

Docket Item # 3  
BAR CASE # 2009-0167

BAR Meeting  
September 2, 2009

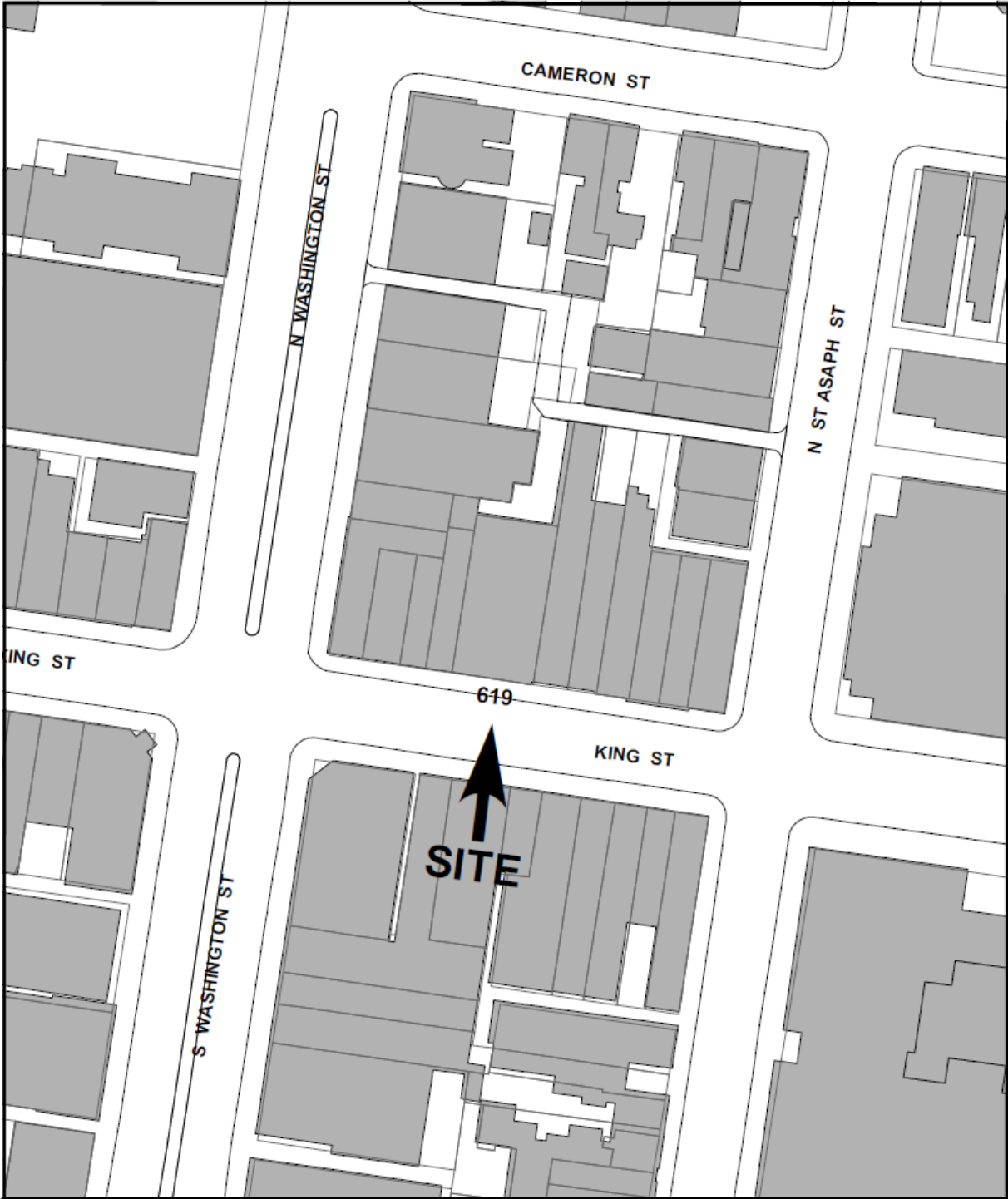
**ISSUE:** Signage  
**APPLICANT:** Old Town Sign Company  
**LOCATION:** 619 King Street  
**ZONE:** KR King Street Retail

---

**STAFF RECOMMENDATION:** Staff recommends approval of the application as submitted.

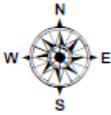
\*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month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



**BAR CASE #2009-0167**

**9/2/2009**



**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for the installation of two signs for GEORGIES PILATES LOFT at 619 King Street. Georgies is located on the second floor of the building at 615-619 King Street. Walgreens occupies the first floor of the building.

The proposed hanging sign will be located above the entrance to the second first floor studio, which is located to the west of the Walgreens. The double faced rectangular MDO hanging sign will measure two feet by three feet and will be mounted from a 40 inch black iron scroll bracket anchored into the mortar joints. The sign will have a white background with black lettering and a green flourish.

The proposed door graphics will include the business name and will encompass an area ten inches high by 18 inches wide. The vinyl lettering will be white.

Neither sign will be illuminated.

**II. HISTORY:**

As Staff researched the history of the building at 615-619 King Street and discovered references to two different construction dates – one reference suggests the building was built in the late 19<sup>th</sup> century, the other gives a date of 1929. Staff is inclined to support the later construction date given the building's metal cornice and stretcher-only brick pattern. The building's façade has undergone a number of alterations over the years, including most recently a new storefront system for the Walgreens.

For many years the building housed a McDonald's restaurant, which was approved by the BAR on October 3, 1979. In 2006, the BAR approved alterations and signage for the Walgreens drug store (BAR Case #2006-0082, June 7, 2006). The Walgreens signage consists of an internally illuminated individual letter sign and a hanging sign.

**III. ANALYSIS:**

The proposed sign complies with zoning ordinance requirements. The existing building width on King Street is approximately 50 linear feet, therefore the maximum amount of signage permitted on the first floor of the building is 50 square feet. According to the applicant, the existing signage on the building is approximately 34 square feet, leaving up to 16 square feet of signage for the Georgies Pilates Studio signs. The proposed signs measure 7.25 square feet.

The *Design Guidelines* recommend that generally only one sign per business is appropriate. However, in practice, the Board often approves additional signage, provided that the signs do not detract from the architectural characteristics of the building. Staff recommends approval of both proposed signs because they are small in size and simple in design.

Staff reminds the applicant that the existing temporary signs must be removed when the permanent signs are installed.

**IV. STAFF RECOMMENDATION:** Staff recommends approval of the application for Certificate of Appropriateness as submitted.

**STAFF:**

Stephanie Sample, Historic Preservation Planner, Planning & Zoning  
Lee Webb, Historic Preservation Manager, Planning & Zoning

**V. CITY DEPARTMENT COMMENTS:**

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

Code Administration:

- F-1 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.
  
- C-2 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.

VI. IMAGES:

# Georgie's Pilates Loft

## 619 King St.

### Primary Identification sign

24" X 36" X 1/2" double faced MDO sign  
Dimensional lettering applied to surface  
Color: White, Green, Black

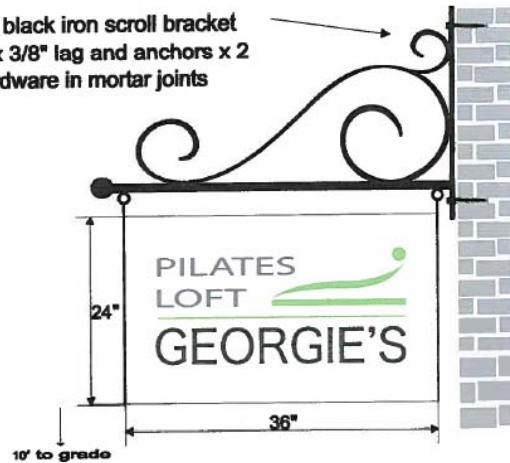


**PILATES  
LOFT**  
**GEORGIE'S**

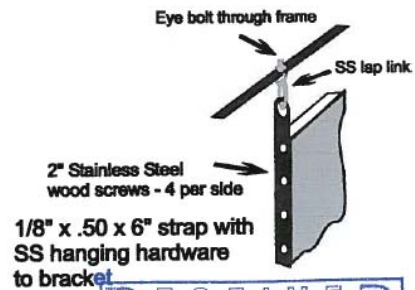
Window lettering 10" X 18"  
White vinyl applied to inside of glass

**OLD TOWN SIGN  
COMPANY**  
*Serving the Pot City for over a Decade*  
2395 S. Dove Street Alexandria, Virginia 22314  
703.549.7446 - Fax: 703.548.2056

40" black iron scroll bracket  
5" x 3/8" lag and anchors x 2  
Hardware in mortar joints



### Hardware detail



Linear Frontage 51.5'

Figure 1. Photo and sign specifications.