

Docket Item #7
BAR CASE #2003-0225

BAR Meeting
October 1, 2003

ISSUE: Signage, canopy and alterations

APPLICANT: Crilley Warehouse Limited Partnership

LOCATION: 218 North Lee Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

DISCUSSION:

Applicant s Description of the Undertaking:

Request for Certificate of Appropriateness for new signage, canopy, and light fixtures.

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for new signage and a number of alterations to the Crilley Warehouse complex located at 218 North Lee Street. The existing fabric canopies, exterior lighting and multi-tenant sign board will be removed. In addition, the unapproved multiple individual letter signs at the Ecco Restaurant will be removed. The signage and alterations include:

Signage

Lee Street elevation

- " A new building directory sign be installed in the approximate location of the existing multi-tenant sign. This sign will be approximately 3'6" in height and 2' in width.
- " A new sign, Le Bergerie, will be installed on the north side of the main entrance and is the same size as the new multi-tenant sign.
- " A new 2' x 2' wood hanging sign on a metal bracket, Ecco Café, will be installed over the entrance to the restaurant.
- " New MDO sign, Crilley Warehouse, with raised brass letters on a black background mounted between the 2nd and 3rd floors and centered on the building. This sign measures 2' in height and 22' in length.
- " New fabric banner signs. There are two banner signs each mounted perpendicular to the building and extending the full length of the 2nd and 3rd floor. The banner graphic is Dining and they measure 18' in height and 3' in width and will be illuminated with uplighting. The colors of the banners has not been determined at this time.

Alley elevation

- " A new metal sign with raised lettering, Crilley Warehouse, will be installed on the existing hoist bracket. This sign will be 5' in height and 2'4" in width and will have a black background and gold lettering.

Alterations

The center entry way will be upgraded as the major entrance to the building with a new glass and painted ornate steel canopy. The canopy span the double entrance and project 4' from the building facade. New masonry steps with brass handrails will be installed at the redefined entry way. The other doorways will remain as they are. New decorative wall sconces are proposed to be installed on either side of the three entrances along North Lee Street. The redefined building entry will have major sconces while the flanking doors will feature minor sconces.

History and Analysis:

The Crilley Warehouse is a three story brick industrial building that was originally constructed as a bakery in the late 19th century. It was converted to retail shops, restaurants and offices in the period 1975 - 1982 with various approvals by the Board for alterations and signage.

Proposed projecting signs and canopy comply with zoning ordinance requirements.

The new signage and alterations for the Crilley Warehouse address a long confused environmental graphic problem. The design establishes a hierarchy for the building entry and unifies the many disparate uses within the building. The *Design Guidelines* recommend that generally only one sign per business is appropriate and the revised signage system for the building achieves this goal.

Staff believes that the revisions proposed for the North Lee Street facade are appropriate and will help to establish a coordinated design policy for the entire building. Because of the building's location approximately one and a half blocks north of King Street, some of the retail and restaurant tenants in the have struggled to attract pedestrian traffic. The fabric banners proposed are a means of making visible to pedestrian some of the uses within the building. Staff has no objection to these banners which help to enliven the entire building and its uses.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

- C-1 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-2 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-3 Construction permits are required for this project. Plans shall accompany the permit application that fully detail the construction as well as layouts and schematics of the mechanical, electrical, and plumbing systems.
- C-4 Canopies must comply with USBC 510.4 for support and clearance from the sidewalk, and the applicable sections of USBC s Article 11. Structural designs of fabric covered canopies must comply with USBC 1110.5.2. The horizontal portions of the framework must not be less than 8 feet nor more than 12 feet above the sidewalk and the clearance between the covering or valance and the sidewalk must not be less than 7 feet.
- C-5 Required exits, parking, and accessibility within the building for persons with disabilities must comply with USBC Chapter 11.

Historic Alexandria:

I am not supportive of banners as proposed for this building.