

Docket Item # 22
BAR CASE # 2007-0144

BAR Meeting
August 1, 2007

ISSUE: Signage
APPLICANT: Gabriel Penaloza
LOCATION: 1008 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends approval of the sign with the following conditions:

1. That the material of the sign be changed to either wood or metal;
2. That the bottom of the sign be at least 8' above the sidewalk; and,
3. That the sign bracket be anchored through the mortar joints rather than directly into the brick itself.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a certificate of appropriateness for a new hanging sign to replace the “Friseurs Esthetique” sign on the left side of the two story, three bay wide brick building at 1008 King Street. The proposed new sign will hang from the existing black metal scroll bracket located to the left of the left side door. The sign will measure 24” high by 36” wide and will be double sided. The sign is to be of ½” thick “Sintra,” a PVC foam board. It will have a dark brown background with bright green circular motif and lettering reading, “Salon deZen.” The hanging sign that was located on the right side of the building adjacent to a second door addressed as 1008 ½ King Street has been removed from its bracket.

II. HISTORY:

The two story, three bay wide, pressed brick building may have been constructed prior to 1877 as a building of similar footprint appears in this location on that map. The building at 1008 and 1008 ½ King Street features arched window heads and a bracketed Italianate cornice and door surround. The 1885 Sanborn map labels the building as a “dwelling.” It is not until the 1921 Sanborn map that the building is shown as having a commercial use, housing a florist. A shop window may have been added when it was converted in use. An earlier shop window is evident in a circa 1976 photograph of the building in Historic Alexandria: Street by Street (page 72). The current vaguely Colonial style shop window probably dates to 1986 when the Board approved two signs, one at 1008 and one at 1008 ½ King Street, and alterations for this property (BAR Case #s 86-128 & 148, 8/13/1988). The Board again approved signs at both these addresses in 1987 and 1988 (BAR Case #87-145, 8/19/1987 for 1008 King Street and BAR Case #88-5, 1/16/1988 for 1008 ½ King Street). Staff did not locate any more recent reviews for this property.

III. ANALYSIS:

The proposed sign will comply with the zoning ordinance requirements if it maintains an 8’ clearance above the sidewalk. Section 9-202(B)(4) of the zoning ordinance states that a sign may be displayed flat against a building wall or at an angle so long as the sign does not project more than 4’ from the building wall and is at least 8’ above the sidewalk.

Staff has no objection to the design of the proposed sign and believes that it meets the *Design Guidelines*. However, Staff does not recommend approval of the material proposed for the sign. Sintra is a type of foam board and, in the opinion of Staff, is more appropriate for interior use or temporary signs than for a permanent exterior sign in an historic district. In addition, the *Design Guidelines* require that the material of the sign be appropriate to the historic building on which it is located (Page 3). The proposed material is not appropriate for this late 19th century building. As far as Staff is aware, the Board has never approved a sign made of Sintra in the Old and Historic District. As an alternative to Sintra, Staff recommends the sign be of wood or metal.

Staff has no objection to the reuse of the existing bracket. However, it appears that the bracket will need to be raised to maintain an 8’ clearance between the bottom of the sign and the sidewalk. In accordance with the *Design Guidelines*, the bracket should be anchored through the mortar joints rather than directly into the brick itself (page 4).

The applicant has already applied for a sign permit. The permit specifies that the sign will be of Sintra. If the Board concurs with the Staff recommendation, the sign permit must be revised to indicate the new material.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the sign with the following conditions:

1. That the material of the sign be changed to either wood or metal;
2. That the bottom of the sign be at least 8' above the sidewalk; and,
3. That the sign bracket be anchored through the mortar joints rather than directly into the brick itself.

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F- finding

Code Enforcement:

C-1 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-2 A building permit is required for the proposed project.

Historic Alexandria:

No comments were received.