

Docket Item # 23
BAR CASE # 2007-0016

BAR Meeting
February 7, 2007

ISSUE: Signage and Alterations
APPLICANT: Allen Ramazon by Ray Lewis
LOCATION: 923 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends approval of the proposed signage with clarification of the color, approval of the additional brick to the cinder block addition for screening, and deferral of the proposed lighting and awnings, pending additional information.

(Insert sketch here)

I. ISSUE:

The applicant is requesting a Certificate of Appropriateness for signage and alterations to 923 King Street. The signage will be located on the frieze band of the recently reconfigured storefront, with one sign facing King Street and one facing North Patrick Street. The signs will be composed of individual 9" metal letters. The signs will read "KING ANTIQUE RUG GALLERY". The color of the letters was not identified by the applicant. Recessed lighting is proposed to be installed within the cornice to illuminate the new signage. The number and size of the recessed lighting was not indicated on the drawings by the applicant. The applicant will bring a sample of the lighting unit to the Board meeting.

The applicant also proposes to add 3' of brick along North Patrick Street at the parapet wall of the cinder block addition to screen rooftop HVAC units located on the addition. On the north elevation of the addition, 6' of brick will be added to match that along North Patrick Street. The Board had previously approved adding one course of cinder block along the rear parapet wall, to replace the lattice railing. Brick rowlock caps will be installed.

Two canvas awnings are proposed for the large plate glass window and door located on the cinder block addition on North Patrick Street. No further information was provided.

II. HISTORY:

923 King Street is a three story, three bay brick building that was built by Francis Peyton in the late 18th to early 19th century. According to Ethelyn Cox's *Alexandria Street by Street*, Peyton acquired the quarter block of land on which the building sits in 1797 and pledged the building in a deed of trust in 1826. The first floor storefront alterations were built prior to the establishment of the Old and Historic Alexandria District. The storefront was altered to its present configuration in 1970 (Approved by the Board, 12/16/1970). The concrete block rear addition was constructed in 1961, according to building permits.

The Board approved signage for the last retail tenant, Conklyn's Florist, in 1982 (7/7/82) and again in 2002 (BAR Case #2002-0230, 9/18/02).

In 2006, the Board approved alterations to the existing storefront and window and door replacement (BAR Case #2006-0044). The Board also approved some alterations to the rear concrete block addition (BAR Case #2006-0111) and further alterations to the storefront and rear window replacement (BAR Case # 2006-0234). At the November 1, 2006 meeting, the Board deferred for restudy proposed lighting in the cornice.

III. ANALYSIS:

Awnings may project up to 4' from the face of the building over public right-of-way and must have 8' clearance above the public right-of-way.

In general, Staff is supportive of the proposed signage and alterations. The three story brick building at 923 King Street is among Alexandria's oldest buildings. Special consideration should be given to any alteration here. Having said that, Staff believes the current proposal is generally acceptable. The modest size of the signage helps to ensure that it does not compete with the building for attention. The use of the new frieze band for the backboard of the signs helps to

keep the design simple. Staff would like to know the color of the metal used for the individual lettering. While the *Design Guidelines* call for “generally, only one sign per business,” an exception typically is made for businesses located in corner buildings. Staff believes the two signs proposed here are appropriate.

In an earlier application, Staff indicated reservations about the proposed recessed lighting, due to the uncertainty to the size and number proposed and how it would relate to signage. Staff does now support the incorporation of small, flush downlights into the cornice itself, but remains concerned about the number and placement and recommends this item be deferred.

Staff does not have concerns with the additional brick to the parapet walls of the cinder block addition, in that it would screen the HVAC units.

Staff feels awnings may be used but more information is needed, including all dimensions, color, framing method, and required clearance.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the proposed signage with clarification of the color, approval of the additional brick to the cinder block addition for screening, and deferral of the proposed lighting and awnings, pending additional information.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

- C-1 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-2 Additions and alterations to the existing structure and/or installation and/or altering of equipment therein requires a building permit (USBC 108.1). Five sets of plans, bearing the signature and seal of a design professional registered in the Commonwealth of Virginia, must accompany the written application (USBC 109.1).
- C-3 Canopies must comply with USBC 3202.3.1 for support and clearance from the sidewalk, and the applicable sections of USBC's Chapter 11. Structural designs of fabric covered canopies must comply with USBC 3105.3. The horizontal portions of the framework must not be less than 8 feet nor more than 12 feet above the sidewalk and the clearance between the covering or valance and the sidewalk must not be less than 7 feet.
- C-4 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.
- C-5 A Construction permit will be required for the proposed project.
- C-6 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).

Historic Alexandria:

No comments were received.