

Docket Item # 3  
BAR CASE # 2009-0241

BAR Meeting  
February 17, 2010

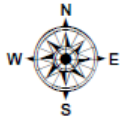
**ISSUE:** Signage  
**APPLICANT:** Clamenzah, LLC D/B/A Pizzeria Paradiso By: M. Catherine Puskar  
**LOCATION:** 118 King Street  
**ZONE:** KR / King Street Retail

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

\*EXPIRATION OF APPROVALS NOTE: In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of approval if the work is not commenced and diligently and substantially pursued by the end of that 12-month period. In the case for a certificate or permit for a project that requires a development special use permit or site plan under section 11-400 of the zoning ordinance, the period of validity shall be coincident with the validity of the development special use permit or site plan as determined pursuant to section 11-418 of the ordinance.

\*\*BUILDING PERMIT NOTE: Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Building and Fire Code Administration (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Administration, Room 4200, City Hall, 703-838-4360 for further information.



**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for the installation of a hanging sign and wall sign at 118 King Street.

The hanging sign is proposed to be attached to a black metal scroll bracket just below the capital of the pilaster at the entrance, approximately 8 feet 9 inches from the sidewalk. The square sign measures 2 feet 8 inches in height by 2 feet 8 inches in width, for a total of seven square feet. The sign material is described as a double-sided, carved high density urethane (HDU) with engraved copy and a hand-painted appliqué. The sign will read “Paradiso” across the center with “Pizzeria” and “Birreria” in smaller font around it. The background of the sign is navy blue and the graphics (a starburst, pizza and beer bottle and glass) feature varying shades of golds and browns, with small accents of red and green on the pizza. The hanging sign will be illuminated by a miniature targeted spotlight on each side measuring 4 inches by 2.5 inches. The spotlights are a textured architectural bronze color and are similar to those used at other Pizzeria Paradiso locations.

The wall sign will read “PIZZERIA PARADISO” and will measure 15 feet by 1 foot 1 inch, including horizontal bars above and below the text. The pin-mounted individual letters will be titanium NuGold with a satin finish and will be attached by bolts to the wood friezeboard.

Although the application suggests that the existing green goosenecks over the entrance will not be retained as part of the current proposal, conversations with the applicant confirm that the applicant is proposing to retain and reuse the gooseneck fixtures. Currently, there are three green gooseneck light fixtures above the entrance. The applicant proposes to remove the existing goosenecks from the friezeboard and reinstall them centered over the wall sign. The goosenecks will be attached through the mortar joints of the brick façade. One of the existing carriage-style lights will be relocated from above the center pilaster to above the pilaster at the left of the storefront space.

**II. HISTORY:**

118 King Street is a commercial, Italianate-style two-story brick retail and office building completed in early 2001. The design of the new building was approved by the Board in 2000 (BAR Case #2000-0019, 4/5/00).

In 2001, the Board approved signs for Imaginarium (BAR Case #2001-118, 6/6/01), the Discovery Channel Store (BAR Case #2001-129, 7/18/01) and the Franklin Capital Group (BAR Case #2001-276, 11/20/01). The Board approved a hanging sign for Chevy Chase Bank in 2004 (BAR Case #2003-0241, 4/21/04). The Board approved signage for the Paper Source in 2006 (BAR Case #2006-0077, 5/3/06).

**III. ANALYSIS:**

The proposed signage complies with Zoning Ordinance requirements. The building frontage is 27 feet 4 inches.

The *Design Guidelines* recommend that only one sign per business is appropriate, however the Board typically approves a combination of signs, such as a wall sign and a hanging sign. Staff generally finds the proposed signage to be appropriate in design and scale to the building.

Regarding the proposed lighting scheme, Staff's preference would be to eliminate the gooseneck fixtures and to recommend the use of a more discreet form of illumination, such as the minimal LED bar lights that have been approved recently. However, the Board previously approved the installation of both the goosenecks with the existing carriage-style lights and Staff finds it acceptable to retain and reuse the goosenecks. Staff has no objection to the miniature spotlight of the hanging sign.

In accordance with Board guidance, the sign application cannot be approved under the Administrative Approval of Signs in the Historic District program for the following reasons:

- proposed signage exceeds the square footage of signage that can be approved administratively;
- proposed material for hanging sign (high-density urethane) cannot be administratively approved; and
- the number of colors proposed on the hanging sign exceeds what can be approved administratively.

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

**STAFF:**

Catherine Miliaras, Historic Preservation Planner, Planning & Zoning  
Al Cox, Architect, Historic Preservation Manager, Planning & Zoning

**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 sign/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:**

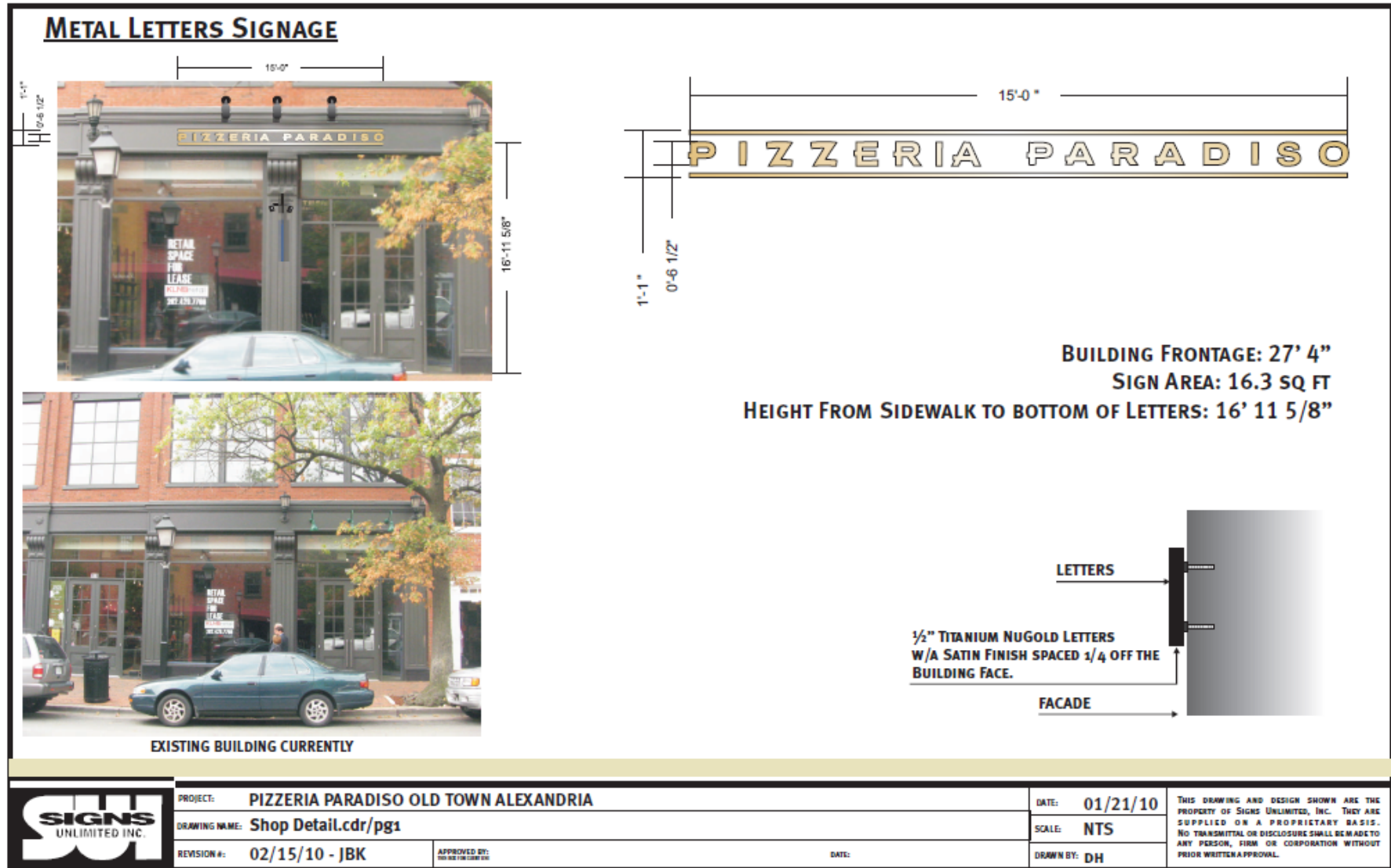


Figure 1. Proposed wall sign and existing storefront.

**BLADE SIGNAGE**



EXISTING SIDE BUILDING CURRENTLY

**PANEL SPECIFICATIONS:**

SIZE: 32" X 32" X 2"  
MATERIAL DESCRIPTION: DOUBLE-SIDED CARVED  
15# HDU SIGN PANEL  
W/ ENGRAVED COPY AND HAND PAINTED APPLIQUE  
MOUNTED TO BUILDING FACADE WITH 2" BOLTS

**LOCATION SPECS:**

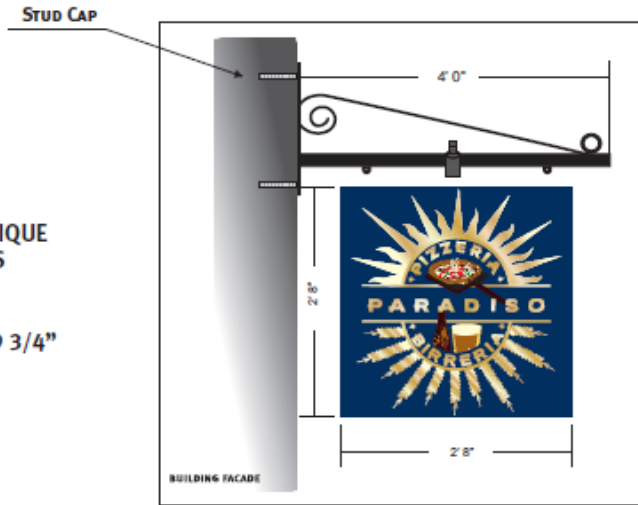
HEIGHT FROM SIDEWALK TO BOTTOM OF SIGN: 8'-9 3/4"  
LINEAR FEET: 27' 4"  
SIGN AREA: 7 SQ FT

PIZZERIA PARADISO



**LIGHT SPECS:**

HEIGHT: 4"  
WIDTH: 2.5"  
FINISH: TEXTURED ARCHITECTURAL BRONZE  
SHADE MATERIAL: STAINLESS STEEL SCREEN  
BODY MATERIAL: ALUMINUM  
- SUITABLE FOR WET LOCATIONS



PROJECT:	PIZZERIA PARADISO OLD TOWN ALEXANDRIA	DATE:	01/21/10
DRAWING NAME:	Shop Detail.cdr/pg2	SCALE:	NTS
REVISION #:	02/15/10 - JBK	APPROVED BY:	DH
		DATE:	

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Figure 2. Proposed hanging sign with targeted illumination.