

Docket Item # 3
BAR CASE # 2009-0183

BAR Meeting
September 16, 2009

ISSUE: Signage
APPLICANT: Chateau-Animaux (Edward Donohue, Agent)
LOCATION: 101-A South Saint Asaph Street
ZONE: KR / King Street Retail Zone

STAFF RECOMMENDATION: Staff recommends approval of the application for a 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. In the case for a certificate or permit for a project that requires a development special use permit or site plan under section 11-400 of the zoning ordinance, the period of validity shall be coincident with the validity of the development special use permit or site plan as determined pursuant to section 11-418 of the ordinance.

**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.



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9/16/2009



I. ISSUE:

The applicant is requesting a Certificate of Appropriateness for the installation of three, separate business identifier signs on the subject building located at 101-A South Saint Asaph Street. The application is for:

1. A new, vinyl appliqué over the existing wood, rectangular, wall sign affixed above the storefront's awning. The existing sign measures 84 inches long by 24 inches high or 14 square feet. The sign colors include a white background, with a blue border, and blue and yellow graphics, and will feature the business name "Chateau Animaux" and the company's logo the "fleur-de-lis" with a dog paw print in its center.
2. A new, white, vinyl decal company logo on the store's front plate glass window. The logo will be 26 inches wide by 32 inches high (utilizing approximately 8% of the total window area).
3. A new, colored, vinyl decal company sign with logo on the store's front door. The logo will be 26 inches wide by 9 inches high or 1.74 square feet (utilizing 8% of the total door glass surface area).

There is no lighting proposed for any of the signage.

II. HISTORY:

This commercial building at the corner of King Street and South Saint Asaph Street was constructed in the late 19th century in the Italianate style. The subject storefront is located on the South Saint Asaph Street elevation, which was clearly constructed as a secondary elevation given the more simplistic detailing. Multiple tenants occupy the second and third levels of this building, as well as a separate tenant which shares the first level with this store but faces King Street.

The Boards previous decisions for this property have included:

- In May 1997, the Board approved the current "Fetch" signage on the subject storefront. (BAR Case # 1997-0108)
- In 1990, the Board approved alterations to the entire building. (BAR Case #1990-0031 & 1990-0101).

III. ANALYSIS:

The sign program complies with the zoning ordinance as currently submitted.

The *Design Guidelines* recommend that only one sign per business is appropriate. However, the Board has frequently approved more than one sign for a business with a single frontage. The signage typically is a combination of hanging, mounted signs or lettering and/or window decals. Additionally, the Board has previously supported more than one sign on corner buildings.

Due to its location, the storefront is part of a King Street building but its façade faces South Saint Asaph Street, making the visibility of this business more challenging.

The linear frontage of the subject storefront is twenty feet (20) feet, with a total building frontage of approximately one-hundred-twenty (120) feet. The proposed wall sign will measure fourteen (14) square feet, the window decal 2.92 square feet, and the door decal 1.74 square feet. The total square footage of the proposed signage is 18.66 square feet, below the zoning ordinance's parameters for building signage.

After reviewing the proposed window and door decals, Staff believes they will not affect the current transparency of the glass storefront or the front door. These proposed vinyl decals will cover a small percentage of surface area of these glass surfaces (approximately 8% of the total window area and 8% of the total door area), and will not effect its overall transparency. Staff cautions the applicant that the maximum amount of permitted signage in any window is 20%.

Finally, Staff encourages the re-use of sign material whenever possible, as it does not require any additional new holes in the historic buildings. As such, Staff believes the proposed vinyl overlay is an appropriate and creative treatment for the existing rectangular "Fetch" sign currently located above the storefront's awning.

Staff recommends approval of the proposed wall mounted sign and two decals and believes that they are appropriate for this storefront and consistent with the Board's practice. Staff believes that there will be no adverse impact to the surrounding historic resources, streetscape or district as a whole. This proposal will comply with the *Old and Historic District's Design Guidelines*.

IV. STAFF RECOMMENDATION: Staff recommends approval of the Application for a Certificate of Appropriateness as submitted.

STAFF:

Michele Oaks, Historic Preservation Planner, Planning & Zoning
Lee Webb, Historic Preservation Manager, Planning & Zoning
Stephen Milone, Division Chief, Zoning and Land Use Services

V. CITY DEPARTMENT COMMENTS:

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

Code Administration:

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

- 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.

Historic Alexandria:

No Comments Received.

VI. IMAGES:



Figure 1. Existing Conditions



Figure 2. Existing Storefront



Figure 3. Existing Storefront Window



Figure 4. Existing Door



Figure 5. Illustrative drawing showing proposed vinyl decals