

Docket Item # 5  
BAR CASE # 2007-0145

BAR Meeting  
August 1, 2007

**ISSUE:** Signage  
**APPLICANT:** Treat LLC  
**LOCATION:** 114 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 new signage at 114 South Royal Street. The double-sided projecting sign will be 3' x 2.25', made of MDO and will hang from a 36" black steel scroll bracket, which will replace an existing bracket. The sign will have a white background with text that reads "TREAT sample sale boutique." A rendering of the sign with colors was provided by the applicant.

**II. HISTORY:**

The structure at 114 South Royal Street was originally built as a residence and dates from c.1860.

Staff located prior approvals by the Board for signage as recent as June 19, 2002 (BAR Case # #2002-0141). The Board also approved a new sign for this location in December 5, 1990 (BAR Case #90-0253). Other signs were approved in 1982 and 1977.

**III. ANALYSIS:**

Per Sanborn map, the building frontage facing South Royal Street is 12'+/-, which would allow a maximum sign area of 12 square feet. The proposed sign totals 6.85 square feet.

Propose hanging sign will comply with Zoning Ordinance requirements if it maintains an 8' clearance above the sidewalk.

Staff has no objection to the design of the proposed sign and believes that it meets the *Design Guidelines*. However, the applicant is replacing the existing bracket with a new scroll bracket, and needs to make sure that the sign will maintain the existing 8' clearance between the bottom of the sign and sidewalk. Also, the applicant is reminded that in accordance with the *Design Guidelines*; the bracket should be anchored through the mortar joints rather than directly into the brick itself.

**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 Wall letters / signs must comply with USBC [H103-H111]

Historic Alexandria:

No comments were received.