

Docket Item #7  
BAR CASE # 2007-0084

BAR Meeting  
May 16, 2007

**ISSUE:** Signage  
**APPLICANT:** Lawrence Miller & Company by Old Town Sign Company  
**LOCATION:** 121 South Royal Street  
**ZONE:** CD/Commercial

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**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 one hanging sign and one wall sign on the face of the three story brick building at 121 South Royal Street. The one existing hanging sign and two existing brass plaques will be removed.

The double sided hanging sign will be constructed of cedar and measures 28” by 28” with a small rectangular rider sign below it measuring 23” by 3.5”. The sign reads, “Lawrence Miller & Company, Gallery of Treasures, Fine Jewelry & Silver” with a blue background and white, goldleaf and red lettering. The sign will be attached to a new scroll bracket to the north of the entrance in the same location as the existing hanging sign and bracket. The proposed mdo wall sign measures 18” by 30” and reads, “Lawrence Miller & Company, Gallery of Treasures” in the same blue, white, red and gold colors of the hanging sign. A series of brass plaques will be attached to the sign reading, “Fine Silver, Jewelry, Timepieces, Porcelain, Fine Art, U.S. Gold Coins, Other Fascinations.” The wall sign will be located to the south of the entrance.

**II. HISTORY:**

According to Real Estate Assessment records, the three story brick building at 121 South Royal Street was constructed in 1870. Sanborn maps show the building was originally constructed as a dwelling and converted to a commercial building when a rear addition was added around 1908.

In 1991, the Board approved three signs for Artcraft Goldsmith Silversmith (BAR Case #91-179, 8/7/91) as well as an alarm box on the front of the building. The approved signs included a hanging sign and two wall signs flanking the store entrance.

There have been no recent approvals by the Board for this location.

**III. ANALYSIS:**

The building frontage is approximately 16 feet. Therefore the maximum sign area allowed is 16 square feet. The proposed 9.6 square feet of signage complies with zoning ordinance requirements.

The *Design Guidelines* recommend that “signs be as simple as possible and avoid repetitious and undue verbiage (Signs – Page 3). While staff generally prefers not to see a long list of services included on signs, staff has no objection to the inclusion of the items on the proposed wall sign in this case. The sign is similar to the wall sign originally approved by the Board in 1991. Staff also notes that the proposed wall sign is smaller than the one previously approved.

Staff believes that the proposed signs are appropriate and that they meet the recommendations of the *Design Guidelines* for signs.

**IV. STAFF RECOMMENDATION:**

Staff recommends approval of the application 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 Uniform Statewide Building Code (USBC).
- C-2 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-3 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.
- C-4 A Building Permit is required for this project.

Historic Alexandria:

No comments were received.