

Docket Item #6
BAR CASE #2006-0147

BAR Meeting
July 19, 2006

ISSUE: Sign

APPLICANT: Conrad's Furniture Gallery

LOCATION: 101 King Street

ZONE: KR/King Street Urban Retail

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

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a wall sign for the new business at 101 King Street. The wall sign measuring 18.25' by 1.2' reads "Conrad's Furniture Gallery". The plywood sign includes a black background, raised plastic gold leafed letters, and a decorative shield and leaf design. The sign will be located on the King Street elevation of the building, centered between the first and second stories.

II. HISTORY:

101 King Street is a three and a half story brick building that is one of a row of ten buildings that were originally constructed in the late 18th and early 19th centuries as waterfront warehouses according to Ethelyn Cox in *Alexandria Street by Street* (pp.64-65). The north side of the 100 block of King Street is a row of largely intact buildings that provide a direct physical link to the founding of the city as a commercial waterfront port. While all of the buildings have been adaptively reused for retail and restaurant uses in the late 20th century, they have retained an exterior cohesiveness that readily exhibits their industrial origins.

In 2004, the Board approved a number of alterations to the building (BAR Case #2004-0128/129, 12/15/04).

III. ANALYSIS:

The subject property at 101 King Street has 25.3' of frontage on King Street. The proposed wall sign complies with zoning ordinance requirements.

According to the Design Guidelines, "Signs should be designed to be compatible with the historic building...signs should not detract from the architectural characteristics fo historic structures" (Signs - page 3). Staff believes that the proposed wall sign complements the building and is similar to signs for previous retail tenants at 101 King Street.

Staff has no objections to the proposed sign which meets the recommendations of the Guidelines.

IV. STAFF RECOMMENDATION:

Therefore, 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 A construction permit is required.

C-2 Wall signs must comply with USBC.

Historic Alexandria:

No comment.