

Docket Item #12
BAR CASE #2004-0024

BAR Meeting
March 17, 2004

ISSUE: Awnings & Signs
APPLICANT: Gloria De Lourdes Blalock
LOCATION: 1212 King Street
ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. The awning on King Street be located above the storefront entrance only, approximately 14' long and no more than 3' high;
2. The lettering on the King Street awning be 6" high, located in the center of the valance;
3. The rear awning be reduced to no more than 3' high; and,
4. The revised drawings are to be approved by Staff.

DISCUSSION:

Applicant's Description of the Undertaking:

"Awning installation along King Street storefront. Awning installation above rear door of business."

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of two awnings with signage for the new business "Territory" at 1212 King Street. The first proposed awning will be located on the King Street elevation. The canvas awning measures 34'10" by 2'4" by 4' and has a concave shape. The awning will be brown canvas with apple green lettering and an apple green accent stripe. The name Territory measures 9'3" by 16" and is located two times on the front of the awning. The business address, in 6" high lettering, will be located in the center of the valance.

The applicant is also proposing an awning above the rear entrance door. The brown canvas awning will measure 4'6" by 2'4" by 4'. The name Territory will be included on the valance in 6" high lettering. The shape of this proposed awning is also concave.

History and Analysis:

According to Real Estate Assessments, the building at 1212 King Street was constructed around 1900. Staff was unable to locate any previous BAR approvals for this building.

The proposed awning signs comply with zoning ordinance requirements.

According to the *Design Guidelines*, awnings should play a secondary role and augment, not compete with the architecture of a historic building (Awnings - Page 1). Staff believes that while the proposed awning is not obscuring any decorative features, the overall size of the awning is too large. Awnings approved by the Board are generally 2' to 3' in height rather than the proposed 4'.

In addition, Staff believes that an awning would be more appropriate located above the storefront entrance rather than stretching across the entire building.

The *Design Guidelines* recommend that lettering heights not exceed 8" to 12" (Signs - Page 2). Staff believes that the 16" high lettering is also too large. Staff recommends that the lettering be reduced to approximately 6" and be located on the valance.

Staff has no objection to the installation of an awning at the rear entrance to the property, but again recommends that the size be reduced to no more than 3' in height.

Therefore, Staff recommends approval of the application with the conditions that the size of the awnings are reduced with the new plans to be approved by Staff..

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

- C-1 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-2 Awnings must comply with all applicable requirements of USBC. Retractable and fixed awnings must have a minimum 7 foot clearance from a sidewalk to the lowest part of the framework or any fixed portion of any retractable awning is required. The bottom of the valance of canvas awnings must have a minimum clearance of 6'-9" above the sidewalk.
- C-3 Construction permits are required for the proposed project.

Office of Historic Alexandria:

"No comment."