

DOCKET ITEM #9
Special Use Permit #2009-0051
902 & 904 King Street – Redrocks Pizza Restaurant

Application	General Data	
Request: Consideration of a request to operate a restaurant.	Planning Commission Hearing:	November 5, 2009
	City Council Hearing:	November 21, 2009
Address: 904 King Street (Parcel Address: 902 King Street)	Zone:	KR/King Street Retail
Applicant: Firebrick Food Group, Inc. by Duncan Blair	Small Area Plan:	Old Town

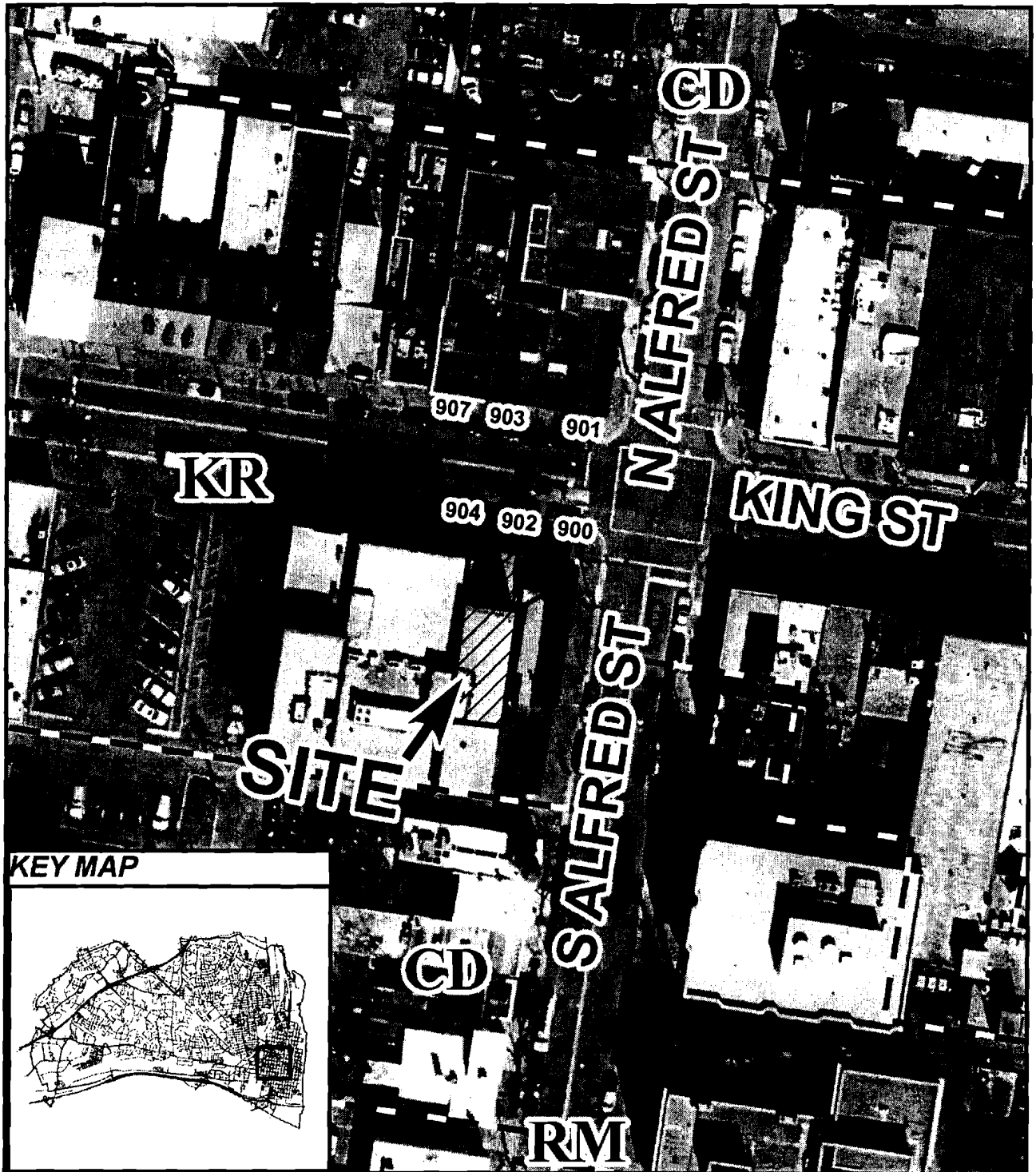
Staff Recommendation: APPROVAL subject to compliance with all applicable codes and ordinances and the recommended permit conditions found in Section III of this report.

Staff Reviewers: Nathan Randall nathan.randall@alexandriava.gov

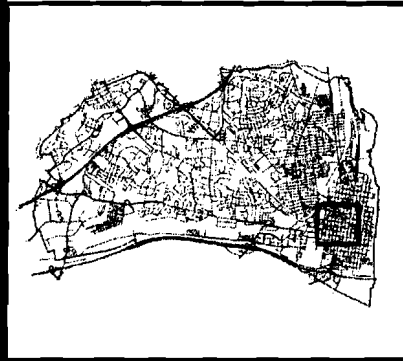
PLANNING COMMISSION ACTION, NOVEMBER 5, 2009: On a motion by Mr. Dunn, seconded by Ms. Fossum, the Planning Commission voted to recommend approval of the request, with amendments to Conditions #12 and #16 as requested by the applicant, and the addition of staff comment C-12, and subject to compliance with all applicable codes, ordinances, and staff recommendations. The motion carried on a vote of 6 to 0, with Mr. Wagner absent.

Reason: The Planning Commission agreed with staff analysis.

Speakers:
 Duncan Blair, representing the applicant, spoke in favor of the request and asked for an amendment to Condition #12 regarding transit to include the words “and/or” and for an amendment to Condition #16 to permit smoke from wood-burning ovens to leave the property.



KEY MAP



SUP #2009-0051

11/05/09



I. DISCUSSION

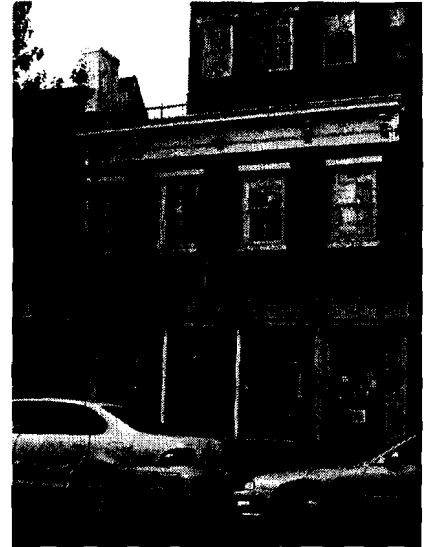
REQUEST

The applicant, Firebrick Food Group, Inc. d/b/a RedRocks Pizza Napoletana, requests special use permit approval for the operation of a restaurant located at 904 King Street.

SITE DESCRIPTION

The subject property is one lot of record and a portion of a second which is L-shaped. The site is developed with a two-story building currently operated as the Olde Towne Gourmet Gift and Mini Market. The property is located between Firehouse Square and the Prevention of Blindness Society shop.

The surrounding area is occupied by a mix of office, retail, restaurant, and residential uses. Immediately across the street is Old Town Masterpieces. To the east is a thrift store and to the south and west is a multi-story office building with ground floor retail, currently occupied by a home furnishings store.



BACKGROUND

On November 7, 2000, City Council granted Special Use Permit #2000-0100 for the operation of a carry-out only restaurant in a grocery/gift store. On November 15, 2008, City Council granted Special Use Permit #2008-0069 to add seating at the existing restaurant and grocery/gift store.

PROPOSAL

The applicant proposes to operate a 2,400 square-foot upscale, gourmet pizza restaurant on the first floor and a mezzanine at 904 King Street. The restaurant will have 98 indoor seats and may apply under a separate application for outdoor seats through the King Street Outdoor Dining Program. The restaurant will offer customers table service, bar service, and carry-out. On-premises alcohol service is proposed.

Hours: Sunday & Monday 11:00am – 11:00pm
 Tuesday – Thursday 10:00am – midnight
 Friday & Saturday 11:00am – 1:00am

Number of seats: 86 dining seats
 12 bar seats
 98 indoor seats

Type of Service: Table service, bar service, carry-out

- Customers: Between 80 and 250 patrons are expected per shift
- Alcohol: On-premises alcohol service only
- Entertainment: No live entertainment is proposed
- Delivery: No delivery service is proposed
- Noise: Noise is not expected to exceed levels permitted by City Code
- Trash/Litter: The applicant does not expect litter to be a problem but will self-police the area for litter. Trash is expected to be collected three times per week.

PARKING

The subject property is located within the Central Business District (CBD). According to Section 8-300 (B) of the Zoning Ordinance, restaurants located within the CBD are exempt from parking requirements.

BOARD OF ARCHITECTURAL REVIEW

The location of the proposed restaurant is within the boundaries of the Old and Historic Alexandria District and is under the jurisdiction of the Old & Historic Alexandria Board of Architectural Review (BAR.) All exterior changes to the building that are visible from the public right-of-way will require the applicant to obtain approval from the Old and Historic Board of Architectural Review. Such exterior changes include, but are not limited to: the proposed signage, awnings, and lighting, and any new or replacement signage, lighting, window replacement, fencing, kitchen exhaust and/or new HVAC vents or fixtures, or other alterations visible from a public right-of-way.

ZONING/MASTER PLAN DESIGNATION

The subject property is located in the KR/King Street Retail Zone. Section 4-503(W) of the Zoning Ordinance allows a restaurant in the KR zone only with a special use permit.

The proposed use is consistent with the Old Town Small Area Plan chapter of the Master Plan which designates the property for commercial use.

II. STAFF ANALYSIS

Staff does not object to the applicant's request to operate a restaurant at this location. Staff believes that this use is reasonable and appropriate for its location and will contribute to an active street-life in the vicinity. In reaching this conclusion staff has analyzed the restaurant proposal for conformance with the Old Town Restaurant Policy and the King Street Retail Strategy.

Old Town Restaurant Policy

The Old Town Restaurant Policy requires restaurants to be analyzed regarding the following factors: the impact of the restaurant on parking in the adjacent neighborhood, late night hours, predominance of alcohol, litter, and diversity of uses.

The proposed 98-seat restaurant has the potential to create at least some parking impact in the neighborhood. Staff notes that, compared to the number of seats at existing restaurants along King Street, the addition of 98 is relatively small and incremental in nature. However, the potential remains for parking issues as a cumulative matter. To address the incremental nature of potential parking impacts from this proposal, staff has included a condition requiring the applicant to participate in an organized parking program formed as a result of suggested parking strategies in the King Street Retail Strategy.

The restaurant proposes to stay open until 11:00pm or midnight for most of the week, and until 1:00am on Fridays and Saturdays. These hours are similar to other restaurants in the vicinity, including The Majestic Café and Layla's.

Staff believes that the applicant's proposal for on-premises alcohol service at the restaurant is reasonable. The number of bar stools proposed for the restaurant is low and no live entertainment is proposed. Staff believes these points generally support the applicant's statement in the application that alcohol consumption is not expected to predominate over food consumption.

Although restaurants generally have the potential to create litter, staff believes that standard conditions contained in Section III of this report sufficiently address any litter concerns.

Finally, staff notes that the addition of the proposed restaurant will not negatively impact the diversity of uses found in this vicinity. The existing space has been a restaurant at least in part for many years. In addition to three other restaurants, there is a thrift store, a package mailing store, two home furnishing stores, a gift shop and a day spa in the vicinity of 904 King Street.

King Street Retail Strategy

One of the broad objectives in the King Street Retail Strategy is to promote land uses that stimulate an active pedestrian experience. Encouraging active commercial on the ground floor is one means to accomplish this goal. On this point the proposed restaurant fits within the King Street Retail Strategy because this restaurant use would fill a long-vacant storefront and promote an active street-life. In a related matter, staff notes that outdoor dining at restaurants in many instances can further promote an active street-life. Since this location falls within the boundaries

of the King Street Outdoor Dining program, the applicant may apply for any outdoor dining. Any outdoor dining application submitted for the proposed restaurant will receive a complete review to ensure its appropriateness for this location.

Street Tree and Trash Can Contribution

Staff recommends in Condition #19 that the applicant contribute \$500 to the SUP Streetscape Improvement Fund for the purchase of street trees and trash cans. As a new business, this recommended condition is consistent with City Council policy adopted in June 2009.

Conclusion

Staff believes that the proposed restaurant is reasonable and appropriate for this location. The proposal is consistent with both the Old Town Restaurant Policy and the King Street Retail Strategy. Subject to the conditions contained in Section III of this report, staff recommends approval of the Special Use Permit request.

III. RECOMMENDED CONDITIONS

Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the following conditions:

1. The special use permit shall be granted to the applicant only or to any corporation in which the applicant has a controlling interest. (P&Z)
2. The hours of operation of the restaurant shall be limited to between 10:00am and 11:00pm Sunday and Monday, between 10:00am and 12:00 midnight Tuesday through Thursday and between 10:00am and 1:00am Friday and Saturday. (P&Z)
3. The maximum number of indoor seats at the restaurant shall be 98. Additional outdoor seating may be provided on the premises subject to approval by the Director of Planning and Zoning through the King Street Outdoor Dining Program. (P&Z)
4. The applicant shall post the hours of operation at the entrance of the business. (P&Z)
5. No live entertainment shall be permitted either inside the restaurant or in any future outdoor dining area. (P&Z)
6. No delivery service shall be available from the restaurant. (P&Z)
7. On-premises alcohol service may be permitted, but no off-premises sales shall be allowed. (P&Z)
8. Meals ordered before the closing hour may be sold, but no new patrons may be admitted and no alcoholic beverages may be served after the closing hour and all patrons must leave by one hour after the closing hour. (P&Z)

9. The applicant shall conduct employee training sessions on an ongoing basis, including as part of any employee orientation, to discuss all SUP provisions and requirements, and on how to prevent underage sales of alcohol. (P&Z)
10. No food, beverages, or other material shall be stored outside. (P&Z)
11. Trash and garbage shall be placed in sealed containers which do not allow odors to escape and shall be stored inside or in closed containers which do not allow invasion by animals. No trash or debris shall be allowed to accumulate on site outside of those containers. (P&Z)
12. **CONDITION AMENDED BY PLANNING COMMISSION:** The applicant shall require its employees who drive to use off-street parking and/or provide employees who use mass transit with subsidized bus and rail fare media. The applicant shall also post DASH and Metrobus schedules on-site for employees. (PC) (P&Z)(T&ES)
13. The applicant shall direct patrons to the availability of parking at nearby public garages and shall participate in any organized program to assist with both employee and customer parking for businesses that is formed as a result of suggested parking strategies in the King Street Retail Strategy. (T&ES)
14. All loudspeakers shall be prohibited from the exterior of the building, and no amplified sounds shall be audible at the property line. (P&Z)(T&ES)
15. Kitchen equipment shall not be cleaned outside, nor shall any cooking residue be washed into the streets, alleys or storm sewers. (T&ES)
16. **CONDITION AMENDED BY PLANNING COMMISSION:** The applicant shall control cooking odors, smoke and any other air pollution from operations at the site and prevent them from ~~leaving the property or~~ becoming a nuisance to neighboring properties, as determined by the Department of Transportation & Environmental Services. Operation of a wood-burning stove in compliance with applicable ordinances shall not be deemed a nuisance. (PC) (T&ES)
17. Supply deliveries, loading, and unloading activities shall not occur between the hours of 11:00pm and 7:00am. (T&ES)
18. Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice a day and at the close of business, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the business is open to the public. (T&ES)

19. The applicant shall contribute \$500 to the SUP Streetscape Improvement Fund for street trees and trash cans. Monetary contribution shall be submitted to the Department of Transportation & Environmental Services, Room 4130, 301 King Street prior to the issuance of the Special Use Permit Certificate. Reference SUP number and condition number on all correspondence. (T&ES, RP&CA)
20. The applicant is to contact the Community Relations Unit of the Alexandria Police Department at 703-838-4520 regarding a security survey for the business and robbery readiness training for all employees. (Police)
21. Provide a menu or list of foods to be handled at this facility to the Health Department prior to opening. (Health)
22. The Director of Planning and Zoning shall review the special use permit after it has been operational for one year, and shall docket the matter for consideration by the Planning Commission and City Council if (a) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; (b) the director has received a request from any person to docket the permit for review as the result of a complaint that rises to the level of a violation of the permit conditions, or (c) the director has determined that there are problems with the operation of the use and that new or revised conditions are needed. (P&Z)

STAFF: Barbara Ross, Deputy Director, Department of Planning and Zoning;
Nathan Randall, Urban Planner.

Staff Note: In accordance with section 11-506(c) of the zoning ordinance, construction or operation shall be commenced and diligently and substantially pursued within 18 months of the date of granting of a special use permit by City Council or the special use permit shall become void.

IV. CITY DEPARTMENT COMMENTS

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

Transportation & Environmental Services:

- R-1 The applicant shall contribute \$500 to the SUP Streetscape Improvement Fund for street trees and trash cans. Monetary contribution shall be submitted to the Department of Transportation & Environmental Services, Room 4130, 301 King Street prior to the issuance of the Special Use Permit Certificate. Reference SUP number and condition number on all correspondence. (T&ES, RP&CA)
- R-2 Kitchen equipment shall not be cleaned outside, nor shall any cooking residue be washed into the streets, alleys or storm sewers. (T&ES)
- R-3 The applicant shall control cooking odors, smoke and any other air pollution from operations at the site and prevent them from leaving the property or becoming a nuisance to neighboring properties, as determined by the Department of Transportation & Environmental Services. (T&ES)
- R-4 All loudspeakers shall be prohibited from the exterior of the building, and no amplified sounds shall be audible at the property line. (T&ES)
- R-5 Supply deliveries, loading, and unloading activities shall not occur between the hours of 11:00pm and 7:00am. (T&ES)
- R-6 Litter on the site and on public rights-of-way and spaces adjacent to or within 75 feet of the premises shall be picked up at least twice a day and at the close of business, and more often if necessary, to prevent an unsightly or unsanitary accumulation, on each day that the business is open to the public. (T&ES)
- R-7 The applicant shall require its employees who drive to use off-street parking and provide employees who use mass transit with subsidized bus and rail fare media. The applicant shall also post DASH and Metrobus schedules on-site for employees. (T&ES)
- R-8 The applicant shall direct patrons to the availability of parking at nearby public garages and shall participate in any organized program to assist with both employee and customer parking for businesses that is formed as a result of suggested parking strategies in the King Street Retail Strategy. (T&ES)
- C-1 The applicant shall comply with the City of Alexandria's Solid Waste Control, Title 5, Chapter 1, which sets forth the requirements for the recycling of materials (Sec. 5-1-99). (T&ES) In order to comply with this code requirement, the applicant shall provide a completed Recycling Implementation Plan (RIP) Form within 60 days of City Council approval. Contact the City's Recycling Program Coordinator at (703) 519-3486, or via e-mail at commercialrecycling@alexandriava.gov , for information about completing this form.

- C-2 The applicant shall comply with the City of Alexandria's Noise Control Code, Title 11, Chapter 5, which sets the maximum permissible noise level as measured at the property line. (T&ES)

Code Enforcement:

- C- 1 The current use is classified as B- Business; the proposed use is A-2 Assembly. Change of use, in whole or in part, will require a certificate of use and occupancy (USBC 116.2) and compliance with USBC 116.1 including but not limited to: limitations of exit travel distance, emergency and exit lighting, a manual fire alarm system, and accessibility for persons with disabilities.
- C- 2 Prior to the application for new Certificate of Occupancy, the applicant shall submit a building permit for a change of use. Drawings prepared by a licensed architect or professional engineer shall accompany the permit application. These plans shall show provide existing conditions, construction type data, and a plot plan. In addition, these plans shall show proposed conditions and provide data by the design professional which details how the proposed use will comply with the current edition of the Virginia Uniform Statewide Building Code for the new use in the area of structural strength, means of egress, passive and active fire protection, heating and ventilating systems, handicapped accessibility and plumbing facilities.
- C-3 The restaurant is on two levels (1 Level and 2 Level). Required exits and accessibility for persons with disabilities must be provided on both levels, including, but not limited to, code requirements for toilet rooms, seating, and accessibility to the building. (USBC 1114.4).
- C-4 Toilet Rooms for Persons with Disabilities:
(a) Water closet heights must comply with USBC 1109.2.2
(b) Door hardware must comply with USBC 1109.13
- C-5 Toilet Facilities for Persons with Disabilities: Larger, detailed, dimensioned drawings are required to clarify space layout and mounting heights of affected accessories. Information on door hardware for the toilet stall is required (USBC 1109.2.2).
- C-6 Required exits, parking, and facilities shall be accessible for persons with disabilities.
- C-7 A seating/table layout (indoor and outdoor) complete with dimensions showing all aisle and passageway clearances will be required for review and approval prior to occupancy (USBC 1004.2).
- C-8 A fire prevention code permit is required for the proposed operation. An egress plan showing fixture location, aisles and exit doors shall be submitted for review with the permit application.

- C-9 When a change of use requires a greater degree of structural strength, fire protection, exit facilities or sanitary provisions, a construction permit is required.
- C-10 The following code requirements apply where food preparation results in the development of grease laden vapors:
- (a) All cooking surfaces, kitchen exhaust systems, grease removal devices and hoods are required to be protected with an approved automatic fire suppression system.
 - (b) A grease interceptor is required where there is drainage from fixtures and equipment with grease-laden waste located in food preparation areas of restaurants. Food waste grinders can not discharge to the building drainage system through a grease interceptor.
- C-11 A rodent control plan shall be submitted to this office for review and approval prior to occupancy. This plan shall consist of the following:
- (a) Measures to be taken to control the placement of litter on site and the trash storage and pickup schedule.
 - (b) How food stuffs will be stored on site.
 - (c) Rodent baiting plan.
- C-12 Wood burning appliances (and associated venting) must be listed and labeled by a nationally recognized testing agency, and installed and operated in accordance with the manufacturer's installation instructions.

Health Department:

- C-1 An Alexandria Health Department Permit is required for all regulated facilities. Permits are non-transferable.
- C-2 Permits must be obtained prior to operation. (\$100.00 Payable to VDH)
- C-3 Five sets of plans must be submitted to and approved by this department prior to construction. Plans must comply with the Alexandria City Code, Title 11, Chapter 2, Food and Food Establishments. There is a \$200.00 fee for review of plans food facilities (Payable to City of Alexandria).
- C-4 Certified Food Managers must be on duty during all hours of operation.
- R-1 Provide a menu or list of foods and equipments specification to be handled at this facility to the Health Department with your plans.

Parks and Recreation:

- R-1 The applicant shall contribute \$500 to the SUP Streetscape Improvement Fund for street trees and trash cans. Monetary contribution to be submitted to the Department of Transportation & Environmental Services, Room 4130, 301 King Street prior to the issuance of the Special Use Permit Certificate. Reference SUP number and condition number on all correspondence. (TES, RP&CA)
- C-1 Property owner shall control weeds along public sidewalks, curb lines and within tree wells which are within 12 feet of the owners front property line. (City Ord. No. 2698, 6/12/82, Sec. 2; Ord. No. 2878, 11/12/83, Sec. 1)

Police Department:

- R-1 The applicant is to contact the Community Relations Unit of the Alexandria Police Department at 703-838-4520 regarding a security survey for the business.
- R-2 The applicant is to contact the Community Relations Unit of the Alexandria Police Department at 703-838-4520 regarding robbery readiness training for all employees.
- F-1 The applicant is seeking an "ABC On" license only. The Police Department has no objections.

ACTION-CITY COUNCIL: _____
DATE: _____

ACTION-PLANNING COMMISSION: _____
DATE: _____

City and State: Alexandria, Virginia 22314
 Zip Code: 22314
 Mailing/Street Address: 524 King Street
 Telephone #: 703 836-1000
 Fax #: 703 549-3335
 Email address: dblair@landclark.com

Print Name of Applicant or Agent: Land, Clark, Carroll, Mendelson & Blair, P.C.
 Signature: *[Handwritten Signature]*
 Date: 8/25/2009

[X] THE UNDERSIGNED, hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Director of Planning and Zoning on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

[X] THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article IV, Section 4-1404(D)(7) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

[X] THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria staff and Commission Members to visit, inspect, and photograph the building premises, land etc., connected with the application.

[X] THE UNDERSIGNED, hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 4-1-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

PROPOSED USE: Special Use Permit to operate a restaurant.

Address: 3809 14th Street North, Arlington, Virginia 22201

Name: Firebrick Food Group, Inc., dba RedRocks Pizza Napoletana

TAX MAP REFERENCE: Part 074.01 06 06 and 07
ZONE: CB/Commercial Downtown

PROPERTY LOCATION: 902-904 King Street, Alexandria, Virginia

SPECIAL USE PERMIT # 2009-0051

SPECIAL USE PERMIT

APPLICATION



PROPERTY OWNER'S AUTHORIZATION

As the property owner of Finehouse Square, I hereby
(Property Address)
grant the applicant authorization to apply for the Special Use Permit use as
(use)
described in this application.

Name: *[Signature]* Phone: 301-22-3200 Ext. 101
Please Print
Address: 7905 Malcolm Rd, Suite 201 Email: _____
Chesler, MD. 20735
Signature: *[Signature]* Date: April 19, 2009

1. Floor Plan and Plot Plan. As a part of this application, the applicant is required to submit a floor plan and plot or site plan with the parking layout of the proposed use. The SUP application checklist lists the requirements of the floor and site plans. The Planning Director may waive requirements for plan submission upon receipt of a written request which adequately justifies a waiver.

- Required floor plan and plot/site plan attached.
- Requesting a waiver. See attached written request.

2. The applicant is the (check one)
 the Owner
 Contract Purchaser of the building
 Lessee or
 Other: _____ of the subject property.

State the name, address and percent of ownership of any person or entity owning an interest in the applicant, unless the entity is a corporation or partnership in which case identify each owner of more than ten percent.

Firebrick Food Group, Inc., a Virginia corporation, dba RedRocks Pizza Napoletana
James O'Brien 50%, 3809 14th Street North, Arlington, Virginia 22201
Doug Baj 50%, 3809 14th Street North, Arlington, Virginia 22201

If property owner or applicant is being represented by an authorized agent such as an attorney, realtor, or other person for which there is some form of compensation, does this agent or the business in which the agent is employed have a business license to operate in the City of Alexandria, Virginia?

Yes. Provide proof of current City business license

No. The agent shall obtain a business license prior to filing application, If required by the City Code.

NARRATIVE DESCRIPTION

- 3. The applicant shall describe below the nature of the request in detail so that the Planning Commission and City Council can understand the nature of the operation and the use, including such items as the nature of the activity, the number and type of patrons, the number of employees, the hours, how parking is to be provided for employees and patrons, and whether the use will generate any noise. (Attach additional sheets if necessary)

SEE ATTACHED.

USE CHARACTERISTICS

- 4. The proposed special use permit request is for: *(check one)*

a new use requiring a special use permit,

a development special use permit,

an expansion or change to an existing use without a special use permit,

expansion or change to an existing use with a special use permit,

other. Please describe: _____ .

- 5. Please describe the capacity of the proposed use:

A. How many patrons, clients, pupils and other such users do you expect? Specify time period (i.e., day, hour, or shift).

Weekday lunch (Monday – Friday) – up to 80 patrons

Weeknight dinner (Monday – Thursday) – up to 150 patrons

Weekend lunch (Saturday and Sunday) – up to 100 patrons

Weekend dinner (Friday – Sunday) – up to 250 patrons

NARRATIVE DESCRIPTION

Firebrick Food Group, Inc., a Virginia corporation, is requesting a Special Use Permit to open and operate RedRocks Pizza Napoletana at 902 King Street in the Old Town area of Alexandria. This is the second RedRocks in the Washington Metropolitan; the first and original being RedRocks Firebrick Pizzeria located in the Columbia Heights neighborhood of Washington, D.C. See www.redrocksdc.com.

RedRocks Pizza Napoletana will be a moderately priced restaurant catering to families, the hundreds of businesses located in the area, tourists, and a going-out crowd on weekends; with ninety-eight (98) seats inside located on two levels, with full bar on the ground floor and seasonal outdoor dining under the King Street Outdoor Dining Program. The menu focuses on Neapolitan-style pizza cooked in a wood-burning Italian brick oven.

The menu will be similar to the first RedRocks – upscale gourmet pizza served as individual entrees. Customers can order a traditional Neapolitan pizza, such as the Margherita, served with fresh Mozzarella du buffalo, or a more exotic pie like the Pizze Puttanesca, which features mussels. If customers are looking for an American-style pie, they can order the classic pepperoni or build their own and choose from 20 different toppings – all fresh. The RedRocks Pizza Napoletana will also offer diners a wide selection of starters, a nice choice of salads, including a fresh spinach salad with prosciutto and orange vinaigrette, and housed-based sandwiches. In addition, we will support a bar business with a selection of more than 20 beers in bottles and on tap ranging from American microbrews and lagers to traditional Belgian beers.

RedRocks Pizza Napoletana will offer a business lunch menu featuring specials every day. Prices will be competitive with other casual restaurants in the area. However, it is the strategy of RedRocks to give a perception of higher value than its competitors, through its high quality ingredients, atmosphere and service. The restaurant will be open seven days a week and we will offer a unique brunch menu on weekends. In addition, we will offer special happy hours before and after the normal dinner rush on weekdays.

The décor will feature original exposed brick walls accented by rich cherry wood floors and espresso-colored woodwork for the bar, tables and booth seating. A casual bar atmosphere will be offered, while diners will experience a more private, but still casual environment with a mixture of booths and hand-made wood tables.

As with the original RedRocks, the serve will be attentive, professional, and very friendly. RedRocks Pizza Napoletana will hire the best people available focusing on hiring staff in the neighborhood. Through proper training, motivation and encouragement we aim to retain the friendliest, more efficient staff possible.

- B. How many employees, staff and other personnel do you expect? Specify time period (i.e., day, hour, or shift).

Total employees thirty (30) full or part time working in shifts as follows:

Weekday lunch shift - 11 employees

Weekend lunch shift - 12 employees

Weeknight dinner shift - 12 employees

Weekend dinner shift - 14 employees

6. Please describe the proposed hours and days of operation of the proposed use:

Day:

Hours:

Sunday and Monday

11:00 A.M. - 11:00 P.M.

Tuesday, Wednesday and Thursday

10:00 A.M. - 12:00 Midnight

Friday and Saturday

11:00 A.M. - 1:00 A.M.

7. Please describe any potential noise emanating from the proposed use:

- A. Describe the noise levels anticipated from all mechanical equipment and patrons.

It is not anticipated that noise levels will exceed permitted levels under the Alexandria City Code.

- B. How will the noise from patrons be controlled?

It is not anticipated that patron noise will be a source of complaints; as such, no extraordinary noise mitigation and control measures are warranted.

8. Describe any potential odors emanating from the proposed use and plans to control them:

It is not anticipated that offensive odors will emanate from the use of the property as a pizzeria. The only cooking conducted will be in a brick oven (no grease fryers or grills).

9. Please provide information regarding trash and litter generated by the use:

- A. What type of trash and garbage will be generated by the use?

The type of volume of trash and garbage generated by the restaurant will be mainly refuse from products received (i.e. cardboard delivery boxes) and from disposable

items used in the serving of products sold and consumed by patrons of the restaurant. Trash and garbage will be deposited and stored in the commercial dumpster serving the Firehouse Square Project.

- B. How much trash and garbage will be generated by the use?

RedRocks Pizza Napoletana will generate approximately 3 bags of trash per day, and approximately 2 bags per day of recyclables (bottles and cardboard).

- C. How often will trash be collected?

Trash and garbage will be collected by a commercial collector at least three (3) days a week by the management of Firehouse Square.

- D. How will you prevent littering on the property, streets and nearby properties?

Litter is not an anticipated problem; however, the restaurant's staff will self-police the adjacent right-of-way.

10. Will any hazardous materials, as defined by the state or federal government, be handled, stored, or generated on the property?

Yes. No.

If yes, provide the name, monthly quantity, and specific disposal method below:

Small quantities of organic compounds, generally recognized to be appropriate for use by restaurants in the operation of the business, will be stored, used as solvents, and disposed of in accordance with applicable regulations.

11. Will any organic compounds, for example paint, ink, lacquer thinner, or cleaning or degreasing solvent, be handled, stored, or generated on the property?

Yes. No.

If yes, provide the name, monthly quantity, and specific disposal method below:

Small quantities of organic compounds, generally recognized to be appropriate for use by restaurants in the operation of the business, will be stored, used as solvents, and disposed of in accordance with applicable regulations.

12. What methods are proposed to ensure the safety of residents, employees and patrons?

The location and hours of operations of RedRocks Pizza Napoletana should provide a safe environment for its patrons and staff. It is not anticipated that extraordinary security measures will be required.

ALCOHOL SALES

A 13. Will the proposed use include the sale of beer, wine, or mixed drinks?

Yes. No.

If yes, describe existing (if applicable) and proposed alcohol sales below, including if the ABC license will include on-premises and/or off-premises sales.

On-premise consumption of beer, wine and spirits. Alcohol will be served to patrons at a 15 seat bar area. However, the majority of alcohol will be consumed by patrons eating a lunch or dinner meal.

PARKING AND ACCESS REQUIREMENTS

14. A. How many parking spaces of each type are provided for the proposed use:

 -0- Standard spaces.

 -0- Compact spaces.

 -0- Handicapped accessible spaces.

 -0- Other.

Planning and Zoning Staff Only	
Required number of spaces for use per Zoning Ordinance Section 8-200A	
Does the application meet the requirement?	
<input type="checkbox"/> Yes <input type="checkbox"/> No	

B. Where is required parking located? (check one)

- on-site
- off-site (check one)

If the required parking will be located off-site, where will it be located?

Not Applicable. The property is located in the Downtown Central Business District.

PLEASE NOTE: Pursuant to Section 8-200 (C) of the Zoning Ordinance, commercial and industrial uses may provide off-site parking within 500 feet of the proposed use, provided that the off-site parking is located on land zoned for commercial or industrial uses. All other uses must provide parking on-site, except that off-street parking may be provided within 300 feet of the use with a special use permit.

C. If a reduction in the required parking is requested, pursuant to section 8-100 (A) (4) or (5) of the zoning ordinance, complete the **PARKING REDUCTION SUPPLEMENTAL APPLICATION**.

Parking reduction requested; see attached supplemental form.

15. Please provide information regarding loading and unloading facilities for the use:

A. How many loading spaces are available for the use? **None, per Alexandria Zoning Code Section 8-200(B)(5), the building was constructed prior to June 25, 1963.**

Planning and Zoning Staff Only
Required number of loading spaces for use per Zoning Ordinance Section 8-200
Does the application meet the requirement?
<input type="checkbox"/> Yes <input type="checkbox"/> No

B. Where are off-street loading facilities located?

Deliveries will be made in the alley behind the building.

C. During what hours of the day do you expect loading/unloading operations to occur?

It is anticipated that loading and unloading activities will occur Monday – Friday 9:00 a.m. – 5:00 p.m.

D. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate?

It is anticipated that there will be four (4) deliveries per week.

16. Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?

Street access to the property is adequate.

SITE CHARACTERISTICS

17. Will the proposed uses be located in an existing building? Yes No

Do you propose to construct an addition to the building? Yes No

How large will the addition be? _____ square feet.

18. What will the total area occupied by the proposed use be? **Located on the first floor and mezzanine.**

2400 sq. ft. (existing) + -0- sq. ft. (addition if any) = 2400 sq. ft. (total)

19. The proposed use is located in: (check one)

a stand alone building a house located in a residential zone a warehouse

a shopping center. Please provide name of the center:

an office building. Please provide name of the building: **Firehouse Square**

Other, please describe:

RESTAURANT SUPPLEMENTAL APPLICATION

All applicants requesting A Special Use Permit or an Administrative Use Permit for a restaurant shall complete the following section.

1. How many seats are proposed?

Indoors: 98 Outdoor: * Total number proposed: 98

***To be applied for under separate application pursuant to the King Street Outdoor Dining Program.**

2. Will the restaurant offer any of the following?

Alcoholic beverages (SUP only) X Yes No.

Beer and wine - on-premises X Yes No.

Beer and wine - off-premises Yes X No.

3. Please describe the type of food that will be served:

Redrocks Pizza Napoletana will serve wood-burning pizza, salads, housed-baked sandwiches and small plate entrees.

4. The restaurant will offer the following service (check items that apply):

X table service X bar X carry-out delivery

5. If delivery service is proposed, how many vehicles do you anticipate? **N/A**

Will delivery drivers use their own vehicles? Yes. No.

Where will delivery vehicles be parked when not in use?

6. Will the restaurant offer any entertainment (i.e. live entertainment, large screen television, video games)? Yes. X No.

If yes, please describe:

SUPPLEMENTAL INFORMATION FOR RESTAURANTS IN OLD TOWN

OLD TOWN RESTAURANT POLICY

(Changes to Old Town Small Area Plan Chapter of the Master Plan, Adopted by City Council on November 13, 1993.)

On November 13, 1993 the City Council adopted Resolution No. 1672 outlining new policy and criteria used in applying the revised Old Town Restaurant Policy. Individuals who apply for a special use permit to operate a restaurant in Old Town must address in their entirety five criteria in order to be considered for a special use permit. An application will not be formally accepted for processing until this questionnaire is completed.

Goals of the Old Town Restaurant Policy

1. To lessen the on-street parking impact of restaurants in Old Town and adjacent areas;
2. To prevent rowdiness and vandalism from patrons leaving restaurants, particularly in the late evening; and
3. To control the spread of litter in Old Town.

Policies to attain the goals of the Old Town Restaurant Policy

City Council shall not approve a request for special use permit for any new restaurant, carry-out or fast food establishment or an expansion of an existing restaurant, carry-out or fast food establishment, unless it finds that the request does not significantly impact nearby residential neighborhoods. City Council shall consider the cumulative impact of the proposal and the number of already established restaurants, carry-outs, fast food establishments and the number of food service seats, bar seats and standing service areas in the immediate area. In the case of an expansion or other intensification, the entire operation of the establishment may be taken into account in determining its impact upon the nearby residential neighborhoods. In making that determination, City Council shall consider the following factors:

- a) The availability of off-street parking.
- b) The predicted impact of the restaurant on parking supply in the adjacent neighborhood.
- c) The extent to which the restaurant is open in the late night hours.
- d) The extent to which alcohol (such as spirits, mixed drinks, wine, and beer) consumption will predominate over food consumption, including consideration of the number of bar seats, if any, and the standing areas in the vicinity of bars.
- e) The predicted extent of litter generated in nearby neighborhoods.

SUPPLEMENTAL INFORMATION FOR RESTAURANTS IN OLD TOWN

***CRITERIA TO BE USED TO EVALUATE NEW OR EXPANDED RESTAURANTS
ADOPTED BY CITY COUNCIL BY RESOLUTION, NOVEMBER 13, 1993***

Parking

The applicant must submit a parking management plan (PMP), which specifically addresses the following issues:

- A. The parking demand generated by the proposed restaurant.
- B. The availability of off-street parking for patrons. For the purpose of this policy, availability shall be measured in terms of the number of vacant off-street parking spaces within 500 feet from the entrance to the restaurant.
- C. How employees who drive will be accommodated off the street at least in the evenings and on weekends.
- D. The predicted impact of the restaurant on the parking supply at the evening peak, weekend peak, and daytime peak.
- E. A proposal to reduce the impact of parking created by the restaurant on nearby areas. Acceptable alternatives for reducing parking impacts include, but are not limited to, the following: validated parking or valet parking for patrons, and off-street parking or transit subsidies for employees.

Parking impacts. Please answer the following:

- A. What percent of patron parking can be accommodated off-street?
(Check one)
- 100% **Public parking facilities in the neighborhood**
 - 75-99%
 - 50-74%
 - 1-49%
 - No parking can be accommodated off-street
- B. What percentage of employees who drive can be accommodated off the street at least in the evenings and on weekends?
(Check one)
- All **Public parking facilities in the neighborhood**
 - 75-99%
 - 50-74%
 - 1-49%
 - None
- C. What is the estimated peak evening impact upon neighborhoods?
(Check one)
- No parking impact predicted
 - Less than 20 additional cars in neighborhood
 - 20-40 additional cars
 - More than 40 additional cars

Litter plan. The applicant for a restaurant featuring carry-out service for immediate consumption must submit a plan which indicates those steps it will take to eliminate litter generated by sales in that restaurant.

Alcohol Consumption and Late Night Hours. Please fill in the following information.

1. Maximum number of patrons shall be determined by adding the following:

<u>86</u>	Maximum number of patron dining seats	* Outdoor dining seats to be applied for separately under King Street Outdoor Dining Program
<u>12</u>	Maximum number of patron bar seats	
<u> </u>	Maximum number of standing patrons	
<u> </u>	Maximum number of patrons	

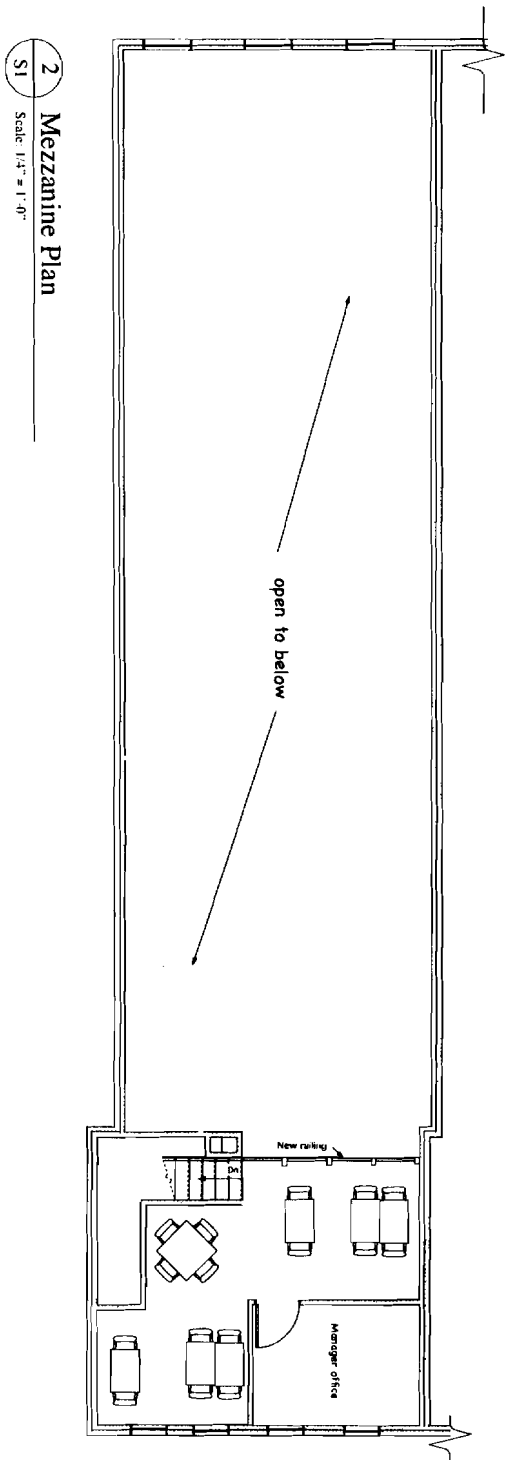
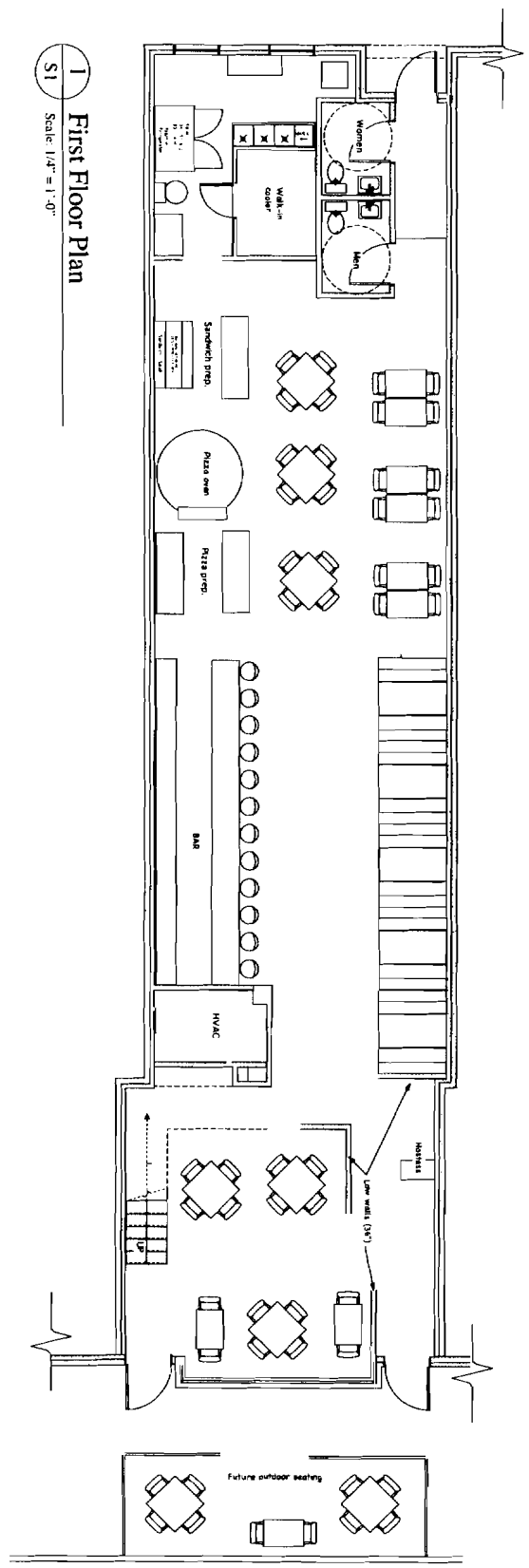
2. 15 Maximum number of employees by hour at any one time

3. Hours of operation. Closing time means when the restaurant is empty of patrons. (check one)
 - Closes by 8:00 P.M.
 - Closes after 8:00 P.M. but by 10:00 P.M.
 - Closes after 10:00 P.M. but by Midnight
 - Closes after Midnight

4. Alcohol Consumption (check one) **NONE.**

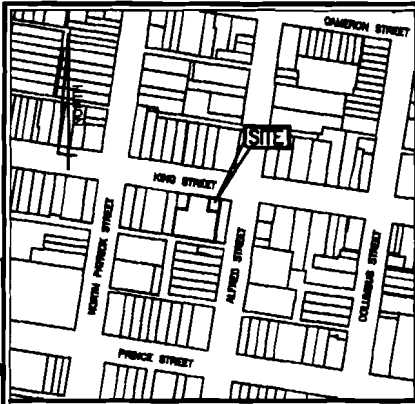
- High ratio of alcohol to food
- Balance between alcohol and food
- Low ratio of alcohol to food

300 2009-0051



Symbol	Seats	Quantity	Subtotal
	1	12	12
	2	14	28
	4	7	28
	6	5	30
Total seats:			98

SLP 2009-0051



VICINITY MAP
SCALE: 1" = 200'

- LEGEND**
- ⊕ LIGHT POLE
 - ⊕ FIRE HYDRANT
 - ⊕ WATER METER
 - ⊕ WATER VALVE
 - ⊕ STORM GRATE
 - ⊕ SANITARY MANHOLE
 - ⊕ UTILITY POLE (UP)
 - OVERHEAD WIRES (OHW)
 - ⊕ CURB INLET
 - ⊕ MANHOLE
 - ⊕ GAS VALVE
 - C/O CLEAN OUT
 - GM GAS METER
 - C&G CURB & GUTTER
 - ENTR. ENTRANCE

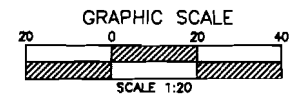
NOTES

- TAX MAP: 074.01-06-06 (LOT 2)
074.01-06-07 (LOT 1)
- ZONE: KR
- TOTAL SITE AREA = 9,049 SQ.FT. OR 0.2077 ACRES
LOT 1 = 754 SQ.FT. OR 0.0173 ACRES
LOT 2 = 8,295 SQ.FT. OR 0.1904 ACRES
- THIS SURVEY HAS BEEN PREPARED IN REFERENCE TO TITLE COMMITMENT ISSUED BY STEWART TITLE GUARANTY COMPANY, FILE NO. MT 2006-006 DATED JUNE 19, 2006. PER SAID COMMITMENT, THE PROPERTY AS SHOWN IS SUBJECT TO THE FOLLOWING ITEMS LISTED UNDER SCHEDULE B - SECTION 2:

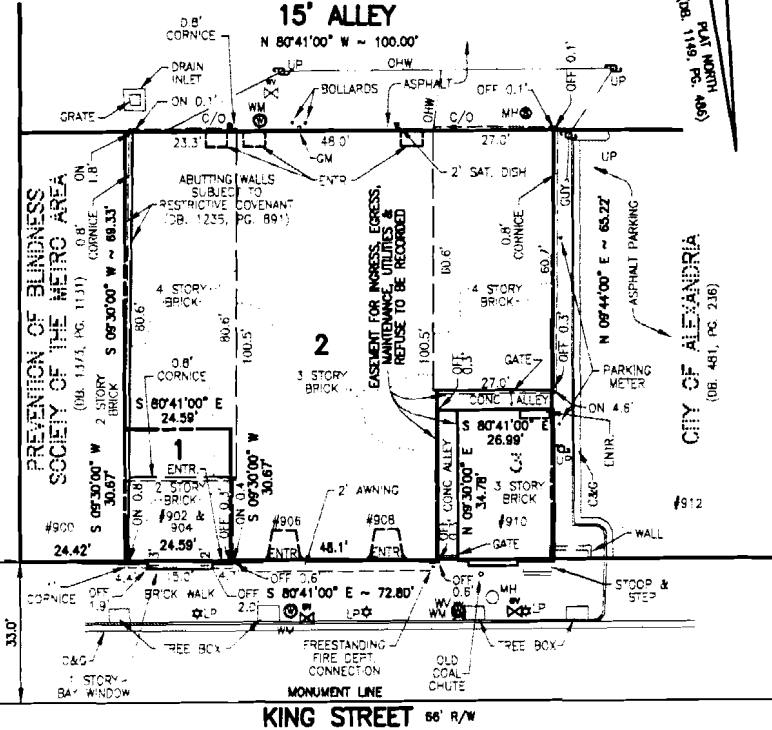
RESTRICTIVE COVENANT RECORDED IN DEED BOOK 1235 AT PAGE 891 WAS CREATED THE 22ND OF FEBRUARY, 1988.
- THIS PROPERTY IS LOCATED IN FLOOD ZONE "X" (500 YEAR FLOODPLAIN) AS SHOWN ON THE FLOOD INSURANCE RATE MAP PREPARED BY THE FEDERAL EMERGENCY MANAGEMENT AGENCY, COMMUNITY PANEL NUMBER 515519 0005 D REVISED MAY 15, 1991.
- BULK & AREA ZONING RESTRICTIONS FOR NON RESIDENTIAL USE PER CITY OF ALEXANDRIA ZONING ORDINANCE.
SETBACKS: NONE
FLOOR AREA RATIO: 1.5 OR 2.5 WITH SPECIAL USE PERMIT
MAX HEIGHT: 50'
LOT SIZE: NO MINIMUM

LEGAL DESCRIPTION

LOTS 1 & 2, RESUBDIVISION OF THE PROPERTY AT 902-910 KING STREET AS RECORDED IN DEED BOOK 1149 AT PAGE 486



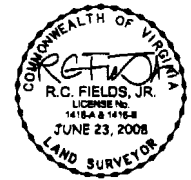
SOUTH ALFRED STREET 66' R/W
MONUMENT LINE



SURVEYOR'S CERTIFICATE

TO TO BANK, N.A., ITS SUCCESSORS AND ASSIGNS, FIREHOUSE SQUARE, LLC AND STEWART TITLE GUARANTY COMPANY:

THIS IS TO CERTIFY THAT THIS MAP OR PLAT AND THE SURVEY ON WHICH IS BASED WERE MADE IN ACCORDANCE WITH MINIMUM STANDARD DETAIL REQUIREMENTS FOR ALTA/ACSM LAND TITLE SURVEYS JOINTLY ESTABLISHED AND ADOPTED BY AMERICAN LAND TITLE ASSOCIATION AND NATIONAL SOCIETY OF PROFESSIONAL SURVEYORS IN 2005, AND INCLUDES ITEMS 2 THRU 4, 6, 7a, 8, 9, 10, 11a, 13 & 14, OF TABLE "A" THEREOF. PURSUANT TO THE ACCURACY STANDARDS AS ADOPTED BY AMERICAN LAND TITLE ASSOCIATION AND NATIONAL SOCIETY OF PROFESSIONAL SURVEYORS AND IN EFFECT ON THE DATE OF THIS CERTIFICATION, THE UNDERSIGNED FURTHER CERTIFIES THAT IN MY PROFESSIONAL OPINION, AS A LAND SURVEYOR REGISTERED IN THE STATE OF VIRGINIA, THE RELATIVE POSITIONAL ACCURACY OF THIS SURVEY DOES NOT EXCEED THAT WHICH IS SPECIFIED THEREIN.



**ALTA/ACSM
LAND TITLE SURVEY**

ON LOTS 1 & 2
OF THE RESUBDIVISION OF
THE PROPERTY AT
902-910 KING STREET
(DB. 1149, PG. 486)
CITY OF ALEXANDRIA, VIRGINIA
SCALE: 1" = 20' DATE: JUNE 23, 2008

● LAND SURVEYING ● SITE PLANNING ● SUBDIVISION DESIGN
730 S. Washington St. Alexandria, Virginia 22314 (703) 549-6422

RCF FIELDS, JR. & ASSOCIATES
A PROFESSIONAL CORPORATION

COMP.	AKF
DRAWN	SPR
CHECKED	RCF

FILE NO. 08-23
SHEET 1

28

9.0 Menus



Welcome to RedRocks!

We proudly serve authentic Neapolitan Pizza. We use Caputo "00" flour, imported Italian tomatoes, and only fresh mozzarella, including Buffalo mozzarella on our Margherita pies. Our pizzas are cooked in an authentic Italian wood-burning brick oven that keeps temperatures near 900 degrees. High heat creates unique flavors through caramelization of sugars, as well as interesting textures – it is not uncommon to find at least one flame-blackened blister on our crust. Our pizzas are approximately 11", ideal for one person!

ANTIPASTI / SALADS

Italian Olives - marinated and warmed, with house-baked bread \$5.50

Burrata di bufala - burrata cheese served on bed of baby arugula with tomato, olive oil & house-baked bread \$8.99

Bruschetta - with tomato and basil \$6.99

Antipasto Plate - prosciutto, salami, fontina, parmesan, olives, with house-baked bread \$9.50

Shaved Fennel Salad - shaved fennel with orange, radish and lemon vinaigrette \$8.00

Insalata Caprese - fresh mozzarella, tomato, basil, olive oil, sea salt \$8.50

Mixed Greens - with aged balsamic vinaigrette \$4.50/\$8

Spinach Salad - prosciutto bits, orange vinaigrette \$8.00

Caesar - shaved parmesan, anchovy dressing and house-made croutons (anchovies on request) \$8.00 / add chicken \$2.50

PIZZE ROSSE

Marinara - spicy marinara, garlic, Sicilian oregano, olive oil, sea salt (no cheese) \$8.95

Margherita - a perfect blend of tomato sauce, buffalo mozzarella, basil, olive oil, sea salt \$10.95

Napoli - tomato sauce, fresh mozzarella, anchovies, basil, capers \$10.95

Puttanesca - spicy marinara, parsley, capers, mussels, garlic, dried hot peppers (no cheese) \$10.95

Classic Pepperoni - tomato sauce, fresh mozzarella, pepperoni \$10.95

Salsiccia - tomato sauce, fresh mozzarella, house fennel sausage, roasted red peppers \$11.95

Toscana - tomato sauce, fresh mozzarella, salami, Gaeta black olives \$11.95

Ananas - tomato sauce, fresh mozzarella, fresh pineapple, prosciutto, olive oil \$12.95

Neapolitan - fresh mozzarella, tomato sauce \$9.95

PIZZE BIANCHE

Eggplant - roasted eggplant, goat cheese, pesto, parmesan, sea salt, black pepper \$11.95

Pesto - pesto, fresh mozzarella, ricotta, cherry tomatoes \$11.95

Funghi - mushrooms, fontina, parsley, garlic, cherry tomatoes \$11.95

Rucola - arugula, fresh mozzarella, ricotta, cherry tomatoes \$12.95

Chicken and Broccolini - roasted chicken, broccolini, fresh mozzarella, black olives, parmesan \$11.95

Quattro Formaggi - fontina, fresh mozzarella, parmesan, ricotta, olive oil \$11.95

Cipolla - fresh mozzarella, caramelized onions, house fennel sausage \$11.95

Pomodori Secchi - fresh mozzarella, sun dried tomatoes, ricotta, roasted red pepper, olive oil \$12.95

Veg - fresh mozzarella, spinach, mushroom, red onion, sun-dried tomato, olive oil \$12.95

PLATES AND PANINI

Baked Calzone - fresh mozzarella, ricotta, spicy marinara, parmesan \$9.95 (add any additional toppings)

Eggplant Pesto - goat cheese & pesto rolled into sliced eggplant, topped with marinara, parmesan costini \$9.50

Mussels & Marinara - seared and tossed in house marinara, served with house-baked bread \$9.95

Meatballs Al Forno - house-made meatballs, meat sauce, parmesan, with house-baked bread \$8.50

Pesto Chicken Panino - fontina, roasted red pepper \$8.50

Capri Panino - prosciutto, salami, fontina, black olives \$8.50

Fresh Mozzarella Panino - tomato, basil, olive oil \$8.50

Meatball Panino - fontina, meat sauce, roasted red pepper \$8.50

(All panini served with o side salad.)

Additional Toppings

(add to any pizza or salad above)

pepperoni • caramelized onions • broccolini
roasted red peppers • mushrooms • pesto • capers
parmesan • anchovies • salami roasted garlic • basil
tomatoes • black olives • sun dried tomatoes
meatballs • red onion
(\$1.50 per item)

buffalo mozzarella • prosciutto • mussels • ricotta
fontina • fennel sausage • pancetta • goat cheese
chicken • pineapple • eggplant • spinach • arugula
(\$2.50 per item)

Teese 100% Vegan Soy Cheese (\$2.50)

BEVERAGES

Coke, Diet Coke, Sprite, ginger ale, iced tea \$2.00
Juice: orange, cranberry, grapefruit, pineapple \$3.00

Sparkling water \$3.50
Coffee, tea \$2.00

*Consuming raw or undercooked food can increase your chances of acquiring foodborne illness.

REDROCKS FEATURED WINES

Reds

San Lorenzo Montepulciano D'Abruzzo 2006 *Abruzzo region of Italy*. A gentle wine, ruby in color with a full and fruity structure. Our House wine is great with pizza! \$6/\$24

Siema Vineyards Cabernet Sauvignon 2006 *Sicily, Italy*. Black currant and blackberry fruit flavors, with medium tannins. Enjoy this wine with many different foods. \$6/\$24

Lizard Flat Shiraz 2004 *Australia*. Lively fruit and easy drinkability. *Wine Spectator* 88 points \$7/\$28

Alcesti Nero D'Avola 2006 *Sicily, Italy*. Medium bodied with hints of cherry and blackberry followed by raspberry, plum, violet and carob. \$8/\$32

Morli Neri Chianti 2007 *Tuscany region of Italy*. A traditional Chianti, loved for its compatibility with food. This medium-bodied earthy red is wonderful with red sauce-based foods. \$7/\$28

Meinklang Pinot Noir 2007 *Hungarian lowlands of Austria*. This wine is made from organically grown grapes that has a "west coast" flavor to it. Medium light bodied with beautiful cherry fruit flavors. \$9/\$36

Sur de los Andes Malbec 2007 *Argentina*. A Malbec blend with a black cherry nose, spicy, bold level of tanins, and an earthy finish of tart nerry skins and wet stones. \$7/\$28

Graham's - 6 Grapes Port - Portugal A big hearted wine, full-bodied, with rich opulent black fruit on the palate and fragrant brambly aromas. \$8

Whites

Musaragno Pinot Grigio 2007 *Veneto, Italy*. A Venetian favorite! Organic, crisp and dry with hints of peach and honey. Multiple gold medal winner *Vintaly*... \$7/\$28

Siema Chardonnay 2006 *Sicily, Italy*. A soft bouquet and a fruity finish. \$6/\$24

Alma de Chile Sauvignon Blanc 2008 *Aconcagua, Chile*. Pale, balanced with bright acidity and delicate body. \$8/\$32

Welngut Josef Bauer Riesling 2008 *Wachau, Austria*. Elegant fragrance, fine nuances, raciness, with delicate notes of peaches, apricots and citrus fruits. \$9/\$36

BEERS

On Tap

Allagash (Maine-5%) Belgian-style wheat beer. \$6

Brooklyn Lager (New York-5.2%) Medium bodied. \$5

Chimay Triple (Belgium-8%) Belgian triple ale. \$8

Smuttynose Shoals (N.H.- 5%) Medium-bodied pale ale. \$5

Peroni (Italy-5.1%) Full-bodied golden lager. \$5

Victory Golden Monkey (Penn. - 9.5%) Belgian-style ale. \$7

Bottles

Ales

Dogfish Head 90 Minute IPA (Delaware-9%) Big IPA. \$6.5

Bar Harbor Blueberry Ale (Maine-5.2%) Blueberry ale. \$5

Brooklyn EIPA (New York-7%) British-style ale. \$5

Duvel (Belgium-8.5%) Belgian strong golden ale \$6.5

Flying Dog Pale Ale (Colorado-4.7%) American pale ale. \$5

Magic Hat #9 (Vermont-4.6%) Fruity pale ale. \$5

Pranqster (Calif.-7.6%) Belgian-style golden ale. \$7

Rogue Dead Guy Ale (Oregon-6.5%) German-style Maibock \$6

Three Philosophers (New York-9.8%) Belgian-style quadruple \$6.5

Victory Hop Devil IPA (Penn.-6.7%) Bold and spicy IPA. \$5

Brown Ales

Abita Turbo Dog (Louisiana) Dark brown ale. \$5

Smutty Old Brown Dog (N.H.-5.7%)American Brown Ale. \$5

Wheats

Blue Moon (Colorado-5.4%) Unfiltered Belgian-style wheat ale. \$5

Leinenkugel Sunset Wheat (Wisconsin-4.9%) Pale malt. \$5

Troegenator Dreamweaver (Penn.-4.8%) Wheat ale \$5

Lagers

Abita Purple Haze (Louisiana) Wheat lager. \$5

Amstel Light (Amsterdam-3.5%) \$4

Corona (Mexico-4.6%) Pilsner-style beer. \$4

Heineken (Amsterdam-5%) A Pilsner style lager. \$5

Miller Lite (Wisconsin-4.5%) American light lager. \$4

Victory Prima Pils (Penn.-5.3%) German-style pilsner. \$5

Yuengling Lager (Penn.-4.4%) American-style Pilsner lager. \$4

Stouts

Dragon Stout (Jamaica-7.5%) Hints of licorice & chocolate. \$6

Guinness (Dublin-4.1%) Irish stout served in a 14.9 oz. can. \$6

Porters

Rogue Mocha Porter (Oregon-5.3%) Dark brown Porter. \$5

Cider

Original Sin (New York-6%) Amber cider \$6

SPECIALTY DRINKS

Limoncello Tradizione Stoli, Limoncello, sugar, splash of club soda \$10

Orangecello Dream Stoli, Orangecello, Frangelico, cream, splash of club soda \$10

Triple Berry Martini Stoli ras, Stoli blue, ras, liquor, cranberry, shot of ginger ale \$8

The Mudslide Stoli, Bailey's, Kahlua \$9

Dirty Garlic Martini gin or vodka dry with 3 garlic stuffed olives and olive juice \$8

Pomegranate Martini Absolute Citron, Cointreau, pomegranate juice, soda water, lemon \$9

Negroni gin, sweet red vermouth, bitter Campari, orange \$8

Redrocks Sunset Bombay Sapphire, raspberry liquor, pineapple juice, splash of sour, club soda \$9

A 20% gratuity may be added to parties of 5 or more. No more than 4 checks per table.

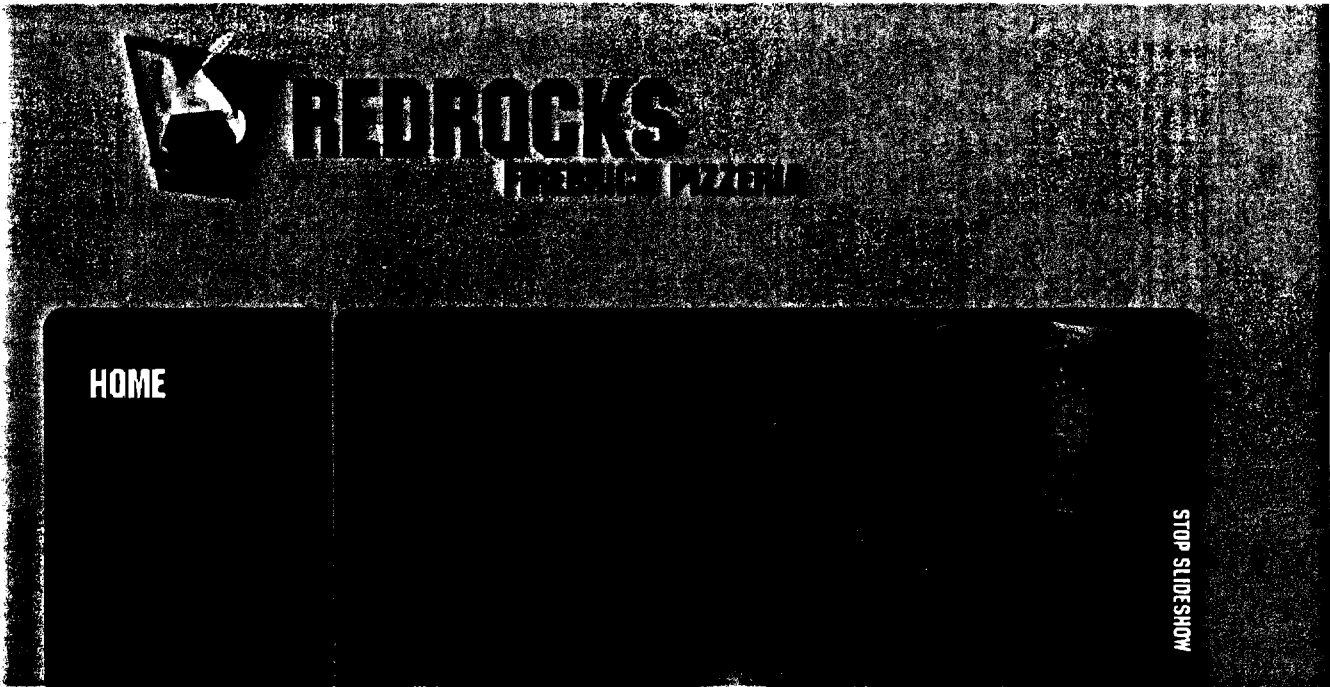
Private parties available. Please contact your server for more details. Takeout Available. Call 202.506.1402

Join us for Brunch every weekend from 11:00am - 3:00pm; \$9 bottomless mimosas • \$5 Bloody Marys



1036 Park Road, NW | Washington, D.C. 20010 | 202.506.1402
 redrocksd.com | mobile.redrocksd.com | twitter.com/redrocksd





Mobile Users, Click here to Access RedRocks Mobile

WELCOME!

RedRocks Firebrick Pizzeria is located in the heart of the Columbia Heights neighborhood in Washington, D.C.

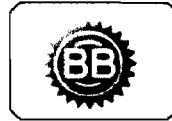
Since 2007, RedRocks has featured DC's finest brick oven pizza in the classic Neapolitan style, along with wood-fired entrées, a variety of specialty salads, Italian-style sandwiches and original starter plates; all served with our fresh housed-baked bread!

RedRocks offers a full bar with a great selection of microbrew and imported beers, wines from America and abroad, and attractive drink specials throughout the week!

Hours of Operation:

Monday 5:00pm-11:00pm
Tue.-Thu. 11:00am-11:00pm
Fri. & Sat. 11:00am-1:00am
Sun. 11:00am-11:00pm

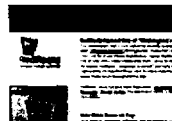
RedRocks Firebrick Pizzeria
1036 Park Road, NW
Washington, DC 20010
202 506 1402



2009 Best Bet
Washington Post names RedRocks as the editors' "Best Bet" for pizza.



10 under \$10
We have added high quality wine by the glass as part of our recession busting menu. All wine is now under \$10 a glass.

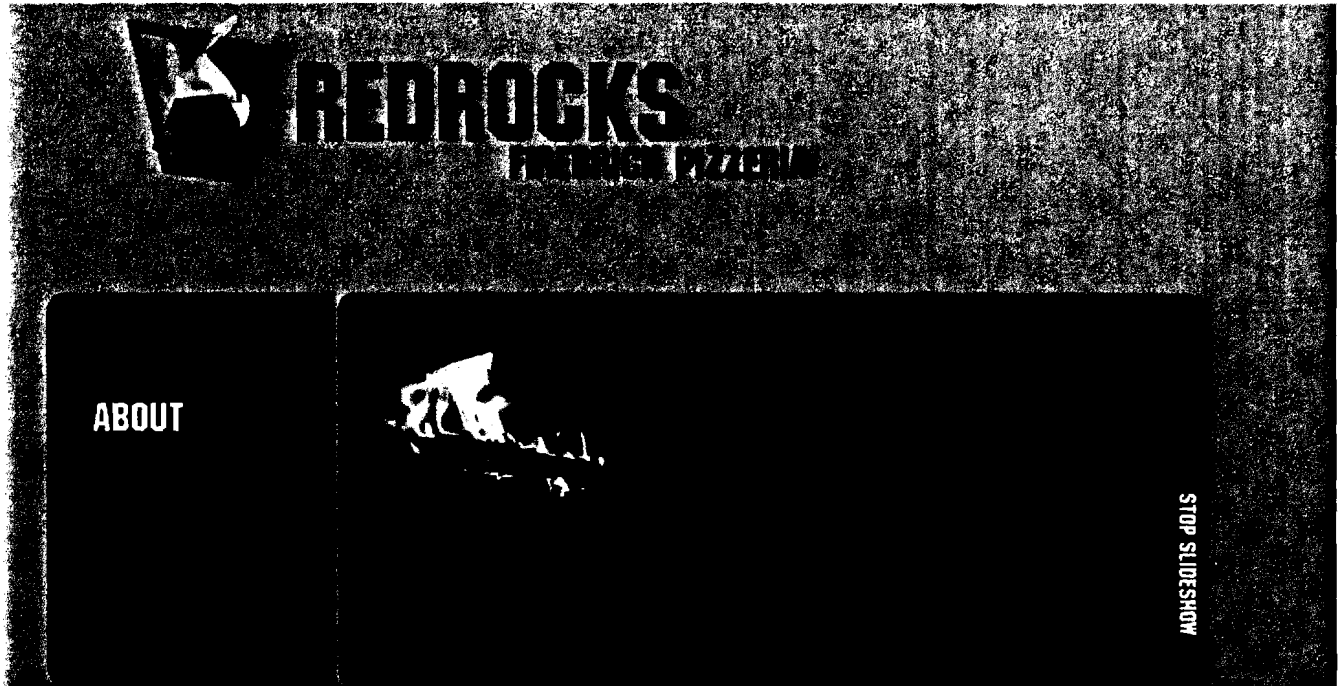


Pizza-News
Check out the recent issue of Pizza News, RedRocks' monthly newsletter

Back Issues

Download our Takeout Menu
RedRocks Gift Certificates Now Available

SUP 2009-0051



ABOUT US



RedRocks Firebrick Pizzeria features Washington's finest firebrick pizza in the classic Neapolitan style, along with a variety of specialty salads, Italian-style sandwiches and original starter plates; all served with our fresh housed-baked bread. Our pizzas are prepared using only the best locally grown produce, fresh mozzarella, and Caputo flour, keeping with the Neapolitan pizza-making tradition. Each pizza is hand tossed, made to order in our 900 degree wood-burning brick oven. The high heat radiating from the wood fire is stored in the firebricks and radiates across the dome evenly to create the perfect pizza.

RedRocks Firebrick Pizzeria offers a full bar with a great selection of microbrew and imported beers, wines from the U.S. and abroad, and attractive drink specials throughout the week.

Hours of Operation:
 Monday 5:00pm-11:00pm
 Tue.-Thu. 11:00am-11:00pm
 Fri. & Sat. 11:00am-11:00am
 Sun. 11:00am-11:00pm

OUR PIZZA

Our pizzas are cooked in an Authentic Italian wood-burning brick oven. We keep a small fire in the back of the dome-shaped oven that keeps temperatures near 900 degrees. The heat is stored in the firebricks and radiates across the dome evenly to create the perfect pizza.

High heat creates flavors through caramelization of sugars that are difficult, if not impossible, to create when pizza is cooked in conventional pizza ovens. High heat also creates interesting textures – it is not uncommon to find at least one flame-blackened blister on our crust.

The dough – A blend of “Caputo 00” Italian flour, known as the world’s best pizza flour. We prepare our dough daily three times a day allowing the dough to rise at room temperature for 6 hours.

Tomatoes – We use 2 types of imported Italian tomatoes: San Marzano tomatoes, which are grown in the rich volcanic soil of Mt. Vesuvius, and Sinatra tomatoes.

Cheese – We use only fresh mozzarella. Our Margherita pizza features mozzarella di bufala, made from buffalo milk, a Neapolitan tradition. Some pies also feature fresh ricotta, grana parmesan, and fontina val d’aosta.

Herbs – Fresh herbs are essential in Neapolitan pizzas. Fresh basil is a required ingredient of the Pizza Margherita.



RedRocks
firebrickpizzeria

BRUNCH

FEATURED LIBATIONS

BOTTOMLESS MIMOSAS - O.J. and bubbly \$9.00

REDROCKS MARY - Vodka, house Mary mix, celery stalk \$5.00

FRENCH TOAST

hints of cinnamon & brandy served with real maple syrup. *(add seasonal fruit for \$2)*
\$8.99

BELGIAN WAFFLES

served with whipped butter, powdered sugar real maple syrup. *(add seasonal fruit for \$2)*
\$8.99

SUNRISE PIZZA

fried egg, breakfast potatoes, parmesan with olive oil and herbs.
\$9.99

EGGS IN HELL

two eggs in marinara sauce with house-baked toast.
\$5.99

REDROCKS DELUXE

two eggs, choice of Italian ham, bacon or fennel sausage, breakfast potatoes and house-baked toast.
\$8.99

SCRAMBLED DELIGHT

scrambled eggs with Italian sausage, mushrooms, parmesan, served with breakfast potatoes and house-baked toast.
\$9.99

OMELETS

All omelets served with breakfast potatoes and house-baked toast

CHEESE

choice of fresh mozzarella, fontina, ricotta or parmesan.
\$8.99

PIZZA

green pepper, onion, mushrooms, pepperoni, fennel sausage, mozzarella.
\$10.99

VEGETABLE

tomato, mushroom, onion, green pepper and fresh mozzarella.
\$9.99

PROSCIUTTO AND MOZZARELLA

Prosciutto, fresh mozzarella and baby arugula.
\$9.99

SIDES

- Eggs (2) \$3.00
- Breakfast potatoes \$3.00
- House made fennel sausage patty \$2.50
- House Baked Toast \$1.50
- Assorted Fruit \$4.00

BEVERAGES

- Juices: orange, cranberry, grapefruit, and pineapple \$3.00
- Bottomless Java \$2.00
- Soft Drinks \$2.00
- Sparkling Water \$3.50



by Tom Sietsema

Fired Up for Pizza

RedRocks joins Washington's growing parade of high-end pizzerias

• Average Reader Rating: ★★★

"IF THIS WERE IN MY NEIGHBORHOOD," a friend says, pausing between sips of Smectynose Shouls Pale Ale and bites of pizza at RedRocks. "I'd be here all the time." This is my third visit to yet another pizzeria in the Washington area — and no complaint there. People who bemoan the lack of good pies hereabouts have been living in caves. From Bethesda (Mia's) to Arlington (Bibo Trattoria) to Abburn (American Flatbread) — and seemingly everywhere in between — the bar for crust and toppings has never been higher. Why, a food critic could write about nothing but pizza places for the rest of the year and still not finish the whole story.

Set in a converted rowhouse, RedRocks strikes the casual observer as a small place to unwind. The servers make you feel right at home right away — at the door with a big smile and at the table with a good deal. "Half-price cheese pizza and \$4 rail drinks till 7 o'clock" one of the cheerleaders informs me when I show up in time to beat the clock one night. (Late birds shouldn't feel slighted: The deal starts again at 10 p.m.)

Hovering over the activity is a slim, fair-haired guy wearing a permanent grin, otherwise known as the owner, James O'Brien, a musician (he plays guitar and piano) and bartender-turned-restaurantier. He'll tell you his passion for pizza stretches back to his youth in New Jersey and time spent in New York and New Haven, Conn., places that live and die by pies. Only after he knew pizza would be the next bullet point on his résumé did he meet the man who would shed serious light on the subject: consultant Edan MacQuaid, whose dozen or so years of employment at Pizzeria Paradiso and 2 Amys — Washington's trailblazing pizza purveyors — give RedRocks street cred.

Following the restaurant's launch, MacQuaid spent two months at RedRocks, training its kitchen crew and passing along some of his learning. Such as: Use only extra-fine milled flour from Italy. And the dough should be made in small batches several times a day and should never see the inside of a refrigerator. It's okay to use canned plum tomatoes for the sauce, the veteran pizzaiolo shared, but only buffalo mozzarella will do for a classic margherita pizza.

The route to a good pie includes a proper oven, and RedRocks, whose name refers to the type of bricks used to make such, has one. Its low dome and small "mouth," or open-

RedRocks
1038 Park Rd. NW
202-506-1402
www.redrocksdc.com
Open, Sunday and Tuesday through
Thursday 11 a.m. to midnight,
Friday and Saturday 11 a.m. to 1
a.m., Monday 9 a.m. to midnight,
 brunch Saturday and Sunday 11
a.m. to 4 p.m. All major credit
cards. Items Courtoise Heights.
Street parking. Smoking on patio.
Prices: appetizers \$8.95 to \$8.99,
entrees \$8.95 to \$14.95

RedRocks's busy dining room and owner James O'Brien with his "shells" clam pizza.



RATINGS GUIDE
★ Outstanding
★★ Good
★★★ Excellent
★★★★ Superb
Restaurants that earn
no stars are rated Poor.
Ratings are based primarily
on food quality but take
into account service
and ambience.

ing, help retain heat (the oak-fired chamber reaches 900 degrees). To be a good pizza maker, says MacQuaid, who has moved on to another pizza project of his own, "takes lots of practice and attention to detail."

That attention to detail is evident at RedRocks, but not always. At their best, the pies are marvellous yeasty but not too, thin but not too, with slightly raised rims and crusts that are singed but not scorched. Even in their weak moments, the pies are still better than Domino's. My gripes here have less to do with the base than with the decorations: mushrooms that taste a little tired, tomato sauce with a faint tang, toppings that appear to be rationed. Still, there's more to like than to die, and I'd be tempted to make a habit of the "shells" pizza (named for the sweet scented clams on a pie scattered with slices of garlic, bits of pancetta and onions) and "savage" and peppers," which features funnel sausage that's made in house.

The pre-pizza appetizer options rely on too much starch. Does anyone really want bruschetta topped with tomatoes and basil before, say, a margherita pizza, especially when the toasted slices of bread are routine eating? Or roasted potatoes with aioli, which gives the impression that RedRocks is trying to dip into the tapas craze, not. Unfortunately, the leather alternatives aren't very compelling. The Caesar salad lacks punch, and a plate of pretty vegetables — steamed baby carrots with their tops intact, skinny green beans that retain a nice crunch, juicy scardrop tomatoes — is held back by a bagna cauda ("hot bath" in Italian) that no self-respecting Piedmontese cook would recognize. RedRocks's dip has too much olive oil and not enough garlic or anchovies. Better impressions come by way of herbed olives, served warm (also, with bread), and the dairy queen of the moment, burrata. Light, white and creamy, the cheese is shiny with olive oil and cracked

with airy sea salt. Hard to resist.

Pizza is the point here, but a diner has a few other main courses to consider. A fillet of branzini is satisfying, decorated with delicately olives, green beans, baby carrots and ... hey, all those accessories are also appetizers! Of the paninis, the chicken breccia slices of thick bread, slathered with romesco sauce and sweetened with soft onions, engages me most. Diners who don't eat meat strike out, though: Stiff slices of undercooked eggplant alternating with basil leaves and a bit of goat cheese came like an attempt to convert vegetarians to the Other Side. Similarly, wine fanciers take a back seat to beer drinkers in terms of selection.

An outdoor patio is one of the few details to distinguish RedRocks from the houses that surround it. In this mostly residential neighborhood, inside, despite some attempts to make the place feel like it's been around awhile, the two-story townhouse sports a definite "new car" sheen. The wood floors gleam; the brick walls look newly set; and the black-and-white photographs of the area as it was in the '40s and '50s are arranged just so. During lunch and brunch, sun pours through the big windows. At full tilt, the hard surfaces reflect everyone's chatter. But no one seems to mind. Good pizza and chipper servers make great distractions.

RedRocks has some details to fix-tune. Pacing is one of them. Chances are high that you'll be eating your appetizer when your server appears. Variety — say on the carbs, please — is another issue. On the other hand, pizza is the purpose, and RedRocks, with a tweak here and a more generous hand there, could well become a destination for other than just its neighbors.

To chat with Tom Sietsema online, go to washingtonpost.com on Wednesdays at 11 a.m.

22 | The Washington Post Magazine | OCTOBER 28, 2007

Why Charlotte is... "Lost" Star Pursues Rare Giant Spider

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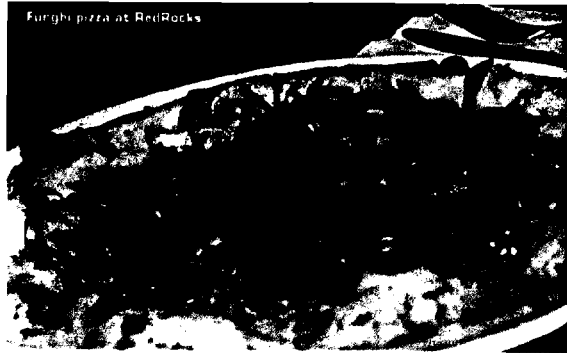


Getting Personal With

STEVE CARELL

ALL OVER THE MAP

Furgh pizza at RedRocks



WASHINGTON, D.C.

→ SLICE ADVICE

True Naples-style pizza comes with a thin crust and a few toppings made from quality ingredients. The delicacy used to be a ratty outside of its Italian birthplace, but it has found a new home in D.C., where you're sure to find a delicious slice suitable for any occasion.

Happy Hour with Friends

RedRocks is located in the Columbia Heights neighborhood in a converted brick row house with a hopping patio. The beer and pizza pairings are inspired, as is the mozzarella, ricotta, cherry tomato, and wild arugula pie.
1036 Park Rd. NW
202.506.1402, redrocksdc.com

Impassioned New Music

Your top-selling records make the simple fact obvious: **Black Country** has become a force to be reckoned with. The band's sound is a mix of indie rock and garage rock, with a focus on live performance. The band's new album, *Black Country*, is a testament to their sound. For more information, visit blackcountryband.com.

The State-of-the-Art

The **Black Country** band is a force to be reckoned with. The band's sound is a mix of indie rock and garage rock, with a focus on live performance. The band's new album, *Black Country*, is a testament to their sound. For more information, visit blackcountryband.com.

Black Country is a band that has been making waves in the indie rock scene. Their sound is a mix of indie rock and garage rock, with a focus on live performance. The band's new album, *Black Country*, is a testament to their sound. For more information, visit blackcountryband.com.

Black Country

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— April Fulton

US AIRWAYS.COM

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JUNE 2008

THE HILL

FRIDAY, SEPTEMBER 7, 2007

Red Rocks: A Rome-inspired pizza feast

By Elana Schor

Washington owes several great debts to ancient Rome: the Senate, the capital aqueduct and the wood-burning brick oven.

The latter invention, much improved from its pizza-making premiere in ancient times, now headlines the show at RedRocks, Columbia Heights's charming new neighborhood boîte.

The District already has a fair share of excellent pizza, for all the lamenting of New York transplants who miss the doughy crusts of their hometown. But like Goldilocks getting her porridge just right, RedRocks aims its ambiance and ingredients in the pleasing middle ground between the city's popular pizza joints.

Located steps from the hopping bar scene at Wonderland, RedRocks reminded me a bit of Pizzeria Paradiso, only with the mellower ambiance that dark-wood décor and patio seating brings. RedRocks also somewhat resembles Matchbox, only without the trendy and distracting American dishes. But its taste will remind you a lot of 2 Amys, the legendary uptown pizzeria.

RedRocks's link to 2 Amys, where the crusts have a similar sourdough snap, has a lot to do with the presence of Edan MacQuaid. Formerly the expert cheese-baker for the Amys, MacQuaid has found a new brick oven in Columbia Heights, joining forces with RedRocks owner James O'Brien.

"We thought it was a good match," said O'Brien, 39, previous owner of Staccato in Adams Morgan. "He'd take care of the pizza recipe and I'd take care of concepts, like the creation of the space."

Strangely, the star of the space remains hidden from most diners' views. Imported from Italy and made of refractory bricks that send cheese climbing past 800 degrees of heat, RedRocks's brick oven works its magic from the basement. Servers then tote the pies up one or two flights of stairs, but

even at the height of the dinner rush, pizza stays piping hot upon its arrival.

Nearly all of the ingredients on RedRocks's pizzas are handmade or imported, and the freshness is palpable even on pies that leave something to be desired in the flavor department. The sausage and pepper pizza plays its sweet and vegetable off admirably against the fennel-flecked sharpness of the sausage, and an infusion of parmesan adds character to the cheese.

The peppers make an equally stellar appearance on a veggie pie, alongside smoky eggplant and zucchini, while a rich emerald pesto pops up next to sweet cherry tomatoes on its own 12-inch stage.

The most tantalizing pizza of all is dubbed "Napoli," a salty duet of capers and anchovies cut by fragrant basil and tomato. I requested a few dollops of ricotta to round out the aluring clash of flavors, and the pie was so perfectly cooked that the ricotta held its milky thickness even as the other toppings nicely charred.

But the funghi pizza falls flat, thanks to a too-mild fontina cheese that smothers the delicate topping it carries. A sharper cheese base, perhaps Romano or the Spanish Mahon cheese, would better complement the arrangement. In fact, dialing down the amount of cheese on most pies would eliminate the need to eat with a knife and fork to prevent larger slices from sagging under their own weight.

To focus only on RedRocks's pizza, however, would overlook its other charms. Few new restaurants succeed without the right context—the elusive combination of a built-in customer base, good location and high concept—and RedRocks hits all three notes. Just weeks after its opening, tables are packed past 10 p.m. on weeknights, when the second of two nightly happy hours begins and a decidedly Roman atmosphere of celebration takes hold.

In crafting RedRocks, O'Brien said, he aimed "not to get too, too in the specialty feel, [but] to still have the neighborhood style ... I was hoping for

a nice balance and I think we're pretty close to achieving that."

Meanwhile, for those who prefer a less cheesy entrée, the menu offers grilled panini sandwiches and salads worth praising in their own right. A plate of broccoli rabe, the bitter and stalkier cousin of broccoli, is piquant when paired with a dressing of hot peppers, sea salt and garlic.

The oven-roasted fish, which parks next to the pizza pies to crackle in its juices, is on the small side but stunning. The branzino I sampled fell off the fork with tenderness, bringing to mind swordfish without the steaky texture. My companion particularly liked the seasonal salad of wild arugula and tiny tomatoes.


Baked olives with house-made bread double as a desirable bar-side order to go with one of RedRocks's quartet of rare beers on tap; dusky Belgian Chimay and bright, lemony Allagash White are standouts. O'Brien also offers a cocktail menu stocked with sleeper hits, 13 wines by the glass and 25 bottles of quirky microbrews that beg to be sampled.

"I was very indulgent when it came to the beer list," O'Brien said. "I didn't try to get too much into what's popular, just what's great-tasting." The Abita Purple Haze, Bar Harbor Blueberry and Rogue Dead Guy Ale are a sight for parched throats after a long day of work.


Desserts are available for any incurable sweet-tooths, but the true decadence of RedRocks comes out of the oven or in a pint glass. As the weather turns chillier and appetites heartier, RedRocks's pizza empire is bound to grow.

*RedRocks DC, 1036 Park Rd. NW.
(202) 506-1400. Monday-Thursday
5 p.m. to midnight; Friday 5 p.m. to
1 a.m.; Saturday 11 a.m. to 1 a.m.;
Sunday 11 a.m. to midnight.*

*Reservations not necessary, but
slight waits may exist.*



ON TAP'S OUTDOOR DINING GUIDE 2008

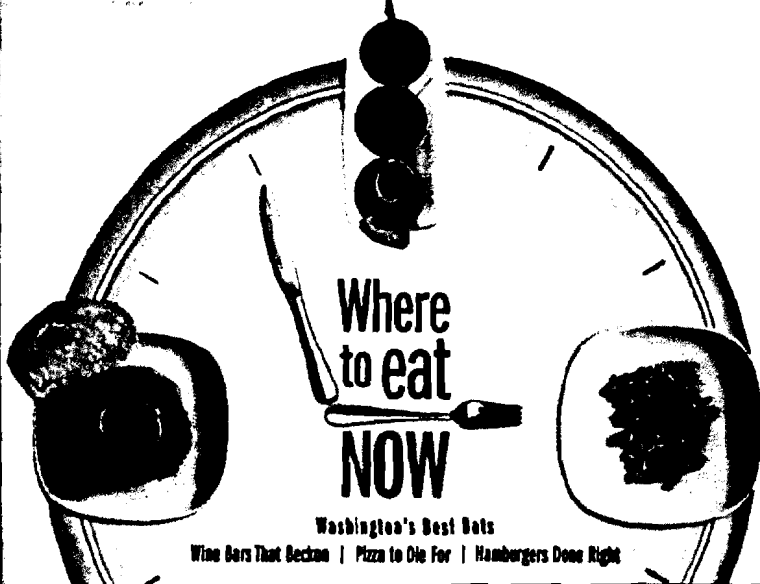


RED ROCKS PIZZERIA

1036 Park Road NW • 202-506-1402

If you are looking to sit down outside with a great pizza, look no further than Red Rocks Pizzeria. Set in the Columbia Heights neighborhood (and not far at all from Adams Morgan, Petworth and U St), Red Rocks Pizzeria serves up DC's finest brick oven pizza in the classic Neapolitan style as well as salads, entrees and more. Their cozy hand-laid brick patio sits right on the corner, and offers a great view with your lunch, dinner, or late night snack. Or if it's the weekend, sit down and enjoy a selection from their brunch menu while starting your day. In addition to an impressive and delicious food menu, Red Rocks is home to a full bar that stocks a great selection of microbrews, imported beers, as well as fine domestic and imported wines. Red Rocks is a destination, not only for those in the neighborhood; but for young professionals and families from around the area looking for a great meal in a friendly environment. Their patio is available from opening until 11pm during the week and 'til midnight on the weekends. For more information, call or go to www.redrocksdc.com.

Tom Sietsema's Annual Dining Guide The Washington Post Magazine



• OUR LUST FOR CRUST: PIZZAS THAT PLEASE •

Just as the weather is turning cooler, the pizza season is heating up. In the District, the best pizza is still being made in the old-school style, with a thick, hand-tossed crust and a sauce that's just a little sweeter than the traditional tomato sauce. There's a Washington style of pizza up to the necks of which includes a tangy blend of anchovies, preserved vegetables and plenty of toppings, as featured by some of the other nearby pizzerias.

Whether you're looking for a classic New York-style pizza or a more creative take on the classic, there's a pizza place for you. Here are some of the best pizza spots in the city, each with its own unique style and atmosphere.



Classic Margherita pizza with olive oil.

When it comes to pizza, there's nothing like a classic Margherita. It's simple, it's delicious, and it's a true test of a pizzeria's skill. The classic Margherita pizza is made with a thick, hand-tossed crust, a sauce that's just a little sweeter than the traditional tomato sauce, and a variety of toppings.

Set in a converted rowhouse, RedRocks (1036 Park Rd. NW; 202-506-1402), which takes its name from the bricks used to make its oven, is known for its chipper staff and attention to detail. Its flour hails from Italy and gets milled extra-fine, while the dough is made in small batches throughout the day. And only buffalo mozzarella will do for the classic margherita pizza.



MEMORANDUM

DATE: November 5, 2009

TO: Planning Commission Chair and Members

CC: Faroll Hamer, Director, Planning & Zoning
Barbara Ross, Deputy Director, Planning & Zoning
Gwen Wright, Division Chief, Development, Planning & Zoning
Nathan Randall, Urban Planner, Planning & Zoning

FROM: Val Hawkins, President & CEO, AEDP
Stephanie Landrum, Senior Vice President, AEDP

RE: King Street Retail and Restaurant Retention and Attraction Efforts
SUP #2009-0052- Pizzeria Paradiso and
SUP #2009-0051- Red Rocks Napoletana

One of the most important components of Alexandria's economic sustainability effort is retaining and attracting restaurants and retail that capture a greater share of resident and visitor spending. City Council recognized efforts in this area as a priority in the FY2010 budget by awarding contingent reserve funding to the economic development partners, the Alexandria Economic Development Partnership (AEDP), the Alexandria Convention and Visitors Association (ACVA) and the Small Business Development Center (SBDC).

AEDP works diligently to promote opportunities for new businesses in the various retail districts within the City. Over recent months, following the release of Bob Gibbs' King Street Retail report, the district has received a great deal of attention. The area is the City's main retail corridor, and host to millions of residents and visitors each year. Changes in vacancies and retail sales directly impact the City's economic health.

The retail and restaurant efforts underway represent one of the most pressing economic development needs in the City and are designed to enhance commercial activities, supporting and increasing the commercial tax base. City Council funded this particular program as it has the potential to return the greatest short-term benefits to the City while addressing the long-term priorities identified in the Economic Sustainability Work Group recommendations.

Specifically the Work Group recommended:

"The City should expand its focus on retail expansion as part of the economic development equation so that retail spending is a new import and not a net export."

The two Special Use Permits under consideration tonight, Pizzeria Paradiso and Red Rocks Napoletana, represent two new businesses ready to invest in the City of Alexandria. Both businesses have shown not only a willingness to make an investment in this challenging economy but a commitment to working with the community and City staff. The City should embrace and support these businesses.

Pizzeria Paradiso will fill a storefront at 118 King Street that has been vacant for years. No sales tax, meals tax or BPOL taxes have been collected from this site during this period. It also represents the last vacancy in the 100-block of King Street, arguably the most visible and visited area of our City. Red Rocks Napoletana will replace a carry-out business with a full-service sit down restaurant. Both will represent a significant increase in taxes contributed to the City.

The approval of both of these local restaurants' SUP requests answer various recommendations made in the Bob Gibbs' Report:

*Many business and property owners stated that **Old Town could support numerous additional retailers and restaurants, but that community pressure and City policy is suppressing growth.***

*Residential and employee focus groups requested that **more affordable family-type restaurants be added on King Street, especially leading national chains that offer moderate prices.***

Dining is one of King Street's strengths and a unifier for the historic district's various users, providing a special place where visitors and locals can meet. The restaurants also contribute to Old Town's nightlife and provide a needed amenity for the office and hospitality markets.

GPG's[Gibbs] research finds that King Street can support up to 58,000 sf of additional restaurants in 2009, growing to 82,000 sf by 2013. This growth could represent 10-20 new restaurants or significant increases in sales for existing businesses.

Approval of these SUP's will send a positive signal to others considering locating in vacant retail space in the area and furthers our efforts to attract quality retail and restaurants of distinction. The City and its partners continue to work on many initiatives which add activity, visibility and vibrancy to Old Town, but these efforts will be fruitless without investment from the retail and restaurant community, as exhibited in the applications you will consider tonight.

We hope that this information is helpful as you consider these applications, and we are prepared to answer any additional questions.

Docket Item # 829
#8 SUP 2009-0052
#9 SUP 2009-0051
City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 5, 2009
TO: CHAIRMAN AND MEMBERS OF PLANNING COMMISSION
FROM: FAROLL HAMER, DIRECTOR OF PLANNING & ZONING *FH*
SUBJECT: SUP REQUESTS FOR RESTAURANTS AT 118 KING STREET AND
904 KING STREET. (DOCKET ITEMS #8 AND #9)

Staff proposes to add the following code requirement to the staff report under Code departmental comments for both SUP2009-0051 and SUP2009-0052:

- C-12 Wood burning appliances (and associated venting) must be listed and labeled by a nationally recognized testing agency, and installed and operated in accordance with the manufacturer's installation instructions.

14
11-21-09



Carol Supplee
<csimagine@aol.com>

11/20/2009 12:07 PM

Please respond to
Carol Supplee
<csimagine@aol.com>

To william.euille@alexandriava.gov, frank.fannon@alexandriava.gov,
kerry.donley@alexandriava.gov, alicia.hughes@alexandriava.gov,
council@krupicka.com, delpepper@aol.com,

cc

bcc

Subject COA Contact Us: Help our businesses



Time: [Fri Nov 20, 2009 12:07:49] Message ID: [16955]

Issue Type: Mayor, Vice Mayor, and Council Members
First Name: Carol
Last Name: Supplee
Street Address: 1124 King Street
City: Alexandria
State: VA
Zip: 22314
Phone: 703-969-6820
Email Address: csimagine@aol.com
Subject: Help our businesses
Re: Text amendment #2009-0005, Sign approval process
Item #12.

2009-0043, Valet parking at Landini's
Item #13. 2009-0052,

Pizzeria Paradiso
Item #14. 2009-0051, Red Rocks

Restaurant

Comments: Please vote in favor of all the above on the docket Saturday,
November 21. Help all Alexandria businesses by filling as much of our
vacant space as possible. And create a favorable business climate by
allowing better customer services and easing our sign process.

The

Washington Post Magazine this past Sunday listed Pizzeria Paradiso and Red
Rocks Restaurant as among the best pizza restaurants in the region.

SPEAKER'S FORM

DOCKET ITEM NO. 14

**PLEASE COMPLETE THIS FORM AND GIVE IT TO THE CITY CLERK
BEFORE YOU SPEAK ON A DOCKET ITEM.**

PLEASE ANNOUNCE THE INFORMATION SPECIFIED BELOW PRIOR TO SPEAKING.

1. **NAME:** Duncan W. Blair, Esquire
2. **ADDRESS:** 524 King Street, Alexandria, Virginia 22314
TELEPHONE NO. 703 836-1000 **E-MAIL:** dblair@landclark.com
3. **WHOM DO YOU REPRESENT, IF OTHER THAN YOURSELF?**
Firebrick Food Group, Inc.
4. **WHAT IS YOUR POSITION ON THE ITEM?**
For
5. **NATURE OF YOUR INTEREST IN ITEM (PROPERTY OWNER, ATTORNEY,
LOBBYIST, CIVIC INTEREST, ETC.):**
Attorney
6. **ARE YOU RECEIVING COMPENSATION FOR THIS APPEARANCE BEFORE
COUNCIL?**
Yes

This form shall be kept as a part of the permanent record in those instances where financial interest or compensation is indicated by the speaker.

A maximum of three minutes will be allowed for your presentation, except that one officer or other designated member speaking on behalf of each *bona fide* neighborhood civic association or unit owners' association desiring to be heard on a docket item shall be allowed five minutes. In order to obtain five minutes, you must identify yourself as a designated speaker, and identify the neighborhood civic association or unit owners' association you represent, at the start of your presentation. If you have a prepared statement, please leave a copy with the Clerk.

Additional time not to exceed 15 minutes may be obtained with the consent of the majority of the council present; provided notice requesting additional time with reasons stated is filed with the City Clerk in writing before 5:00 p.m. of the day preceding the meeting.

The public normally may speak on docket items only at public hearing meetings, and not at regular legislative meetings. Public hearing meetings are usually held on the Saturday following the second Tuesday in each month; regular legislative meetings on the second and fourth Tuesdays in each month. The rule with respect to when a person may speak to a docket item at a legislative meeting can be waived by a majority vote of council members present but such a waiver is not normal practice. When a speaker is recognized, the rules of procedures for speakers at public hearing meetings shall apply. If an item is docketed *for public hearing* at a regular legislative meeting, the public may speak to that item, and the rules of procedures for speakers at public hearing meetings shall apply.



APPLICATION

SPECIAL USE PERMIT

SPECIAL USE PERMIT # 2009-0051

PROPERTY LOCATION: 902-904 King Street, Alexandria, Virginia

TAX MAP REFERENCE: Part 074.01 06 06 and 07 **ZONE:** CD/Commercial Downtown ^{KR}

APPLICANT:

Name: Firebrick Food Group, Inc., dba RedRocks Pizza Napoletana

Address: 3809 14th Street North, Arlington, Virginia 22201


PROPOSED USE: Special Use Permit to operate a restaurant.

THE UNDERSIGNED, hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 4-11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria staff and Commission Members to visit, inspect, and photograph the building premises, land etc., connected with the application.

THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article IV, Section 4-1404(D)(7) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

THE UNDERSIGNED, hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Director of Planning and Zoning on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

Land, Clark, Carroll, Mendelson & Blair, P.C. Duncan W. Blair, Esquire		8/25/2009
Print Name of Applicant or Agent	Signature	Date
524 King Street	703 836-1000	703 549-3335
Mailing/Street Address	Telephone #	Fax #
Alexandria, Virginia 22314	dblair@landclark.com	
City and State Zip Code	Email address	

Recommended Approval w/Amendments 6-0 11/5/09	
ACTION-PLANNING COMMISSION:	DATE:
ACTION-CITY COUNCIL: <u>CC approved PC recommendation</u>	DATE: <u>11/21/09</u>
7-0	