

Docket Item # 5
BAR CASE # 2009-0297

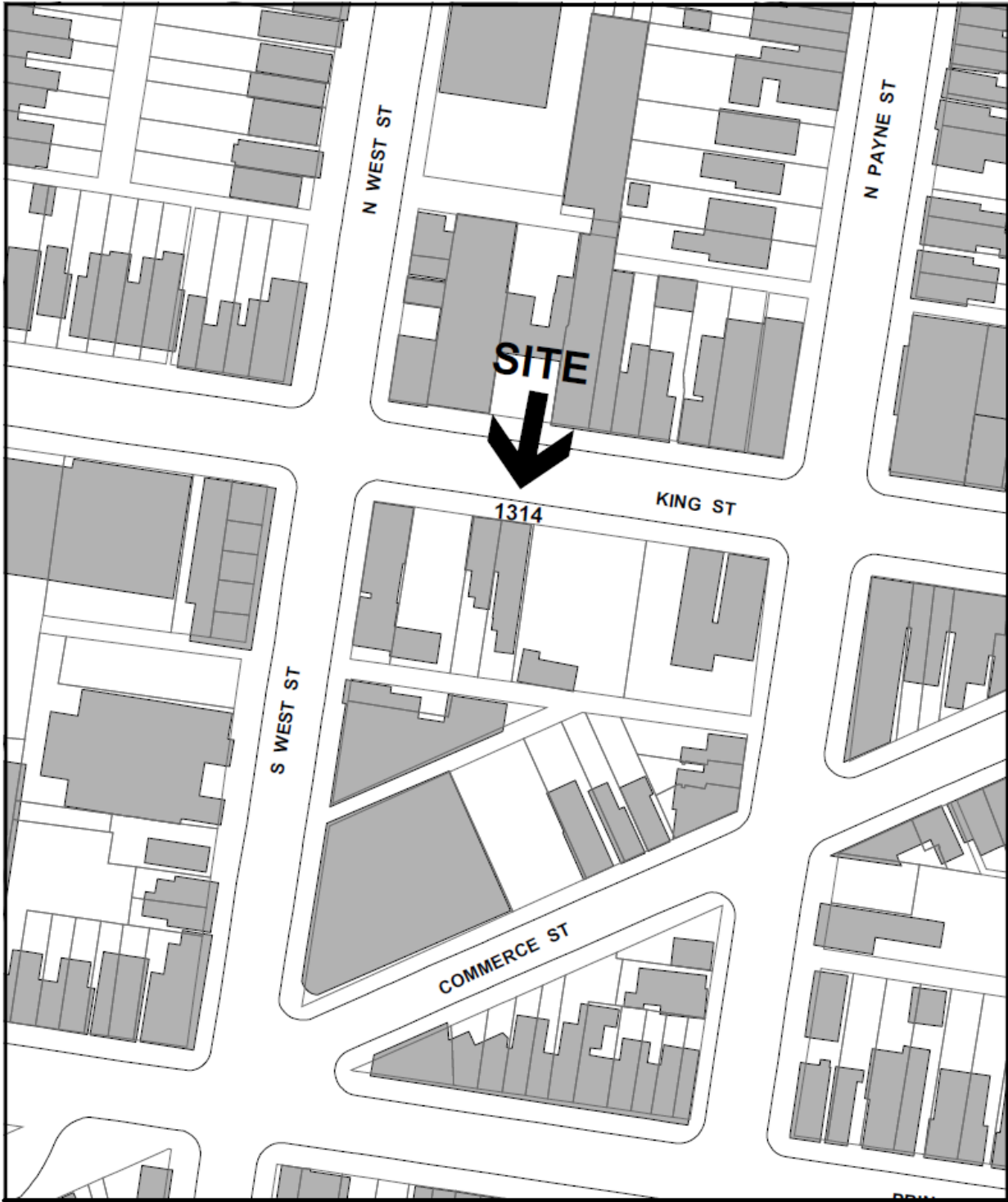
BAR Meeting
January 6, 2010

ISSUE: Signage
APPLICANT: Fresia Rodriguez
LOCATION: 1314 King Street
ZONE: KR / King Street Retail

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the silver chains be painted black.

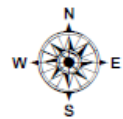
*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of approval if the work is not commenced and diligently and substantially pursued by the end of that 12-month 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 #2009-0297

1/6/2010



I. ISSUE:

The applicant is requesting after-the-fact approval of a Certificate of Appropriateness for the installation of a hanging sign at 1314 King Street.

The hanging sign is attached to a previously installed black metal scroll bracket on the building above the first floor, nine feet from the sidewalk. The oval sign measures 20 inches in height by 35 inches in width, and 4.9 square feet. The sign is constructed of MDO board and reads “Fashion Envy” in larger letters with the following text below in a smaller font: “Clothing & Accessories.” The background of the sign is light yellow with pink, green and black lettering. The sign also has a floriated emblem. The entire sign is outlined in a mauve stripe. The sign is affixed to the black metal scroll bracket by two silver chains.

The sign will not be illuminated.

II. HISTORY:

The two-story, brick commercial building at 1314 King Street was constructed as a grocery store in 1908-1909. The Board has approved a number of sign applications for the building (BAR Case #2001-0109, 6/6/2001; BAR Case #1999-0002, 2/3/99; and, BAR Case #1998-0204, 12/16/1998). Staff could find no record of Board approval for the concrete block one-story rear addition.

In 2008, the Board approved a Permit to Demolish/Encapsulate and a Certificate of Appropriateness for a rear addition at the subject property (BAR Case #2008-0003 & 0004, 2/6/2008). Later in 2008, the Board approved additional alterations to repair the storefront and install awnings at the front and rear of the building (BAR Case #2008-0234). To date, the addition has not been constructed.

III. ANALYSIS:

The proposed signage complies with Zoning Ordinance requirements. The width of the building fronting King Street measures 17 feet. The applicant proposes to add less than five square feet of signage.

The *Design Guidelines* recommend that only one sign per business is appropriate. The Guidelines also state: “Signs should be professionally installed so that the final appearance is neat and clean.” In the opinion of Staff, the silver chains attaching the sign to the sign bracket are incompatible. Staff recommends that the chains be painted black to better blend with the sign bracket and the building.

In accordance with Board guidance, the sign application cannot be approved under the Administrative Approval of Signs in the Historic District program because the proposed signage was installed prior to approval.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the silver chains be painted black.

STAFF:

Catherine Miliaras, 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 sign/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.

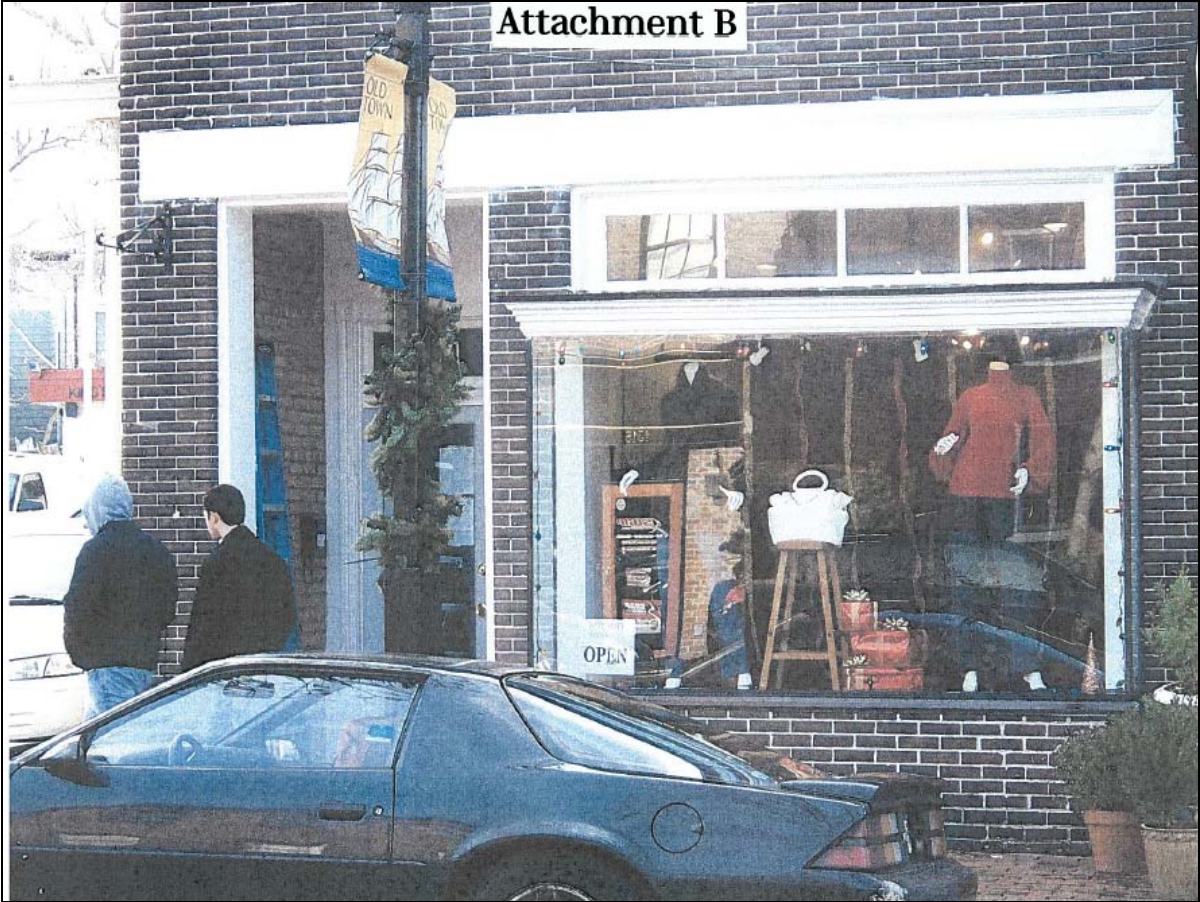
Historic Alexandria:

R - Approve.

VI. IMAGES:

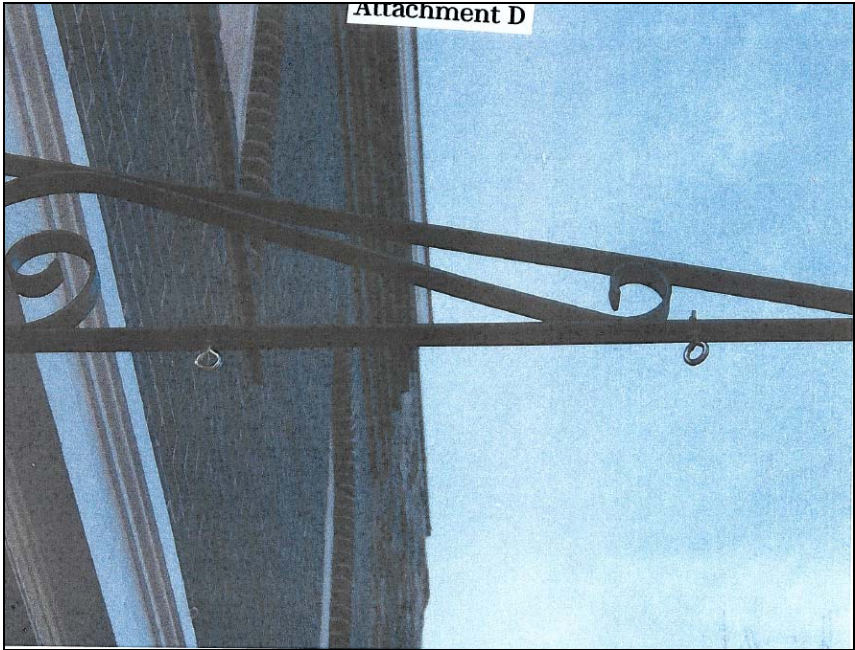


Figure 1. Proposed hanging sign.



Attachment B

Figure 2. Storefront, 1314 King Street.



Attachment D

Figure 3. Detail of existing scroll bracket.



Figure 4: Staff photo showing installed sign and silver chains