

Docket Item # 20
BAR CASE # 2007-0030

BAR Meeting
March 21, 2007

ISSUE: After-the-fact approval of signage

APPLICANT: David & Kim, Inc.

LOCATION: 907 King Street

ZONE: KR/King Street Urban Retail

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

1. Approval of the awning with the condition that it be covered with new fabric to match the existing fabric;
2. Approval of the door sign with the condition that the reduced size be approved by staff;
3. Denial of the window sign; and
4. The awning is to be recovered with the new fabric and the window sign is to be removed within 15 days of the hearing.

(Insert sketch here)

I. ISSUE:

The applicant is requesting after-the-fact approval of an awning and signage for the restaurant “Layla’s” at 907 King Street. The applicant has recently changed the restaurant name from “Non La” to “Layla’s”. The cream colored awning includes the name “Layla’s” in 10” by 38” black colored lettering on all three sides of the awning as well as the business logo. The applicant has also installed a window sign reading, “Layla’s Lebanese Restaurant.” The window sign measures 20” by 48”. A 9” by 18” door sign consisting of the business name and logo has been installed above the 11.5” by 12” restaurant hours.

II. HISTORY:

907 King Street is a three story, four bay brick building. It was originally constructed as a two story building by Benjamin Baden ca. 1805 according to Ethelyn Cox in *Alexandria Street by Street* (p.71). The current storefront and a third floor addition for the rear of the building were approved by the Board on October 19, 1983 (BAR Case #83-3). The storefront was revised and another doorway approved June 10, 1987 (BAR Case #87-96). In 1996, the Board approved a hanging sign above the doorway on the west side of the building for an upper-floor tenant. (BAR Case #96-195, 9/4/96). In 2005, the Board approved the existing hanging sign for the upper-floor tenant, O’Keeffe & Company (BAR Case #2005-0121, 6/15/05) and an awning for Viet Grill Restaurant (BAR Case #2005-0162, 7/20/05). Last year, the Board approved an after-the-fact awning and signage for the current applicant (BAR Case #2006-0130, 7/19/06).

III. ANALYSIS:

Per Sanborn maps, the subject building has a building width of approximately 25 feet. Therefore the maximum signage allowed is 25 square feet. Section 9-202(B)(3) of the zoning ordinance permits window signs not to exceed 20 percent of the area of the window. The total signage on the front door and the window exceed the allowed percentage. The proposed window and door signs must be reduced to comply with zoning ordinance requirements.

Staff has no objections to the design of the awning. The awning is designed to cover just the entrance to the restaurant. The design is consistent with awnings approved by the Board throughout the district as well as the awning approved last year for the previous restaurant. Staff is however concerned that the lettering for the previous restaurant shows through. Staff therefore recommends that the awning frame be recovered with new fabric to match the existing.

The *Design Guidelines* recommend generally only one sign per business is appropriate (Signs – Page 3). The applicant has installed a total of 5 signs. In the 2006 report for the previous restaurant, staff had recommended deferral of the windows sign with the condition that the sign be reduced in size and moved to either the bottom or top of the window so that views into the restaurant are not obscured. Although the current window sign is smaller it still does not comply with zoning requirements and staff recommends denial.

Staff has no objection to a door sign, provided that it be reduced in size to comply with zoning ordinance requirements.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. Approval of the awning with the condition that it be covered with new fabric to match the existing fabric;
2. Approval of the door sign with the condition that the reduced size be approved by staff;
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CITY DEPARTMENT COMMENTS

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

Code Enforcement:

No comments.

Historic Alexandria:

Request seems appropriate.