

Docket Item # 5
BAR CASE # 2007-0257

BAR Meeting
December 19, 2007

ISSUE: Signage
APPLICANT: Robert Anderson
LOCATION: 326 King Street
ZONE: KR/King Street Retail

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the sign facing South Royal Street is installed below the second floor window sills and anchored through the mortar joints rather than the brick and that the sign illumination operate on a timer so as not to be illuminated between 10:30 p.m. and 6:30 a.m.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage for the second floor business, Long and Foster Realtors, on the second floor of the commercial building at 326 King Street. This is a corner building and a total of two signs are proposed, one on each of the King Street and North Royal Street elevations. Both signs are proposed to be reverse channel illuminated signs. The sign on King Street will be located to the east of the entrance, below the belt course. This sign will be a total of 20'2" in length with Long and Foster lettering of 1'3" in height and the word Realtor in 6" high lettering. The sign on the South Royal Street elevation will be located at the base of the gable and will be a total of 23'8" in length with Long and Foster lettering of 1'3" in height and the word Realtor in 12" high lettering. The signs will mimic the illumination of the installed CVS Pharmacy reverse channel letter signs.

II. HISTORY:

The Federal Revival style center entrance building located at 326 King Street was constructed as a bank in 1961 as part of an urban renewal project.

In 1996 the Board approved the currently installed reverse channel halo letter signs for CVS (BAR Case #96-0249, 11/6/96). In 1999 the Board approved alterations to the South Royal Street side of the building (BAR Case #98-0217, 1/20/99).

III. ANALYSIS:

The proposed signs comply with the Zoning Ordinance requirements.

The *Design Guidelines* recommend only one sign per business. However, for corner buildings the Board routinely approves signs for both business fronts. In this instance, Staff can support more than one sign. However, staff believes that the sign proposed along the South Royal Street frontage is proposed to be mounted at too great a height for this two story building and for the pedestrian environment that is created along King Street. Staff recommends that the sign be lowered and installed at a height that is between the existing CVS sign and the second floor window sills, rather than at the approximately 22' mounting height proposed. In the opinion of staff, the proposed individual letter signs meet the recommendations of the *Design Guidelines* and based upon the Board's previous actions in approving reverse channel halo letter signs for this building, staff has no objection to the proposed signs.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the sign facing South Royal Street is installed below the second floor window sills and anchored through the mortar joints rather than the brick and that the sign illumination operate on a timer so as not to be illuminated between 10:30 p.m. and 6:30 a.m.

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 and/ or wall lettering.

C-1 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.

Historic Alexandria:

Comments pending