

Docket Item #6
BAR CASE #2006-0126

BAR Meeting
July 5, 2006

ISSUE: Menu Board
APPLICANT: 100 King Street Restaurant
LOCATION: 100 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends deferral of the application for the applicant to restudy compatible materials for the menu board.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval to install one menu board to the left of the main entrance of 100 King Restaurant at 100 King Street.

The proposed menu board is 15" wide by 30" tall, and is in a silver solid aluminum material with a hinged glass door to provide coverage for the menu. It appears the menu board will be internally illuminated and will be mounted on the column to the left of the main entrance, underneath a wall sconce.

II. HISTORY:

100 King Street was originally constructed as the Corn Exchange Building in 1871 and was designed by Benjamin Franklin Price, a prominent late 19th century local architect.

In 2003, the Board approved alterations to the building, including a new accessible entrance on South Union Street (BAR Case #2002-0316, 1/15/03). The Board approved signage for the current restaurant in September 2005 (BAR Case #2005-207).

III. ANALYSIS:

The proposed menu board will comply with zoning ordinance requirements.

Regarding menu boards, the Design Guidelines state: "Many restaurants in the historic districts display menus and/or lists of daily specials. The Boards are cognizant of this specialized type signage desired by most restaurants. Menu boards should be designed so that the menu or other listings are not exposed to the elements and allowed to deteriorate."

100 King Street is a prime example of a commercial building constructed in 1871. The proposed silver metal menu board relates to the modern interior design of the current restaurant use rather than the exterior character of this 19th century building. Staff believes that the proposed menu board is not compatible to this historic building and would recommend the applicant explore installing a menu board that is of a material and colors that is more compatible to 100 King Street.

IV. STAFF RECOMMENDATION:

Staff recommends deferral of the application for the applicant to restudy compatible materials for the menu board.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required.

Historic Alexandria:

No comments.