

Docket Item # 4
BAR CASE # 2009-0261

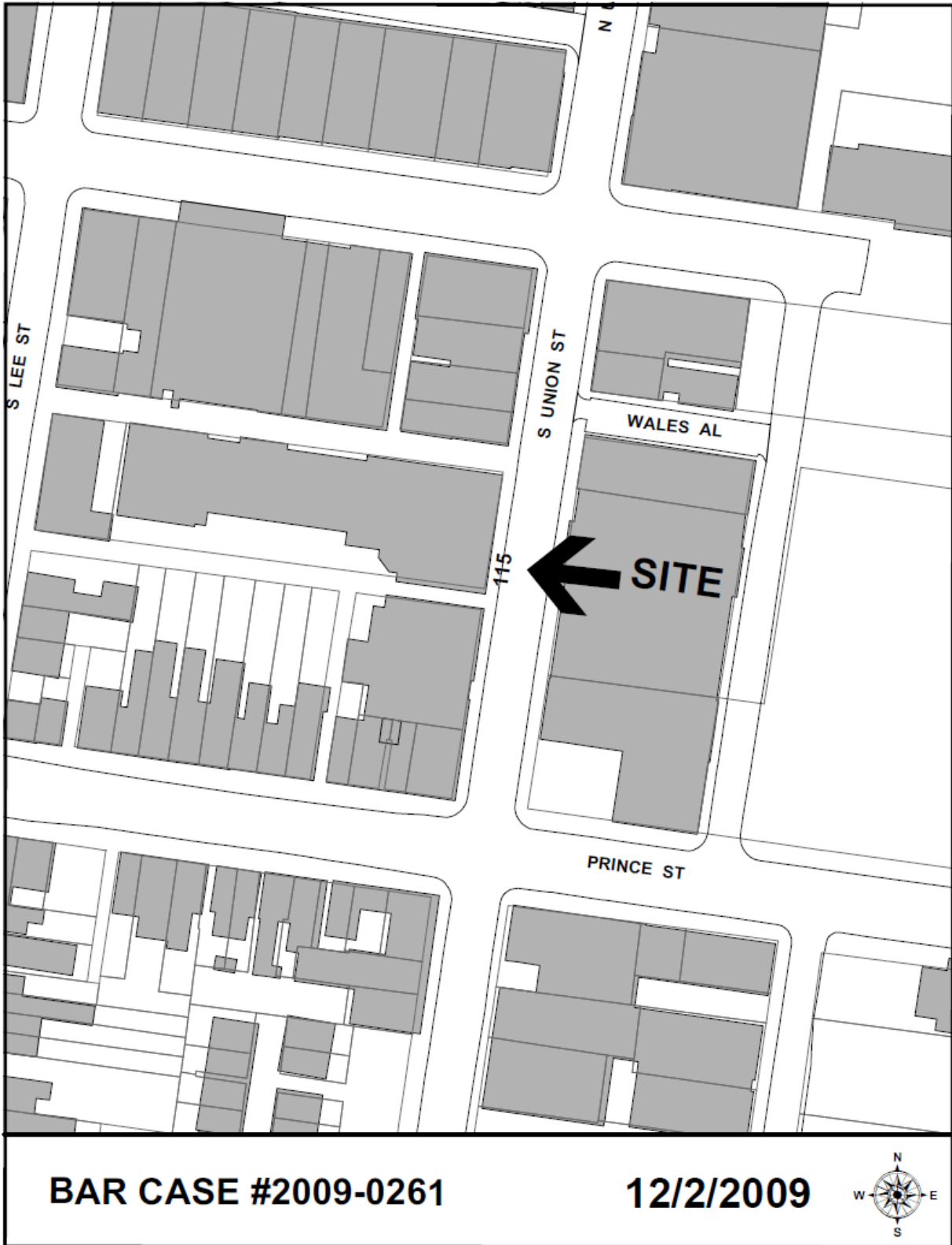
BAR Meeting
December 2, 2009

ISSUE: Signage
APPLICANT: The Kilted Nation
LOCATION: 115 South Union Street
ZONE: CD/Commercial

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the wall sign is mounted through the mortar joints and not the brick.

*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.



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of two signs, a wall sign and a hanging sign, for THE KILTED NATION, at 115 South Union Street. The applicant's retail space is located to the south of the building's central entrance.

The proposed hanging sign will project from the wood bay window and will measure roughly 36 inches wide by 19 inches wide (approximately 4.75 square feet). The one inch thick, wood composite (MDO) sign will be hung from a 30 inch black metal scroll bracket. The sign will read: "TKN" in large font, with "THE KILTED NATION" in smaller font below, all in black letters on a white background.

The proposed pin mounted wall sign, KILTED NATION, will be constructed of Sintra (PVC) and will be mounted into the brick above the projecting bay window. The size (approximately 16 inch letters), cream color, and font of the proposed sign will match the BIRKENSTOCK pin mounted wall sign of the identical retail space to the north. The sign will replace the existing CHAMPS ELYSEES sign and will measure approximately 13 square feet.

Neither sign will be illuminated.

II. HISTORY:

The three story brick commercial building at 115 South Union Street was constructed in 1987. The building contains two projecting bay windows and an elevated, centrally located entrance.

The Board has approved signage at 115 South Union Street on numerous occasions since its construction. The two existing BIRKENSTOCK signs for the north side retail tenant were approved by the BAR on December 21, 1994 (BAR Case #1994-0204). The existing sign for the previous tenant, CHAMPS ELYSEES, was approved on January 15, 2003 (BAR Case #2002-0314). The small DOMINION DENTAL sign located to the north of the building's entrance was approved by the BAR on November 14, 2007 (BAR Case #2007-0224).

III. ANALYSIS:

The proposed sign complies with zoning ordinance requirements. The width of the tenant space on South Union Street measures 28 feet. The applicant proposes to add less than 18 square feet of signage.

The *Design Guidelines* recommend that only one sign per business is appropriate. However, in practice, the Board has approved additional signage, provided that the signs do not detract from the architectural characteristics of the building. Staff was concerned with the applicant's initial submission because the wall sign had two lines of text – THE on the upper line and KILTED NATION on the lower line – which made it appear significantly larger than the adjacent BIKENSTOCK sign. In response to Staff's concern, the applicant revised the application to have a single line of text, KILTED NATION, making it compatible with the existing BIRKENSTOCK wall sign. The proposed hanging sign is also a good balance with the BIRKENSTOCK hanging sign, which is mounted on the projecting bay window to the north. Staff recommends approval of the application, provided that the pin mounted sign is installed into the mortar joints and not the brick.

The sign application does not meet the threshold for administrative approval under the Administrative Approval of Signs in the Historic District program because the individual letter sign is mounted into a masonry façade.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the wall sign is mounted through the mortar joints and not the brick.

STAFF:

Stephanie Sample, Historic Preservation Planner, Planning & Zoning
Stephen Milone, Division Chief, Zoning & 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.

VI. IMAGES:



Figure 1: Google Map image of building.



Figure 2: Photo of The Kilted Nation tenant space.

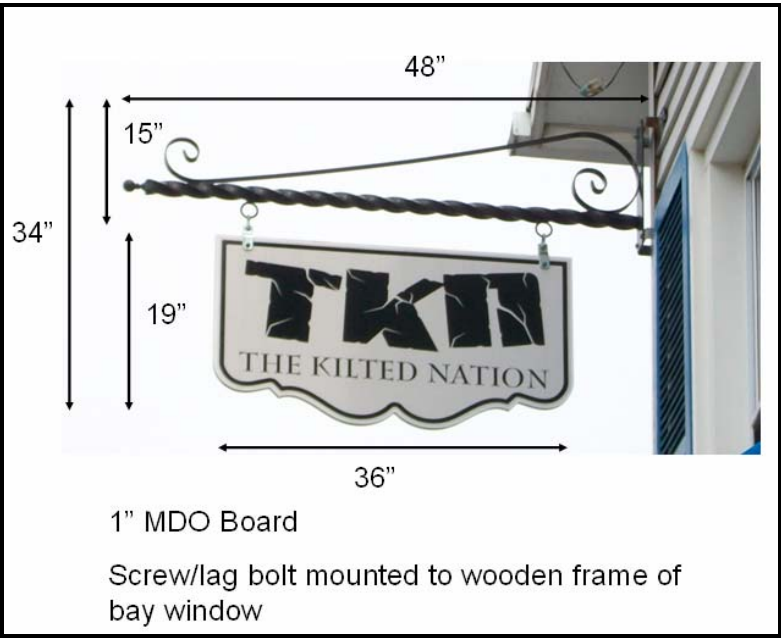


Figure 3: Proposed hanging sign.



Figure 4: Proposed clearances for hanging sign.

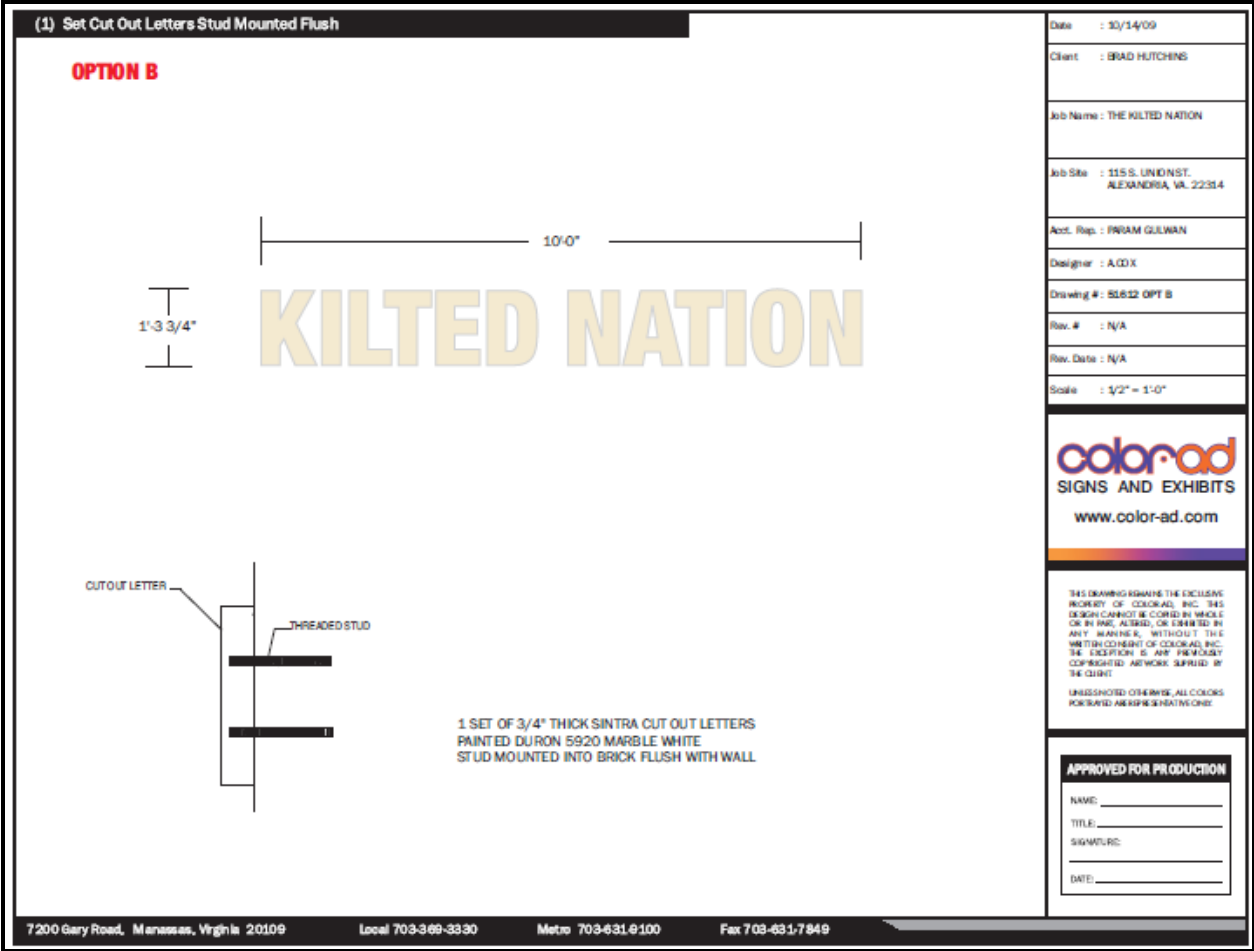


Figure 5: Sign details.

(1) Set Cut Out Letters Stud Mounted Flush

OPTION B

1'-3 3/4"

Date : 10/14/09

Client : BRAD HUTCHINS

Job Name : THE KILTED NATION

Job Site : 115 S. UNION ST.
ALEXANDRIA, VA. 22304

Acct. Rep. : FRANK GUEWAN

Designer : A.COX

Drawing # : 51632 OPT B
(page 2)

Rev. # : N/A

Rev. Date : N/A

Scale : 1/4" = 1'-0"

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Figure 6: Photo simulation.