

Docket Item # 3
BAR CASE # 2007-0177

BAR Meeting
September 19, 2007

ISSUE: Signage
APPLICANT: Erika Kerscher de Alvarez
LOCATION: 1121 King Street
ZONE: KR/King Street retail

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 on the commercial building at 1121 King Street. The double-sided wood sign will be 24” wide and 16” high. It will have a large cross motif on the left side and lettering reading, “THIA GIFTS FOR YOU,” on the right side. The cross and lettering will be of pewter. The cross will be composed of separate square plates with “different polished” surfaces. The sign will be suspended from an existing black iron bracket located on the right side of the building just below the second story windows and will be at least 10’ above the public right-of-way.

An existing wall sign consisting of individual letters with a brass finish and reading “BENMOL,” is located on the left side of the storefront above the door to the second floor office area.

II. HISTORY:

The two story brick Colonial Revival style commercial townhouse at 1121 King Street was designed to have a commercial space on the street level and offices on the second floor and was constructed on a vacant lot in 1988 (BAR Case#87-172, 9/16/1987). The BAR approved a projecting hanging sign for the commercial tenant, QUIMPER FAIENCE on 10/17/1990 (BAR Case #90-224). Later the same year, the BAR approved the existing brass letter sign reading “BENMOL” for the second floor tenant (BAR Case #90-254, 12/19/1990). The Board additionally approved an individual letter sign and lighting for QUIMPER FAIENCE on 3/4/1992 (BAR Case #92-39). In 1993, the Board approved the addition of a bay window at the front for the building QUIMPER FAIENCE (BAR Case #93-23, 2/17/1993). Most recently, in 2006, the Board approved a sign for Silk Road, which was to replace QUIMPER FAIENCE (BAR2006-0016, 2/15/2006). This approval was for a hanging sign and a wall sign.

III. ANALYSIS:

The proposed sign complies with the Zoning Ordinance requirements.

In the opinion of Staff, the proposed sign is appropriate and complies with the *Design Guidelines*. It is modest in size and compatible with the building at 1121 King Street and the surrounding district in its design.

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 Construction permits are required for this project.

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.”