

Docket Item # 11  
BAR CASE # 2009-0120

BAR Meeting  
July 8, 2009

**ISSUE:** Signage  
**APPLICANT:** Le Tache Lingerie  
**LOCATION:** 210 King Street  
**ZONE:** KR / King Street Urban Retail

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**STAFF RECOMMENDATION:** Staff recommends approval of the application for Certificate of Appropriateness with conditions:

1. That the metal sign bracket must be mounted within the mortar joints on the brick façade of the building. No additional holes will be created for the installation of the bracket.
2. That the final mounting location of the sign bracket on the facade will be reviewed and approved by BAR staff.

**\*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. In the case for a certificate or permit for a project that requires a development special use permit or site plan under section 11-400 of the zoning ordinance, the period of validity shall be coincident with the validity of the development special use permit or site plan as determined pursuant to section 11-418 of the ordinance.

**\*\*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.



**I. ISSUE:**

The applicant is requesting a Certificate of Appropriateness for the installation of one (1) hanging sign on the subject building located at 210 King Street to complement the existing less than 1 square foot painted wood sign mounted to the left of the entrance. The sign simply conveys the business name “La Tache Lingerie & More Couples Boutique.”

The application is for a double-sided hanging oval sign mounted on a metal scroll bracket. The proposed, 30 inch high x 34 inch wide x ½ inch thick, oval-shaped sign will be fabricated on painted MDO and affixed to a black metal scroll bracket. It will be detailed with a pink background, white text and the company’s logo. The text denotes the business name “Le Tache Lingerie & More” and the logo is an abstract of a female profile.

The applicant proposes to remove the existing metal bracket and install it approximately 17” inches higher on the building façade.

There is no lighting proposed.

**II. HISTORY:**

The building at 210 King Street is a three-story brick rowhouse with a one and a half story brick rear flounder ell. According to Ethelyn Cox in *Alexandria Street by Street* it dates from ca. 1800 [p.65]. A house history by Ruth Lincoln Kaye, dates the front portion of the building as beginning construction ca. 1800 with completion by 1805 and with the flounder section at the rear preceding construction of the front section by a few years which she dates to 1799. However, physical evidence indicates a slightly earlier date of construction than the documentary evidence. Bricked up window openings on the third floor (attic) level indicate that the structure at 210 predates the construction of that at the adjacent neighbor 208/206 King Street, which dates from 1798.

The main historic block of 210 fronting on King Street appears today to be a center entry plan but was likely built as a sidehall entrance structure as was typical of late 18<sup>th</sup> /early 19<sup>th</sup> century rowhouses in Alexandria. The front façade is laid up in Flemish bond. It appears that the first floor widows were changed out to large paned two-over-two windows as well as the entry doorway and doors in the late 19<sup>th</sup> century.

The Board approved signs for the previous restaurants in the building in 1996 and 1997 and the retail store in 2001 (BAR Case # 1996-0084, #1997-00179, #1997-00239 and #1997-00239 (2001).)

The Board denied a Permit to Demolish/Encapsulate the rear flounder ell in 2007 (BAR Case # 2007-0085). The decision was appealed to City Council, which upheld the Board’s decision.

**III. ANALYSIS:**

The proposed wall sign complies with zoning ordinance requirements. Per the Sign Permit application, the existing building width facing King Street measures approximately 25 feet +/-.

Therefore, the maximum sign area allowed is 25 square feet. The existing signage on the building is less than one square foot; and the proposed wall signage totals 7 square feet.

To ensure proper placement of the sign on the building, Staff requested the applicant specify in their application to relocate the metal bracket farther up the building's façade so that the bottom of the sign does not hang below the door's lintel. Staff would also note that the relocated bracket should be mounted within the mortar joints of the façade.

There will be no adverse impact to the historic resource or the surrounding district. As such, this proposal will meet the *Standards for a Certificate of Appropriateness* and comply with the *Old and Historic District's Design Guidelines*.

**IV. STAFF RECOMMENDATION:** Staff recommends approval of the application for Certificate of Appropriateness with conditions:

1. That the metal sign bracket must be mounted within the mortar joints on the brick façade of the building. No additional holes will be created for the installation of the bracket.
2. That the final mounting location of the sign bracket on the facade will be reviewed and approved by BAR staff.

**V. CITY DEPARTMENT COMMENTS:**

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

Code Administration:

- F1. The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.
- C1. 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:

No Comments Received.

Transportation and Environmental Services:

No Comments Received.

VI. IMAGES:

# LeTache Lingerie

210 King St.

OLD TOWN SIGN  
COMPANY

*Serving the Port City for over a Decade*

2395 S. Dove Street Alexandria, Virginia 22314  
703.549.7446 - Fax: 703.548.2056

Primary Identification sign for boutique -  
30" x 34" x 1/2" double faced MDO painted wood sign -

Existing Black 40" iron scroll bracket -  
Raise bracket to comply to height requirement,  
Upgrade mounting hardware to 5" x 1/4" lag and shield



Figure 1. Illustrative drawing showing proposal.