

Docket Item # 6
BAR CASE # 2009-0067

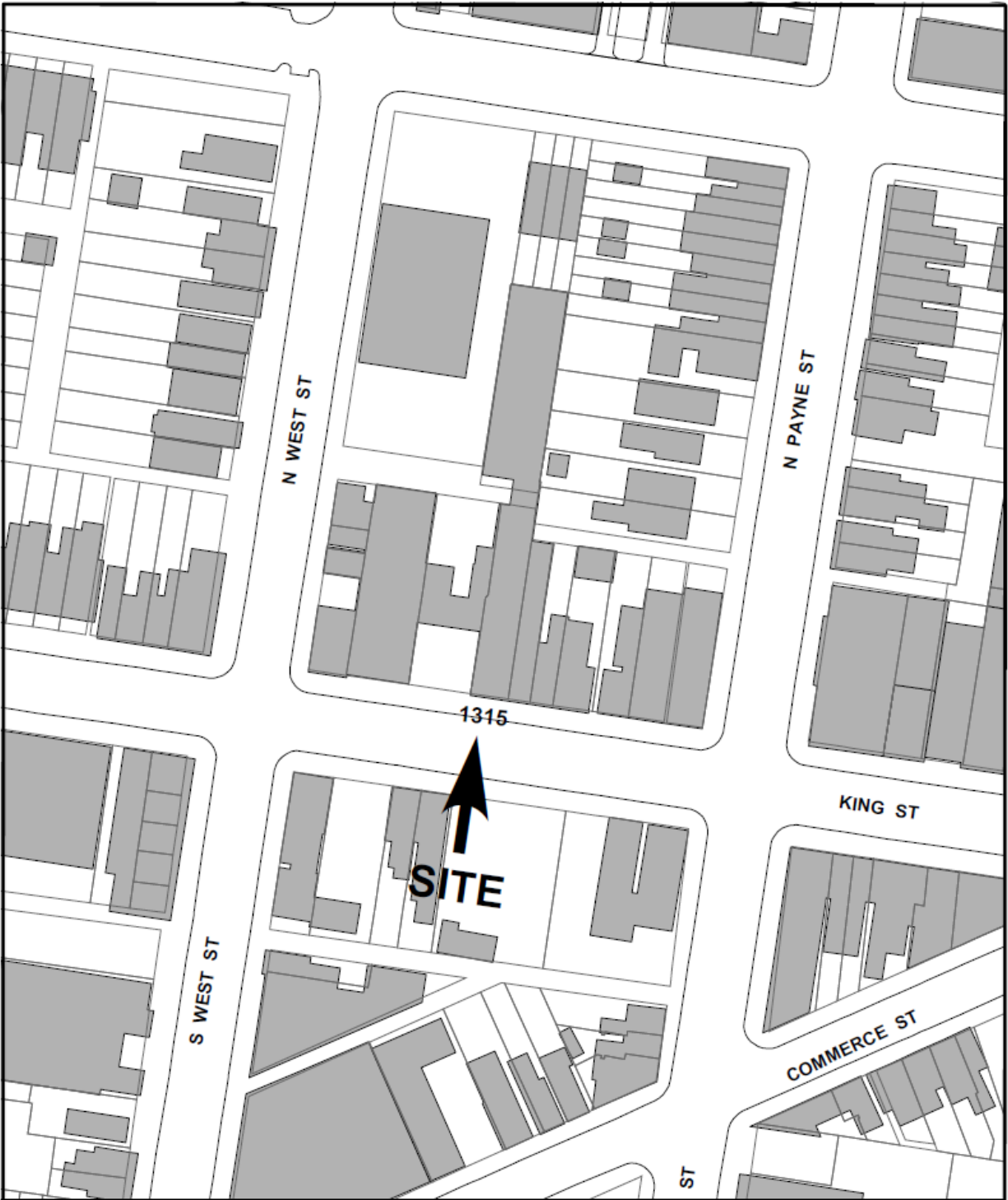
BAR Meeting
May 20, 2009

ISSUE: Signage
APPLICANT: Snap Fitness 24-7
LOCATION: 1315 King Street
ZONE: KR/King Street Retail

STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the wall sign be constructed of wood or wood composite.

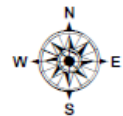
****EXPIRATION OF APPROVALS NOTE:** In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month period.

****BUILDING PERMIT NOTE:** Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Building and Fire Code Administration (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Administration, Room 4200, City Hall, 703-838-4360 for further information.



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5/20/2009



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two new signs at 1315 King Street. The applicant is requesting signage for a new retail tenant entitled Snap Fitness 24-7. The first proposed sign will be constructed of 2 inch thick, sand carved, HDU (High Density Urethane), painted with exterior grade paint and a clear coat. The proposed sign will have white and red lettering reading “SNAP FITNESS 27-4” on a black background with a red border and measure 10 inches by 96 inches. The sign will be centrally mounted in the frieze board of the new first floor store front façade of the building using stainless steel wood screws. The applicant is also proposing the installation of a 12 volt LED Bar light painted to match the façade and mounted directly above the sign on the sign board.

The second sign proposed by the applicant is an 18 by 4 inch laminated vinyl door decal with the same graphic as the larger sign proposed for the sign board.

II. HISTORY:

Research using Sanborn Fire Insurance maps indicates that 1313 and 1315 King Street are two addresses for the same building. According to the Ethelyn Cox’s “Historic Alexandria: Street by Street. 1313 King Street is described as a “brick, false front 2 ½ stories” constructed early-mid 19th century.

In 2007, the Board approved the demolition and reconstruction of the storefront (2007-0209, 0210). Snap Fitness 24/7 will be the first tenant on the first floor to move in since construction was completed.

III. ANALYSIS:

The proposed alterations comply with the zoning ordinance requirements.

In keeping with the Design Guidelines, which state that, “Buildings with multiple business and retail tenants, should have a sign plan providing for coordinated graphics and placement,” the applicant and owner of the property have proactively created a conservative sign plan which will fit the needs of both tenants of the building and be sympathetic to the integrity of the historic district.

According to the *Design Guidelines*, “Signs and awnings are prominent visual elements of the streetscape in commercial areas of the historic district;” furthermore, “Signs should blend with and not detract from the historic architecture of the district.” Staff finds that the proposed signage is consistent with the *Design Guidelines* and is appropriate in design and scale to both the architecture of 1315 King Street and the historic district. While the Board generally only permits the installation of one sign per business in the historic district, because in the case of 1315 King Street there are two identical doors on the front façade, Staff believes that the additional door signage is a justifiable directional feature and not redundant advertising. Due to the twenty four hour nature of the fitness center business run by the tenant, Staff does not object to the sign being lit as indicated by the plans. The applicant has also noted as in the *Design Guidelines* that the “fixture will be painted the predominant color of the building so that it does not form a prominent visual component of the façade.” As stated in the *Design Guidelines*, “Signs should be in styles, materials, type faces, colors and lettering that are appropriate to the historic style of the

building,” which is why the use of High Density Urethane is generally considered inappropriate in the historic district. Therefore, Staff recommends approval of the application with the condition that the wall sign be constructed of wood.

IV. STAFF RECOMMENDATION: Staff recommends approval of the application with the condition that the wall sign be constructed of wood or wood composite.

V. CITY DEPARTMENT COMMENTS

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

Code Enforcement:

F-1 Additional information is needed to determine occupancy requirements for the business.

F-2 The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.

C-1 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.

Historic Alexandria:

R - Approve.

V. IMAGES



Figure 1: Photograph of facade with proposed signage.

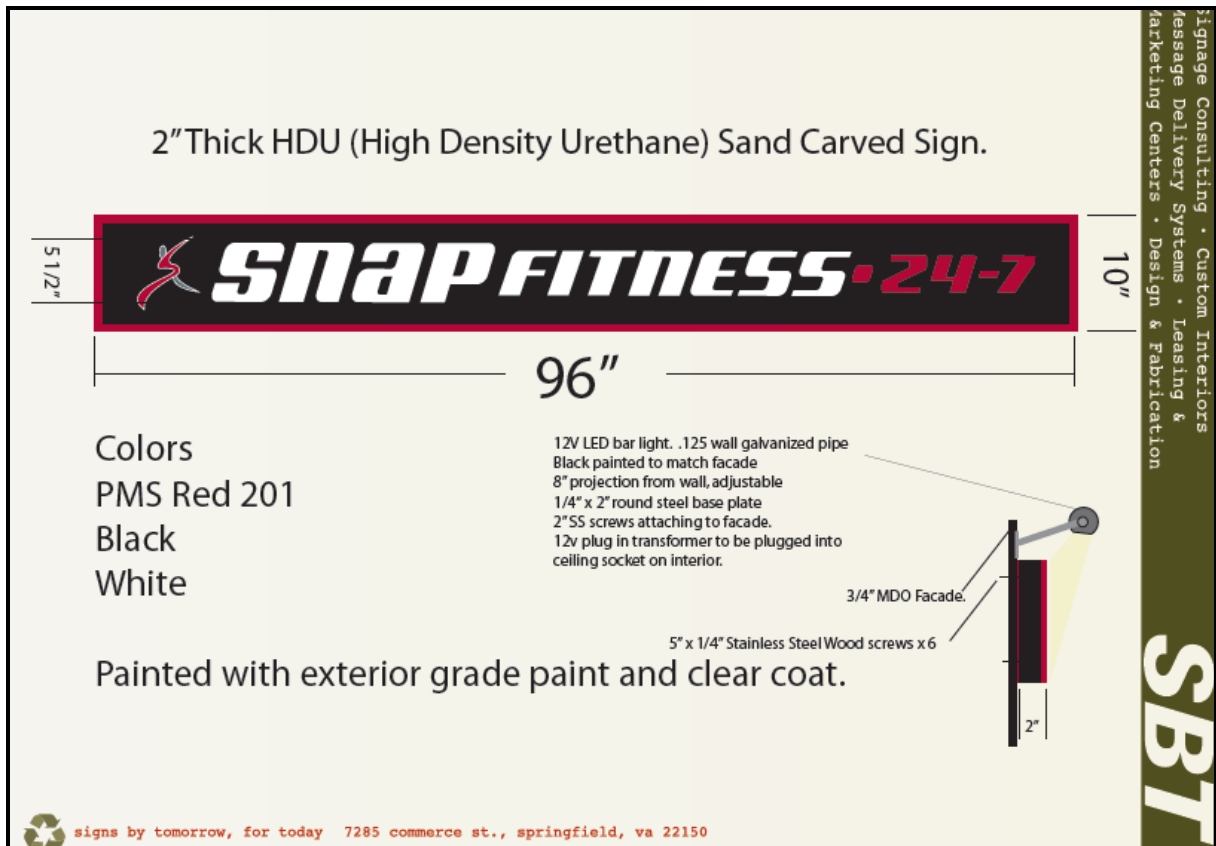


Figure 2: Specification sheet of proposed signage.