



**LEESBURG BOARD OF ARCHITECTURAL REVIEW
STAFF REPORT**

**PUBLIC HEARING AND REGULAR MEETING: 17 SEPTEMBER 2012
AGENDA ITEM 6a**

BAR Case No. TLHP-2012-0062: Install large wall sign between the first and second story windows

Reviewer: Kim K. Del Rance, LEED AP
Address: **107 N King Street**
Zoning: B-1, H-1 Overlay District
Applicant/Owner: John Voigt, Sign-A-Rama

Site Description from the 1998 survey:

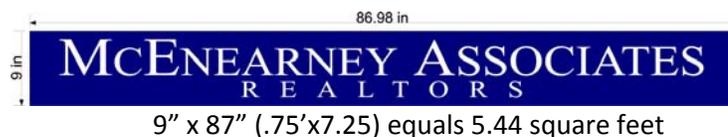
An 1825 building that was a residence as late as 1975, this house was originally a two-story, 3-bay, hall-parlor single pile plan Federal Townhouse. Enlarged since then it still is predominantly a Federal Style and in good condition. It has a stone foundation with pebble dash stucco and a standing seam metal roof and Tuscan columns on the front porch. The fenestration pattern was altered later in the 19th century when the stucco was likely added. The Colonial Revival porch with Tuscan columns was likely added in the 20th c. when the transom and sidelights were embellished.

The building sits facing east on King Street with enough setback for the porch and steps to reach the sidewalk.

Context: This house contributes to the diversity of the Nicholas Minor section of the Old and Historic District. Although commercial, it retains its residential flavor on the first story and it continues the pedestrian streetscape of the historic district.

Description of Proposal:

No new information has been presented since the August 20, 2012 meeting. Applicant requests to place a large blue and off-white (sample enclosed) wall sign between the first floor and second floor windows on the north side of the east elevation, to the right of the porch.



Site Development/Zoning Issues: This sign meets the town code and zoning code, however, it must also meet the Old and Historic District Sign Guidelines as described below.

APPLICABLE GUIDELINES

Old and Historic District Sign Guidelines

- P. 4 Wall signs must be aligned with other elements of the building, including windows and doors, and *may not be placed higher than the top of the door, excluding the trim.*

- The samples of the colors submitted are appropriate and similar to existing sign colors being used in the Old and Historic District as long as the finish of the sign is a matte finish.

- The dimensions of the wall sign must be proportional to the building façade as well as the sign space.
- The BAR may determine that the architectural characteristics of the building necessitate a wall sign smaller than otherwise permitted.

Placement

- A wall sign may be located on the same façade as the main entrance to the business being advertised.
- Wall signs must be aligned with other elements of the building, including windows and doors, and may not be placed higher than the top of the door, excluding the trim. The BAR may determine that the architectural characteristics of the building warrant placement of a wall sign higher than the top of the door.
- Wall signs must be separated from adjacent architectural features, while maintaining proper proportions to the available and appropriate wall space.

PROJECTING SIGN: any sign mounted on the building by means of a bracket which holds the sign perpendicular to the face of the building. There are two types of projecting signs permitted in the OHD:

- *Individual Projecting Signs* contain identifying information for a single business.
- *Projecting Directory Signs* contain identifying information for two or more businesses located in a single building. A projecting directory sign is often required for organizing more than two signs on one elevation. Although a projecting directory sign may be appropriate for organizing multiple signs on one elevation, the property owner may be required to complete a Comprehensive Sign Plan for the building or buildings containing multiple tenants (See **Solutions for Multi-Tenant Buildings**).

CRITERIA FOR PROJECTING SIGNS

Number

- Unless otherwise permitted by the BAR for reasons related to the building's architectural characteristics, a building is limited to one **bracket** per primary business entrance; although in some instances based on the architectural characteristics of



Businesses in residential buildings with similar visibility issues to 107 N. King Street can be found on Loudoun Street from Wirt Street to Market Street that have successfully used bracket signs below the second floor window sills as per the guidelines or bracket signs attached to the porch roofs, similar to the Brown-Carrera porch on SE Loudoun Street and the example shown in the OH&D Sign Guidelines shown above.

North King Street also has several examples of bracket signs with clearance above pedestrians as required by code that are placed below second floor window sills as per the guidelines which can be looked to for guidance on how to address signage for residential buildings that now house commercial activities. Across the street at 103 N King St there is a similar front porch and long wall issue, but the business has a projecting bracket sign at the end of the building as staff suggested for 107 N King as a possibility at the July 16, 2012 BAR meeting.



103 N King St

STAFF RECOMMENDATION/DRAFT MOTION

(Based on the BAR's discussion at the meeting, any changes to the language of either part of the motion should be incorporated as necessary.)

Based on the findings that the proposed wall sign "may not be placed higher than the top of the door and the architectural features do allow for a projecting bracket sign which is appropriate for this application and could be administratively approved:

Staff recommends denial of TLHP-2012-0062 subject to the material submitted as part of this application material set August 7, 2012, 2012.

DRAFT MOTION

I move that TLHP-2012-0062 be denied subject to the material submitted by Sign-A-Rama on August 7, 2012 and subject to the findings as stated in the September 17, 2012 Staff Report (or as amended by the BAR on August 20, 2012).