

Docket Item # 8
BAR CASE# 2006-0078

BAR Meeting
May 3, 2006

ISSUE: Sign

APPLICANT: Gallery West

LOCATION: 1213 King Street

ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends deferral of the application for restudy.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage for a business located at 1213 King Street. The two story brick building at 1213 King Street has a street frontage of 10 feet. The applicant is proposing a double faced rigid aluminum banner type projecting sign approximately 18' in width and 78" in overall length. The sign, "Gallery West," will be in colors of red, yellow and black with white lettering.

II. HISTORY:

1213 King Street is a two story brick late 19th century Italianate vernacular building. It is part of a duplex structure including 1215 King Street. While the street level entrance at 1215 King has remained unaltered, the entrance at 1213 King has been extensively altered with a three bay glass and wood entryway with glass transom. The storefront at 1213 was originally altered in 1938 when new projecting showcase windows were added and the main floor was lowered 12" to street grade (Building Permit #2693, 7/18/38). At the same time, the entire interior of the building was remodeled with a complete change-out of the interior configuration and structural system. The existing tripartite front was built in 1980 (Building Permit 36380, 9/18/80) prior to this section of King Street being included in the Old and Historic Alexandria District.

Most recently in 2003 the Board approve signage at this address for the previous retail tenant (BAR Case #2003-0070, 5/7/03). The Board approved an electric sign board in 1984, (BAR Case #84-277, 8/6/84) and an awning in 1991 (BAR Case #91-34, 3/20/91). In 1995, the Board approved the installation of a new sign along with the removal of the awning and sign box (BAR Case #95-30, 3/15/95).

III. ANALYSIS:

The proposed projecting sign complies with zoning ordinance requirements.

While Staff has no objection to a vertical style rigid banner type sign which has been approved in previous locations in the historic district by the Board, in this instance staff believes that the size of the sign is disproportionate to the size of the building and the relative size of other signs for retail merchants on the upper blocks of King Street. Therefore, Staff recommends that consideration be given to reducing the size of the proposed banner so that it is of a size similar to those on surrounding businesses.

IV. STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required for the proposed project.

C-2 Projecting, hanging signs must comply with USBC for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

Office of Historic Alexandria:

No comments.