

Docket Item #18
BAR CASE# 2004-0133

BAR Meeting
July 21, 2004

ISSUE: Signs and alterations

APPLICANT: Brian Cadiz

LOCATION: 628 King Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the storefront alterations, the awnings, light fixtures, and Option #2 on the main facade sign and denial of the repetitive individual letter signs in each storefront window.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signs and alterations to the Banana Republic store located at 628 King Street. The signs and alterations include:

Signs

- Window signs
Vinyl windows sign, “Banana Republic,” are proposed to be affixed at the bottom of each show window
- Storefront signs
Two options are presented for new storefront signage at the corner of the building. Option #1 involves individual pin mounted lettering of either 8" or 12" in height to be mounted on a new fascia. Option #2 is for carved letters similar to what exists to match the new Banana Republic logo.
- A new 12" high individual letter pin mounted storefront sign, “Banana Republic”, to reflect the revision in the chain’s graphics is proposed to be installed on the South Washington Street elevation of the building in place of the currently existing sign.

Awnings

- The existing awnings will be recovered in new black Sunbrella fabric.

Storefront System

- New storefront system - a new Kawneer aluminum storefront system is proposed to be installed in place of the existing windows.

Lighting

- Gooseneck lights - two sets of gooseneck lights are proposed to be installed. They will replace the currently existing sets of gooseneck lights. Five will be installed over the new individual letter sign on South Washington Street and five will be used to illuminate the new logo sign at the front entrance to the building.
- Sconce lights - new sconce fixtures will be added flanking either side of the main entrance.

Alterations

- A new granite sill and pilaster base will be added along both the King Street and South Washington Street elevations of the building.
- The existing brick is proposed to be cleaned.
- The existing storefront will be repainted to match the existing.

The applicant has provided a materials sample board which will be made available to members at the public hearing.

II. HISTORY:

The two story brick commercial building at the southeast corner of King and Washington Streets was constructed in the mid-20th century in a Colonial Revival style. The Board approved signs, lighting and awnings for the Gap and Banana Republic stores in these same locations in 1985 (BAR 85-250). The Board approved the present signage and awnings in 1992 (BAR Case #92-204, 11/4/92). In 1992, the Board denied the repetitive signs on each of the storefront windows.

III. ANALYSIS:

In general Staff supports the alterations proposed for this retail establishment. Thus, Staff recommends approval of the storefront alterations, the awnings, and light fixtures.

As to the signs, it is the preference of Staff that Option #2 on the main facade sign, Banana Republic, be approved. With regard to the individual letter signs that are repeated in each storefront window: while the individual signs are small and very well done, repetitive signs are discouraged by the *Design Guidelines*. The *Design Guidelines* state that "Generally, only one sign per business is appropriate" (Signs - Page 3). Staff also notes that the Board previously denied essentially the same signs in 1992.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the storefront alterations, the awnings, light fixtures, and Option #2 on the main facade sign and denial of the repetitive individual letter signs in each storefront window.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

- C-1 Wall signs must comply with USBC [H103-H111].
- 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 (USBC 3105.2).
- C-3 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-4 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-5 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-6 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.

Office of Historic Alexandria:

No comment.