

Docket Item #6
BAR CASE #2003-0256

BAR Meeting
December 17, 2003

ISSUE: Awning & Signage
APPLICANT: Gabi Daniel
LOCATION: 107 South West Street
ZONE: CD/ Commercial Downtown

BOARD ACTION, NOVEMBER 19, 2003: On a motion by Mr. Wheeler, seconded by Mr. Smeallie the Board approved the Staff recommendation which was: deferral of the application for restudy. The vote on the motion was 6-0.

REASON: The Board agreed with the Staff analysis. The Board agreed that an awning on the building was inappropriate and that the new signage should conform to the sign plan previously approved for the building. The Board also noted that the illuminated UPS sign in the window was unapproved and should be removed.

SPEAKER: Gabi Daniel, applicant, spoke in support

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

DISCUSSION:

Applicant s Description of the Undertaking:

Installing store front canopy.

Update:

The applicant has made no changes to the application since the November 19, 2003 public hearing.

Issue:

The applicant requests approval of a certificate of appropriateness for the installation of an awning with signage for the UPS Store at 107 South West Street. The black colored canvas awning measures 20' by 3.6' by 2.5' and will be centered above the storefront entrance. The sign will read The UPS Store in 1.5' tall white lettering with the gold colored UPS logo measuring 2'6" by 2'1". The applicant is also proposing to install the logo, 12 ½" tall on the ends of the awning.

History and Analysis:

The address 107 South West Street is part of a larger building including 101-107 South West Street and 1400 King Street. The two story brick building was constructed in the mid nineteenth century. The structure was considered important enough to warrant inclusion in the 100 year old building list prior to the extension of the Old and Historic Alexandria District in this area.

According to the applicant, the building frontage is 25 feet. The proposed awning complies with zoning ordinance regulations with the condition that the existing hanging sign is removed and there are no graphics on the ends of the awning. Staff notes that the *Design Guidelines* recommend that signs in the historic districts are often not as large as the maximum allowed under the zoning ordinance (Signs - Page 4). With the elimination of all existing signs and the logo from the ends of the awning, the proposed signage is 23.6 square feet.

Previously the Board has approved a number of sign applications for the building. In the mid 1980's, the Board became increasingly concerned with the proliferation of signs for the different retail tenants. In 1987, the Board approved a sign plan for the entire building which was endorsed by all owners of the structure. The sign plan stipulated that all signs on the building were to be projecting signs and indicated the placement of all signs on the building and a uniform size of all hanging signs of 24" x 33" with a specification of the type of hanging bracket to be used. Earlier this year, the Board approved a hanging sign for The UPS Store (BAR Case #2003-0139, 7/16/03).

The applicant believes that the proposed awning will be more effective in attracting customers than the existing hanging sign. While Staff agrees that the design of the existing hanging sign may be ineffective, Staff cannot support the installation of an awning on a single storefront on

this otherwise unified building. In this case, Staff believes that a redesigned hanging sign would be preferable to an awning in attracting customers from King Street.

Therefore, Staff recommends deferral of the application for restudy of a redesigned hanging sign to increase the business visibility.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

- C-1 Awnings must comply with all applicable requirements of USBC. Retractable and fixed awnings must have a minimum 7 foot clearance form a sidewalk to the lowest part of the framework or any fixed portion of nay retractable awning is required. The bottom of the valance of canvas awnings must have a minimum clearance of 6'-9' above the sidewalk. Retractable awnings must be securely fastened to the building and can not extend closer than 12" in from the curb line.
- C-2 Fixed awnings must be designed and constructed to withstand wind or other lateral loads and live loads required by the USBC. Structural members must be protected to prevent deterioration.
- C-3 Construction permits are required for the proposed project.

Office of Historic Alexandria:

No comment.