

Docket Item # 12  
BAR CASE #2009-0020

BAR Meeting  
March 4, 2009

**ISSUE:** Alterations and Signage

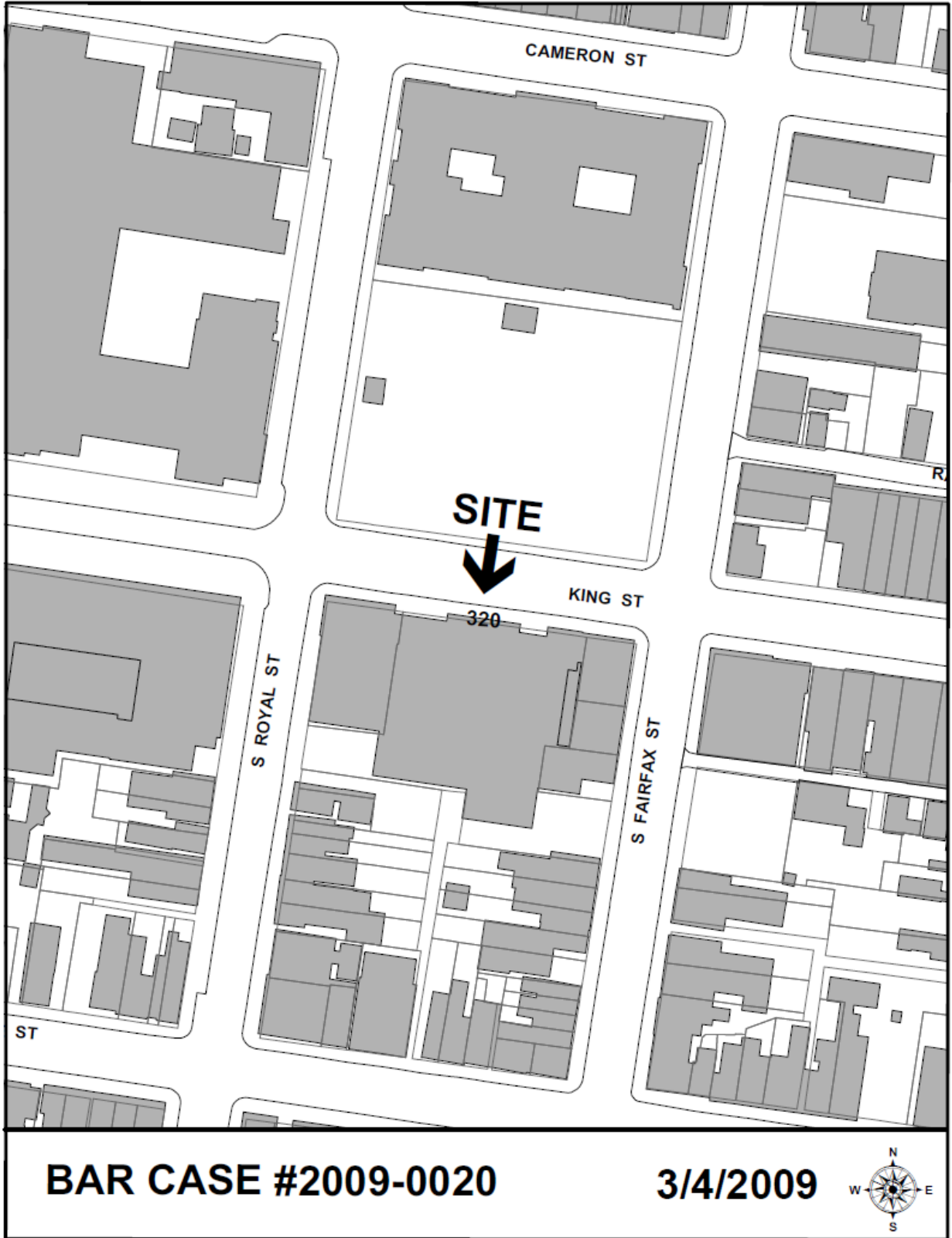
**APPLICANT:** Fransmart for Sandella's Flatbread Cafe

**LOCATION:** 320 King Street

**ZONE:** KR/King Street Urban Retail zone

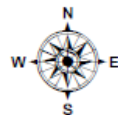
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**STAFF RECOMMENDATION:** Staff recommends deferral of the application pending resolution of the proposed stoop encroachment into the public right-of-way and restudy of the proposed signage.



**BAR CASE #2009-0020**

**3/4/2009**



**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for alterations and signage at 320 King Street. The existing retail space is being converted to a restaurant, Sandella's Flatbread Café.

The applicant proposes to install a handicap lift immediately east of the entrance to the new restaurant. The existing stoop and stairs will be removed and a new stoop and metal railing will be installed. The new stoop will be 8 1/2' x 9', and will project 2' into the public right-of-way. The new stairs will be 7' wide, and will have four treads. The lift will be located between the new stoop and stair and the existing building projection to the east. Unlike the existing stair, which is the full width of the stoop, the new stair will be inset slightly. The new railing will be constructed of vertical pickets with round metal finials at the corners. The brick on the new stoop/stair will match the existing brick on the building and the iron railings will be painted green, matching the existing green color of the railing. The handicap lift will be constructed of metal and will be black in color.

Other alterations consist of removing the upper most row of windows on the projecting bay to install a wood frieze board. The frieze board will have a painted sign, SANDELLA'S FLATBREAD CAFÉ in black lettering. To match the business logo, the "S" in Sandella's will be white outlined or shadowed by red. The frieze sign will be illuminated by three small white gooseneck lights installed over the bay window.

In addition, the applicant proposes to replace the existing hanging sign for the previous tenant with a new hanging sign in the same location with a new stylized leaf black metal bracket and a round sign, SANDELLA'S FLATBREAD EST 1994. The aluminum sign would have a yellow background with black lettering. The sign would measure roughly 4 square feet

Another addition to the new restaurant will be a canvas shed awning over the entrance. The dark awning will have the words WRAPS, PANNINIS, QUESEDILLAS, GRILLED FLATBREAD on the valance in lettering. The Applicant will bring a sample of the awning material and color to the Board meeting.

**II. HISTORY:**

The five-story brick faced concrete block office/retail building at 320 King Street was constructed in 1973, one of several large King Street buildings built during the urban renewal era. The building has a rather eclectic, but predominantly Georgian Revival facade.

There are a number of ground floor retail tenants in the building, two fronting King Street and a number fronting the interior arcade. The BAR has approved just a few alterations/signage applications in recent years, including signage and an awning for Pardoe & Graham real estate in 1995 and 1999 (BAR Case #1995-0167 and BAR Case # 1999-0148), and screening of a transformer fronting Royal Street (BAR Case #1997-0170 and BAR Case #2001-0194). Until June 2008, the future restaurant space was occupied by retail tenant Wilfred-Rodgers. On

December 13, 2008, City Council approved Special Use Permit #2008-0079 to operate a restaurant at 320 King Street.

**III: ANALYSIS:**

Proposed alterations and signage comply with zoning ordinance requirements. City Code: Sec. 5-2-29 provided the following regarding street encroachments.

- (a) *Steps.* Steps not more than 12 feet in length, including the required landings, may project beyond the street lot line up to five feet on streets with a right-of-way width of 100 feet or more, up to four feet on streets with a right-of-way width between 66 and 100 feet, up to three feet on streets with a right-of-way width between 50 and 66 feet and, notwithstanding the above, up to 20 inches on Union Street and on King Street between the Potomac River and the R.F.&P. railroad right-of-way. The term "steps" in this subsection includes ramps and similar structures necessary to provide access to the handicapped.

However, Planning and Zoning Staff and the City's Transportation and Environmental Services (T&ES) are concerned that the proposed new stoop and stairs will encroach into the right of way and impact accessibility around the new stoop and the adjacent tree well to the east. Prior to the current submittal, Staff met with the applicant's architect and discussed a proposal where the stoop would be altered, and the stairs re-oriented to a side-loaded stair towards the projecting bay window. While Staff understands and supports the need for a handicap lift and the need to alter the existing stoop, in order to accommodate the lift, Staff would recommend that the applicant explore other methods to achieve this aim without encroachment into the public sidewalk and defer until this situation is resolved.

In respect to the proposed signage, the *Design Guidelines* generally recommend one sign per business. In the opinion of Staff, the three proposed signs are excessive. Because this is a new restaurant and because this retail portion of 320 King Street is set back approximately 5' from the buildings on either side, Staff believes that two signs would be appropriate and recommends that the hanging sign be deleted. The frieze sign will be the most visible of the signs and the awning sign will help to announce the main entrance to the restaurant. Furthermore, the text and the color scheme of the hanging sign do not appear to stylistically relate to the awning and frieze signs.

**IV: STAFF RECOMMENDATION:**

Staff recommends deferral of the application pending resolution of the proposed stoop encroachment into the public right-of-way and restudy of the proposed signage.

**V: CITY DEPARTMENT COMMENTS**

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

Code Administration:

- F-1 The applicant shall obtain a sign permit for the proposed sign and/ or wall lettering.
- C-1 Wall letters / signs must comply with USBC [H103-H111] Please indicate the method to be used for anchoring the letters to the wall.
- C-2 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.
- C-3 Awnings must comply with all applicable requirements of USBC 3105.3 and 3202.3.1 Retractable and fixed awnings must have a minimum 7 foot clearance from a sidewalk to the lowest part of the framework or any fixed portion of any retractable awning is required. Retractable awnings must be securely fastened to the building and can not extend closer than 24 inches in from the curb line (USBC 3202.3.1).
- C-4 Fixed awnings must be designed and constructed to withstand wind or other lateral loads and live loads required by the USBC. Structural members must be protected to prevent deterioration (USBC 3105.3).

Office of Historic Alexandria:

No comments received.

VI. IMAGES



Figure 1: Photo showing existing retail storefront



Figure 2: Photo showing existing entrance



Figure 3 View of Existing Stoop looking West on King Street



Figure 4 View of edge of tree well adjacent to current stoop.





Figure 5 View of Stoop and tree well looking South.



Figure 6 View of location for proposed lift.

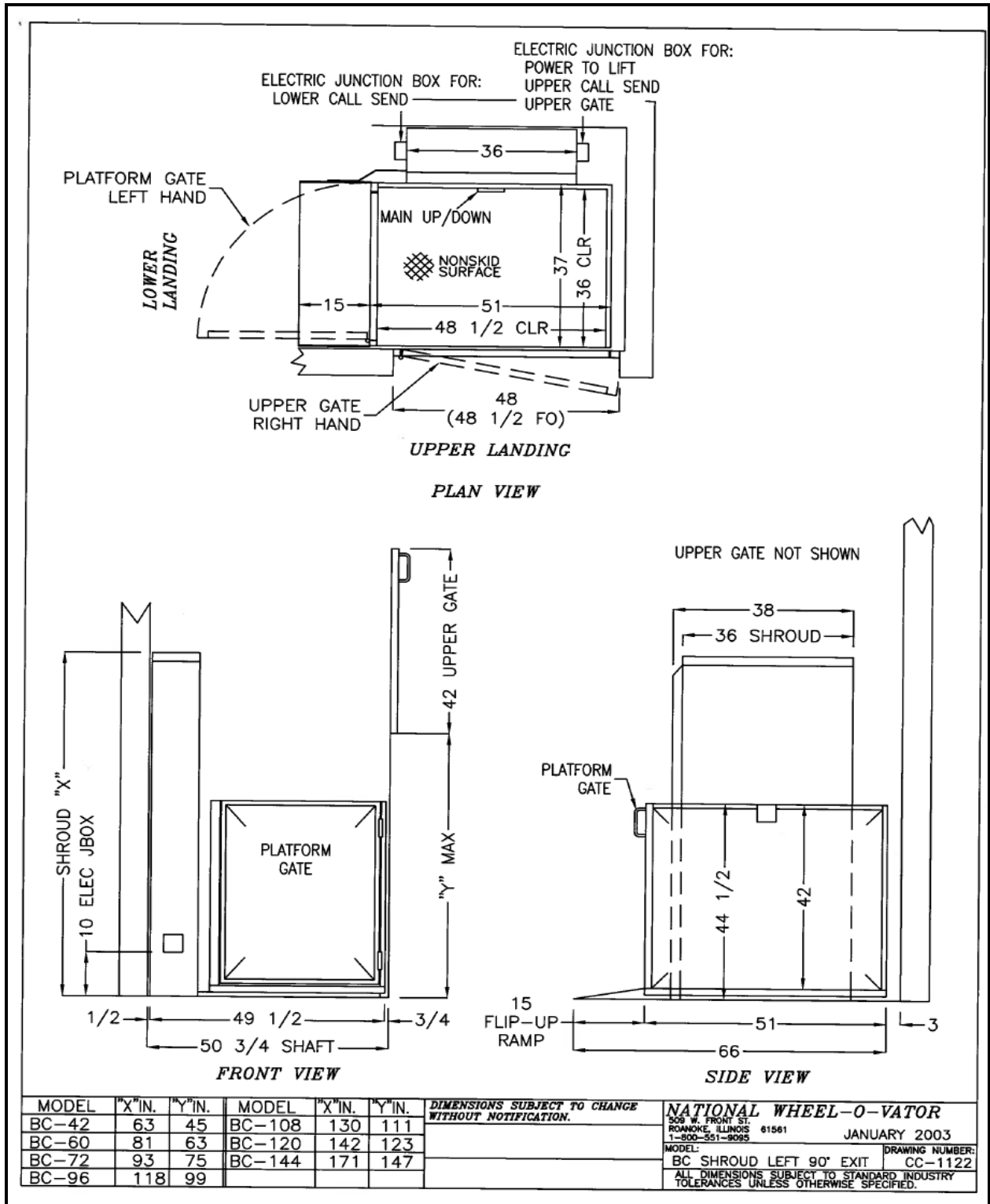


Figure 7: Handicap lift details

# Alfa

## SIGN LIGHTER

12V MR16 Gooseneck

### INDOOR/OUTDOOR

### S311M

**Project:** \_\_\_\_\_

**Fixture Type:** \_\_\_\_\_

**Location:** \_\_\_\_\_


**Contact/Phone:** \_\_\_\_\_

**PRODUCT DESCRIPTION**

Versatile low voltage sign lighter that is adjustable to fit most sign lighting applications. Each complete Sign Lighter Kit includes: 18" fixture, 12" extension, 6" extension, transformer, mounting hardware and instructions.

Sealed assembly for indoor or outdoor use • Easy to assemble, modular extensions • Dimmable • Max 75W, MR16 lamp (not included) • Will accept one lens accessory • 75W electronic transformer with thermal and short circuit protection • Available in white, black or bronze powder painted finishes.

Canopy Diameter: 6-1/2"



**PRODUCT SPECIFICATIONS**

**LOW VOLTAGE MR16 SIGNLIGHTER**

**Electrical**

**Lamps:** 12V, MR16 Lamp (not included)

**Lamp Holder:** 2Pin GUS.3 Base, 12V Halogen lamp socket

**Transformer:** 75W, 120V 60Hz

**Mechanical**

**All Aluminum Construction**

**Tubular Construction:** 1" Diameter interconnected tubes, Kit includes lengths of 18"/24"/30"/36"

**Lamp Housing and Tube Support:** Available in White/Black/Bronze powder coated finish

**Adjustability:** 180° vertical aiming and 360° horizontal rotation

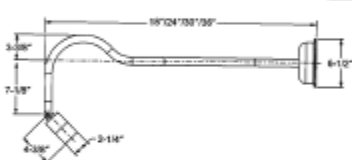
**Weather Resistant:** "O"-Ring weather resistant seals

**Mounting:** Wall mounting on surface or over J-box

**Agency Approval:**

ETL Listed for wet applications

**DIMENSIONS**



**LOW VOLTAGE MR16—ORDERING INFORMATION**


Catalog Number	Description	Finish	Lamp
S311M-BZF	12V MR16 Gooseneck	Bronze	Max 75W, MR16
S311M-BLK	12V MR16 Gooseneck	Black	Max 75W, MR16
S311M-WHT	12V MR16 Gooseneck	White	Max 75W, MR16

**ACCESSORIES**

Optical Lenses


Catalog Number	Description	Catalog Number	Description
L116	Pinacat Optical Lens	L113	Frosted Optical Lens
L113	Soft Focus Optical Lens	L114	UV Filter Optical Lens
L115	Linear Spread Optical Lens		

Accessories are ordered separately. To order, specify mounting number. Colored and dichroic lenses are available, see Alfa catalog for details.



1300 S. Wolf Road • P.O. Box 5065 • Des Plaines, IL 60017-5065

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Figure 8: Proposed light fixture

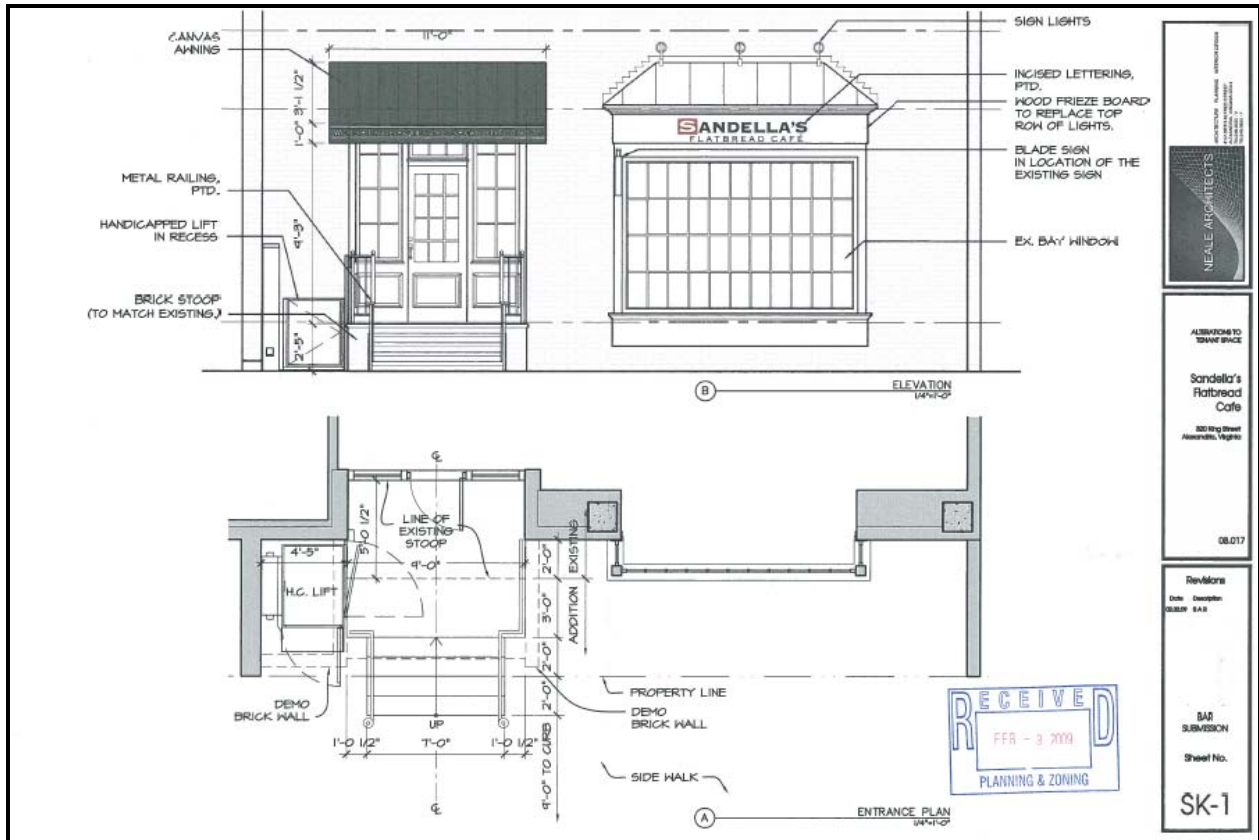


Figure 9: Elevation and plan showing proposed alterations and signage

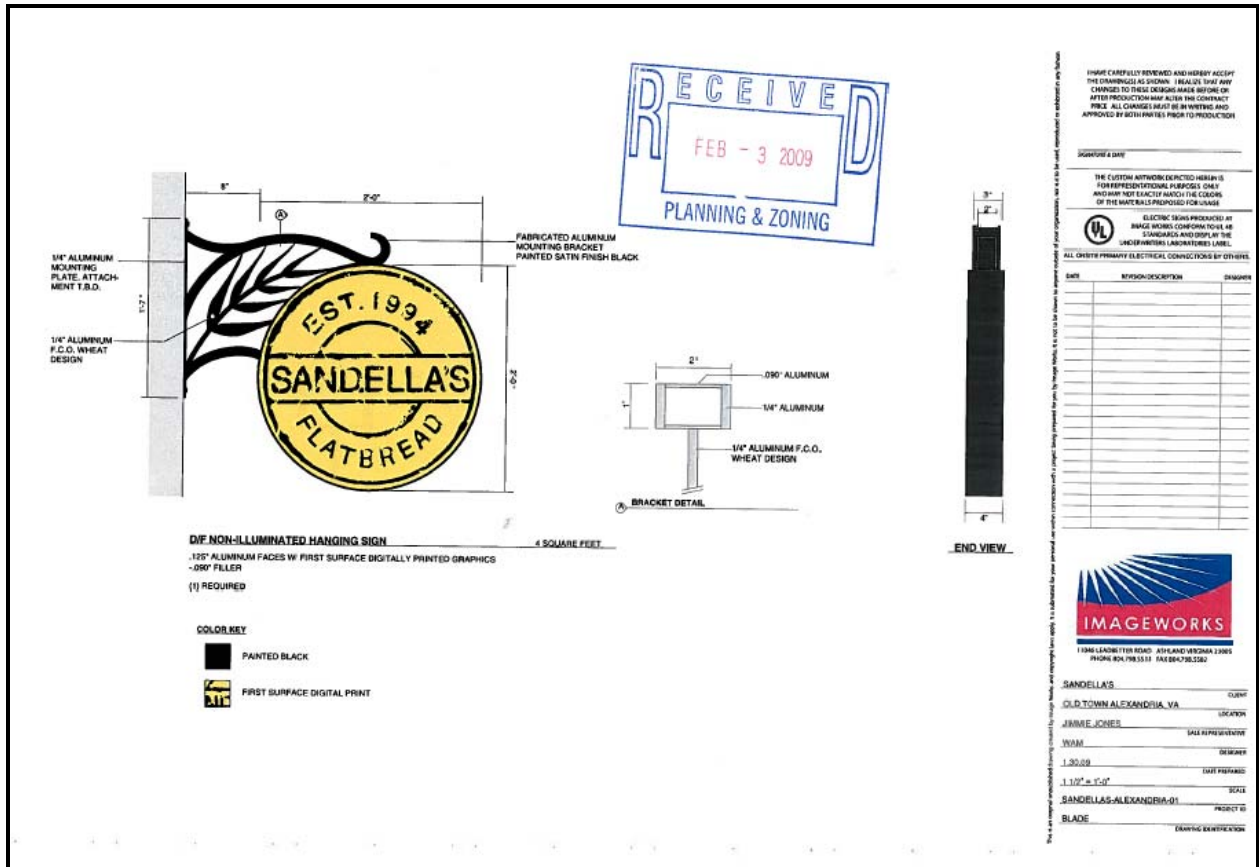


Figure 10: Proposed hanging sign