1. Approval of the hanging sign; and,
2. Deferral for restudy of the individual letter sign.

(Insert sketch here)

I. ISSUE:

The applicant is requesting a certificate of appropriateness for signage at the retail store located at 217 King Street. Two signs are proposed: one is a hanging sign, "Comfort One Shoes" installed on a hanging metal scroll bracket of polyvinyl that is 3' in width and 2'2" in height. This sign has already been installed. The other is an individual letter sign to be mounted on the frieze board. This sign will be 8'2" in length with 9" high letters.

II. HISTORY:

217 King Street is a three story brick building. According to Ethelyn Cox in *Alexandria Street by Street*, it was originally built ca. 1803 and then rebuilt along with the buildings at 211, 213 and 215 King Street following a disastrous fire in 1855. The common frieze over the storefront windows of these buildings contain a drilled swag feature in the Federal style, which appears to be original.

In 1993 the Board reviewed signs for the previous retail tenant of this space. At that time the Board approved both a hanging sign and a wall sign that was proposed to be installed on the frieze (BAR Case #92-0056, 4/7/93)

III. ANALYSIS:

The proposed signage meets the requirements of the zoning ordinance.

The Board has previously approved this hanging sign for installation at the retail store at 201 King Street (BAR Case #93-0124, 8/18/93). Staff, therefore, has no objection to the hanging sign.

However, in the opinion of Staff, the second sign - individual metal letters to be glued to the pierced frieze - will cause harm to this decorative architectural element. The *Design Guidelines* state: "Signs should not detract from the architectural characteristics of historic structures." It is the opinion of staff, that the proposed individual letter sign is inappropriate and, if a second sign is desired, another form of sign should be considered.

IV. STAFF RECOMMENDATION:

Staff recommends:

1. Approval of the hanging sign; and,
2. Deferral for restudy of the individual letter sign.

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 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.
- C-4 A Building Permit is required for this project

Historic Alexandria:

No comments.