

Docket Item # 7
BAR CASE #2008-0216

BAR Meeting
December 3, 2008

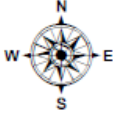
ISSUE: Signage
APPLICANT: Bloomers
LOCATION: 924 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the sign bracket be mounted through the mortar joints rather than directly into the brick.



BAR CASE #2008-0216

12/3/2008



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a new double sided hanging sign for “Bloomers” located at 924 King Street. The proposed rectangular hanging sign will measure 36”x 18” and will be suspended from a 36” black wrought iron scroll bracket. The bracket will be mounted to the brick above the existing entry way awning. The sign will consist of black lettering reading “Bloomers,” “underwear sleepwear loungewear” on a white background with a pale blue and pink graphic. The proposed rectangular sign will be constructed of MDO.

II. HISTORY:

The building at 922-924 King Street is a two story brick building dating from circa 1940.

In 2004, the Board approved a wooden hanging sign for this building reading “Pure Prana Yoga Studio, honor your mind and body” (BAR 2004-0157). In 2003, the Board approved awnings for the King Street opening for this building (BAR Case #2003-0078, 5/7/03). In 2000, the Board approved wall signs for Bellacara at this location (BAR Case #2000-0020, 3/1/00).

The existing Bellacara sign will be relocated to 1000 King Street as a replacement for the SunTree sign that was approved by the board at the May 21, 2008 hearing (BAR 2008-0068).

III. ANALYSIS:

The proposed sign meets zoning ordinance requirements.

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 hanging sign complements the building and is similar to signs approved both at this location in the past and for other retail tenants on King Street. Staff recommends approval of the application with the condition that the sign bracket be mounted through the mortar joints rather than directly into the brick.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the sign bracket be mounted through the mortar joints rather than directly into the brick.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

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.

F-1 The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.

Historic Alexandria:

R-Approve.

VI. IMAGES:



Figure 1 Existing King Street Facade

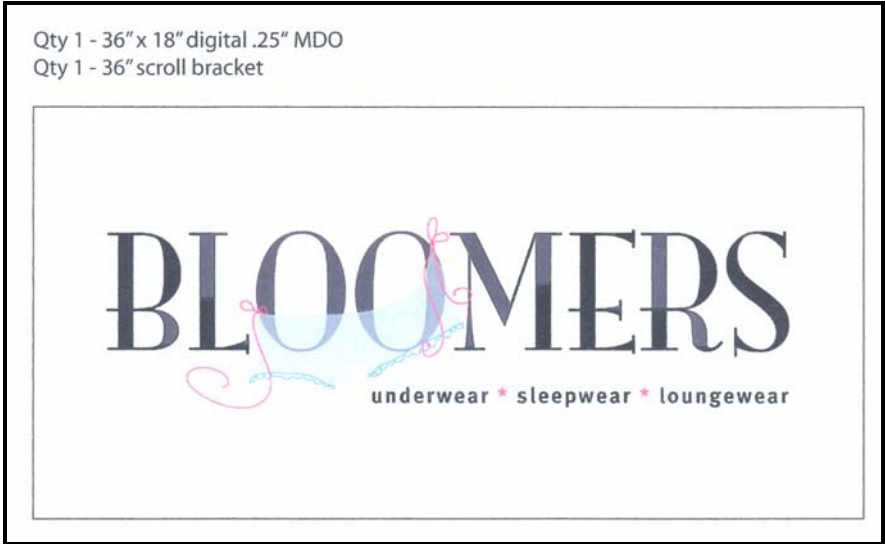


Figure 2 Proposed Sign

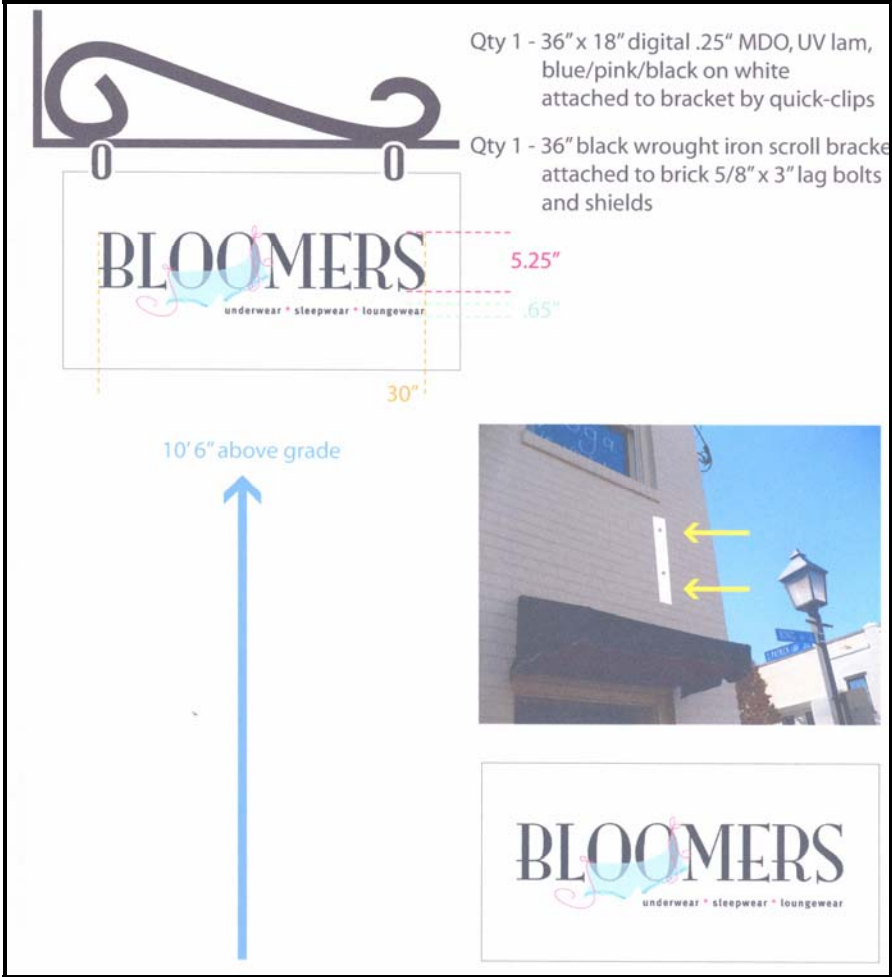


Figure 3 Proposed Sign Location and Mounting