

Docket Item # 27
BAR CASE #2005-0272

BAR Meeting
December 7, 2005

ISSUE: Signs & Alterations

APPLICANT: Ann Taylor Loft by Alberto Gaitan

LOCATION: 423 King Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval.

I. ISSUE:

The applicant is requesting approval of signs and alterations to 423 King Street.

II. HISTORY:

423 King Street is located in Tavern Square. Tavern Square is a complex of two to five story brick buildings built around a central courtyard. It was constructed in 1967 as part of Phase I of the Gadsby Urban Renewal Project and was designed by the architectural firm of Vosbeck and Vosbeck. While the overall architectural character of Tavern Square is firmly within the pattern of 1960s urban renewal architecture, it does make use of traditional building materials with brick, standing seam metal roofing and punched window openings and Alexandria building forms. The shed roof forms clearly recall Alexandria's flounder building type and the second floor dormers mimic those on the Ramsay House.

The Board has approved numerous alterations and signage for businesses located in Tavern Square over the years.

III. ANALYSIS:

The proposed wall/window signs/alterations comply with zoning ordinance requirements.

The alterations and signage are as follows:

King Street Elevation:

The frosted film will be applied to the semi-circular window above the set of double doors as well as a side window.

Pin-mounted signs reading "Ann Taylor Loft" will be located on the interior, visible through one of the windows. This sign will be affixed on an interior media wall.

Reverse channel letter sign will be mounted on exterior fascia area, above main door, with text to read "Ann Taylor Loft."

Glass mounted Plexi-letters will be affixed on the semi-circular transom window area above the set of double doors.

The wood door handles on the existing door with previous tenant name (Hannelore's) will be removed. The existing metal door and handles will remain.

Pitt Street Elevation:

The frosted film will be applied to one window.

Pin-mounted sign reading "Ann Taylor Loft" will be located on the interior, visible through one of the windows.

Reverse channel letters reading "Ann Taylor Loft" will be mounted on exterior fascia area above window.

Breezeway Elevation:

The frosted film will be applied to one large window and the semi-circular window and

double doors.

Pin-mounted sign reading “Ann Taylor Loft” will be affixed on wall between two windows.

The applicant submitted details on the reversed channel letter signage, the glass mounted plexi-letters, and the pin mounted signage. A sample of the frosted film material was also provided.

The existing awnings will be removed, including the framework and awning.

The applicant has indicated all reverse channel signage is Halo lit. All signage will be black.

Staff is concerned about the use of the frosted film and is unclear of its purpose. However, it is a reversible treatment to the glass and does not adversely impact the appearance of the storefronts. Staff is also concerned with the number of signs; however, only four signs are on the exterior, and do not appear to overwhelm the storefronts due to their size and location.

IV. STAFF RECOMMENDATION:

Staff recommends approval.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required.

C-2 Wall letters/signs must comply with USBC [H103-H111].

Historic Alexandria

“No comment.”