

Docket Item #12  
BAR CASE # 2007-0074

BAR Meeting  
May 16, 2007

**ISSUE:** Signage  
**APPLICANT:** Eric Krebs & Juan Romero  
**LOCATION:** 107 North Fairfax Street  
**ZONE:** CD/Commercial

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**STAFF RECOMMENDATION:** Staff recommends approval of the application with the condition that the text “Old Town Alexandria, Virginia” be eliminated from the sign.

(Insert sketch here)

**I. ISSUE:**

The applicant is requesting approval of a sign for the new candy store at 107 North Fairfax Street. The double faced wood hanging sign measures 18” by 28” and will hang from the existing scroll bracket in the center of the building. The sign reads, “Candi’s Candies, Old Town Alexandria, Virginia” and includes a brown background, pink and black lettering and gold colored candies.

**II. HISTORY:**

The three and one half story brick rowhouse at 107 North Fairfax was constructed by Bernard Bryan in 1795, according to *Historic Alexandria Virginia Street By Street* (Cox, p.39).

The Board has approved a number of signs for the previous tenants at 107 North Fairfax Street (BAR Case #2001-0147, 8/1/01; BAR Case #96-0149, 7/17/96; and, BAR Case #89-0092, 6/7/89).

**III. ANALYSIS:**

Sanborn maps indicate that the subject property has a lot frontage of approximately 20 feet facing North Fairfax Street. Therefore the maximum sign area allowed is 20 square feet. The proposed 3.5 square foot sign complies with zoning requirements.

The *Design Guidelines* for signs recommend that signs should be as simple as possible and avoid repetitious and undue verbiage (Signs – Page 3). Staff believes that the text “Old Town Alexandria, Virginia” is unnecessary and should be deleted to simplify the sign.

Staff believes that the proposed sign, with the exception of the above mentioned text, is appropriate for the building and meets the recommendations of the *Design Guidelines* for signs.

**IV. STAFF RECOMMENDATION:**

Staff recommends approval of the application with the condition that the text “Old Town Alexandria, Virginia” be eliminated from the 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 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 A Building Permit is required for this project.

Historic Alexandria:

No comments were received.