

Docket Item # 3  
BAR CASE #2006-0082

BAR Meeting  
June 7, 2006

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

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**STAFF RECOMMENDATION:** Staff recommends approval of the application as submitted.

**BOARD ACTION, MAY 17, 2006:** On a motion by Dr. Fitzgerald, seconded by Mr. Wheeler the Board deferred the application for restudy. The vote on the motion was 7-0.

**REASON:** The Board believed that the windows proposed needed to be upgraded and that the signage proposed should be reconsidered so that it was not so large nor so aggressively illuminated.

**SPEAKER:** Michael Rolves, Korte Design Group, project architect. spoke in support.

(Insert sketch here)

Update: At the last public hearing the Board deferred the proposed renovations to this commercial building for restudy because they believed that a revised storefront system was needed and that additional attention needed to be paid to the proposed signage. The applicant has addressed both these issues and the changes are described below.

**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 storefront system has been revised and is now proposed to be a bronze anodized aluminum frame system with clear insulating glass. The existing metal and glass storefront system will be removed on both floors and replaced with this new system. The new proposal includes a 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 this new storefront system to match those on the first floor.

Signs

The sign package has been revised. It now includes two signs: a “Walgreens” sign of back-lit red plexiglass entered above the entrance and a wood hanging sign “Walgreen’s Pharmacy” with logo with red lettering and blue logo on a gray background on a metal scroll bracket centered above the entryway and lighted with exterior lights on either side. The “Walgreens” sign has been reduced in size to 26 s.f. and the hanging sign is proposed to be 5.8. s.f. (2'4" in width x 2'6" in height).

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 19<sup>th</sup> century.

The 19<sup>th</sup> 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

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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 revised sign package. It is responsive to the comments of the Board at the last public hearing and does not reach the level of illumination that was of concern to the Board at the last meeting. The revised signage is similar to that approved by the Board for numbers of retail establishments along King Street.

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.

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.