

Docket Item # 18
BAR CASE # 2007-0161

BAR Meeting
September 5, 2007

ISSUE: Signage
APPLICANT: Hoang T. Le
LOCATION: 1201 King Street
ZONE: KR/King Street Urban Retail

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

1. That the height of the letters be reduced to 12”;
2. That the letters be blind mounted through the mortar joints rather than through the brick itself.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of signage for the new retail store at 1201 King Street. The applicant is proposing an individual letter sign on both the King Street and the North Fayette Street elevations of the building. Both 1'6" by 10' signs will be constructed of metal letters reading "Le Star" in a gold color.

II. HISTORY:

The three story brick commercial building at 1201 King Street appears on the 1877 Hopkins Atlas.

Staff was unable to locate any prior Board approvals for the property.

III. ANALYSIS:

The subject property is zoned KR, King Street Urban Retail. Per Sanborn map, the building frontage facing King Street is approximately 30 feet.

According to the *Design Guidelines*, lettering heights should not exceed 8" to 12" (Signs – Page 2). Staff recommends that the height of the lettering be reduced to comply with the Design Guidelines.

Individual letter signs should be blind mounted on the front of a building. For example, letters can be pin mounted so that the fastening hardware is not visible. The applicant has not indicated how the letters will be attached. Therefore, staff has included a condition in the approval that the letters be blind mounted through the mortar joints.

The *Design Guidelines* recommend generally only one sign per business is appropriate (Signs – Page 3). However, the Board has consistently approved more than one sign for corner buildings with one sign on each elevation. Staff has no objections to the material and design of the signs which are similar to many other signs approved in the historic district.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. That the height of the letters be reduced to 12";
2. That the letters be blind mounted through the mortar joints rather than through the brick itself.

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 Wall letters / signs must comply with USBC [H103-H111]. Please indicate the method to be used for anchoring the letters to the wall.

C-3 A Building Permit is required for this project.

Historic Alexandria:

No comments were received.