

Docket Item # 13
BAR CASE #2006-0082

BAR Meeting
May 17, 2006

ISSUE: Alterations and sign
APPLICANT: Walgreens
LOCATION: 615 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends approval of the application as submitted with notice to the applicant that window signs are not permitted under the provisions of the zoning ordinance.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for alterations and signage at the commercial building at 615 King Street.

Alterations

The alterations include a re-working of the existing storefront system on the King Street facade. The existing metal and glass storefront system will be removed on both floors and replaced with a new metal and glass recessed entryway and new multi-part metal glazed windows with transoms flanking the new entryway on the first floor. The existing openings on the second floor will be maintained and replaced with new clear aluminum storefront windows to match those on the first floor.

Signs

Three signs are proposed, "Walgreens" centered above the entryway and flanked on the north side by "Pharmacy" and on the south side by "Photo". The proposed signs are red in color and will be constructed of individual letter plastic letters and internally illuminated. The "Walgreens" sign is 37 s.f.; the "Pharmacy" sign 8.5 s.f and the "Photo" sign 5.5 s.f.

Rooftop Satellite Antenna

A rooftop satellite antenna is proposed to be installed at the north end of the roof.

II. HISTORY:

615 King Street is a flat roofed, two story, three bay painted brick commercial building which was constructed in the late 19th century.

The 19th century storefront was remodeled in 1979 for a McDonald's restaurant, the last building tenant (approved by the Board, 10/3/1979).

III. ANALYSIS:

The new storefront and wall signs comply with the zoning ordinance.

Alterations

Staff has no objection to the redesigned storefront. The new storefront with a recessed entry will bring the first floor of the of the building flush with the building wall above generally re-creating the historic storefront configuration of the building which is visible in historic photographs of the blockface (see *Seaport Saga*, p.138). The new storefront windows on the second floor will maintain the existing openings.

Signs

Likewise, Staff has no objection to the proposed internally illuminated individual letter signs. They are nearly identical in design to that approved for CVS two blocks away at the corner of

King and South Royal Streets in 1996. Staff would like clarification as to the illumination levels of the signs as proposed. The proposed wall signs take up all of the allowable square footage of sign area permitted under the provisions of the zoning ordinance. Therefore, additional window signs are not allowed because they would exceed allowable sign area as provided by the zoning ordinance.

Rooftop Satellite Antenna

The rooftop satellite antenna is not visible from the public right-of-way and is, therefore, not before the Board.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted with notice to the applicant that window signs are not permitted under the provisions of the zoning ordinance.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

- C-1 The current use is classified as A, Assembly; the proposed use is M, Mercantile. Change of use, in whole or in part, will require a certificate of use and occupancy (USBC 119.4) and compliance with USBC 119.2. including but not limited to: limitations of exit travel distance, emergency and exit lighting, a manual fire alarm system, and accessibility for persons with disabilities.
- C-2 Prior to the application for new Certificate of Occupancy, the applicant shall submit a building permit for a change of use. Drawings prepared by a licensed architect or professional engineer shall accompany the permit application. These plans shall show provide existing conditions, construction type data, and a plot plan. In addition, these plans shall show proposed conditions and provide data by the design professional which details how the proposed use will comply with the current edition of the Virginia Uniform Statewide Building Code for the new use in the area of structural strength, means of egress, passive and active fire protection, heating and ventilating systems, handicapped accessibility and plumbing facilities.
- C-3 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-4 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-5 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.
- C-6 This structure contains mixed use groups [M, Mercantile; B, Business] and is subject to the mixed use and occupancy requirements of USBC.
- C-7 Required exits and facilities shall be accessible for persons with disabilities.

Historic Alexandria:

Although the proposed internally lit signage on the front of this building doesn't conflict with B.A.R. guidelines regarding the location of buildings with neon signs, the neon lighting here might be reconsidered since the building is large and the lettering would be prominent.