

Docket Item # 3
BAR CASE # 2007-0108

BAR Meeting
July 18, 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, JULY 18, 2007: Staff recommends approval of the application as submitted.

BOARD ACTION, JUNE 20, 2007: On a motion by Mr. Wheeler, seconded by Ms. Neihardt the Board deferred the application for restudy. The vote on the motion was 5-0.

REASON: The Board believed that the proposal should be simplified and that there were too many signs. The Board also expressed concern about the banner type signs and indicated a preference for a hanging type sign. The Board also suggested that awnings on all the first floor windows may be appropriate.

SPEAKER: M. Catharine Puskar, attorney representing PQ Alexandria, Inc., spoke in support
JC Schaub, CORE Architects, project architect, spoke in support

STAFF RECOMMENDATION, JUNE 20, 2007: Staff recommends approval of the application as submitted.

(Insert sketch here)

Update: The applicant has significantly revised the proposal since the last public hearing in response to the Board's comments.

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

Canvas style awnings on metal frames are proposed to be installed over the entranceway and over the windows on the first floor along both King and North Washington Streets. The awnings will be black and approximately 2'2" in height and will cover the window openings. The awnings at the entrance and the flanking windows will have 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 and over the awnings flanking the entrance.

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 multiple awnings with signage for a restaurant are 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.