

Docket Item #15
BAR CASE # 2007-0108

BAR Meeting
June 20, 2007

ISSUE: Signage and alterations
APPLICANT: PQ Alexandria, Inc. by M. Catharine Puskar
LOCATION: 701 King Street
ZONE: KR/King Street Urban Retail

STAFF RECOMMENDATION: Staff recommends approval of the application as submitted.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a certificate of appropriateness for new signage and alterations to the building at 701 King Street.

Signage

Two hanging fabric banner type signs are proposed above and on either side of the corner entrance and will be installed on steel frames. These signs with the “Le Pain Quotidien” logo and restaurant information will measure approximately 5’6” in height and 2’ in width. The signs will have a black background with the yellow logo colors and white lettering.

Canvas style awnings on metal frames are proposed to be installed over the entranceway, at the second floor window over the entrance and at the middle and northernmost windows on the first floor along North Washington Street. The awnings are approximately 2’2” in height and will cover the window openings. Each awning will be black with the Le Pain Quotidien logo and signage concerning the restaurant offerings.

Alterations

New double leaved single light entry doors at the corner will be installed.

The existing storefront windows on the first level will be replaced with a new glazing system in the existing openings.

The double hung windows on the second level will also be replaced with new windows in the same one-over-one light configuration.

Lighting

Three gooseneck lights are proposed to be installed in the pediment of the cornice over the entranceway.

Two lantern style fixtures are proposed to be installed on either side of the entranceway.

Rooftop Screening

New screening for the rooftop HVAC equipment will be installed on the roof and will wrap around the equipment on both the King and North Washington Street elevations. It will consist of slightly angled aluminum panels similar in configuration to the screening installed at the restaurant directly across the street at 700 King Street.

II. HISTORY:

701 King Street is a two story brick Colonial Revival style building dating from ca.1954 located at the corner of King and North Washington Streets.

The Board approved signs for previous restaurant tenants in 1991 and 2002.

III. ANALYSIS:

The proposed signage and alterations comply with the zoning ordinance requirements.

In the opinion of Staff, the proposed new signs, awnings and alterations are appropriate to this mid-century Colonial Revival commercial building. The banner type signs are similar to other approved banner type signs such as across the street at the Circe Aveda Spa at 123 North Washington Street. The multiple awnings with signage for a restaurant are also similar to those approved for the restaurant directly to the south at 700 King Street several years ago (BAR Case #99-0222, 4/5/2000). Staff also has no objection to the proposed lighting, new doors, change out of the windows and the rooftop screen. Therefore, staff recommends approval of the application.

IV. STAFF RECOMMENDATION:

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 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-2 Additions and alterations to the existing structure and/or installation and/or altering of equipment therein requires a building permit (USBC 108.1). Five sets of plans, bearing the signature and seal of a design professional registered in the Commonwealth of Virginia, must accompany the written application (USBC 109.1).
- C-3 Canopies must comply with USBC 3202.3.1 for support and clearance from the sidewalk, and the applicable sections of USBC's Chapter 11. Structural designs of fabric covered canopies must comply with USBC 3105.3. The horizontal portions of the framework must not be less than 8 feet nor more than 12 feet above the sidewalk and the clearance between the covering or valance and the sidewalk must not be less than 7 feet.
- C-4 A Construction permit will be required for the proposed project.
- C-5 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).

Historic Alexandria:

No comments were received.