

Docket Item # 15
BAR CASE # 2008-0068

BAR Meeting
May 21, 2008

ISSUE: Signage
APPLICANT: SunTree c/o Michael Shad
LOCATION: 1000 King Street
ZONE: KR, King Street Urban Retail Zone

STAFF RECOMMENDATION: Staff recommends approval of the application with the following condition:

1. The additional text describing the merchandise being offered “Sunglasses and accessories” should be removed from the door decals. Typographical corrections shall be made for all decal signage prior to installation.

(Insert sketch map here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage for a new business located at 1000 King Street. The applicant proposes two signs, one over each entrance door at the corner of King and Patrick Streets. The signs will be placed over existing doors at the corner of the building, and the bottom of the signs will be approximately 10.5' above the sidewalk. The proposed signs are made of MDO (plywood) and measure 72" x 16" x 1/2". The sign features white lettering on a burgundy background. The text measures 60" x 12". The signs will be stud mounted in mortar joints.

The applicant proposes two front door decals, 2 square feet each, to be applied to the glass entrance doors. The decals will include the text: Sun Tree, Sunglasses and Accessories, as well as the operating days and hours.

II. HISTORY:

1000 King Street is a brick commercial building at the corner of King and South Patrick Streets. In *Historic Alexandria, Virginia, Street by Street*, Ethelyn Cox describes 1000 King Street as "brick, 3 stories, flat pitched roof, stepped ends, modillion cornice, rear ell, early 19th-c. with additions."

In 1988, the Board approved alterations to the building and specifically noted the corner doorways as a unique feature (BAR Case # 88-109, 6/27/1988). In 1994, the Board reviewed a case for an attendant booth on this property (BAR Case # 94-111, 8/17/94). In 1996, the Board approved a Certificate of Appropriateness for two signs on this building (BAR Case # 96-00215, 9/18/1996).

III. ANALYSIS:

Proposed signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend generally only one sign per business as appropriate. On corner buildings, the Board has often approved two signs, one on each frontage of the building. Consistent with the guidelines' general direction and with the Board's practice on corner buildings, staff recommends that two signs are appropriate for this location. The signs are compatible in size to the building and appropriate for a corner location.

The proposed decals for the doors are appropriate in concept but staff advises the applicant to reduce the amount of text if possible. Specifically, staff recommends that the text "Sunglasses and accessories" as part of the door decal be omitted. Staff also recommends that the text be edited for typographical errors prior to installation (i.e., the application has a semicolon where there should be a colon, and spacing around the hyphens is inconsistent).

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the following condition:

1. The additional text describing the merchandise being offered "Sunglasses and accessories" should be removed from the door decals. Typographical corrections shall be made for all decal signage prior to installation.

V. 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:

Approve.

VI. IMAGES

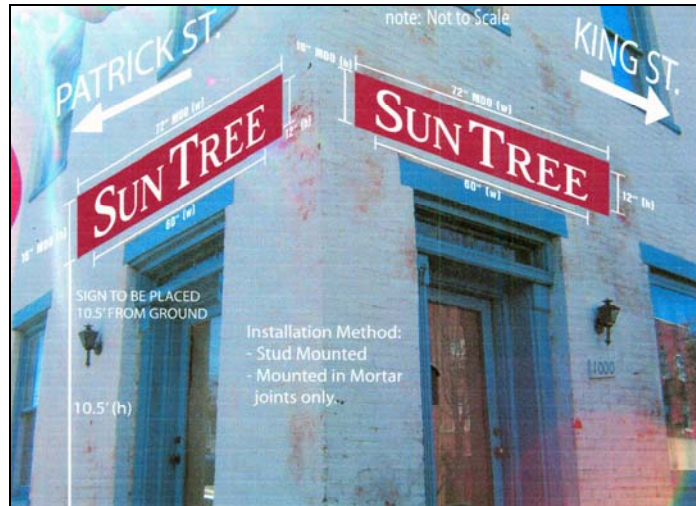


Figure 1. 1000 Prince Street with proposed signage.

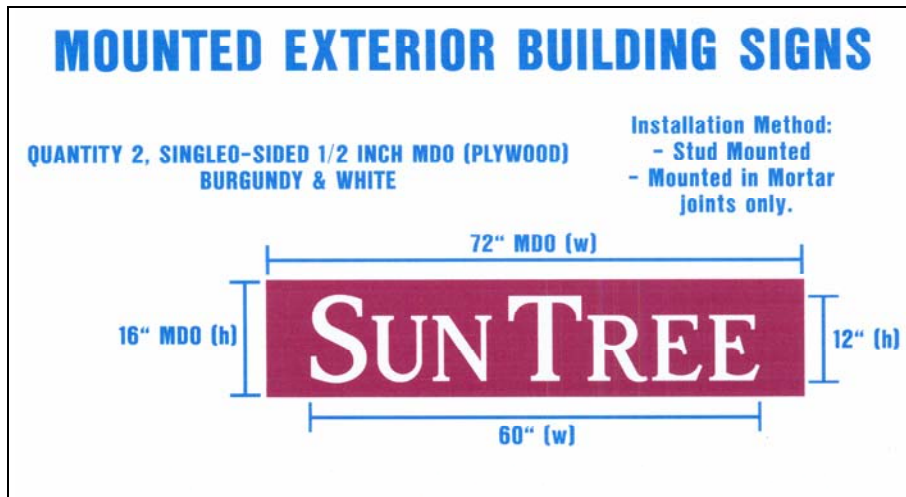


Figure 2. Proposed signage specifications for installation above two corner entrance doors.

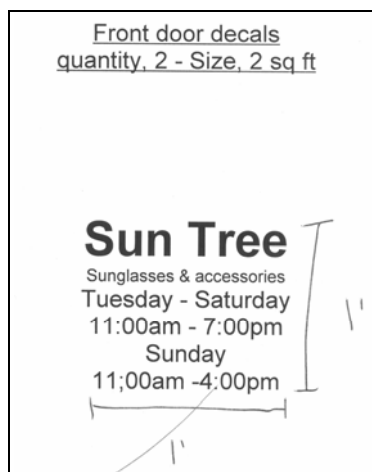


Figure 3. Proposed decal signage to be affixed to glass on entrance doors.