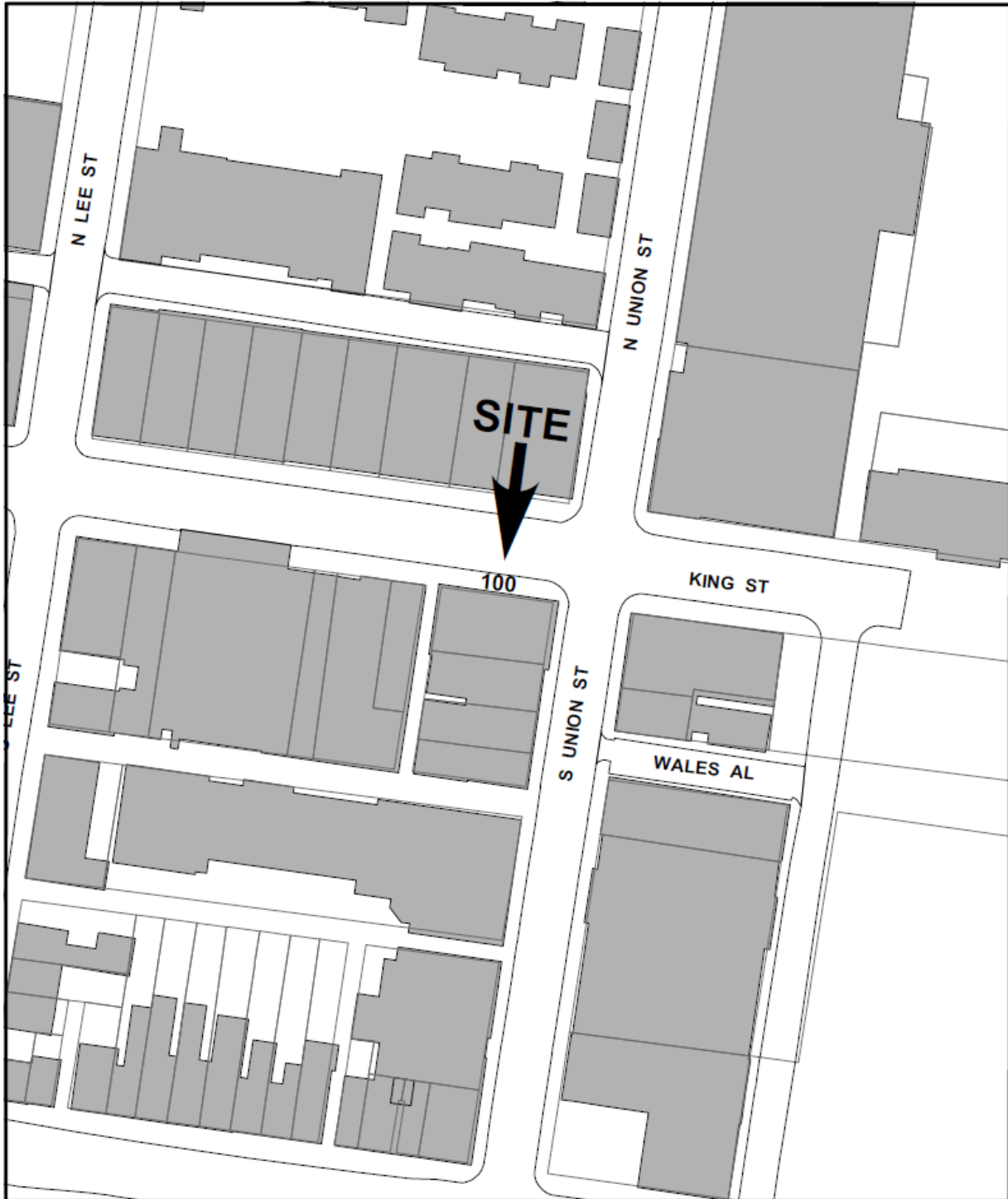


Docket Item # 5
BAR CASE# 2009-0169

BAR Meeting
September 2, 2009

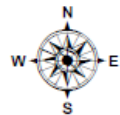
ISSUE: Signage
APPLICANT: King & Union LLC
LOCATION: 100 King Street
ZONE: KR/ King Street Retail

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



BAR CASE #2009-0169

9/2/2009



I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for two hanging signs at 100 King Street. The proposed signs are vertically oriented and will be replacing two existing horizontally oriented hanging signs for the previous tenant; 100 Prime Steakhouse. The double sided hanging signs measure two feet in length by two feet eight inches in height. The proposed signs will consist of a black background with a red palm tree graphic and gold lettering reading, "RED CURRY SUSHI BAR + PAN ASIAN CUISINE". The proposed signs will be constructed of MDO. 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 signs will be hung from the existing standard four foot long scroll brackets which are attached to eight inch wide by two foot 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 2008, the Board approved the current signage at 100 King St, "100 Prime Steakhouse". (BAR 2008-0042)

In 2005, the Board approved signage at 100 King St, "100 King Restaurant". (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 guidelines general direction and with the Boards practice on corner buildings, it is the opinion of staff that the two proposed signs are appropriate. In addition, due to the fact that this application is for the re-branding of recently approved signs for the purpose of a restaurant change, Staff feels that the new design for the current signage is appropriate.

IV. STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

STAFF:

Meredith Kizer, Historic Preservation Planner, Planning & Zoning
Lee Webb, Historic Preservation Manager, Planning & Zoning

V. CITY DEPARTMENT COMMENTS

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

Code Enforcement:

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.

Historic Alexandria:

No comments received.

VI. IMAGES



Figure 1. View from the corner of King Street & Union Street

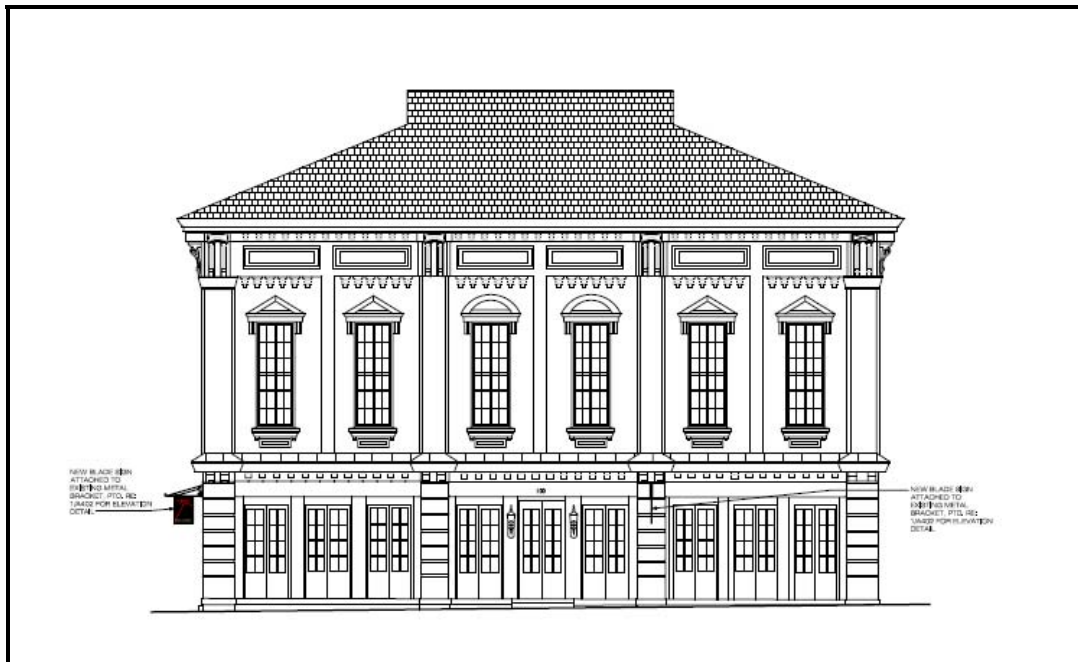


Figure 2. Existing Front Elevation on King Street.

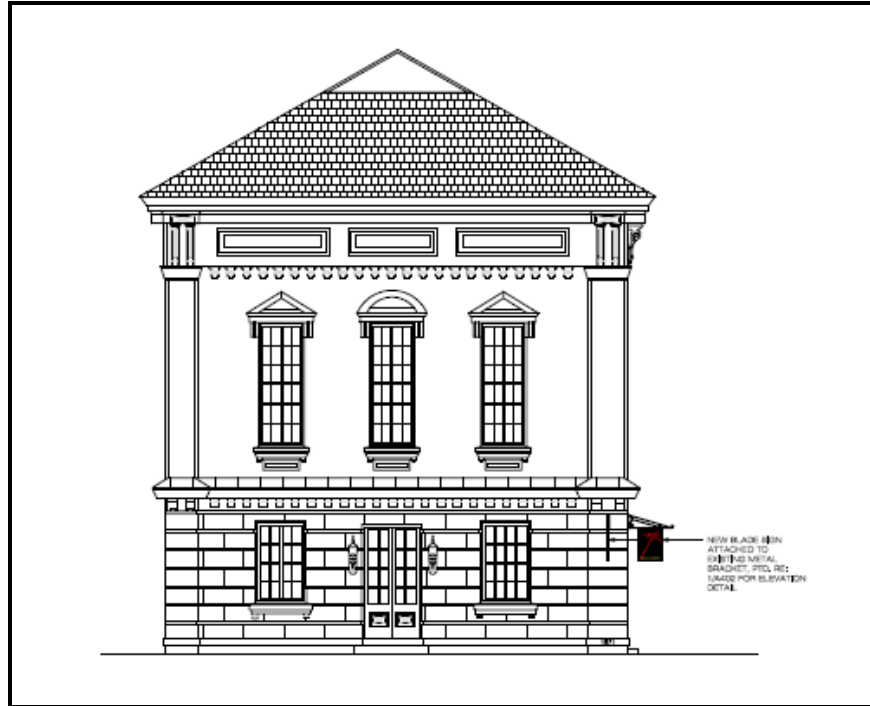


Figure 3. Existing Side Elevation on South Union Street.

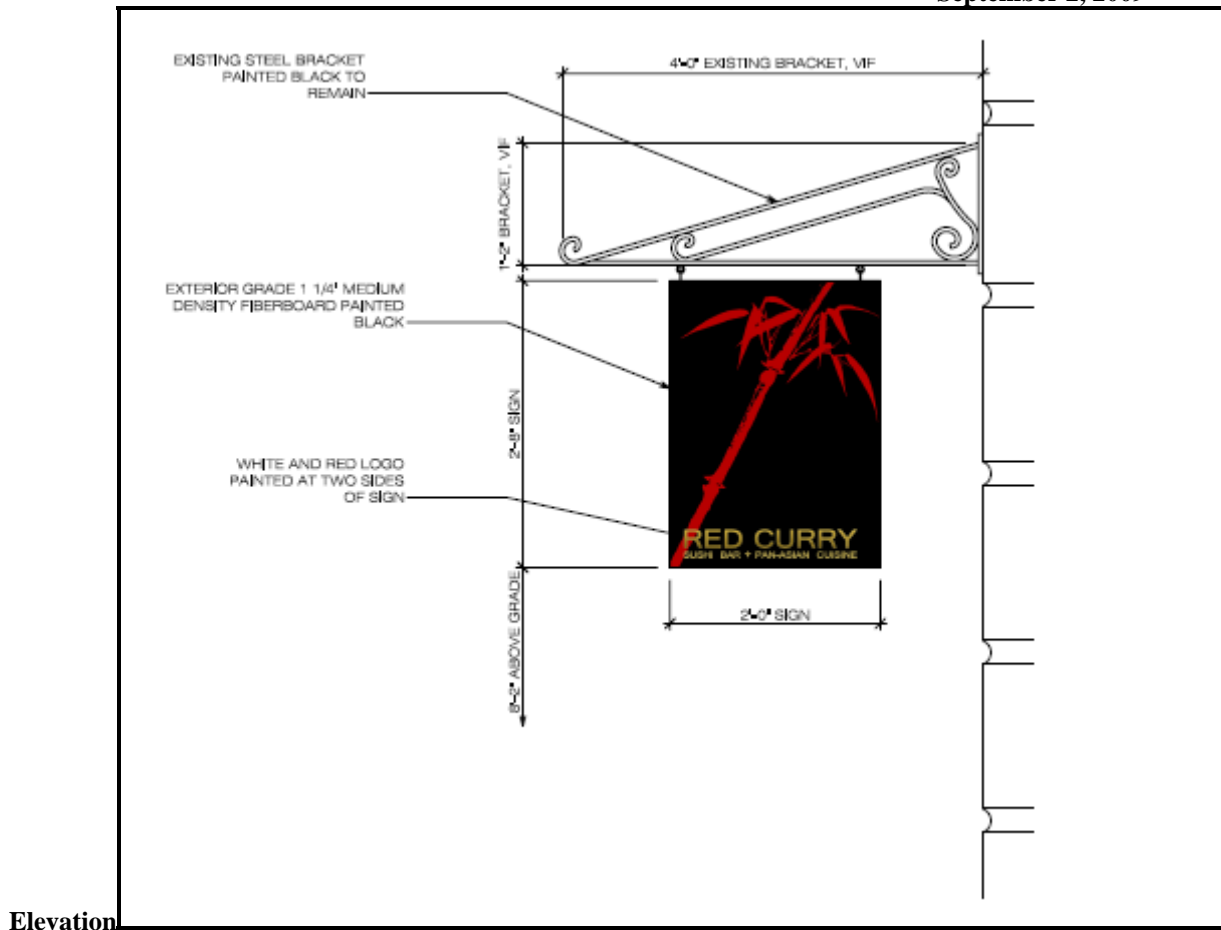


Figure 4. Proposed signage