

Docket Item # 5
BAR CASE #2008-0131

BAR Meeting
October 15, 2008

ISSUE: Signage
APPLICANT: Conrad's Furniture Gallery
LOCATION: 101 King Street
ZONE: KR/King Street Urban Retail

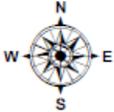
STAFF RECOMMENDATION: Staff recommends approval of the application with the following conditions:

1. That the rectangular portion of the hanging sign be deleted; however, if the Board does find it appropriate, that is read "Home Décor," rather than "Accessories and Décor" to comply with the Zoning Ordinance.
2. That the sign be constructed of MDO rather than vinyl and aluminum.
3. That the sign bracket be mounted through the mortar joints rather than into the brick.



BAR CASE #2008-0131

10/15/2008



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a new double sided hanging sign for Conrad's Furniture Gallery located at 101 King Street. The proposed sign will have two components; the first is an oval sign measuring 24"x 40", the second is a rectangular sign which will measure 14"x 30" and will be suspended from the oval sign. Both signs will hang from a 40" stainless steel with black coating scroll bracket mounted to the corner of the building at the intersection of King and Union Street. The bottom of the rectangular sign will be mounted on the building 10' above the public sidewalk. The oval sign will consist of a gold lettering reading "Conrad's Furniture Gallery," on a black background. The proposed rectangular sign will be of the same color scheme and will read "Accessories and Décor." Both proposed signs will be constructed of vinyl on aluminum.

II. HISTORY:

101 King Street is a three and a half story brick building that is one of a row of ten buildings that were originally constructed in the late 18th and early 19th centuries as waterfront warehouses according to Ethelyn Cox in *Alexandria Street by Street* (pp.64-65). The north side of the 100 block of King Street is a row of largely intact buildings that provide a direct physical link to the founding of the city as a commercial waterfront port. While all of the buildings have been adaptively reused for retail and restaurant uses in the late 20th century, they have retained an exterior cohesiveness that readily exhibits their industrial origins.

In 2006 the Board approved the existing signage on the King Street façade of the building (BAR 2006-0147) and in 2004, the Board approved a number of alterations to the building (BAR Case #2004-0128/129, 12/15/04). The wall sign on the King Street façade measures 18.25' by 1.2' and reads "Conrad's Furniture Gallery". The plywood sign includes a black background, raised plastic gold leafed letters, and a decorative shield and leaf design. The sign is located on the King Street elevation of the building, centered between the first and second stories.

III. ANALYSIS:

The subject property at 101 King Street has 82' of frontage on Union Street.

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". Staff believes that the proposed oval portion of the hanging sign complements the building and is similar to signs of other retail tenants on King Street. However, Staff does feel that the rectangle portion of the sign that reads "Accessories and Décor" is unnecessary and redundant. According to the Design Guidelines, "signs should be as simple as possible and avoid repetitious and undue verbiage. Furthermore the wording "Accessories and Décor" falls into the category of special advertising and therefore does not meet zoning ordinance requirements. If the Board finds the

rectangular portion of the hanging sign appropriate Staff recommends a condition that it read “Home Décor,” and not “Accessories and Décor,” in order to come into conformance with zoning requirements. Staff also finds the use of vinyl and aluminum to be inappropriate materials for the construction of this sign and suggests the use of MDO.

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

1. That the rectangular portion of the hanging sign be deleted; however, if the Board does find it appropriate, that it read “Home Décor,” rather than “Accessories and Décor” to meet the Zoning Ordinance
2. That the sign be constructed of MDO rather than vinyl and aluminum.
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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 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.

Historic Alexandria:

No comment.

VI. IMAGES:



Figure 1 Existing Union Street Facade

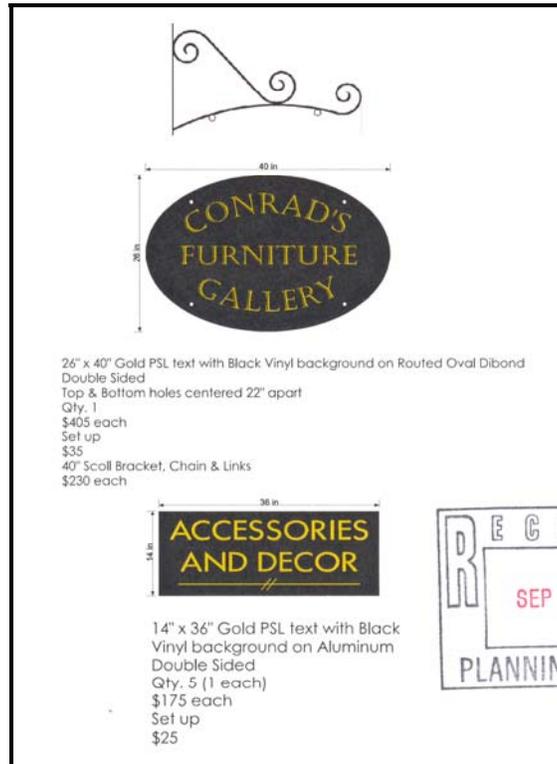


Figure 2 Proposed Sign