

Docket Item # 11
BAR CASE # 2007-0021

BAR Meeting
February 21, 2007

ISSUE: Awning & signage
APPLICANT: Mike Ross
LOCATION: 1001 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends approval of the application with the following conditions:

1. Approval of the hanging sign on King Street,
2. Approval of the wall sign on North Patrick Street,
3. Approval of the awning; and,
4. Denial of the wall sign on King Street.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for an awning and signage for M& M Fine Arts & Antiques at 1001 King Street.

Signs

A total of three signs including a hanging sign and two wall signs are proposed. An approximately 2'3" by 2'3" double sided carved hanging sign is proposed to be located on the existing scroll bracket to the east of the store entrance. The sign has a green background with gold leaf lettering and a gold leaf and maroon border. The sign reads, "1001, M & M Fine Arts & Antiques". A 5' by 1'10" wall sign is proposed to be located above the storefront window on King Street. This sign reads, "M& M Fine Arts & Antiques" and will use the same color scheme as the proposed hanging sign. An identical wall sign is proposed to be located on the North Patrick Street elevation of the building, near the southeast corner. All three signs will be constructed of either mdo or cedar.

Awning

The applicant is proposing the installation of an awning above an areaway and three windows on the North Patrick Street (east) side of the building. The shed style awning will be of a burgundy colored Sunbrella fabric. It will be 13'6" wide, 2'6" high with an additional 1'6" tall valance, and will project 4'6". The bottom of the valance will be 9'6" above the sidewalk.

II. HISTORY:

1001 King Street is a series of three buildings that are of contiguous construction, designed as a single composition. They reflect Second Empire influences and were constructed between 1902 and 1907. The buildings were originally constructed as separate residential dwellings. They were consolidated into one building in the latter part of the 20th century and served as a Second Genesis drug rehabilitation facility. The three buildings were renovated in 2004, restored to their original configurations as three separate structures and converted to commercial use. The Board approved the demolition and alterations for this project in 2004 (BAR Case #2004-0009, 2/18/2004, & BAR Case #2004-0010, 3/3/2004). The Board approved signage for the previous retail tenant at 1001 King Street, Sackville Galleries in 2006 (BAR Case #2006-0009, 2/1/06).

III. ANALYSIS:

The subject property is zoned KR, King Street Urban Retail. The proposed awning and signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend only one sign per business (Signs – Page 3). However, the Board has routinely approved more than one sign for corner buildings. Staff has no objection to the hanging sign and the wall sign on North Patrick Street. Staff is however concerned with a third sign, particularly the wall sign on King Street. As shown on the submitted drawings, the wall sign does not appear to fit within the space between the first and second story windows.

According to the *Design Guidelines*, awnings should not overwhelm or obscure the architecture and decorative features of historic buildings. Staff believes that the proposed awning is acceptable in that it serves a functional purpose to protect the basement stairwell from rain. Staff

notes that the applicant has eliminated proposed signage, eliminated internal illumination and changed the material of the proposed awning at the request of staff.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. Approval of the hanging sign on King Street,
2. Approval of the wall sign on North Patrick Street,
3. Approval of the awning; and,
4. Denial of the wall sign on King Street.

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 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

Historic Alexandria:

Proposed signage for the front of the building is appropriate. The proposed awning obscures some of the architectural elements of the building; other signage would be more suitable.