

Docket Item # 3
BAR CASE # 2007-0149

BAR Meeting
September 5, 2007

ISSUE: Signage
APPLICANT: John Brown
LOCATION: 1125 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION, SEPTEMBER 5, 2007: Staff recommends approval of the application as submitted.

BOARD ACTION, AUGUST 1 2007: Deferred prior to the public hearing for lack of public notice.

STAFF RECOMMENDATION, AUGUST 1, 2007: Staff recommends approval of the application as submitted.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a double sided hanging sign to replace the existing Yves Delorme sign at 1125 King Street. The new sign will hang on a 48" long black metal scroll bracket on the wood fascia over the storefront entrance in the same location as the existing sign. The sign will be at least 8' above the sidewalk. Similar to the existing sign, the new sign will be a double faced oval, measuring 22' high by 40" long. The new sign will be white with a black border and black lettering reading "J BROWN & CO." There will be a gold metallic motif above the business name. The sign will be made of MDO (multiple density overlay) plywood.

II. HISTORY:

According to the historic survey documentation, 1125 King Street is one of a row four buildings (1125 and 1127-1131 King Street) united by a common façade in 1930. 1921 Sanborn map shows these buildings as dwellings with 1127-1131 King Street being an attached row and 1125 King Street detached on the west side. The renovation of the two story buildings resulted in a row of street level commercial storefronts constructed of wood with metal frame windows and green marble bases. The second story was united by a series of paired one-over-one windows and decorative stone or cast stone insets.

In 1986 and 1987, the Board approved signage at 1125 King Street (BAR #86-200, 12/9/1986 and BAR #87-187, 10/21/1987). Staff could not locate any more recent reviews for this property. More recently, the Board approved signs for the Elizabeth Stone Galleries and My Place in Tuscany, located at 1127 King Street (BAR Case #2005-0289, 1/4/2006 and BAR Case #2003-0046, 3/19/2003).

III. ANALYSIS:

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

Staff believes the proposed sign is appropriate for the circa 1930 building and the neighboring historic district and complies with 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 A Building Permit is required for this project.

Historic Alexandria:

No comments were received.