

Docket Item # 1
BAR CASE # 2011-0093

BAR Meeting
June 1, 2011

ISSUE: Signage and Awnings
APPLICANT: Lee Choe
LOCATION: 1609 King Street (Uptowner Café)
ZONE: KR / King Street Retail

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

1. That the width of the menu case does exceed (14”) fourteen inches.
2. That the awnings are mounted through the mortar joints and not the brick.
3. That the existing hanging sign mounted on the sign bracket is removed.
4. That all the existing window and door signage and vinyl decals are removed.
5. That the menu board is not internally illuminated.
6. That any proposed changes to the exterior lighting will return to the BAR for review and approval.

****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 issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month period.

****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.



Update: At the May 18, 2011 hearing, the Board deferred this item in order for the applicant to work with the adjacent owner and further study the design of the awnings. The Board asked the applicant to restudy the configuration of the proposed awning on the King Street façade and to show the relationship of the awnings to the adjacent neighbor's existing sign. The Board did not request a restudy of the any of the other proposed signage or the menu display case. *Changes to the previous staff report are shown in the awning section below in italics.*

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for awnings and signage at 1609 King Street. The changes from the initial submission and related analysis are noted in *italics* below. The proposal includes:

Removal of:

- Existing wood band board above the first floor and replacing it in-kind.
- Existing "Uptowner Café" hanging sign hung from the sign bracket on the King Street elevation.
- Existing "Uptowner Café" logos from Harvard and King Street Windows.
- Existing vinyl lettering on windows.
- All other window and door signage.

Installation of:

- An "Uptowner Coffee Bar and Café" sign on the second floor of the Harvard Street elevation measuring 5'6" high by 3'6" wide (19.25 square feet) – sign is currently installed.
- A 14'4" long by 2'4" high by 7" wide awning above the first floor window on the King Street elevation and 8'6" long by 2'4" high by 7" wide awning above the first floor window on the Harvard Street elevation. The awnings will be fabricated from orange "Sunbrella"- like fabric with white trim *and detailed with a metal finial*. The valances will be printed with the restaurant name "Uptowner Café" in 6-1/2" high white letters (6.45 square feet for both signs on awnings).
- A 3'2" long by 1'6" high vinyl decal above the entry door with the restaurant's new logo (11.85 square feet).
- Three (3), vinyl decals on the lower half of the storefront windows; "Coffee", "Breakfast" and "Lunch". One decal will be installed per window. (4.47 square feet for all three decals).
- A 15-1/2" by 21" aluminum, powder-coated menu display case at the entrance of the restaurant on the King Street frontage (2.25 square feet).

II. HISTORY:

The two story corner brick building at 1609 King Street was probably constructed in the first decades of the 20th century. That area of the city was first mapped by the Sanborn Fire Insurance Company in **1925**, which indicates a grocery store at that location.

Previous Approvals:

The BAR approved alterations and signage for the previous tenant, St. Elmos Coffee House on June, 18, 1997 (Case# BAR97-0136).

Staff was not able to locate any BAR approvals for the existing signage installed by the current tenant, Uptowner Café.

III. ANALYSIS:

The proposed awnings and signage comply with zoning ordinance requirements, if the existing window and hanging signs are removed.

Awnings

After the Board's deferral at the May 18, 2011 hearing, the applicant met with the owner of the adjacent building to address the concerns regarding the design and configuration of the awnings. The applicant has revised the design of the awnings by lowering the angle of projection and reducing their extension from 2' to 7" in order to reduce the impact to the adjacent photography studio sign. The applicant has noted that the adjacent owner is happy with the revised design. Staff believes that the current application addresses the outstanding issues and recommends approval of the application, as submitted.

The *Design Guidelines* state that "Awnings should be appropriate and sympathetic to the historical style of the building to which they are attached;" "Awnings should be made of a canvas type fabric;" "For historic buildings, appropriate shed awnings are preferred in the historic districts;" "Single color awnings are usually appropriate for buildings with extensive façade ornamentation;" "Awnings should not overwhelm or obscure the architecture and decorative features of historic buildings;" and "On masonry buildings, awnings should be anchored through the mortar joints rather than directly into the masonry unit itself."

The proposed awnings are 14'4" and 8'-6" in length and 7" in width and are fabricated of a metal frame sheathed with an orange, Sunbrella fabric. These specifications meet the requirements outlined in the *Design Guidelines* for size, design, and materials. Additionally, the proposed awnings do not detract from the current style of the building and are similar to other Board approved awnings installed on other establishments within the historic district.

As it is not specified in the applicant's description, Staff recommends a condition of approval specifying that the awnings are anchored to the masonry building through the mortar joints.

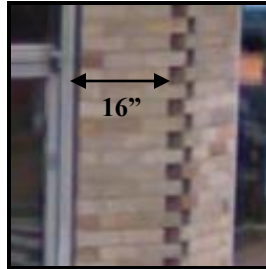
Signage

Staff was not able to find a BAR approval for the current sign program. The application before the Board is to review all the signage for the building, including an existing sign to be retained as part of the new sign program.

The King Street frontage measures 23.00 feet. The applicant proposes to remove all existing signage and add 21.26 square feet of signage. The Harvard Street frontage measures 52.42 feet and the applicant is proposing to remove all existing signage except for the second floor wall sign measuring 19.25 square feet, and install a total of 15.61 square feet of signage.

The *Design Guidelines* recommend that only one sign per street frontage is appropriate, however the Board has approved additional signage, provided that the signs do not detract from the architectural characteristics of the building. Staff finds the proposed signage to be appropriate in design and scale for this particular corner storefront building.

Staff's only concern with the application is with the proposed size of the menu display case. As shown in the below photo, there is a space limitation in the location to the right of the entry door, as the building has brick detailing that needs to remain exposed. Therefore, Staff is recommending that the width of the menu display case does not exceed 14 inches.



Additionally, Staff would like to commend the applicant's willingness to work with staff on modifying the design of the signage for this business. The applicant's current submittal is a significant improvement and reduces the number of signs on the business.

The sign application does not meet the threshold for administrative approval under the Historic District's program because the proposed quantity of signs and overall square footage exceeded the Board's Approved and Adopted Criteria and Standards for Administrative Approval of Signs.

STAFF:

Michele Oaks, Urban Planner, Historic Preservation Section, Planning & Zoning
Al Cox, FAIA, Manager, Historic Preservation Section, Planning & Zoning

IV. CITY DEPARTMENT COMMENTS:

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

Zoning:

F-1 Existing window signs and hanging sign are to be removed.

C-2 Vinyl window signs with listed food items are special advertising and are not permitted.

C-3 Proposed canopies, wall signs and window sign in angled front window comply. See sign calculations below.

King Street frontage $18.58 \text{ ft} + 4.42 \text{ ft (1/2 of angled front)} = 23 \text{ ft}$

- proposed sign on canopy = 3.95 sq ft
- proposed window sign above door $(23.7/2) = 11.85 \text{ sq ft}$
- proposed “breakfast” and “lunch” window signs = 3.21 sq ft
- Total signs on King Street = 19.01 sq ft

Harvard Street frontage $= 48 \text{ ft} + 4.42 \text{ (1/2 of angled front)} = 52.42 \text{ ft}$

- existing wall sign = 19.25 sq ft
- proposed sign on canopy = 2.5
- proposed window sign above door $= (23.7/2) = 11.85 \text{ sq ft}$
- proposed “coffee” window sign = 1.26 sq ft
- Total signs on Harvard Street = 34.86 sq ft

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.

Transportation and Environmental Services:

RECOMMENDATIONS

R1. The building permit plans shall comply with requirements of City Code Section 5-6-224 regarding the location of downspouts, foundation drains and sump pumps. Refer to

Memorandum to Industry dated June 18, 2004. [Memorandum is available online at the City web site under Transportation\Engineering and Design\Memos to Industry.].
(T&ES)

- R2. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
- R3. All improvements to the city right-of-way such as curbing, sidewalk, driveway aprons, etc. must be city standard design. (T&ES)
- R4. No permanent structure may be constructed over any existing private and/or public utility easements. It is the responsibility of the applicant to identify any and all existing easements on all plans submitted for approvals. (T&ES)
- R5. The building permit must be approved and issued prior to the issuance of any permit for demolition. (T&ES)

FINDINGS:

F1. Other current approvals: ENC2000-00009; ODP2011-00003; SUP2004-00053.

CODE REQUIREMENTS

- C-1 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C-2 A sign may be erected or displayed flat against a building wall or at an angle thereto, so long as the sign does not project more than four feet from the building wall or within one foot of an established curb line and the bottom of the sign is at least eight feet above a sidewalk or parking area and at least 14.5 feet above any alley. (Sec. 5-2-29(c)) (T&ES)
- C-3 Canopies, awnings and marquees suspended from a building or structure with no ground supports, having a clearance of at least eight feet above a sidewalk, extending no more than four feet beyond the front property line and extending to no more than one foot from the established curb line, may be erected. (Sec. 5-2-29(d)) (T&ES)
- C-4 The owner shall obtain and maintain a policy of general liability insurance in the amount of \$1,000,000 which will indemnify the owner (and all successors in interest); and the city as an additional named insured, against claims, demands, suits and related costs, including attorneys' fees, arising from any bodily injury or property damage which may occur as a result of the encroachment. (Sec. 5-29 (h)(1)) (T&ES)

This requirement has been met; A Certificate of Liability Insurance has been filed with T&ES through the King Street Outdoor Dining Program. The Certificate of Insurance is also valid for the awning/sign.

V. IMAGES:

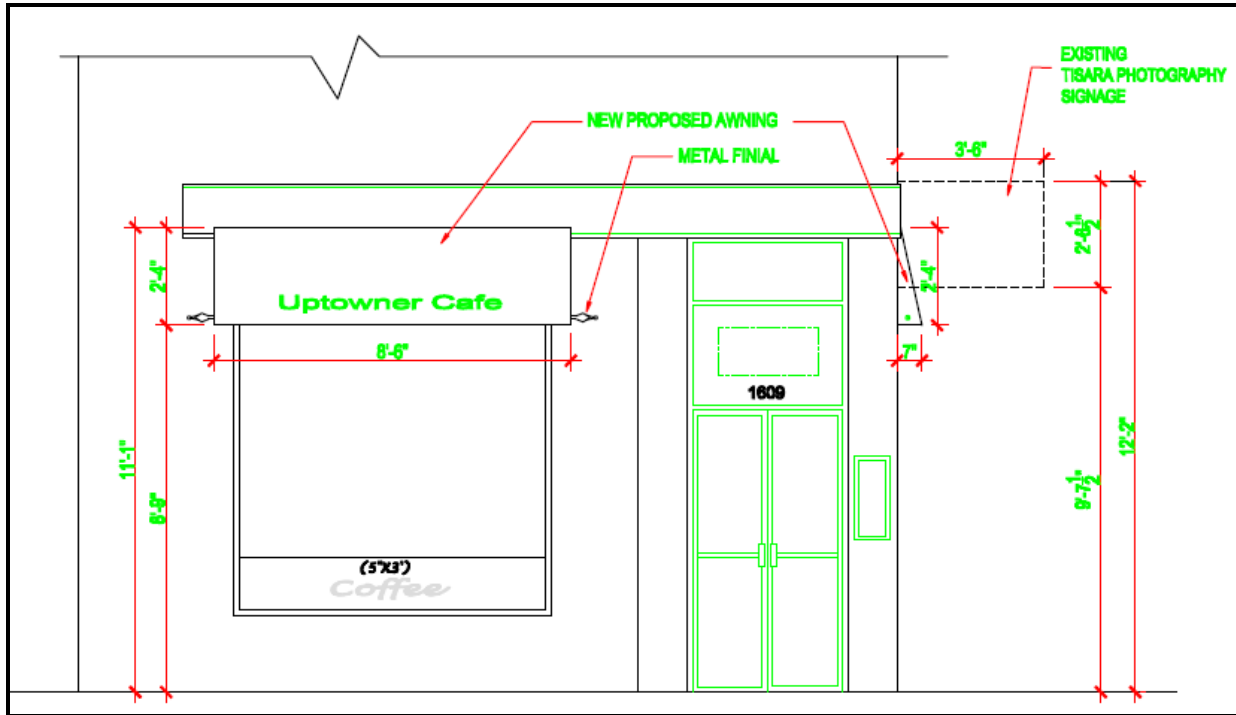


Figure 1: Proposed Signs and Awnings - Harvard Street Elevation

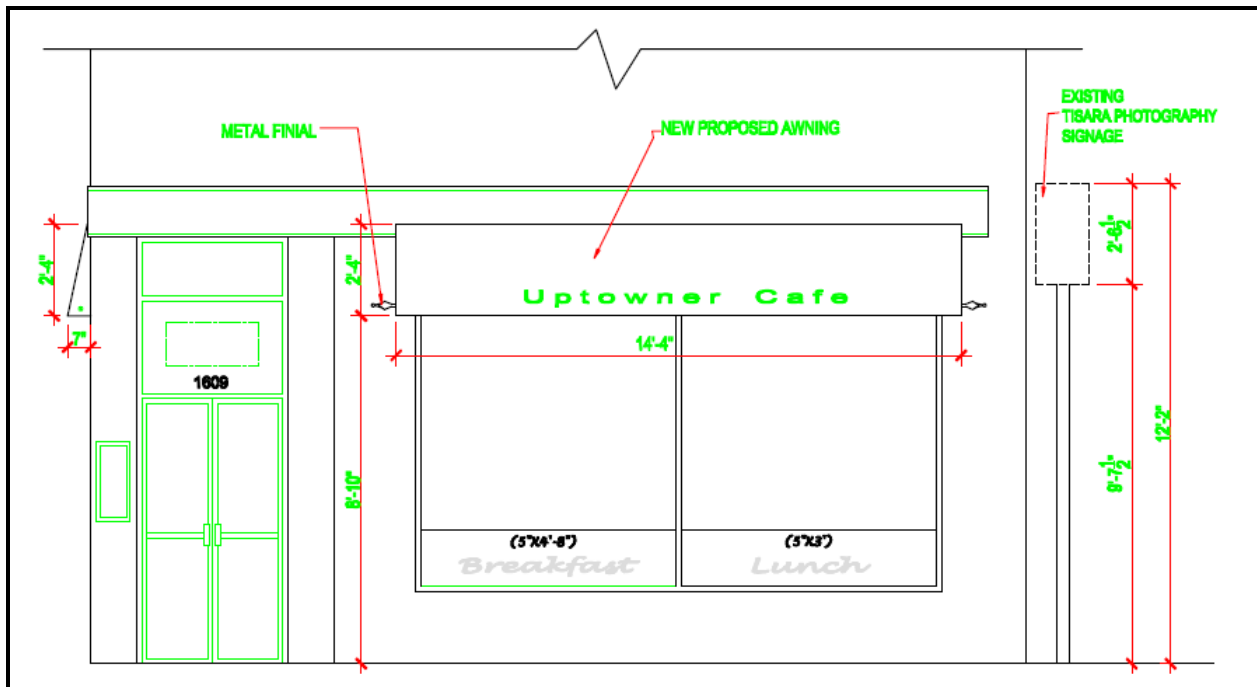


Figure 2: Proposed Signs and Awnings - King Street Elevation

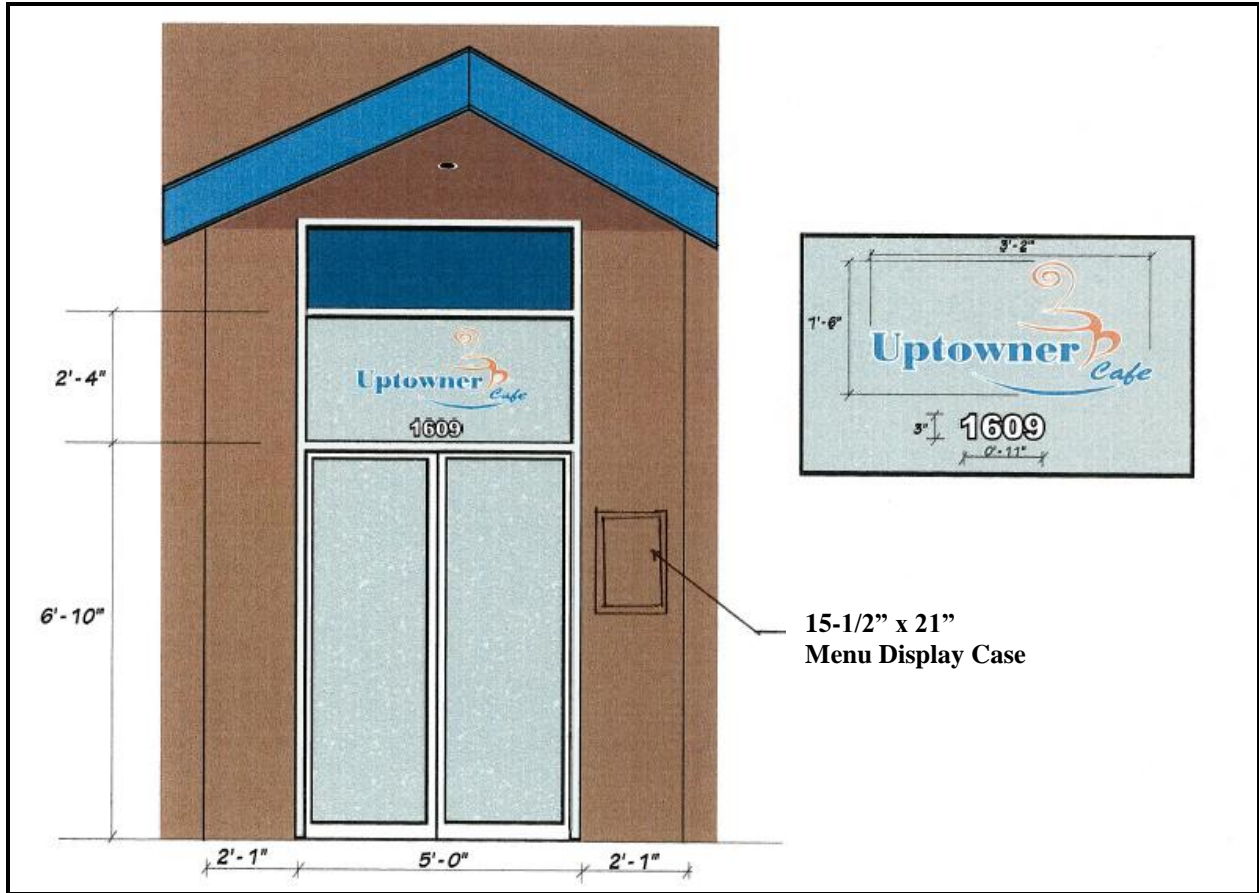


Figure 3: Proposed Vinyl Lettering above Entry

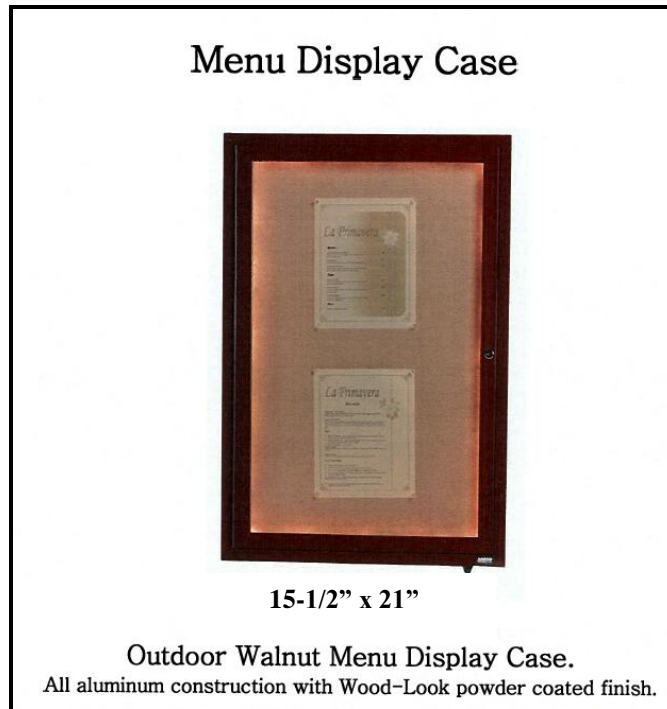


Figure 4: Proposal – Menu Display Case

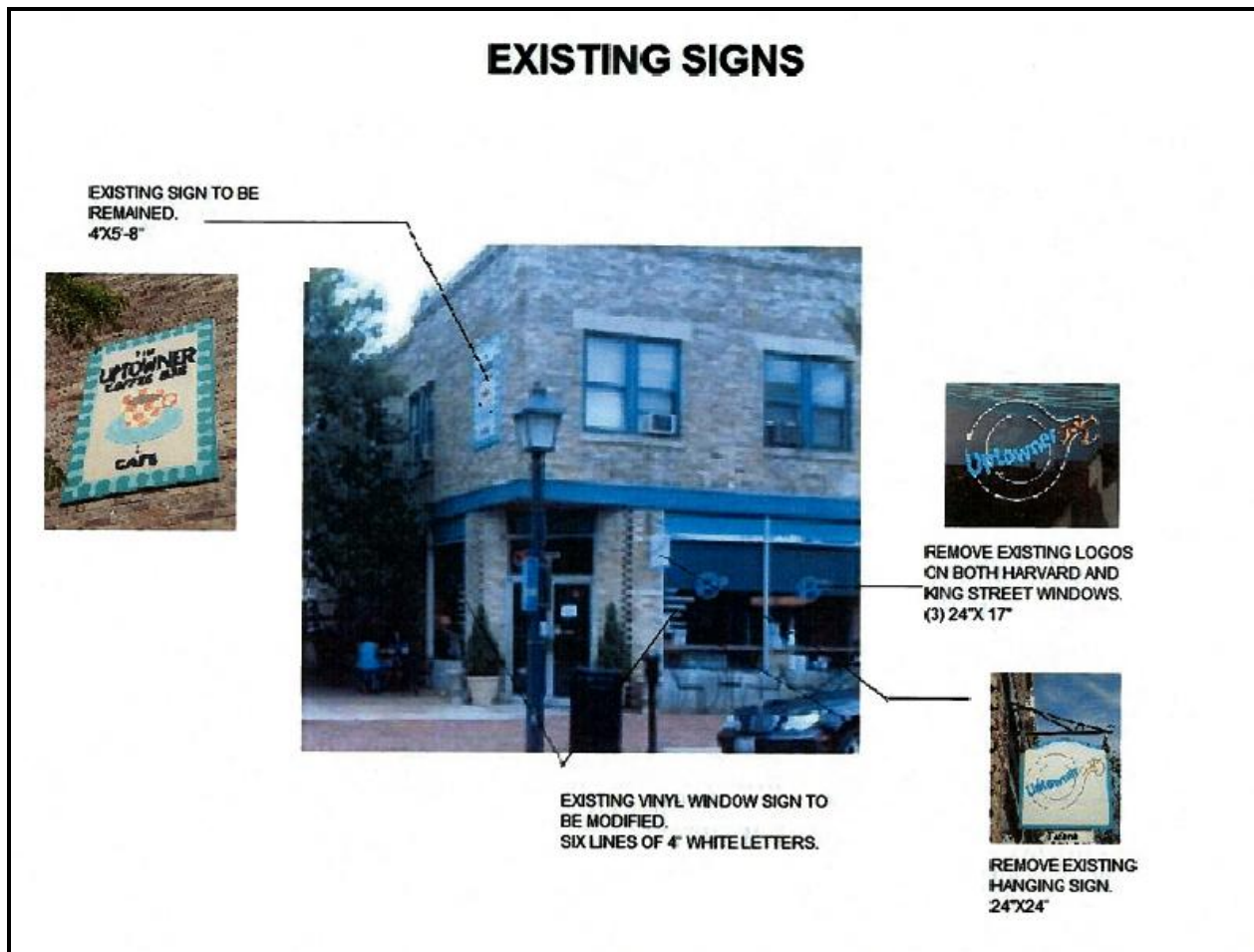


Figure 5: Proposal – Signage to be Removed/Retained



Figure 6: Proposal – Wall Sign to be Retained



Figure 7: View of Front Entry – Bracketed Hanging Sign and Window Signs to be Removed



Figure 8: View of King Street Elevation –Window Signs to be Removed