

Docket Item # 1
BAR CASE # 2011-0178

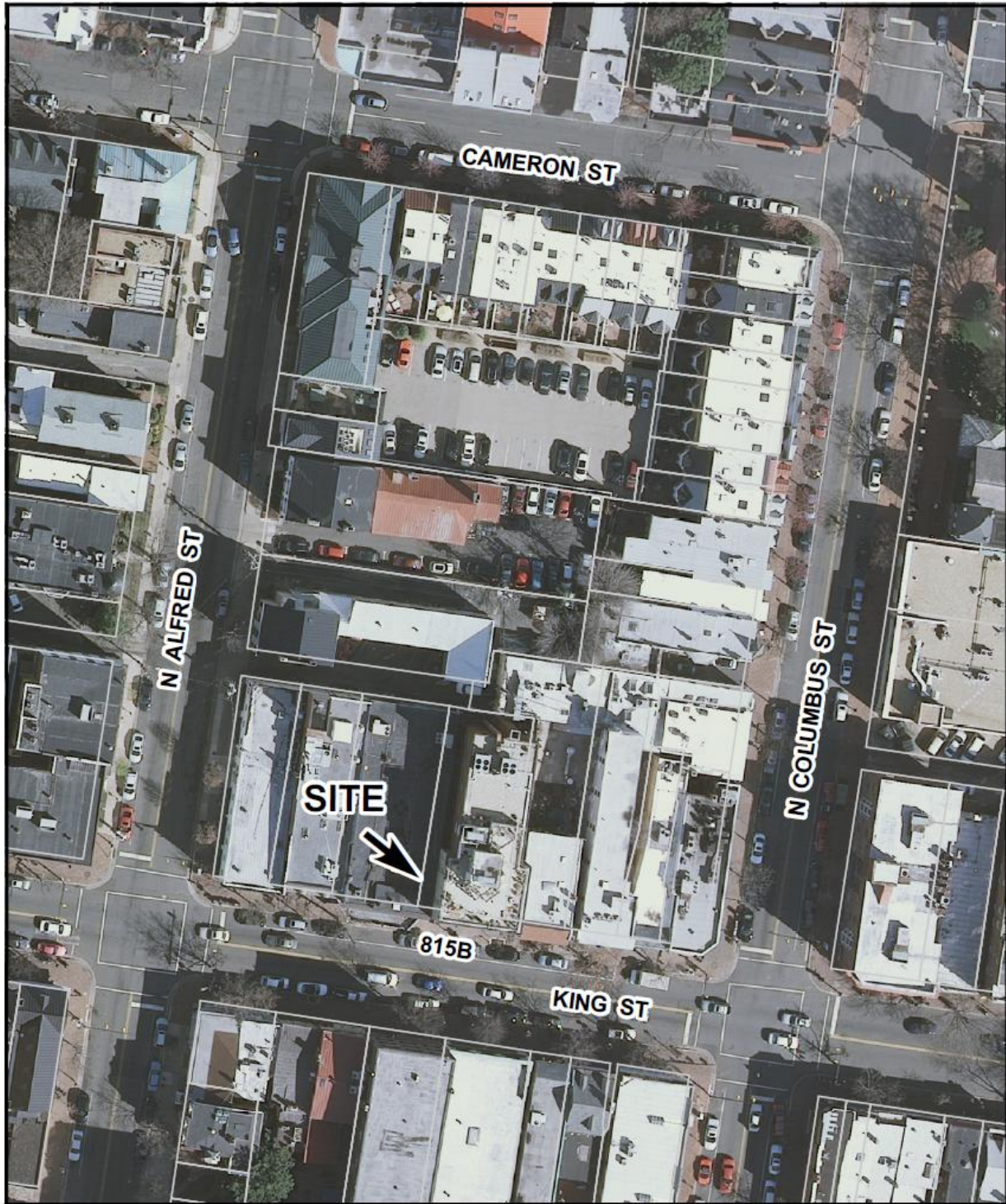
BAR Meeting
July 20, 2011

ISSUE: Signage
APPLICANT: Bishop Boutique by Old Town Sign Co.
LOCATION: 815B King Street
ZONE: KR / King Street Retail

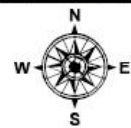
STAFF RECOMMENDATION: Staff recommends approval of the application as submitted.

****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.

****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 #2011-0178



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage at 815B King Street. They are proposing two 14” white, circular window decals which feature the business name and logo. Each decal measures 1.35 square feet (2.7 square feet, combined).

The applicant has already had one wall sign approved administratively (BAR2011-00186). This sign consists of the words “Bishop Boutique” in 6”H x 7”W, pink aluminum lettering mounted to the canopy over the storefront. The foliage and planter box on the wood canopy will be removed.

II. HISTORY:

815 King Street, originally named the Rupley Building, is a six story steel frame, limestone and brick faced retail and office building constructed in **1941**. When it was completed the *Alexandria Gazette* editorialized that the “handsome new near-skyscraper” was the “largest of its kind in Virginia, north of Richmond.”

The BAR has reviewed numerous requests for the building at 815 King Street, including multiple storefront alterations and signage requests. The BAR approved signage for the previous tenant at 815B King Street, Notting Hill Gardens, per BAR2004-0076. The Board also approved an individual letter sign and window lettering for the adjacent Flying Fish Seafood Restaurant which occupies the commercial space at the east end of the building (BAR Case #2003-0212, 2/18/04). In 2002, the Board approved new Streamline Moderne style storefronts for the building (BAR Case #2002-0083, 6/19/02).

III. ANALYSIS:

The proposed signage complies with zoning ordinance requirements.

The building frontage at 815 B King Street is 17 linear feet and the existing signage is 3.5 square feet. With the proposed signage on the windows, the total signage comes to 6.2 square feet. While the proposed sign program meets the allowable amount that can be approved by Staff, the total number of signs exceeds the amount of signage per frontage that can be approved administratively and is therefore required to be heard before the Board of Architectural Review.

Staff supports the amount of signage as well as the design of the signs, as they go with the early 20th century Streamline Moderne, sometimes called Steamship Modern, design of the curving, ribbed stainless steel canopies over the bay windows. The two round window decals will be placed symmetrically on the façade, recalling portholes, with a decal placed in the center panel of the bay windows on either side of the entrance. If only one decal were to be used it would interrupt the flow of the façade. The proposed individual letter sign above the canopy is and the window signs are both similar to that of the other first floor tenant, Flying Fish.

Staff recommends approval of the application as submitted.

STAFF:

Courtney Lankford, Urban Planner, Historic Preservation Section, Planning & Zoning
Al Cox, FAIA, Historic Preservation Manager, Planning & Zoning

IV. CITY DEPARTMENT COMMENTS:

Legend: C - code requirement R - recommendation S – suggestion F- finding

Zoning Division:

C-1 Proposed signs (3) all comply with zoning. 6.2 square feet of signs are proposed with 17' feet of business frontage.

Code Administration:

C-1 No building permit is required

Transportation and Environmental Services:

C-1 Any work within or from the right-of-way requires a separate permit from T&ES. (Sec. 5-3-61) (T&ES)

V. IMAGES:

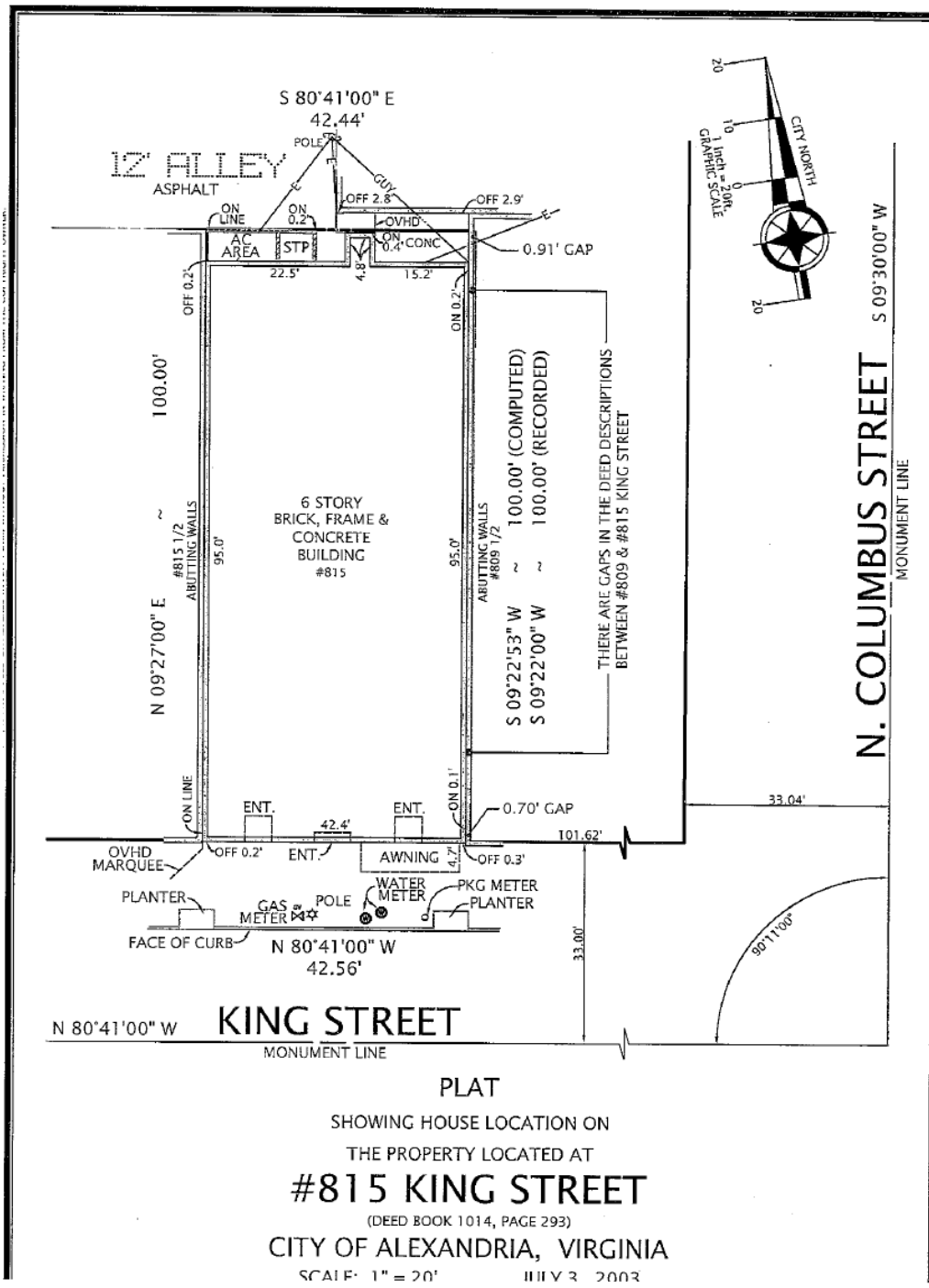




Figure 2: Drawing showing proposed signage. Note that the window decals will be white, not blue.



Figure 3: Storefront of previous tenant, Notting Hill Gardens. The planters on the canopy will be removed.



Figure 4: Storefront of 815A, Flying Fish, next door.