

Docket Item #3
BAR CASE #2006-0221

BAR Meeting
January 17, 2007

ISSUE: Signs with lighting
APPLICANT: Jeffrey M. Schwartz
LOCATION: 103 King Street
ZONE: KR/King Street Urban Retail

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

BOARD ACTION, OCTOBER 18, 2006: On a motion by Mr. Smeallie, seconded by Ms. Neihardt the Board approved the proposed signs and deferred the lighting for restudy. The vote on the motion was 6-0.

REASON: The Board believed that the proposed signs were appropriate but was concerned about the amount of illumination that was proposed and asked that additional consideration be given to the lighting.

SPEAKER: Jeffrey M. Schwartz, owner, spoke in support

STAFF RECOMMENDATION, OCTOBER 18, 2006: Staff recommends approval of the proposed signage and denial of the proposed illumination.

(Insert sketch here)

Update: At the public hearing of October 18, 2006 the Board approved the proposed signs and deferred the lighting for restudy. The applicant is now back before the Board with information regarding the proposed lighting for both signs.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for lighting for two previously approved signs: a wall sign which measures 8' in length by 1.5' in width to be centered and installed above the entrances to the store and a hanging sign which will be located on the east side of the retail space above the first level. The applicant proposes to downlight the wall sign with gooseneck lights similar in design to those installed at the Starbucks restaurant across the street. Three gooseneck lights with a maximum lumen output of 1690 per light are proposed. The hanging sign will be illuminated with two small halogen fixtures, one on each side of the sign. These lights will have a maximum of 800 lumens each.

II. HISTORY:

101 - 103 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).

Earlier this year the Board approved a wall sign measuring 18.25' by 1.2' for "Conrad's Furniture Gallery" at the eastern half of the building at 101 King Street (BAR Case #2006-0147, 7/19/06).

III. ANALYSIS:

The proposed sign lighting complies with zoning ordinance requirements.

The proposed lighting of the signs is similar to that approved by the Board for both wall signs and hanging signs along the blockfaces of the 100 block of King Street as well as for businesses located on the 100 blocks of North and South Union Streets. While staff was originally opposed to the exterior lighting of these signs, staff is persuaded by the comments of members at the previous public hearing as well as the lighting that has been previously approved by the Board for retail tenants in this area of the historic district that the proposed lighting is appropriate and will not unduly detract from the historic character of the block. Thus, staff recommends approval of the application as submitted.

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 A construction permit is required.

C-2 Wall signs must comply with USBC.

Historic Alexandria:

No comments were received.