

Docket Item # 7  
BAR CASE # 2007-0205

BAR Meeting  
October 17, 2007

**ISSUE:** Signage  
**APPLICANT:** Marie Doyle by Old Town Sign Company  
**LOCATION:** 610 Montgomery Street  
**ZONE:** CDX/Commercial

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**STAFF RECOMMENDATION:** Staff recommends approval of the hanging sign and window and doors lettering and the condition that the internal “Coffee” sign be removed or relocated 10’ back from the window.

(Insert sketch here)

**I. ISSUE:**

The applicant is requesting approval of Certificate of Appropriateness for a hanging sign at 610 Montgomery Street.

The proposed double-sided hanging sign will be made of DF MDO, 42" x ¾" round, in violet, white, and lavender colors. The sign will be attached to the building using a custom hand rolled steel scroll bracket, attached to the face of the building using 6 4.5" x ½" lag and shield mounting hardware in the mortar joints. The sign will have a 14' clearance from the bottom of the sign to the ground. The text will read "610 Coffee House."

While not proposed with this application, staff is also aware that both window and door lettering has already been applied prior to approval, as well as an internal sign that says "Coffee". The white window lettering reads "Good Coffee, Good Food, Good Time," while the white door lettering read "610 Coffee House."

**II. HISTORY:**

City Real Estate records indicate that 610 Montgomery Street was constructed in 1935 and the property appears on the 1958 Sanborn map. This area of Montgomery Street was included within the boundaries of the Old and Historic Alexandria District in 2000.

Staff did not locate any previous approval by the Board for this property.

**III. ANALYSIS:**

Per Sanborn Maps, the building frontage facing Montgomery Street is 17 ft +/- ( maximum sign area allowed 17 sq ft.) The proposed sign total 9.6 sq ft.

Proposed hanging sign complies with Zoning Ordinance requirements.

According to the *Design Guidelines*, signs should be designed in styles, materials, type faces, 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).

Staff supports the proposed hanging sign and feels the design and bracket are compatible to the style of the building. While the window and door lettering should have been reviewed and approved prior to its installation, staff feels that both are subtle and can be supported. However, staff feels that internal "Coffee" sign should be removed or relocated 10' back from the window.

**IV. STAFF RECOMMENDATION:**

Staff recommends approval of the hanging sign and window and doors lettering and the condition that the internal "Coffee" sign be removed or relocated 10' back from the window.

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 the USBC (H103-H107, H112) for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

Historic Alexandria:

R - Approve.