

Docket Item #3
BAR Case #2003-0212

BAR Meeting
February 18, 2004

ISSUE: Signs
APPLICANT: Lawrence Vallieres
LOCATION: 815 King Street
ZONE: CD/Commercial

BOARD ACTION, SEPTEMBER 17, 2003: The Chairman called the question on the Staff recommendation which was: deferral of the application for restudy. The vote on the motion was 6-0.

REASON: The Board agreed with the Staff analysis. Mr. Vallieres said he agreed with the Staff recommendation for deferral for restudy.

SPEAKER: Lawrence Vallieres, restaurant designer, spoke in support__

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

DISCUSSION:

Applicant's Description of the Undertaking:

"After a short redecoration, Siam 815 will reopen trading as The Flying Fish Seafood Restaurant, an upscale American seafood & steak restaurant with a sushi bar and a small pub dining area downstairs."

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for signage for the Flying Fish Restaurant at 815 King Street. The name "Flying Fish" will be 8" high silver brushed aluminum letters mounted on top of the metal marquis above the restaurant entrance.

In addition to the individual letter signs, the applicant proposes window lettering. The left side of the storefront will read "Flying Fish" in 5" white letters and, "Seafood Steaks Raw Bar" in 4" light blue letters with a black and white fish logo. The right side of the storefront will read "Restaurant and Public House" in 4 and 5" high silver letters.

History and Analysis:

815 King Street is a six story steel frame, limestone faced building constructed in 1941 and was originally named the Rupley Building. When it was completed, the *Alexandria Gazette* editorialized that the "handsome new near-skyscraper" was the "largest of its kind in Virginia, north of Richmond."

The Board recently approved new storefronts for the building (BAR Case #2002-0083, 6/19/02). In 1999, the Board approved the signage for Siam 815 (BAR Case#99-0011, 2/17/99).

The proposed signs comply with zoning ordinance requirements.

The *Design Guidelines* state that "Signs should be designed in styles, materials, type faces, colors and lettering that are appropriate and sympathetic to the historic style of the building (Signs - page 3). Staff believes that the revised signs complement the Art Deco style building.

The proposed signs comply with the *Design Guidelines* for signs. Therefore, Staff recommends approval of the application as submitted.

CITY DEPARTMENT COMMENTS

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

Code Enforcement

C-1 A construction permit is required for the proposed project.

Historic Alexandria

No comment.