

Docket Item # 24
BAR CASE # 2007-0148

BAR Meeting
August 1, 2007

ISSUE: Awning & signage
APPLICANT: Kyong R. Yi
LOCATION: 119 South Royal Street
ZONE: CD/Commercial

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

1. That the awning be a canvas type material to be approved by staff;
2. That the lettering on the sides of the awning be eliminated; and,
3. That the bottom of the awning be at least 8 feet above the sidewalk.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a certificate of appropriateness for an awning and hanging sign for the new restaurant at 119 South Royal Street. The proposed double-sided hanging sign measures 24” by 14” and will be attached to the existing 30” scroll bracket to the north of the entrance. The oval shaped sign has a red background with white lettering reading “Fontaine, Caffè & Creperie”. The applicant also proposes to recover the existing 30” by 45” by 34” awning frame with new vinyl material. The new awning will be red with the name “Fontaine” on the front valance and “Caffè” on the sides in 4” high white lettering.

II. HISTORY:

According to Ethelyn Cox in *Historic Alexandria Street by Street*, the buildings at 115 and 119 South Royal Street are possible remodelings of earlier buildings on the lots acquired by Benjamin Barton in 1864 and 1866 for \$2,825. Barton and his father were early Alexandria silversmiths and clockmakers (p. 154).

The Board approved a hanging sign (BAR Case #92-28, 2/5/92) and an awning (BAR Case #92-174, 9/16/92) for The British Connection and Tea Room.

The applicant was granted a Special Use Permit to operate a restaurant on May 12, 2007 (SUP2007-00025).

III. ANALYSIS:

The subject property is zoned CD Commercial. According to the applicant, the frontage facing South Royal Street is 19 feet. Therefore, the maximum sign area allowed is 19 square feet. Ordinance #3864 permits awnings to project up to 4.00 feet from the front building over the public right of way and must be 8.00 feet above the sidewalk. The proposed awning and sign will meet Zoning Ordinance requirements if both maintain an 8.0 ft clearance above the sidewalk.

The proposed hanging sign is appropriate and meets the recommendations of the *Design Guidelines* for signs.

Staff has no objections to the recovering of the existing awning frame previously approved by the Board. However, according to the *Design Guidelines*, “Awnings should be made of a canvas type fabric. Awnings made from plastic fabric are strongly discouraged” (Awnings – Page 3). Staff recommends that the applicant use a canvas type fabric such as Sunbrella.

The *Design Guidelines* also recommend generally only one sign per business is appropriate (Signs – Page 3). The applicant is proposing a double sided hanging sign in addition to signage on all three sides of the awning. Staff believes that the signage on the sides of the awning should be eliminated.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. That the awning be a canvas type material to be approved by staff;
2. That the lettering on the sides of the awning be eliminated; and,

3. That the bottom of the awning be at least 8 feet above the sidewalk.

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.