

Docket Item #14
BAR CASE #2007-0156

BAR Meeting
September 5, 2007

ISSUE: After-the-Fact Awning and Signage

APPLICANT: The Kitchen Guild/Bath Express

LOCATION: 1011 King Street

ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends:

1. Approval of the awning with signage and the signage on the entry door; and,
2. Denial of the sign lettering on the storefront window divisions and removal within 15 days.

(insert sketch here)

I. ISSUE:

The applicant is requesting after-the-fact approval of a Certificate of Appropriateness for an awning as well as signage at the retail store at 1011 King Street. The awning is a green colored canvas style fabric that replaces a previously approved awning measuring 16'6" in length and 3'6" in height. The name of the retail store, The Kitchen Guild/Bath Express is located on the valance in 10" high white lettering.

Signage is located on the top of each of the four divisions of the store front windows. They are: Kitchen, Bath, Design, Remodel. The store logo is located on the front door.

II. HISTORY:

1011 King Street is a two story brick building that was built between 1801 and 1805 by Ambrose White according to Ethelyn Cox in *Alexandria Street by Street* (p. 72).

In 2002, the Board approved a Permit to Demolish and a Certificate of Appropriateness for a large rear addition and extensive alterations (BAR Case #2001-0246/247, 5/15/02).

In 2005 the Board approved a similar awning and signage for the previous retail tenant (BAR Case #2005-00214, 10/5/05).

III. ANALYSIS:

The proposed awning and signage comply with zoning ordinance requirements.

Staff believes that the awning is appropriately sized for the building and is compatible with other awnings in the district. Although the awning covers the transoms above the storefront windows, this feature of the building is not original, and Staff believes it is acceptable. The use of a canvas type material and simple lettering with just the business name is appropriate.

The proposed awning meets the recommendation of the *Design Guidelines* and is similar to that previously approved in 2005.

However, staff does have concerns about the retail window signs. The signage is located directly below the awning and is difficult to see. Because of this, staff is of the opinion that such signage is not necessary.

Staff has no objection to the signage on the entry door.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends:

1. Approval of the awning with signage and the signage on the entry door; and,
2. Denial of the sign lettering on the storefront window divisions and removal within 15 days.

CITY DEPARTMENT COMMENT

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

Code Enforcement:

- C-1 Awnings must comply with all applicable requirements of USBC 3105.3 and 3202.3.1. Retractable and fixed awnings must have a minimum 7 foot clearance from a sidewalk to the lowest part of the framework or any fixed portion of any retractable awning is required. Retractable awnings must be securely fastened to the building and can not extend closer than 24 inches in from the curb line (USBC 3202.3.1).
- C-2 Fixed awnings must be designed and constructed to withstand wind or other lateral loads and live loads required by the USBC. Structural members must be protected to prevent deterioration (USBC 3105.3).
- C-3 A building permit is required for the proposed project.

Historic Alexandria:

No comments were received.