

Docket Item # 5
BAR CASE# 2008-0042

BAR Meeting
April 16, 2008

ISSUE: Signage
APPLICANT: Peter Mallios, 100 King LC
LOCATION: 100 King Street
ZONE: CD/Commercial

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

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the re-facing of two existing hanging signs at 100 King Street. The double sided hanging signs measure 3'8" in length by 2' 2 3/4" in height. The proposed re-faced signs will have a white background with red lettering and will read, 100 Prime Steakhouse. The existing signs are constructed of MDO, a condition of their previous BAR approval. One sign is located at the northern corner of the building on South Union Street, while the second sign is located to the west of the King Street entrance. The standard 4' long scroll brackets are attached to 8" wide by 2' long mounting plates.

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 2005, the Board approved the current signage at 100 King St. (BAR 2005-0207)

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).

III. ANALYSIS:

Proposed hanging signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend generally only one sign per business as appropriate. On corner buildings, the Board has often approved two signs, one on each frontage of the building. Consistent with the guideline's general direction and with the Board's practice on corner buildings, staff recommends that the two proposed signs are appropriate. In addition, due to the fact that this application is for the re-facing of recently approved signs for the purpose of a restaurant name change, staff feels that the new design for the current signage is appropriate.

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 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

F-1 The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.

Historic Alexandria:

No comment.