

Docket Item # 6  
BAR CASE # 2007-0204

BAR Meeting  
October 17, 2007

**ISSUE:** Signage and alterations

**APPLICANT:** David Gwathney

**LOCATION:** 118 S. Royal Street

**ZONE:** CD/Commercial

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

1. Approval of the hanging sign;
2. Approval of the door lettering with the deletion of the web address;
3. Approval of the exterior wall lantern; and
4. Denial of the flat sign above the door.

(Insert sketch here)

**I. ISSUE:**

The applicant is requesting approval of a certificate of appropriateness for a hanging sign, flat sign, door signage and an exterior light fixture for the commercial building at 118 S. Royal Street. The hanging sign will be located on the existing black metal scroll bracket located to the right of the entrance to the retail space. The double sided oval sign will be of MDO (multiple density overlay) plywood and will measure 44” in height and 32” in width. According to the applicant, the sign will be at least 8’ above grade. The sign will have a dark burgundy background with white lettering reading “Grape + Bean”. There will be a logo of a bee in flight above the lettering. In addition to this sign, the applicant is proposing to mount a flat sign on the fascia above the entrance to the shop. The sign will have a dark burgundy background and will have white lettering reading “Grape + Bean.” This sign be 12” high by 48” wide. In addition, the applicant is requesting white lettering on the existing full view storm door. The lettering will read Grape + Bean in 2” high lettering. There will be a logo of a bee beneath the store name and then, in 1” high lettering, the store hours and the business web address.

One outdoor wall lantern is proposed to be installed on the exterior trim adjacent to the door. The lantern will be 7” wide by 13 ½” tall, with a black finish over solid brass and smooth white glass.

**II. HISTORY:**

118 South Royal Street is a two and a half story brick building dating from the mid-19th century according to Ethelyn Cox in Alexandria Street by Street. The first floor has been inappropriately altered in the past.

On April 7, 1993 and May 6, 1993, the Board approved a hanging sign, storm door and door signage for Lee Interiors at this location (BAR Case #93-59). Lee Interiors recently moved to 110 S. Columbus Street and the Board approved signage for that business in the new location on September 19, 2007 (BAR Case #2007-0169).

**III. ANALYSIS:**

The proposed alterations comply with the zoning ordinance requirements. The building frontage facing Royal Street is approximately 20 linear feet and the proposed signage totals 12.8 square feet. The total signage must not exceed one square foot for every linear foot of building width.

According to the *Design Guidelines*, signs should be designed in styles, materials, typefaces, colors and lettering that are appropriate and sympathetic to the historic style of the building. Also, the *Design Guidelines* recommend generally only one sign per business is appropriate (Signs – Page 3).

In general, Staff is supportive of the proposed signage and the new wall lantern. Staff has no objection to the design and size of the hanging sign and feels it is compatible and compliments the building. However, in Staff’s opinion, the proposed flat sign is excessive and should be deleted. Also, the lettering on the storm door includes a web address for the business, which should be deleted.

**IV. STAFF RECOMMENDATION:**

Staff recommends approval of the application with the following conditions:

1. Approval of the hanging sign;
2. Approval of the door lettering with the deletion of the web address;
3. Approval of the exterior wall lantern; and
4. Denial of the flat sign above the door.

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.

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 Construction permits are required for this project. Plans shall accompany the permit application that fully details the construction as well as layouts and schematics of the mechanical, electrical, and plumbing systems

Historic Alexandria:

R - Approve