

Docket Item # 11
BAR CASE # 2009-0298

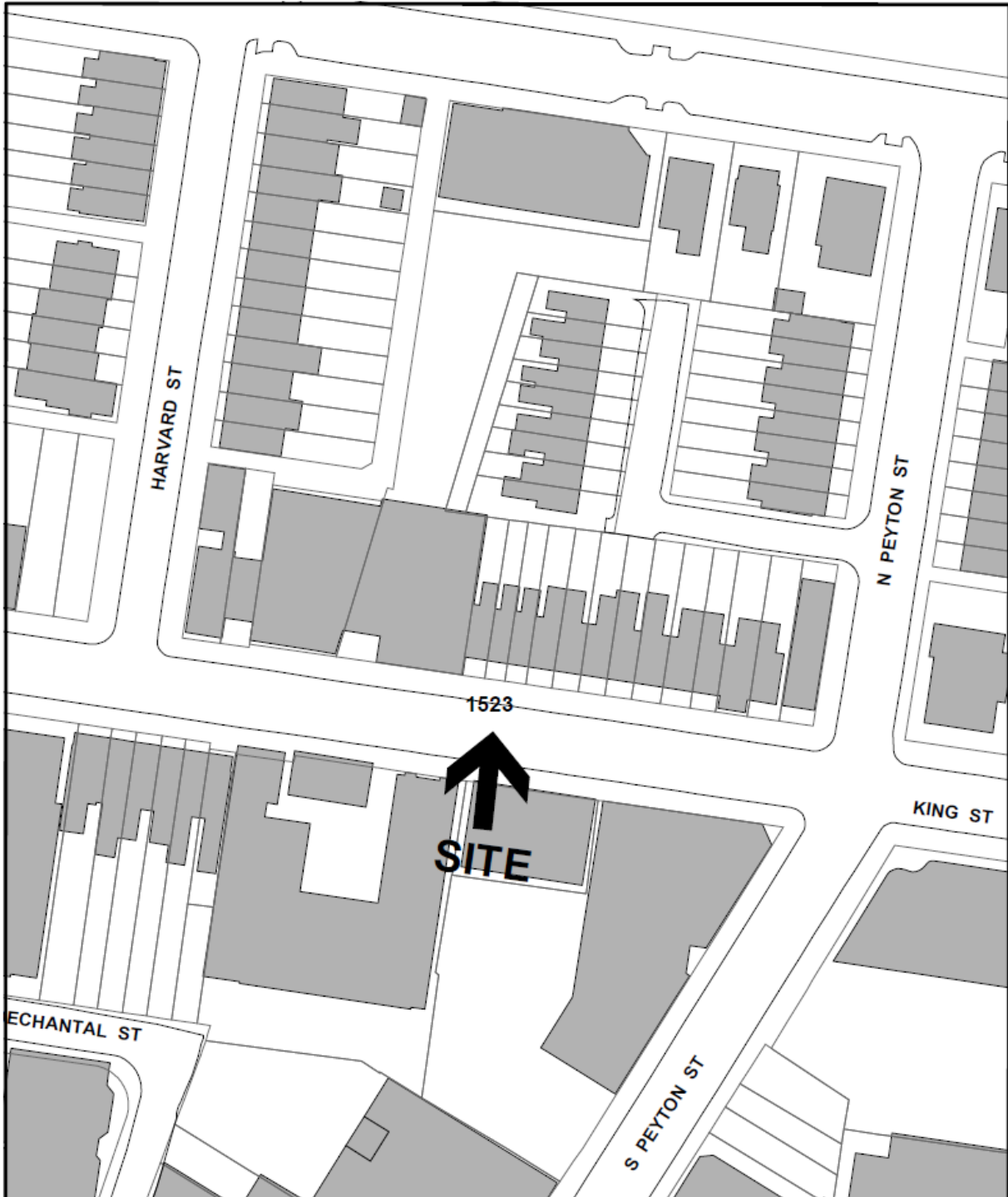
BAR Meeting
January 6, 2010

ISSUE: Signage
APPLICANT: Theo, Inc. by Edward Donohue
LOCATION: 1523 King Street
ZONE: KR / King Street Retail

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the special advertising (“IT Consulting | Support | Websites | Software Development”) be deleted or replaced by alternative text to be in compliance with Zoning Ordinance requirements. The applicant may retain a more general description of the business such as “IT Consulting & Support” with final approval of the text to be determined by Staff.

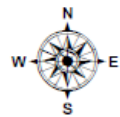
*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of approval if the work is not commenced and diligently and substantially pursued by the end of that 12-month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



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1/6/2010



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of a wall sign at 1523 King Street.

The proposed wall sign will be centered on the building above the first floor. The building width is 13.5 feet. The proposed sign will measure 24 inches in height by 72 inches in width, or 12 square feet. The sign will be comprised of printed vinyl on MDO board and will be attached to the building with bolts mounted through the mortar joints. The proposed sign will read “THEO (*logo*) Fixing IT” in larger letters with the following text below in a smaller font: “IT Consulting | Support | Websites | Software Development.”

The sign will not be illuminated.

II. HISTORY:

The two-story brick townhouse at 1523 King Street is one of three former residences at 1521-1525 King Street constructed prior to 1921.

In 2004, the Board approved signage at this location for the previous tenant (BAR Case # 2004-0050). In 1999, the Board approved a wall sign (BAR Case #99-0010, 2/17/99).

III. ANALYSIS:

The proposed signage is not in compliance with Zoning Ordinance requirements as it includes special advertising. According to the Zoning Ordinance the special advertising must be removed (“IT Consulting | Support | Websites | Software Development”) for the signage to be in compliance. Special advertising is described in the Zoning Ordinance as: “Advertisement of a product or service which constitutes less than 50 percent of the gross business conducted by the person erecting or displaying the sign either in the building or structure or on the property to which the sign containing the advertisement is affixed.” Although the applicant cannot list the four services noted above as it is considered special advertising, the applicant may elect to retain a portion of it, for example: “IT Consulting & Support.”

The *Design Guidelines* recommend that only one sign per business is appropriate. Staff recommends approval of the application, with the condition that the special advertising be removed to ensure compliance with the Zoning Ordinance.

The sign application does not meet the threshold for administrative approval under the Administrative Approval of Signs in the Historic District program because the proposed signage area exceeds the permitted area for administrative approval. The building width only permits a sign area measuring 6.75 square feet for administrative approval, rather than the 12 square feet of sign area proposed.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the special advertising (“IT Consulting | Support | Websites | Software Development”) be deleted or replaced by alternative text to be in compliance with Zoning Ordinance requirements. The applicant may retain a more general description of the business such as “IT Consulting & Support” with final approval of the text to be determined by Staff.

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.

VI. IMAGES:



Figure 1. Street view (1523 King is second from left).

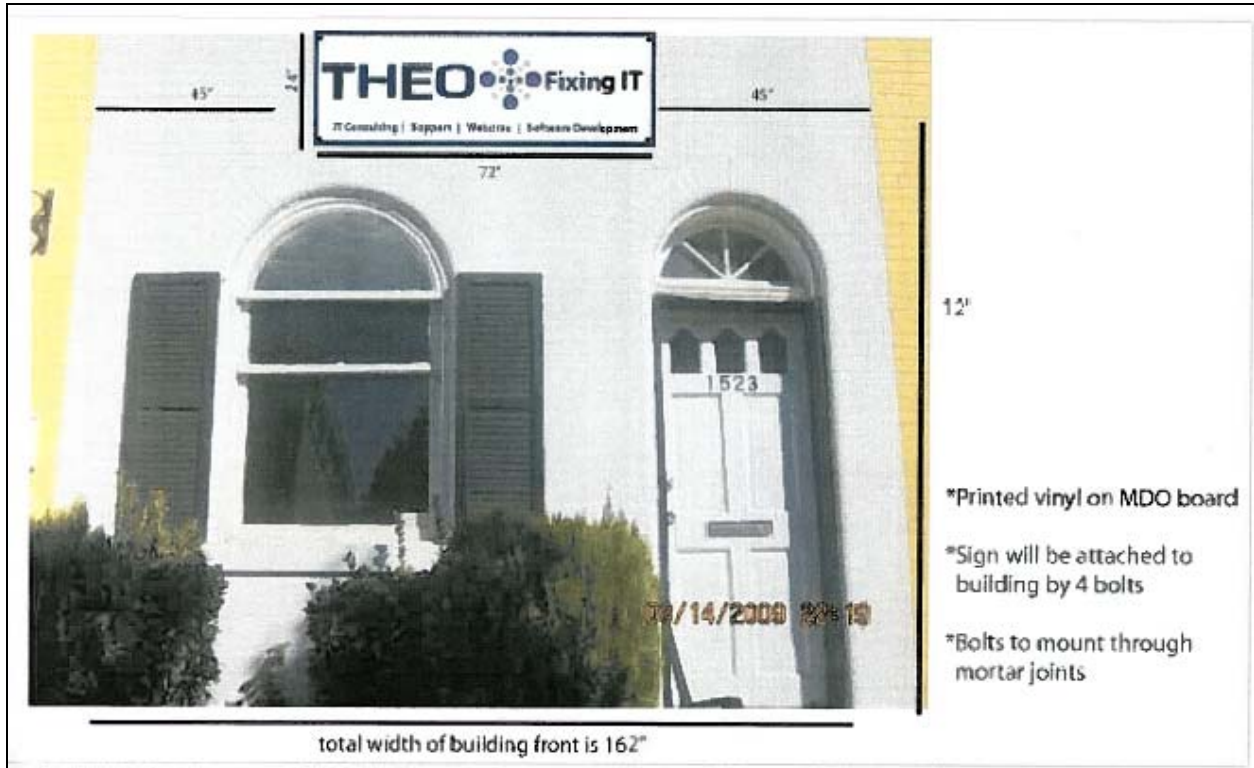


Figure 2. Proposed signage.