

Docket Item # 3  
BAR CASE # 2007-0206

BAR Meeting  
October 17, 2007

**ISSUE:** Signage  
**APPLICANT:** America! by Old Town Sign Co.  
**LOCATION:** 113 King Street  
**ZONE:** KR/King Street Urban Retail

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**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 a sign for the new business, America!, located at 113 King Street. The proposed double-sided hanging sign is a v-notched carved cedar/redwood and will be attached to the building with a 42" iron scroll bracket with zinc hardware supported by a 3" x 1/2" lag and shield placed within the mortar joints above the store entrance. The sign measures 24" x 36" and has a blue background with a red banner and gold-leaf lettering and border. The text will read "AMERICA!".

**II. HISTORY:**

The property located at 113 King Street is one in a row of ten attached brick warehouse structures built in the late 18th or early 19th century; William Yeaton was an early owner. [Ethelyn Cox Historic Alexandria, p.64]. The upper levels of this three story facade are identical to the adjacent 111 King Street.

The Board approved a hanging sign for the Silver Parrot in 1992 (BAR Case #92-1, 1/2/1992).

**III. ANALYSIS:**

The subject property is zoned KR, King Street Urban Retail overlay. Per Sanborn Maps, the building frontage facing King Street is 30 ft. +/- (the maximum sign allowance is 30.0 sq ft). The proposed sign totals 6.0 sq ft. The proposed sign complies with Zoning Ordinance requirements.

Staff believes that the proposed sign meets the recommendations of 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:

F-1 The applicant shall obtain a sign permit for the proposed sign.

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.

Historic Alexandria:

R-1 Approval.