

Docket Item # 3
BAR CASE #2008-0093

BAR Meeting
July 9, 2008

ISSUE: Signage

APPLICANT: Robert Lusk, Old Town Sign, for Ms. Barbara's Dog Boutique & Spa

LOCATION: 1017 King Street

ZONE: KR/King Street Urban Retail Zone

STAFF RECOMMENDATION: Staff recommends approval of the proposed hanging sign for Ms. Barbara's Dog Boutique & Spa as submitted.



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for one sign for Ms. Barbara's Dog Boutique & Spa at 1017 King Street. A double-sided hanging sign is proposed to be installed on an existing scroll bracket located above the storefront. The base of the sign will be 12' from the sidewalk. The MDO wood sign is 28" by 22" and has a striped rose and beige background with black, white and gold lettering and design details. The sign features the name of the business and a paw print.

II. HISTORY:

Built prior to 1877 (but likely as early as 1810) this two-story, brick, commercial structure is typical of buildings on this section of King Street. A notable feature that is visible from the sidewalk is a wooden cornice, located between the first and second floors, spanning the length of the facade.

The Board has approved signage for 1017 King Street on a number of occasions. Most recently, in 2005, the Board approved two wooden signs to flank the entrance door for Kingsbury Chocolates (BAR Case # 2005-0157, July 20, 2005). In 2002, the Board approved a hanging sign for Kingsbury Chocolates (BAR Case # 2002-0298, December 4, 2002). The Board approved a previous sign for Farinelli's (BAR Case # 98-00192, 1/6/99) in 1999. A hanging sign for Inner Tennis and Restringing was approved in 1992 (BAR Case # 92-137).

III: ANALYSIS

The proposed hanging sign complies with zoning ordinance requirements.

The *Design Guidelines* state that generally only one sign per business is appropriate. In addition, the *Guidelines* advise that a sign be compatible with the character of the historic building to which it will be attached, as well as not obscure the architecture of the historic building. On masonry buildings, signs and brackets should be attached through the mortar joints.

Staff finds that the proposed sign meets the recommendations of the *Design Guidelines* and recommends approval.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the proposed hanging sign for Ms. Barbara's Dog Boutique & Spa as submitted.

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-2 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.

Office of Historic Alexandria:

No comment.

VI. IMAGES



Figure 1. 1017 King Street front elevation and location of proposed hanging sign.



Figure 2. Proposed hanging sign on existing scroll bracket.