

Docket Item # 5
BAR CASE # 2009-0080

BAR Meeting
May 20, 2009

ISSUE: Signage
APPLICANT: Prince Michel Winery (Dean Gruenburg, Agent)
LOCATION: 1309 King Street
ZONE: KR / King Street Urban Retail

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

****EXPIRATION OF APPROVALS NOTE:** In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month period.

****BUILDING PERMIT NOTE:** Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Building and Fire Code Administration (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Administration, Room 4200, City Hall, 703-838-4360 for further information.



BAR CASE #2009-0080

5/20/2009



I. ISSUE:

The applicant is requesting a Certificate of Appropriateness for the installation of two, separate business identification signs at 1309 King Street. The application is for:

1. A double-sided hanging sign mounted on a metal scroll bracket utilizing “SS” hanging hardware. This proposed, 21” high x 26” wide, rectangular-shaped sign is proposed to be fabricated on ½” MDO and affixed to a 30” long, black iron, scroll bracket installed within the mortar joints with 3.5” x 3/8” lag and anchors. The proposed color scheme is a black background, with metallic gold, deep red and white. The business name “Prince Michel Fine Wine and Gifts” and the company logo adorn the sign.

The applicant proposes to mount the sign at the eastern edge of the first floor.

2. New, 3.5” flat water jet cut ¼” aluminum letters painted with black enamel and stud mounted to the frieze board above the existing storefront window.

There is no lighting proposed for either sign.

II. HISTORY:

The Board approved the demolition of the previous structure on this property and the construction of this current building on April 16, 2008 (BAR Case # 2009-00039, 40 & 43).

III. ANALYSIS:

The proposed signage complies with zoning ordinance requirements.

The maximum sign area allowed is 16 sq. ft. The proposed hanging sign totals 3.79 sq. ft.; and the proposed wall sign totals 1.75 sq. ft. The total proposed sign area is 5.54 sq. ft.

Staff finds the proposed signage is consistent with previous BAR approved cases in terms of the proposed scale, location, and materials and meets the criteria outlined within the *Design Guidelines*. 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” and they “should blend with and not detract from the historic architecture of the districts.” Staff notes that the hanging sign is proposed to be located along the eastern edge of the façade, near the store’s entrance. It has been designed to be suitable to the building’s existing scale and massing, to be fabricated with materials supported by the Board and to complement other hanging signs on King Street. To minimize damage to the building, the applicant is also proposing to install the hanging sign’s scroll bracket within the masonry’s mortar joints.

The proposed lettering to be installed on the frieze board will be stud mounted. This mounting technique on a wood surface is considered a reversible change, as when the sign is removed the holes created can be repaired without replacing the original building material.

The proposed signs will be no adverse impact to the existing modern building or the surrounding Historic District. As such, this proposal complies with the *Old and Historic District's Design Guidelines*.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application for Certificate of Appropriateness as submitted.

V. CITY DEPARTMENT COMMENTS:

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

Code Administration:

- F1. The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.
- C1. Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.
- C2. 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:

R. Approve.

VI. IMAGES:

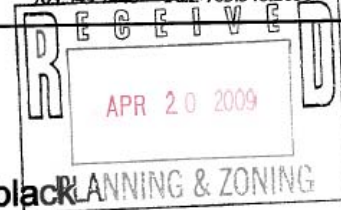
Prince Michel, LLC
1309 King St.

**OLD TOWN SIGN
COMPANY**

Serving the Pot City for over a Decade

2395 S. Dove Street Alexandria, Virginia 22314

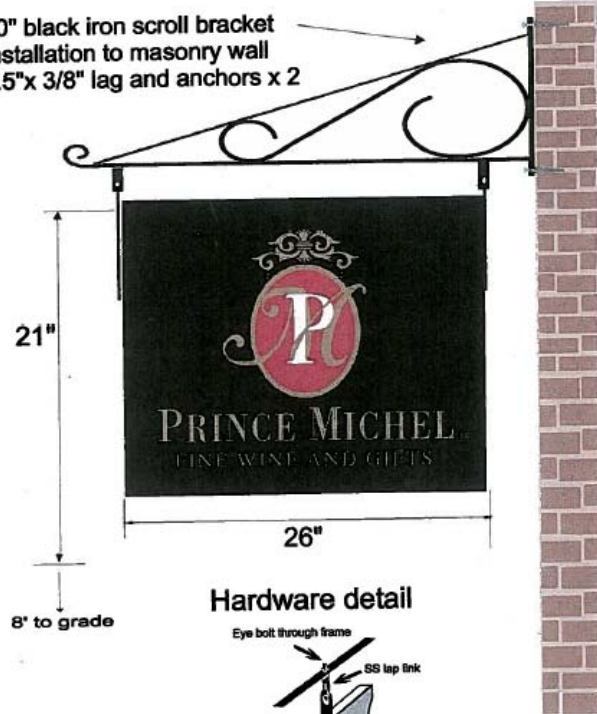
703.549.7446 - Fax: 703.548.2036



Primary Identification sign -
21" x 26" x 1/2" double faced MDO sign -
Graphics to be Metallic gold and Deep red on black



30" black iron scroll bracket
Installation to masonry wall
3.5"x 3/8" lag and anchors x 2



Sign B.
3.5" Flat waterjet cut 1/4" alum. letters
Black baked enamel - stud mount to wood fascia

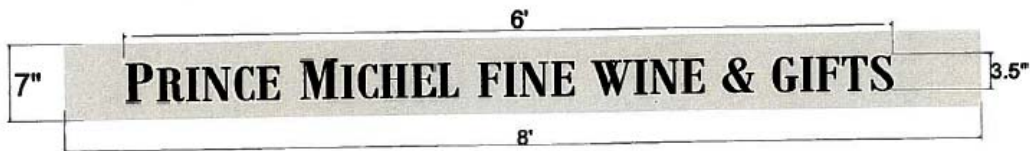


Figure 1. Illustrative drawing showing proposal