

Docket Item # 3
BAR CASE # 2009-0203

BAR Meeting
October 21, 2009

ISSUE: After-the-Fact Approval for Signage
APPLICANT: Lavender Moon Cupcakery (Peter Durkin, Applicant)
LOCATION: 116 South Royal Street
ZONE: CD / Commercial Downtown Zone

STAFF RECOMMENDATION: Staff recommends approval of the application for Certificate of Appropriateness with the condition that the hanging sign is mounted on the existing metal bracket with black metal hardware and a maximum of six inches (6”) from the bottom of the bracket arm.

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

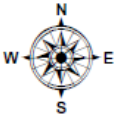
*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month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



BAR CASE #2009-0203

10/21/2009



I. ISSUE:

The Applicant is requesting an after-the-fact Certificate of Appropriateness for the installation of three, separate business identifier signs on the subject building located at 116 South Royal Street. The application is for:

1. A new, double-sided hanging sign mounted on an existing metal sign bracket. This proposed, twenty-four inch (24") wide by thirty-two inch (32") high, cupcake-shaped sign is fabricated on plywood with painted graphics and lettering and affixed to the existing black metal, sign bracket with two, approximately eighteen inch (18") lengths of stainless steel chain and "S" hooks. This mounting detail creates a moveable sign, when subject to wind currents. The proposed color scheme is a hot pink "cupcake base" with white "frosting" overlaid with purple graphics, identifying the company name "Lavender Moon Cupcakery."
2. A new, vinyl decal mounted on the southernmost window on the first floor of the building. The decal illustrates the company logo, a purple colored half moon, and the company's name "Lavender Moon Cupcakery" in white letters outlined in purple. The decal measures 11.5 inches at its extents and twenty inches (20") long.
3. A new, vinyl decal mounted on the storefront's entry door and is utilized to convey the store's business hours. This proposed nine inch (9") wide by nine inch (9") tall, cupcake-shaped decal's color scheme is a hot pink "cupcake base" with pink "frosting" with white graphics denoting the store's hours of operation.

There is no lighting proposed for the signage.

II. HISTORY:

The three-bay, three-story townhouse at 116 South Royal Street dates from the mid-19th century, according to Ethelyn Cox (Historic Alexandria Street by Street, p. 155).

The Board approved signage for the property on October 16, 1996 (BAR Case # 1996-0231). The approved sign was a hanging, wood sign measuring thirty-three inches (33") by thirty-eight inches (38") and was to hang from the existing painted metal bracket. The sign was approved to be painted beige with lavender and gold lettering conveying the business name "Sisters, Maison Unique, Alexandria, Virginia."

III. ANALYSIS:

The proposed wall sign complies with zoning ordinance requirements.

Per the application, the existing building width facing South Royal Street measures sixteen feet six inches (16'6").

The maximum sign area allowed is 16 square feet. The total proposed square footage of the signage is 6.78 square feet. (The hanging sign measures 5.32 square feet; the window decal measures 0.9 square feet; and the door decal measures 0.56 square feet.)

The *Design Guidelines* stipulate that signs should be "designed to be compatible with the historic building or structure," "They 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 not detract from the architectural characteristics of historic structures, nor overwhelm or obscure the architecture and decorative features of historic buildings.”

For the proposed hanging sign to comply the *Design Guidelines*, it is recommended that it be affixed to the existing sign bracket with compatible hardware, and raised in height. The subject proposal utilizes shiny, stainless steel hardware, which is not compatible with the existing black metal sign bracket. Additionally, the sign is currently mounted lower on the bracket than typically found on other bracket/sign configurations in the district. Therefore, to remain consistent with the Board’s approvals and to retain continuity in the streetscape, Staff recommends that the hanging sign is mounted on the existing metal bracket with black metal hardware a maximum of six inches (6”) from the bottom of the bracket arm.

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 recommended conditions, Staff finds this proposal is appropriate and meets the criteria outlined in the *Design Guidelines*.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application for Certificate of Appropriateness with the condition that the hanging sign is mounted on the existing metal bracket with black metal hardware and a maximum of six inches (6”) from the bottom of the bracket arm.

STAFF:

Michele Oaks, Historic Preservation Planner, 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-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 to date.

Transportation and Environmental Services:

No comments received to date.

VI. IMAGES:



Figure 1. Storefront without Signage (center)



Figure 2. Proposed Storefront Signage



Figure 3. Proposed Hanging Sign



Figure 4. Proposed Window Decal



Figure 5. Proposed Door Decal



Figure 6. Proposed Hanging Sign with Stainless Steel Hardware and Existing Sign Bracket



Figure 7. Proposed Door Decal and Existing Signage to Remain



Figure 8. Proposed Window Decal