

Docket Item # 8
BAR CASE # 2008-0217

BAR Meeting
December 3, 2008

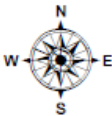
ISSUE: Signage
APPLICANT: La Fromagerie LLC (Sebastien Tavel, Agent)
LOCATION: 1222 King Street
ZONE: KR / King Street Retail

STAFF RECOMMENDATION: Staff recommends approval of the application as submitted.



BAR CASE #2008-0217

12/3/2008



I. ISSUE:

The Applicant is requesting approval of a Certificate of Appropriateness for the installation of two, separate business identifiers on the subject building located at 1222 King Street. The application is for:

1. A new hanging sign, “A Cheese Shop, La Fromagerie.” The proposed, double-sided, rectangular sign, fabricated from ½” MDO plywood with an applied vinyl surface, measures 14” in height by 30” wide, and will be installed on the existing metal scroll bracket. The sign will have a brown and white background with orange lettering and a white, border and logo.
2. A 14” x 30” window graphic proposed to be installed in the center, storefront window. The window graphic is fabricated of “Etchlook Vinyl”.

II. HISTORY:

1222 King Street is a three-story, three-bay; brick Italianate style rowhouse originally constructed in 1853 and was substantially renovated and restyled in 1875. The first floor has been altered with the addition of a retail storefront and windows, however, the upper floors reflect the 1875 renovation.

In 1991, the Board approved a hanging and a wall sign and denied a neon sign for the previous business at this location (BAR Case #91-0096, 5/15/91).

In 2006, the Board approved a new hanging sign, “Madeleine’s Dogs, Gourmet Bakery and Boutique” (BAR Case #2006-0252, 12/06/06). The sign was oval shaped, 1’6” in height and mounted on the existing metal scroll bracket. The sign had a black background with white lettering, border and logo.

There is no record of the BAR approving the current signage on the building, which includes text mounted in the cornice of the storefront and a hanging sign mounted on the aforementioned metal scroll bracket. The existing signage will be removed and replaced with the proposed signage.

III. ANALYSIS:

The proposed signs comply with the zoning ordinance requirements.

The proposed hanging sign is smaller in size than the previously approved sign and will be mounted on an existing scroll bracket currently affixed to the building. The window graphic will be installed in only one of the four, large, fenestrations in the front facade and will be very transparent in form. Additionally, the window graphic will not impact the integrity of the window as it is designed to be removed easily from a glass surface. As such, there will be no

adverse impact to the historic resource or the surrounding district. This project meets the *Standards for a Certificate of Appropriateness* and complies with the *Old and Historic District's Design Guidelines*.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

CITY DEPARTMENT COMMENTS

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

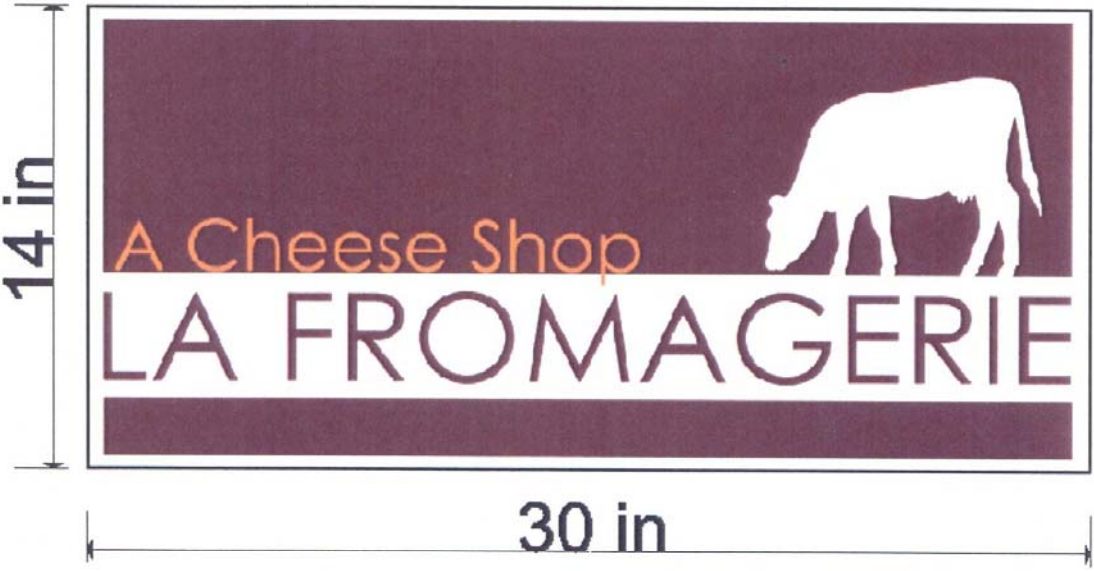
Code Enforcement:

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.

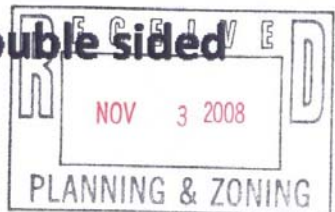
F-1 The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.

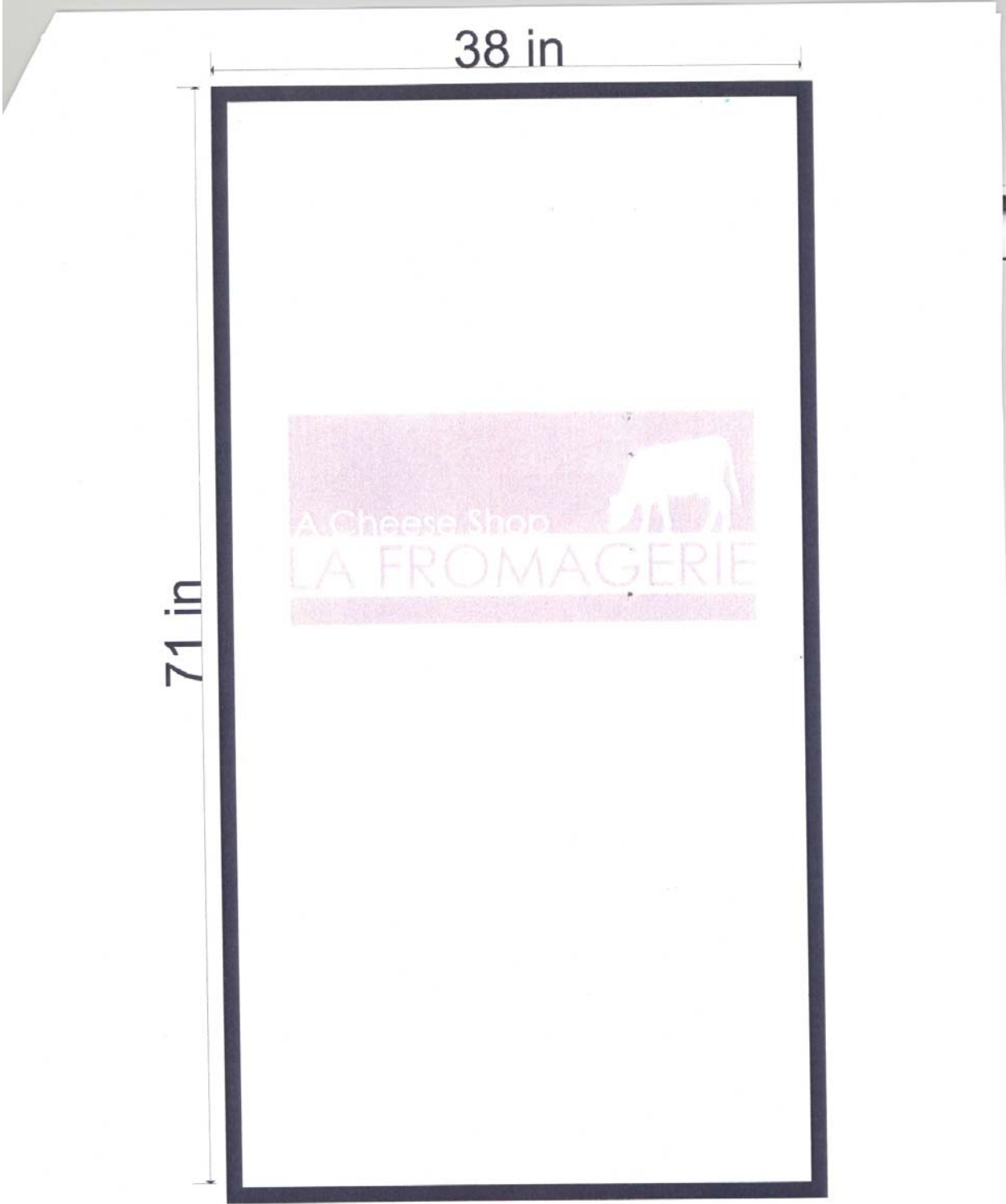
Historic Alexandria:

R-Approve.



14" x 30" x 1/2" MDO wood sign - Double sided
Scroll Bracket is existing.





**14" x 30" window graphics
EtchLook vinyl**



Existing Storefront



Existing Storefront



Existing Signage