

ISSUE: Alterations and Signage

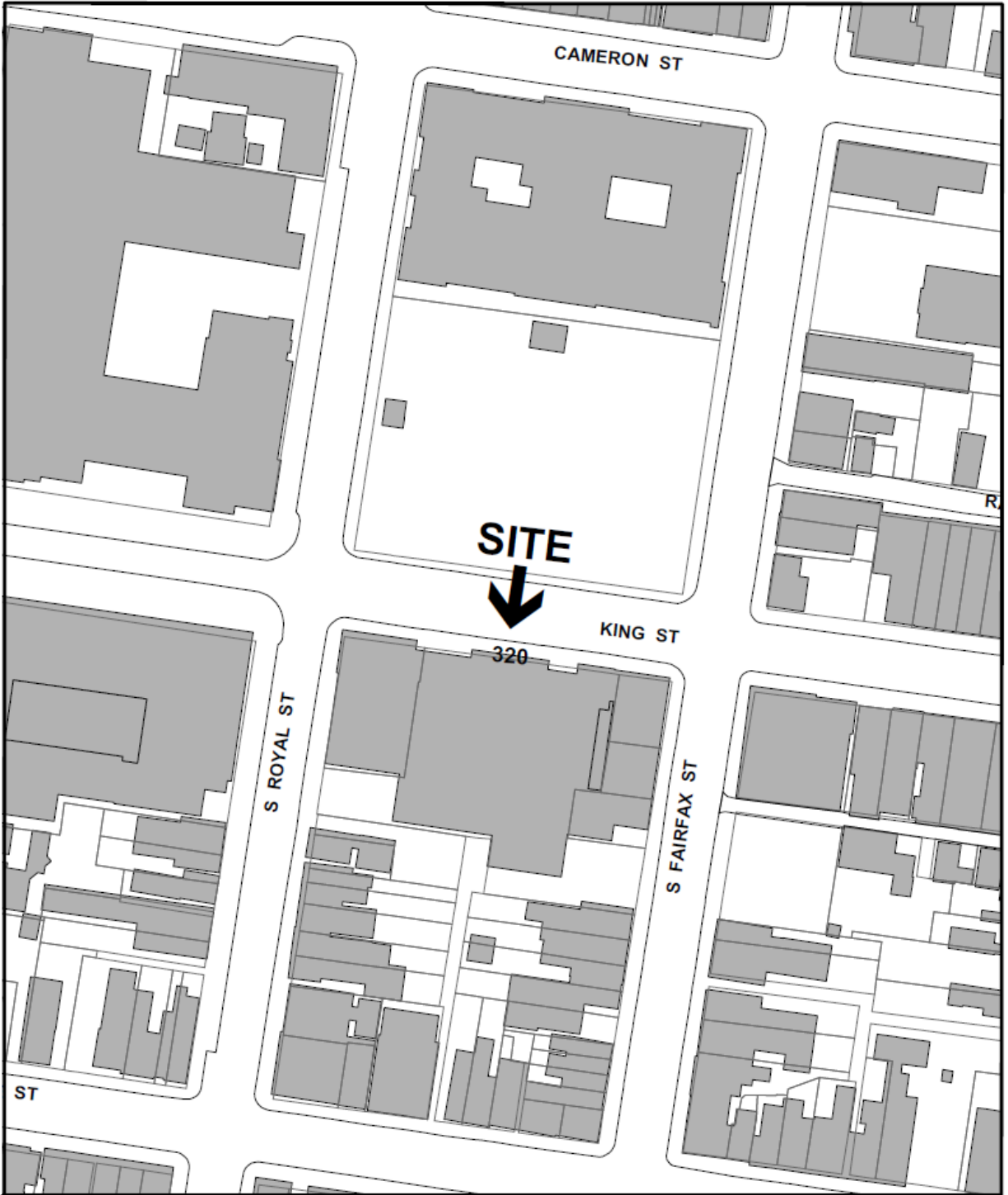
APPLICANT: Fransmart for Sandella's Flatbread Cafe

LOCATION: 320 King Street

ZONE: KR/King Street Urban Retail zone

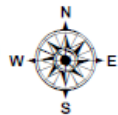
STAFF RECOMMENDATION: Staff recommends approval of the application with the following conditions:

1. That the applicant delete the proposed new hanging sign; and,
2. That the applicant revise the new handrail design so that it curves or turns to the sides of the new stair and so that it does not extend beyond the proposed step shown to encroach 4 inches into the right-of-way, and that the revised configuration be submitted to Staff for approval prior to applying for the building permit.



BAR CASE #2009-0020

3/18/2009



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. In order to accommodate the new lift and the required wheel-chair turning radius, the existing stoop and stairs will be removed and reconfigured, and a new metal railing will be installed. The design of the new stoop has been revised to address concerns of City Staff regarding accessibility along the sidewalk. The new stoop will be 7 feet x 9 feet, with the lowest step projecting 4 inches into the public right-of-way (this is a reduction from the prior submittal where the proposed encroachment was 2 feet). The new stoop will extend 2 feet 4 inches farther towards the sidewalk and King Street than the existing stoop. The new stairs will be 7 feet wide, and will have three treads rather than four treads as existing and originally proposed. 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 lift will be located between the new stoop and stair and the existing building projection to the east, in place of the existing landscape planter. The lift will be approximately 4 feet 5 inches by 5 feet. An existing planter wall will be removed in order to install the lift. 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 two small white gooseneck lights installed within the new frieze area.

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. Two lights mounted on the bay window will provide lighting to the blade sign.

Another addition to the new restaurant will be a canvas shed awning over the entrance. The awning will be 11 feet in length and 4 feet ½ inch tall. 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.

With the original submittal, Planning & Zoning Staff and the City's Transportation and Environmental Services (T&ES) had concerns that the proposed new stoop and stairs would encroach 2 feet into the right-of-way and impact accessibility around the new stoop and the adjacent tree well to the east. Since the deferral of the prior submittal, the applicant's agent has met with Staff to seek other solutions that accomplish the requirements for ADA accessibility, while not compromising the accessibility and pedestrian flow along the sidewalk, or interrupt the street wall character. With this current scheme, Staff believes this goal has been achieved with the exception of one feature. Staff is concerned because the proposed new rails terminate a minimum of approximately 1 foot 3 inches into the right-of-way. Staff recommends that the applicant design and construct the railings so that they do not project beyond the step that is proposed to encroach 4 inches into the right-of-way. If the applicant cannot or chooses not to comply with this recommendation, then Staff recommends deferral for restudy to explore options that do not necessitate railings that project into the right-of-way. Such options may include constructing a side-loaded stair to the west of the stoop, as originally discussed with the architect prior to application submittal.

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 feet from the buildings on either side, Staff believes that two signs would be appropriate in this location and recommends that the hanging sign be deleted. The frieze sign will be the most visible of the signs

March 18, 2009

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 approval of the application with the following conditions:

1. That the applicant delete the proposed new hanging sign; and,
2. That the applicant revise the new handrail design so that it curves or turns to the sides of the new stair and so that it does not extend beyond the proposed step shown to encroach 4 inches into the right-of-way, and that the revised configuration be submitted to Staff for approval prior to applying for the building permit.

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).
- C-5 The applicant is directed to submit for building permit approval under 2003 IBC no later than April 30, 2009.

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.

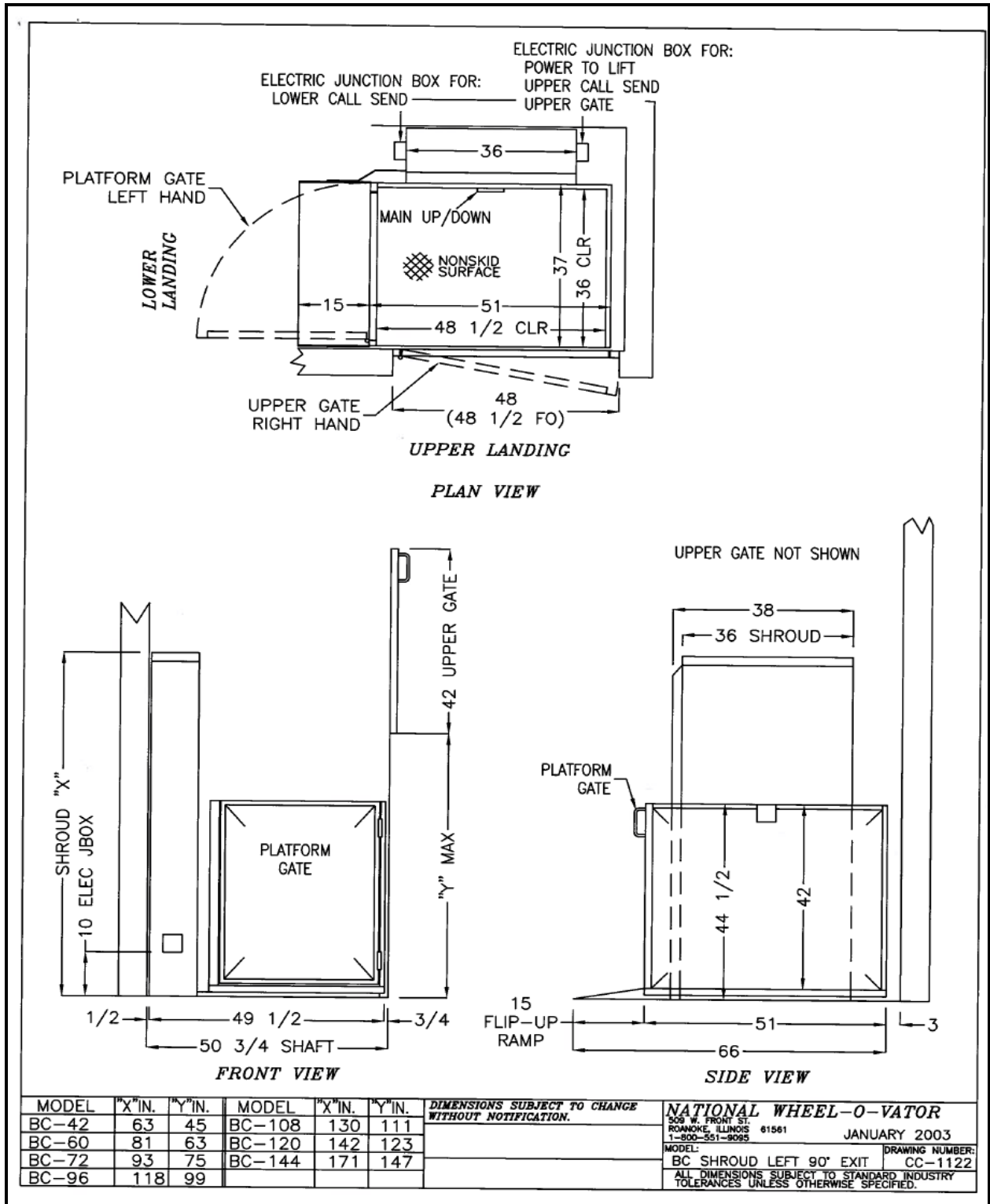


Figure 7: Handicap lift details

Alfa

Project: _____

Fixture Type: _____

Location: _____

Contact/Phone: _____

SIGN LIGHTER

12V MR16 Gooseneck

INDOOR/OUTDOOR


S311M

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

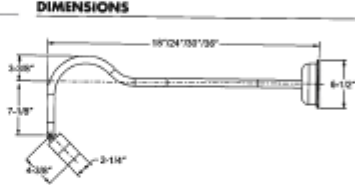
Weather Resistant: "O"-Ring weather resistant seals

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-BZP	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
L316	Prism Optical Lens	L313	Frosted Optical Lens
L313	Soft Focus Optical Lens	L314	UV Filter Optical Lens
L315	Linear Spread Optical Lens		

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



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Figure 8: Proposed light fixture

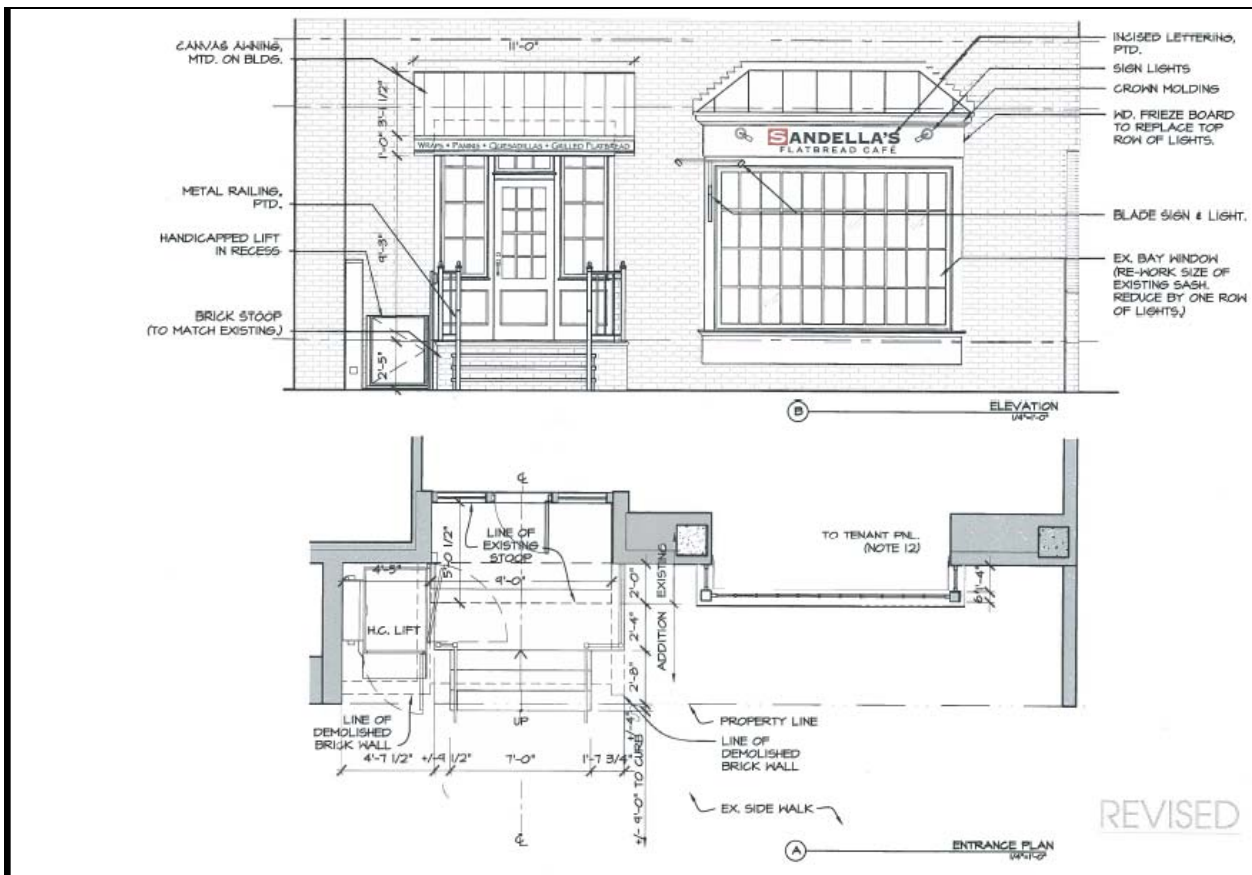


Figure 9: Elevation and plan showing proposed alterations and signage

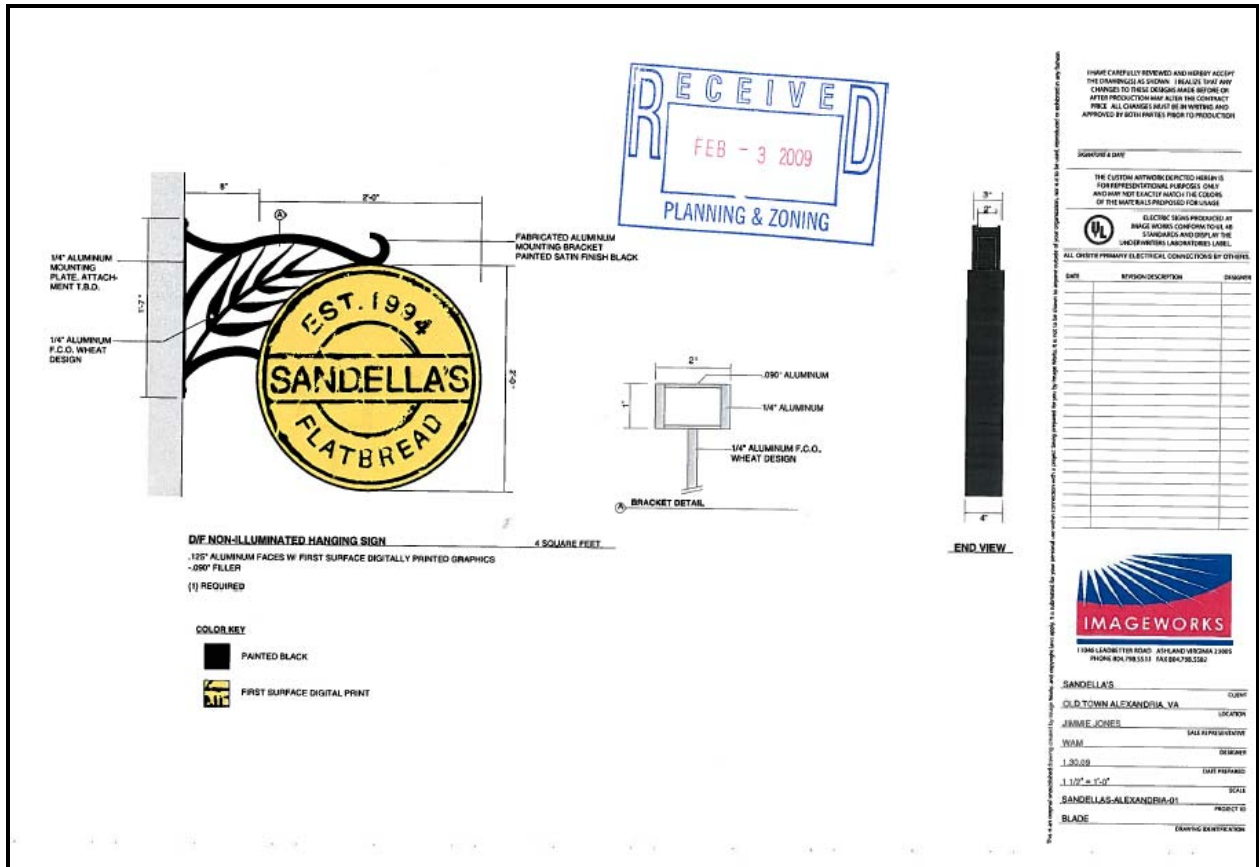


Figure 10: Proposed hanging sign