

Docket Item # 13
BAR CASE # 2009-0211

BAR Meeting
October 7, 2009

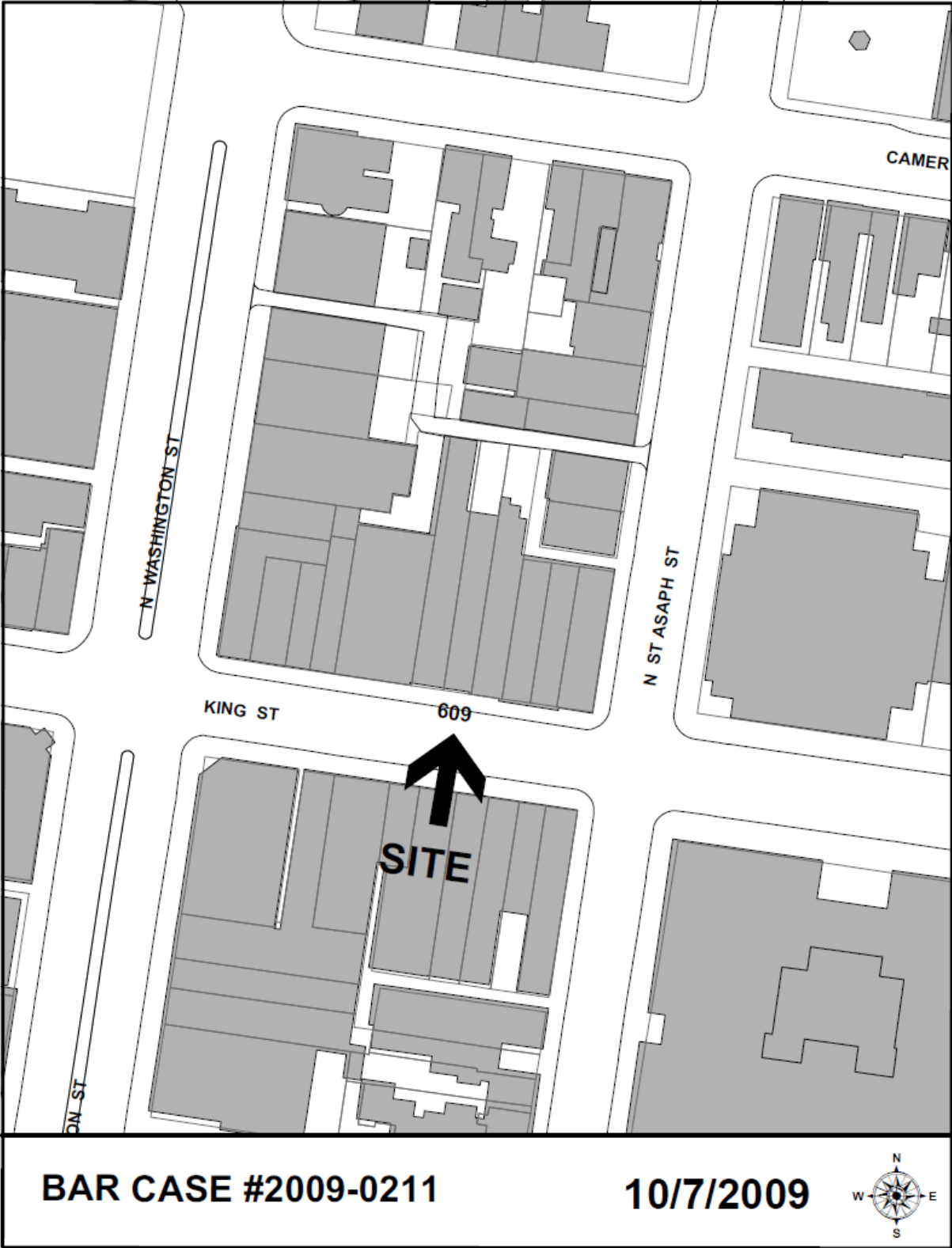
ISSUE: Signage & Awning
APPLICANT: Cathy Bradford for King's Jewelry
LOCATION: 609 King Street
ZONE: KR/King Street Retail

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

1. That the awning be a shed style awning, not the convex shape proposed by the applicant;
2. That the awning be a single color, preferably black; and,
3. That only one, not two, KING'S JEWELRY signs be permitted on the front valance of the awning, in addition to the signs at the east and west end of the awning.

*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 approval of a Certificate of Appropriateness for a new awning with signage for KING'S JEWELRY at 609 King Street.

The applicant proposes to replace the existing cream colored awning and install a new awning with the same convex shape and a taller valance. The new awning is proposed to be two-toned, with black on the sides and valance, and tan (silica sesame) on the rounded portion. The proposed signage will replicate the existing signage on the awning, KING'S JEWELRY, which is located on each awning end, as well as in two places on the front valance (the existing awning valance is one foot in height and the new awning will have a two foot valance). The lettering will be off-white with gold trim. The awning will measure 18 feet wide and five feet deep. The awning frame will be affixed to the building in the same location as the existing awning in order to impact the building at little as possible. Each of the four signs will measure roughly one foot six inches by one foot four inches, which is less than two square feet per sign, and a total sign area of approximately eight square feet.

The applicant also intends to replace the existing wood shutters on the second level which are in poor condition with new louvered shutters. The operable wood shutters will be painted black. The entire front façade will also be repainted a cream color.

II. HISTORY:

The two story commercial building at 607-609 King Street was constructed in 1954 and was approved by the BAR on May 13, 1954. The east side of the building, 607 King Street, commercial space was consolidated with 605 King Street at some point in the past and the first floor was significantly altered. The front façade and first floor storefront at 609 King Street are likely original features from when the building was constructed in the 1950s.

On May 17, 1995, the BAR approved the existing awning with signage (BAR Case #1995-0068). An encroachment ordinance to allow the awning to project into the right-of-way was granted by Planning Commission and City Council in May 1995 (ENC #1995-0003).

III. ANALYSIS:

The proposed sign complies with zoning ordinance requirements. The existing building width on King Street measures approximately 20 linear feet. The applicant proposes approximately eight square feet of signage on the awning. The existing graphics on the door and the name of the business integrated into the terrazzo floor at the entrance to the store will remain.

Although the *Design Guidelines* generally state that “shed or sloped awnings are more appropriate than other awning forms in the historic districts,” there is generally greater flexibility for buildings which post-date the mid-20th century. Although the Board previously approved the existing convex style awning, Staff recommends that the new awning have a shed form to reflect the more traditional awning types found within the Old & Historic Alexandria District. Staff also finds the two color awning to be uncharacteristic and inappropriate given the shape of the awning and instead recommends that the awning be a single color, preferably black. In the opinion of Staff, the two KING'S JEWELRY signs on the front valance are repetitive and unnecessary, and the Board should approve only one sign on this elevation, as well as the signs at the east and west end of the awning.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. That the awning be a shed style awning, not the convex shape proposed by the applicant;
2. That the awning be a single color, preferably black; and,
3. That only one, not two, KING'S JEWELRY signs be permitted on the front valance of the awning, in addition to the signs at the east and west end of the awning.

STAFF:

Stephanie Sample, Historic Preservation Planner, Planning & Zoning
Stephen Milone, Division Chief, Zoning and Land Use Services

V. CITY DEPARTMENT COMMENTS:

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

Code Administration:

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).

F-1 The applicant shall obtain a building permit for the proposed awning.

Historic Alexandria:

No comments received.

VI. IMAGES:



Figure 1. Google map image showing existing image.

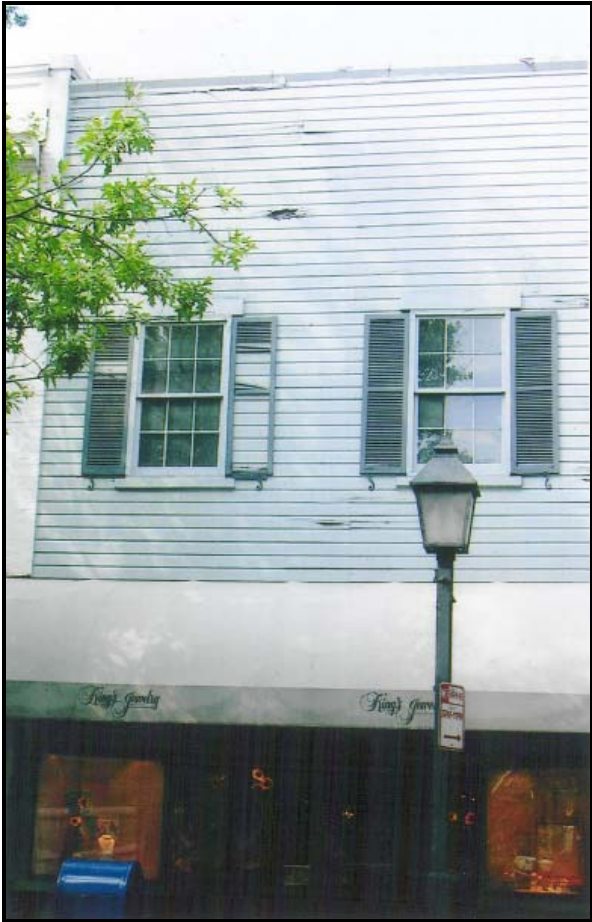


Figure 2: Front façade of 609 King Street.

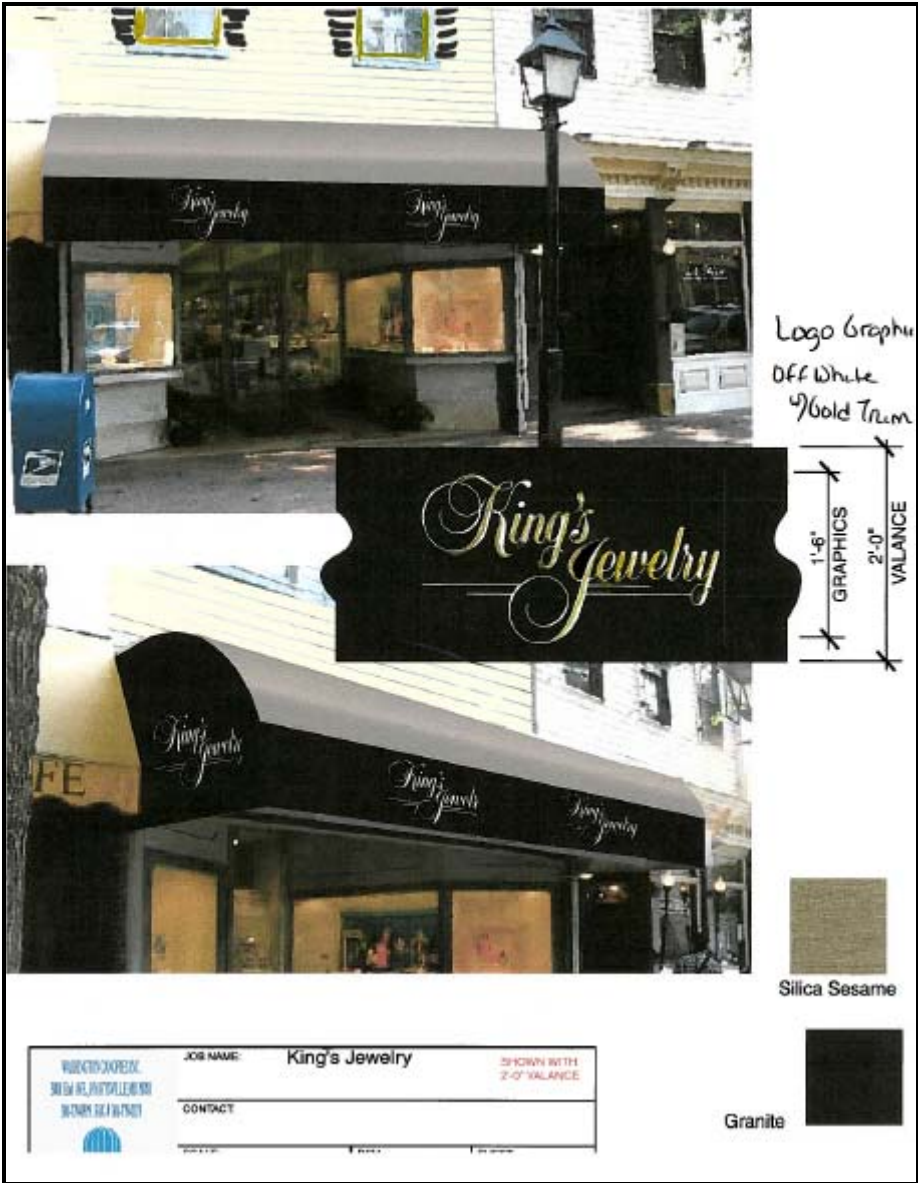


Figure 3: Simulation showing awning and signage.

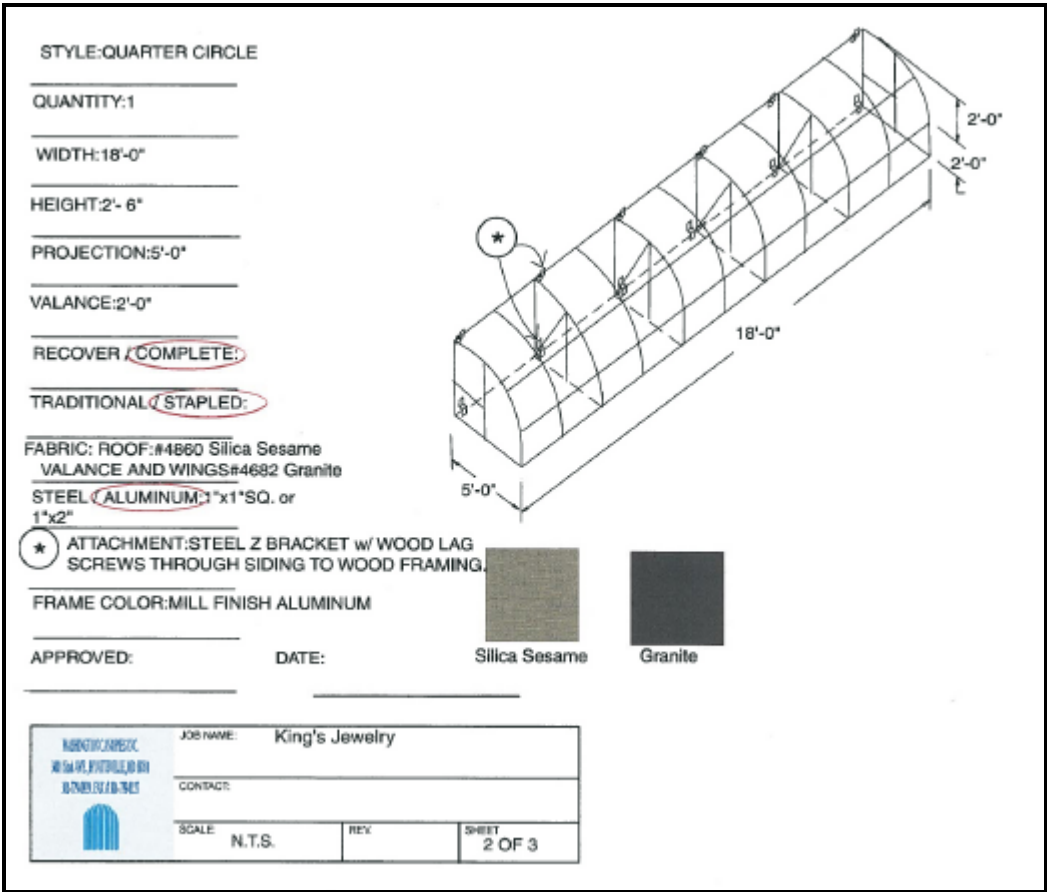


Figure 4: Awning details.

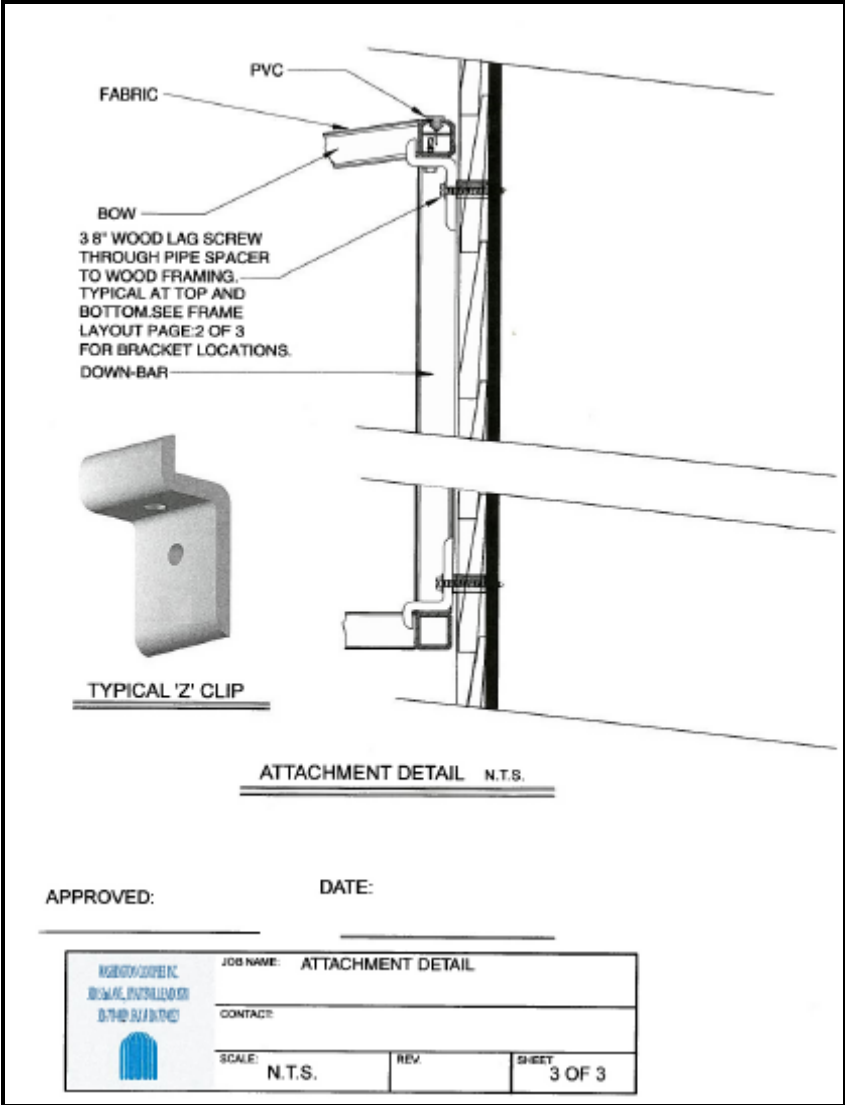


Figure 5: Awning details.