

Docket Item # 5  
BAR CASE # 2008-0210

BAR Meeting  
December 3, 2008

**ISSUE:** Signage

**APPLICANT:** The Potomac Bead Company (Kimberly Lundy, Applicant)

**LOCATION:** 1104 King Street

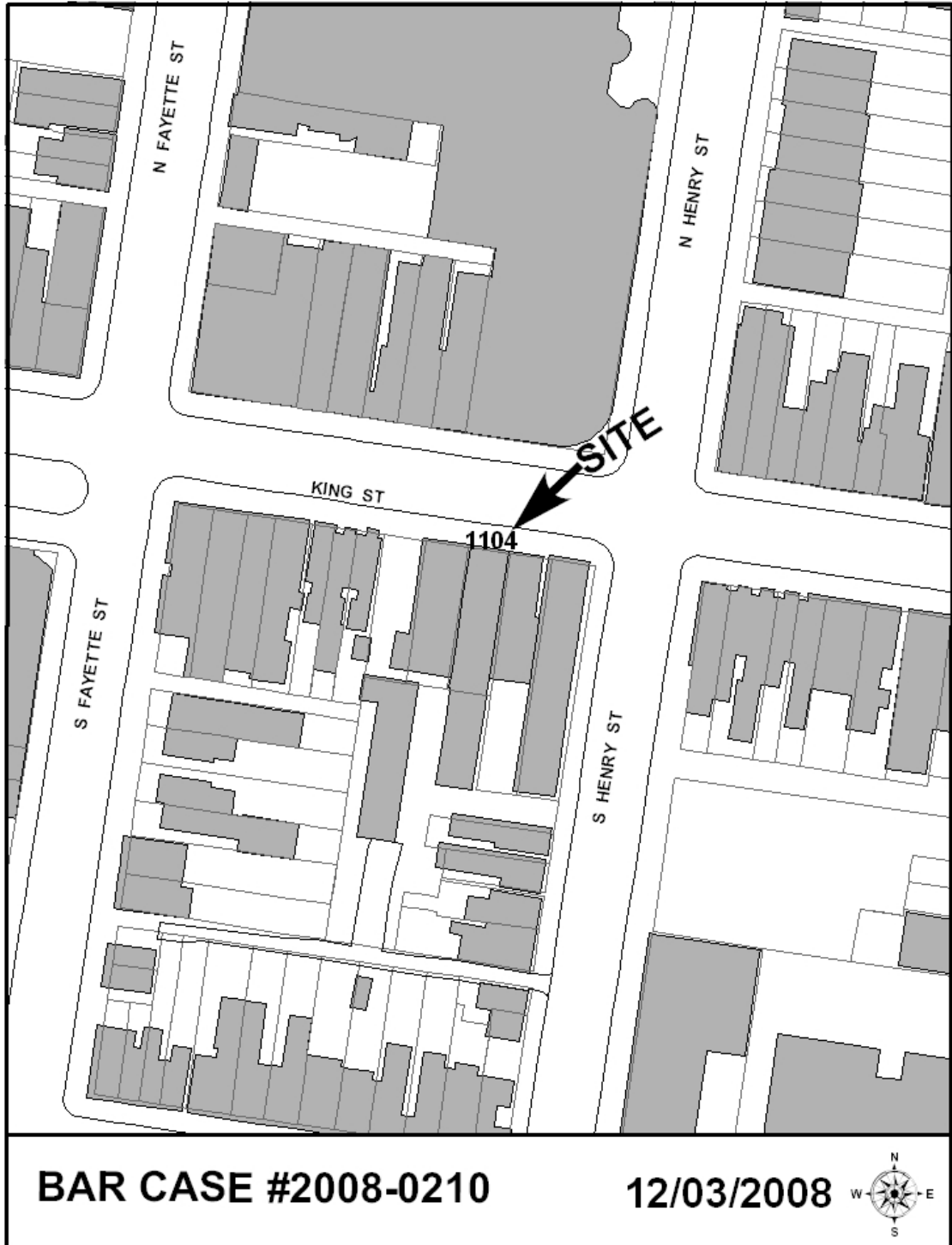
**ZONE:** KR / King Street Urban Retail

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

1. The motto "Dream, Design, Create..." on both signs is deleted.
2. The HDU (High Density Urethane) foam letters will not exceed 8" in height.
3. The oval, hanging sign will be fabricated out of wood or MDO (Medium Density Overlay) plywood.
4. The applicant will specify *iron* as the material being used for the mounting bracket on the final construction drawings.

\*Note: The above conditions were discussed with the Applicant and they support the recommended changes.



**I. ISSUE:**

The Applicant is requesting a Certificate of Appropriateness for the installation of two, separate business identifier signs on the subject building located at 1104 King Street. The application is for:

1. A new, double-sided hanging oval sign mounted on a metal scroll bracket. This proposed, 24” high x 36” wide, oval-shaped sign is proposed to be fabricated on routed PVC (Polyvinyl Chloride) with vinyl graphics and affixed to a 48” long, black metal, scroll bracket with a 12” anchor plate, chain and links. This design detail will create an “operable” hanging sign, a design which provides some movement when subject to wind currents. The proposed color scheme is a black background, with white graphics, which identify the business name “The Potomac Bead Company” and their company motto “Dream, Design, Create...”.

The Applicant proposes to mount the sign at the western edge of the storefront’s cornice.

2. A new, flat sign mounted on the storefront cornice expressing the business’s name “The Potomac Bead Company” and their motto “Dream, Design and Create...”. The company name will be fabricated out of Painted HDU(High Density Urethane) foam 12” high x 1” letters, and the motto will be fabricated out of painted HDU foam 4” high x 1” letters. The letters will be painted black.

There is no lighting proposed for either sign.

**II. HISTORY:**

According to Ethelyn Cox in *Alexandria Street by Street*, the building adjacent to 1104 King Street (1102 King Street) was built ca. 1811 (p.73). It has been established by previous staff reports, that it appears that at least portions of this building date from the late 18th-century. The building’s current configuration is the result of significant exterior alterations and changes during the early and mid 20<sup>th</sup> century.

The Board approved alterations to rehabilitate the property in 2003 (BAR Case #'s 2002-0319 and 2002-320, 3/19/03). On March 15, 2006, the Board approved further alterations to the roof and storefront (BAR Case # 2006-0046).

The Board approved after-the-fact signage for the property on December 6, 2006 (BAR Case # 2006-0241). The approved sign was comprised of 8” high, 3/8 inch thick green acrylic letters, individually attached to the sign board area of the storefront with stud mounts. The text read “Gautier Le meuble de vie” with a logo. There was no lighting proposed for the sign

**III. ANALYSIS:**

The proposed wall sign does not comply with zoning ordinance requirements. Per the Sign Permit application, the existing building width facing King Street measures approximately 22 feet +/-.

The maximum sign area allowed is 22 sq. ft. The proposed hanging sign totals 6 sq. ft.; and the proposed wall sign totals 18.95 sq. ft. The proposed wall sign is required to be less than 16 sq. ft. to allow both the wall sign and the proposed hanging sign.

For the wall sign to comply with the zoning ordinance and the *Design Guidelines* adopted for the Old and Historic District, it is recommended that the wall sign's "large" letters be reduced in height to 8". This reduction will enable the lettering to be placed completely within the flat part of the cornice's profile. Additionally, the 8" height is in-keeping with previous lettering height approvals for this building (see 2006 signage approval above).

Both signs propose the additional text "Dream, Design, Create..." to be installed under the name of the business. This additional text is identified as the company's "motto" and is defined in the *Guidelines*, as undue verbiage. Staff recommends that this phrase be deleted from both signs on the application, to be consistent with other signs approved by the Board within the Historic District.

Also, to remain consistent with the Board's previous approvals, Staff recommends that the material for the oval hanging sign be changed from PVC (Polyvinyl Chloride) to wood or MDO (Medium Density Overlay) plywood.

Finally, the specifications provided in the application did not include materials for the scroll bracket. The Board has historically approved iron scroll brackets within the District. To retain the continuity in the streetscape, it is recommended the final construction drawings require iron as the material specification for this component.

With the above modifications to the proposal, there will be no adverse impact to the historic resource or the surrounding district. As such, with the above recommended conditions, this proposal will meet the *Standards for a Certificate of Appropriateness* and comply with the *Old and Historic District's Design Guidelines*.

#### **IV. STAFF RECOMMENDATION:**

Staff recommends approval of the application with the following conditions:

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CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F- finding

Code Enforcement:

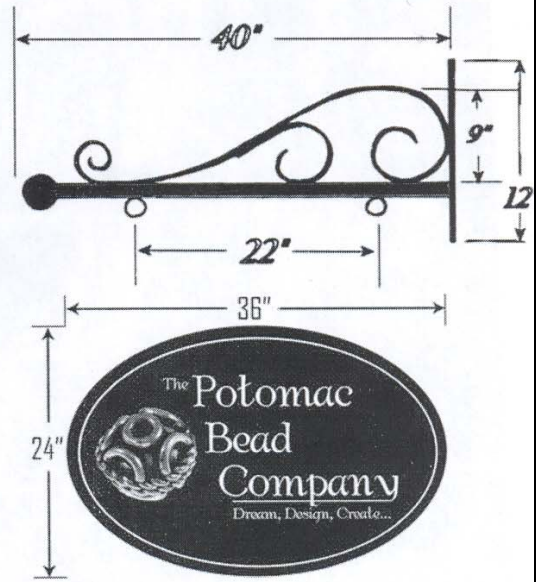
- C-1 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.
- C-2 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.
- F-3 The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.

Historic Alexandria:

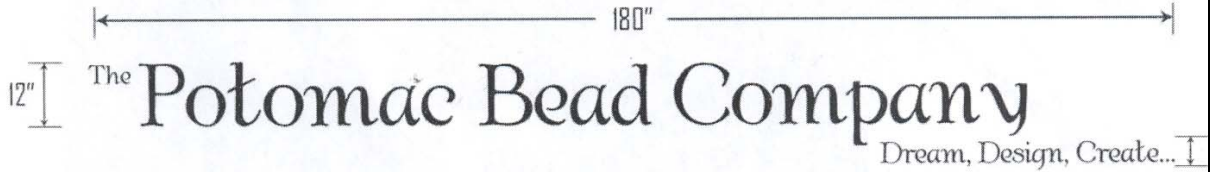
Approved as proposed.

### PBC - Hanging Oval Sign w/ Metal Scroll Bracket

24"x36" Hanging Oval sign  
Black and White Vinyl on Routed Oval PVC  
Double sided  
40" Scroll Bracket with 12" anchor plate, Chain & Links  
Mounted w/ 1/4" x 2 3/4" Brick anchors  
Qty: 1 set - \$425 ea  
Installation: \$50



### PBC - 3D Indoor/Outdoor Lettering



Exterior Letter Set: 12" x 1" Large Letters and 4" x 1" Small Letters  
Black paint over HDU foam

Interior Letter Set: 8" x 1" Large Letters and 4" x 1" Small Letters  
Black paint over HDU foam

Qty: 1 set of each - \$1188 total - including installation



Existing Storefront showing adjacent properties





Existing Storefront



Proposed Storefront