

**ISSUE:** Certificate of Appropriateness for signage and alterations

**APPLICANT:** Life Alive Organic Café by Gary Brent

**LOCATION:** Old and Historic Alexandria District  
400 King Street, Suite 2

**ZONE:** KR/ King Street urban retail zone.

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**STAFF RECOMMENDATION**

Staff recommends approval of the Certificate of Appropriateness for signage and alterations with the condition that the illumination shall be no greater than 150 lumens and the color of the light should be warmer rather than whiter/cooler and no greater than 3000K

**GENERAL NOTES TO THE APPLICANT**

1. **APPEAL OF DECISION:** In accordance with the Zoning Ordinance, if the Board of Architectural Review denies or approves an application in whole or in part, the applicant or opponent may appeal the Board's decision to City Council on or before 14 days after the decision of the Board.
2. **COMPLIANCE WITH BAR POLICIES:** All materials must comply with the BAR's adopted policies unless otherwise specifically approved.
3. **BUILDING PERMITS:** Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Department of Code Administration (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Administration, Permit Center, 4850 Mark Center Drive, Suite 2015, 703-746-4200 for further information.
4. **ISSUANCE OF CERTIFICATES OF APPROPRIATENESS AND PERMITS TO DEMOLISH:** Applicants must obtain a copy of the Certificate of Appropriateness or Permit to Demolish PRIOR to applying for a building permit. Contact BAR Staff, Room 2100, City Hall, 703-746-3833, or [preservation@alexandriava.gov](mailto:preservation@alexandriava.gov) for further information.
5. **EXPIRATION OF APPROVALS NOTE:** In accordance with Sections 10-106(B), 10-206(B) and 10-307 of the Zoning Ordinance, any 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.
6. **HISTORIC PROPERTY TAX CREDITS:** Applicants performing extensive, certified rehabilitations of historic properties may separately be eligible for state and/or federal tax credits. Consult with the Virginia Department of Historic Resources (VDHR) prior to initiating any work to determine whether the proposed project may qualify for such credits.



## **I. APPLICANT'S PROPOSAL**

The applicant requests a Certificate of Appropriateness for signage and alterations at 400 King Street. The proposed signage plan includes one illuminated canopy sign with downlights and one internally illuminated projecting sign. The aluminum and acrylic signs will create 15.84 SQFT of signage on the north elevation.



**Photo 1: Existing conditions at 400 King St.**

## **II. HISTORY**

The six-story brick commercial building was constructed as part of the urban renewal project in **1975** and designed by the Alexandria architectural firm of Vosbeck, Vosbeck, Kendrick and Redinger. It was specifically designed to mimic the 18th century warehouses flanking the Faneuil Hall markets in Boston.

### *Previous BAR Approvals*

In the 1990s and early 2000s, the BAR approved significant alterations that modified the fenestration of the building including entryways, windows, and signage.

BAR2025-00505 – The Board approved internally illuminated signage.

BAR2025-00031/00049 – The Board approved partial demolition and alterations.

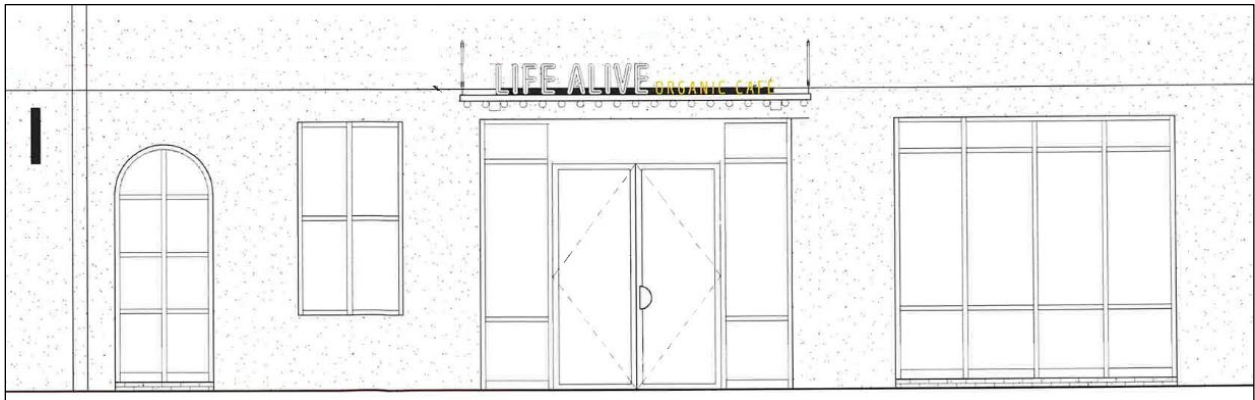
BAR2020-00431 – staff administratively approved new signage.

BAR2017-00142 – staff administratively approved new signage.

## **III. ANALYSIS**

Staff has no objection to the proposed canopy sign and projecting sign. The *Design Guidelines* encourage signage that is compatible with and visually integrated into the architecture of the building. The proposed signs are appropriately located on the north elevation and are compatible in scale, materials, and design.





**Photo 2: Proposed signage on facade.**

The application includes one internally illuminated sign. In recent years, the Board has approved illuminated wall signage on Late buildings within the district, including two on Washington Street at the Thornton Apartments (BAR2017-00418) and the Bridgeyard Apartments (BAR2023-00034). Staff notes that both of these approved internally illuminated wall signs face the George Washington Memorial Parkway. The Board approved these signs with the condition that the illumination shall be no greater than 150 lumens and the color of the light should be warmer rather than whiter/cooler and no greater than 3000K. Staff recommends approval of the proposed canopy sign and blade sign with the same condition.

With the conditions above, staff recommends approval of the project.

#### **STAFF**

Amirah Lane, Historic Preservation Planner, Planning & Zoning  
Julie Weisgerber, Historic Preservation Principal Planner, Planning & Zoning  
Tony LaColla, AICP, Land Use + Preservation Division Chief, Planning & Zoning

#### **IV. CITY DEPARTMENT COMMENTS**

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

##### **Zoning**

C-1 Proposed wall and projecting signs will comply with Zoning.

##### **Code Administration**

Sign permits are required.

##### **Transportation and Environmental Services**

R-1 The building permit must be approved and issued prior to the issuance of any permit for demolition, if a separate demolition permit is required. (T&ES)

R-2 Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)

- R-3 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 the plan. (T&ES)
- F-1 After review of the information provided, an approved grading plan is not required at this time. Please note that if any changes are made to the plan it is suggested that T&ES be included in the review. (T&ES)
- C-1 The applicant shall comply with the City of Alexandria's Solid Waste Control, Title 5, Chapter 1, which sets forth the requirements for the recycling of materials (Sec. 5-1-99). (T&ES)
- C-2 The applicant shall comply with the City of Alexandria's Noise Control Code, Title 11, Chapter 5, which sets the maximum permissible noise level as measured at the property line. (T&ES)
- C-3 Roof, surface and sub-surface drains be connected to the public storm sewer system, if available, by continuous underground pipe. Where storm sewer is not available applicant must provide a design to mitigate impact of stormwater drainage onto adjacent properties and to the satisfaction of the Director of Transportation & Environmental Services. (Sec.5-6-224) (T&ES)
- C-4 All secondary utilities serving this site shall be placed underground. (Sec. 5-3-3) (T&ES)
- C-5 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C-6 The owner shall obtain and maintain an encroachment permit and policy of general liability insurance in compliance with the permit requirements in Sec. 5-2-29(a)(3). See <https://www.alexandriava.gov/permits/right-of-way-administrative-encroachment-permit> for details. (T&ES)

**Alexandria Archaeology**

No archaeology comments.

**V. ATTACHMENTS**

*1 – Application Materials*

- *Completed application*
- *Plans*
- *Material specifications*
- *Photographs*

BAR CASE# \_\_\_\_\_  
(OFFICE USE ONLY)

ADDRESS OF PROJECT: 400 King Street, Suite 2

DISTRICT: ☒ Old & Historic Alexandria ☐ Parker Gray ☐ 100 Year Old Building

TAX MAP AND PARCEL: 074.02-07-01 ZONING: KR

APPLICATION FOR: (Please check all that apply)

☒ CERTIFICATE OF APPROPRIATENESS

☐ PERMIT TO MOVE, REMOVE, ENCAPSULATE OR DEMOLISH  
(Required if more than 25 square feet of a structure is to be demolished/impacted)

☐ WAIVER OF VISION CLEARANCE REQUIREMENT and/or YARD REQUIREMENTS IN A VISION  
CLEARANCE AREA (Section 7-802, Alexandria 1992 Zoning Ordinance)

☐ WAIVER OF ROOFTOP HVAC SCREENING REQUIREMENT  
(Section 6-403(B)(3), Alexandria 1992 Zoning Ordinance)

Applicant: ☐ Property Owner ☒ Business (Please provide business name & contact person)

Name: Life Alive Organic Cafe

Address: 400 King Street, Suite 2

City: Alexandria State: VA Zip: 22314

Phone: [REDACTED]

Authorized Agent (if applicable): ☐ Attorney ☐ Architect ☐

Name: Gary Brent

Phone: [REDACTED]

E-mail: [REDACTED]

Legal Property Owner:

Name: AB FH Alexandrian Hotel Owner LLC

Address: [REDACTED]

City: [REDACTED] State: [REDACTED]

Phone: [REDACTED] E-mail: [REDACTED]

BAR CASE# \_\_\_\_\_

(OFFICE USE ONLY)

**NATURE OF PROPOSED WORK:** *Please check all that apply*

- ☐ NEW CONSTRUCTION
- ☒ EXTERIOR ALTERATION: *Please check all that apply.*
- |                                              |                                                     |                                                     |                                   |
|----------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|-----------------------------------|
| <input checked="" type="checkbox"/> awning   | <input type="checkbox"/> fence, gate or garden wall | <input type="checkbox"/> HVAC equipment             | <input type="checkbox"/> shutters |
| <input type="checkbox"/> doors               | <input type="checkbox"/> windows                    | <input type="checkbox"/> siding                     | <input type="checkbox"/> shed     |
| <input checked="" type="checkbox"/> lighting | <input type="checkbox"/> pergola/trellis            | <input type="checkbox"/> painting unpainted masonry |                                   |
| <input type="checkbox"/> other _____         |                                                     |                                                     |                                   |
- ☐ ADDITION
- ☐ DEMOLITION/ENCAPSULATION
- ☒ SIGNAGE

**DESCRIPTION OF PROPOSED WORK:** *Please describe the proposed work in detail (Additional pages may be attached)*

Install 1 illuminated wall sign and 1 illuminated blade sign, 1 canopy with downlights

**SUBMITTAL REQUIREMENTS:**

- ☐ Check this box if there is a homeowner's association for this property. If so, you must attach a copy of the letter approving the project.

Items listed below comprise the **minimum supporting materials** for BAR applications. Staff may request additional information during application review. Please refer to the relevant section of the *Design Guidelines* for further information on appropriate treatments.

Applicants must use the checklist below to ensure the application is complete. Include all information and material that are **necessary** to thoroughly describe the project. Incomplete applications will delay the docketing of the application for review. Pre-application meetings are required for all proposed additions. All applicants are encouraged to meet with staff prior to submission of a completed application.

**Demolition/Encapsulation :** *All applicants requesting 25 square feet or more of demolition/encapsulation must complete this section. Check N/A if an item in this section does not apply to your project.*

- N/A
- ☐ ☒ Survey plat showing the extent of the proposed demolition/encapsulation.
- ☐ ☒ Existing elevation drawings clearly showing all elements proposed for demolition/encapsulation.
- ☐ ☒ Clear and labeled photographs of all elevations of the building if the entire structure is proposed to be demolished.
- ☐ ☒ Description of the reason for demolition/encapsulation.
- ☐ ☒ Description of the alternatives to demolition/encapsulation and why such alternatives are not considered feasible.

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**Additions & New Construction:** Drawings must be to scale and should not exceed 11" x 17" unless approved by staff. Check N/A if an item in this section does not apply to your project.

- ☐ ☒ N/A Scaled survey plat showing dimensions of lot and location of existing building and other structures on the lot, location of proposed structure or addition, dimensions of existing structure(s), proposed addition or new construction, and all exterior, ground and roof mounted equipment.
- ☐ ☒ FAR & Open Space calculation form.
- ☐ ☒ Clear and labeled photographs of the site, surrounding properties and existing structures, if applicable.
- ☐ ☒ Existing elevations must be scaled and include dimensions.
- ☐ ☒ Proposed elevations must be scaled and include dimensions. Include the relationship to adjacent structures in plan and elevations.
- ☐ ☒ Materials and colors to be used must be specified and delineated on the drawings. Actual samples may be provided or required.
- ☐ ☒ Manufacturer's specifications for materials to include, but not limited to: roofing, siding, windows, doors, lighting, fencing, HVAC equipment and walls.
- ☐ ☒ For development site plan projects, a model showing mass relationships to adjacent properties and structures.

**Signs & Awnings:** One sign per building under one square foot does not require BAR approval unless illuminated. All other signs including window signs require BAR approval. Check N/A if an item in this section does not apply to your project.

- ☐ ☒ N/A Linear feet of building: Front: 41.44' Secondary front (if corner lot): 55.95'.
- ☐ ☒ Square feet of existing signs to remain: 0.
- ☒ ☐ Photograph of building showing existing conditions.
- ☒ ☐ Dimensioned drawings of proposed sign identifying materials, color, lettering style and text.
- ☒ ☐ Location of sign (show exact location on building including the height above sidewalk).
- ☒ ☐ Means of attachment (drawing or manufacturer's cut sheet or bracket if applicable).
- ☒ ☐ Description of lighting (if applicable). Include manufacturer's cut sheet for any new lighting fixtures and information detailing how it will be attached to the building's facade.

**Alterations:** Check N/A if an item in this section does not apply to your project.

- ☐ ☒ N/A Clear and labeled photographs of the site, especially the area being impacted by the alterations, all sides of the building and any pertinent details.
- ☐ ☐ Manufacturer's specifications for materials to include, but not limited to: roofing, siding, windows, doors, lighting, fencing, HVAC equipment and walls.
- ☐ ☐ Drawings accurately representing the changes to the proposed structure, including materials and overall dimensions. Drawings must be to scale.
- ☐ ☐ An official survey plat showing the proposed locations of HVAC units, fences, and sheds.
- ☐ ☐ Historic elevations or photographs should accompany any request to return a structure to an earlier appearance.



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**ALL APPLICATIONS:** *Please read and check that you have read and understand the following items:*

- ☒ I understand that after reviewing the proposed alterations, BAR staff will invoice the appropriate filing fee in APEX. The application will not be processed until the fee is paid online.
- ☒ I understand the notice requirements and will return a copy of the three respective notice forms to BAR staff at least five days prior to the hearing. If I am unsure to whom I should send notice I will contact Planning and Zoning staff for assistance in identifying adjacent parcels.
- ☒ I, the applicant, or an authorized representative will be present at the public hearing.
- ☒ I understand that any revisions to this initial application submission (including applications deferred for restudy) must be accompanied by the BAR Supplemental form and revised materials.

The undersigned hereby attests that all of the information herein provided including the site plan, building elevations, prospective drawings of the project, and written descriptive information are true, correct and accurate. The undersigned further understands that, should such information be found incorrect, any action taken by the Board based on such information may be invalidated. The undersigned also hereby grants the City of Alexandria permission to post placard notice as required by Article XI, Division A, Section 11-301(B) of the 1992 Alexandria City Zoning Ordinance, on the property which is the subject of this application. The undersigned also hereby authorizes the City staff and members of the BAR to inspect this site as necessary in the course of research and evaluating the application. The applicant, if other than the property owner, also attests that he/she has obtained permission from the property owner to make this application.

**APPLICANT OR AUTHORIZED AGENT:**

Signature: \_\_\_\_\_

Printed Name: Gary Brent

Date: 4-27-26

## OWNERSHIP AND DISCLOSURE STATEMENT

Use additional sheets if necessary

**1. Applicant.** State the name, address and percent of ownership of any person or entity owning an interest in the applicant, unless the entity is a corporation or partnership, in which case identify each owner of more than ten percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

| Name                   | Address    | Percent of Ownership |
|------------------------|------------|----------------------|
| 1. Life Alive Cafe LLC | [REDACTED] | 100%                 |
| 2.                     |            |                      |
| 3.                     |            |                      |

**2. Property.** State the name, address and percent of ownership of any person or entity owning an interest in the property located at 400 King St Alexandria, VA 22314 (address), unless the entity is a corporation or partnership, in which case identify each owner of more than ten percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

| Name                                 | Address    | Percent of Ownership |
|--------------------------------------|------------|----------------------|
| 1. AB/FH Alexandrian Hotel Owner LLC | [REDACTED] | 100%                 |
| 2.                                   |            |                      |
| 3.                                   |            |                      |

**3. Business or Financial Relationships.** Each person or entity listed above (1 and 2), with an ownership interest in the applicant or in the subject property is required to disclose any business or financial relationship, as defined by Section 11-350 of the Zoning Ordinance, existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review.

| Name of person or entity | Relationship as defined by Section 11-350 of the Zoning Ordinance | Member of the Approving Body (i.e. City Council, Planning Commission, etc.) |
|--------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 1.                       |                                                                   |                                                                             |
| 2.                       |                                                                   |                                                                             |
| 3.                       |                                                                   |                                                                             |

**NOTE: Business or financial relationships of the type described in Sec. 11-350 that arise after the filing of this application and before each public hearing must be disclosed prior to the public hearings.**

As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct.

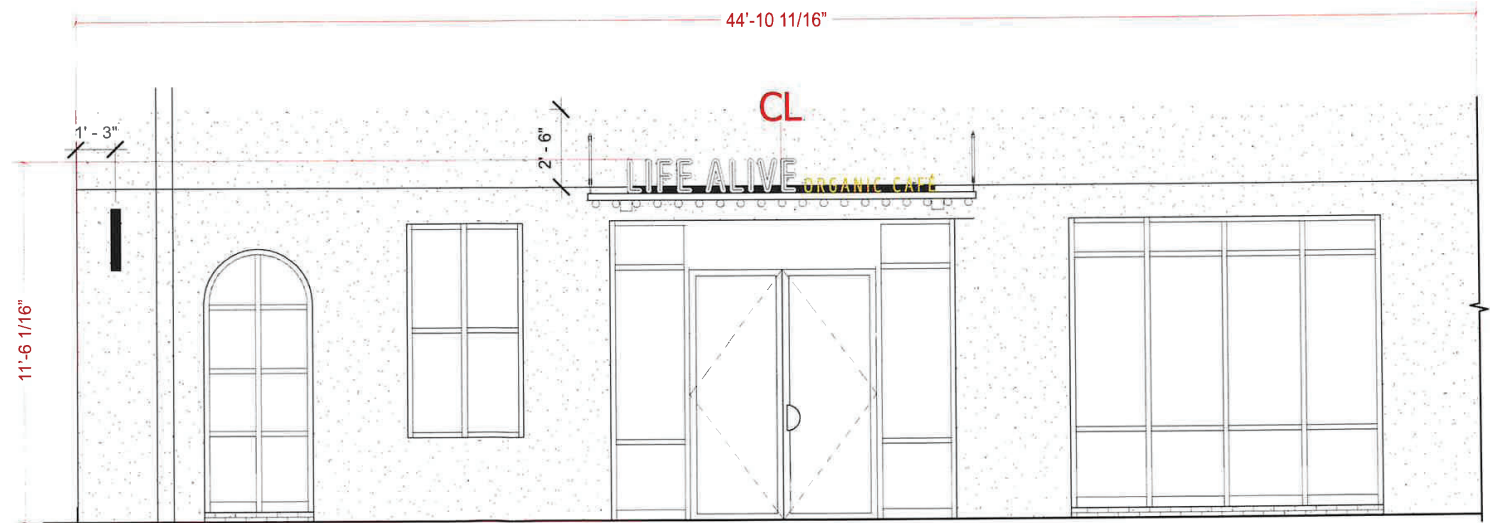
Katrina Sloan

Digitally signed by Katrina Sloan  
DN: cn=Katrina Sloan, o=City of Alexandria, ou=City of Alexandria, email=ksloan@cityofalexandria.com, c=US  
Date: 2023.08.14 08:00:43 -0400

Date

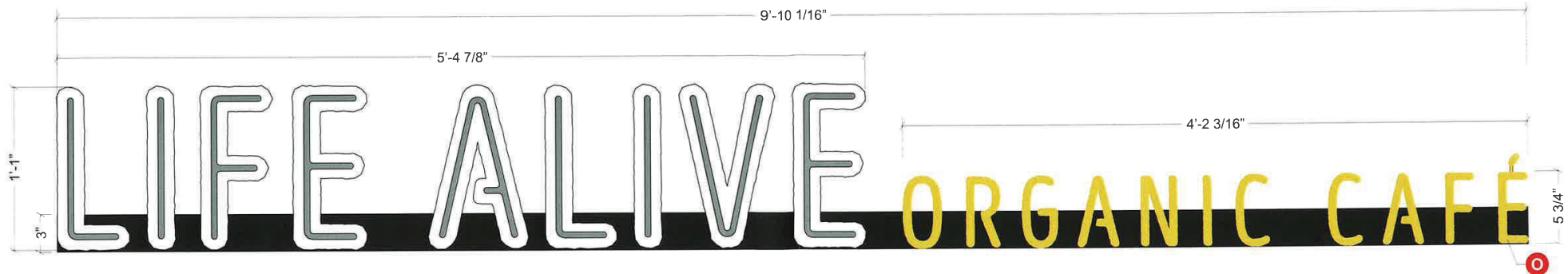
Printed Name

Signature



PROPOSED ELEVATION - NORTH VIEW

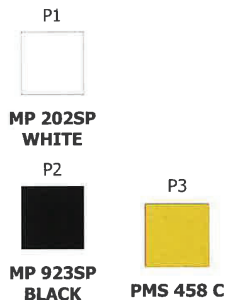
1/4" = 1'- 0"



QTY: (1)

1 1/2" = 1'-0"  
**10.84 SQFT**

- A** .063" WELDED ALUMINUM RETURNS PAINTED **P1**
- B** 3/4" THK. CLEAR ACRYLIC PUSH THRU SINGLE LINE BACKED W/ TRANS WHITE VINYL, 1/2" WIDE 'NEON' STROKES W/ ROUTED, BULL NOSE FACE FOR FAUX NEON LOOK, CLEAR-COAT GLOSS FINISH
- C** ILLUMINATION BY STARUX PRO3 .72 W WHITE 6500K LEDS
- D** .063 THK ROUTED ALUM. INT. RETURNS PTD. **P1**
- E** INTERIOR MTG. LEDGE WELDED TO RETURNS
- F** 1" INSET LETTER FACES PTD. **P1**
- G** WEEP HOLES W/ LIGHT BAFFLES AS REQ'D
- H** LOW VOLT WIRE THRU SUPPORT TUBES TO ELECTRICAL CIRCUIT
- I** RACEWAY PTD. **P2** TO MATCH EXISTING CANOPIES
- J** POWER SOURCE HOUSED WITHIN RACEWAY W/ DIMMING SWITCH ATTACHED TO CANOPY W/ 3/8" THREADED BOLTS
- K** U.L. LISTED DISCONNECT SWITCH
- L** .063 ALUM CHANNEL LTR. BACK PTD. **P1**
- M** 3" x 3" x .125" SQUARE ALUMINUM TUBE CANOPY (EXISTING)
- N** 3" TALL ROUND FORTINA THC-75 (BY OTHERS)
- O** 3/4" THK ACRYLIC LETTERS FACE AND EDGES PTD. **P3**; STUD MOUNTED TO RACEWAY

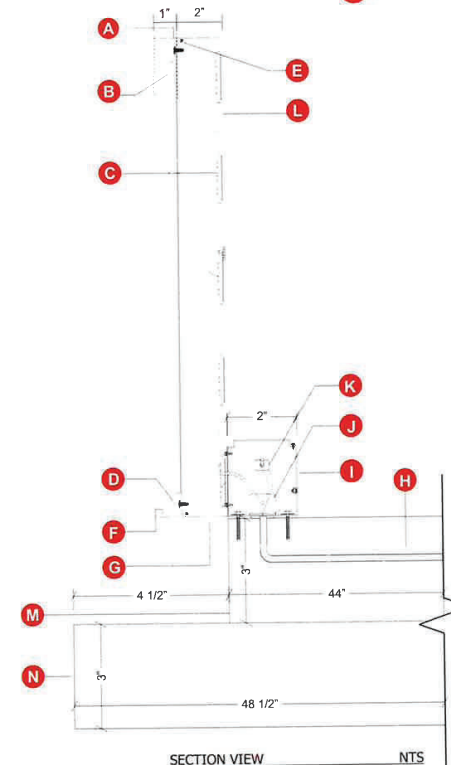


**L.E.D. SPECIFICATIONS**  
 Brand: STARUX PRO3  
 Model #: PRO3-65HL72  
 Type: 6500K  
 Module: 2 PCS/ft  
 Power Dissipation: 0.72W/module  
 Luminous Density: 100lm/W  
 Waterproof: IP68

This sign is intended to be installed in accordance with the requirements of Article 600 of the current National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

**SIGN IS WIRED FOR 120 VOLTS UNLESS OTHERWISE SPECIFIED**

**NOTE: INSTALL LETTERS FLUSH TO ALUM CANOPY**



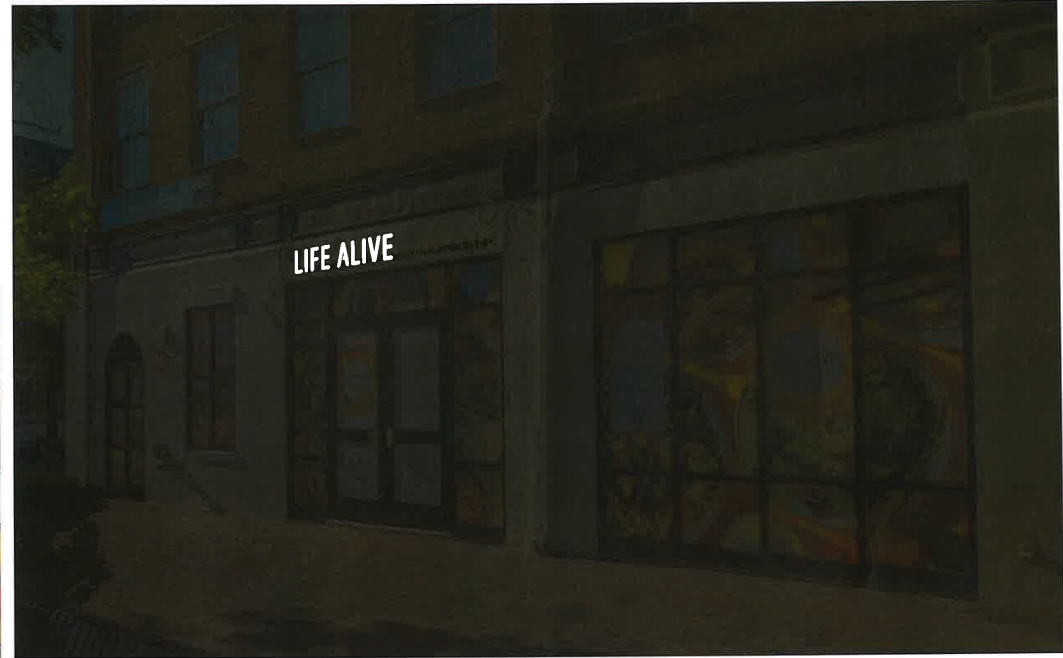
SECTION VIEW NTS  
\* ALL ELECTRICAL COMPONENTS UL LISTED





PROPOSED ELEVATION - DAY VIEW

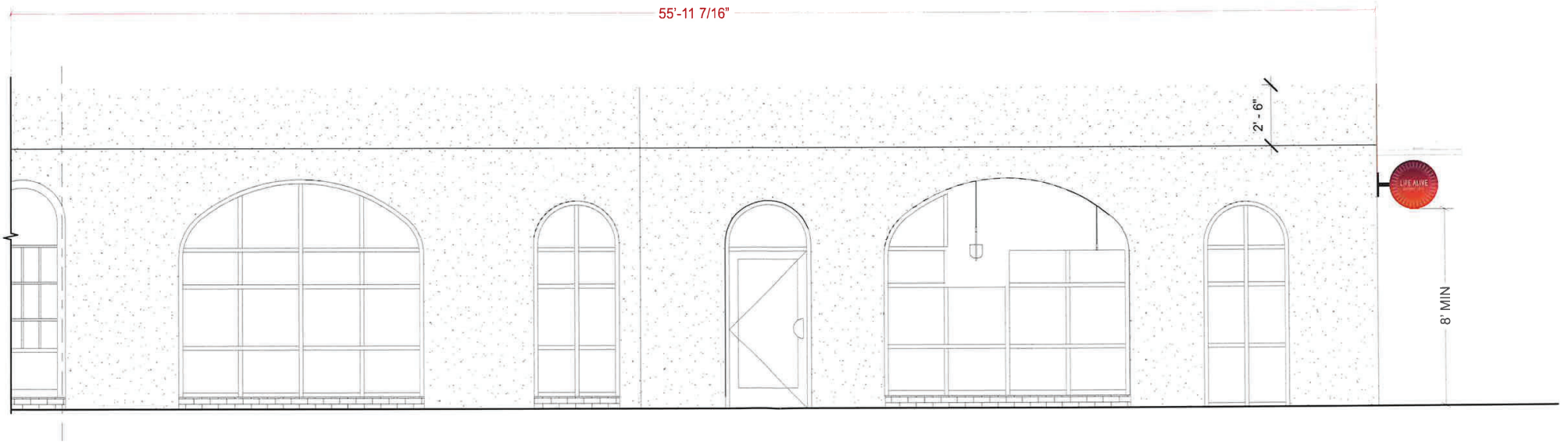
NTS



PROPOSED ELEVATION - NIGHT VIEW

NTS



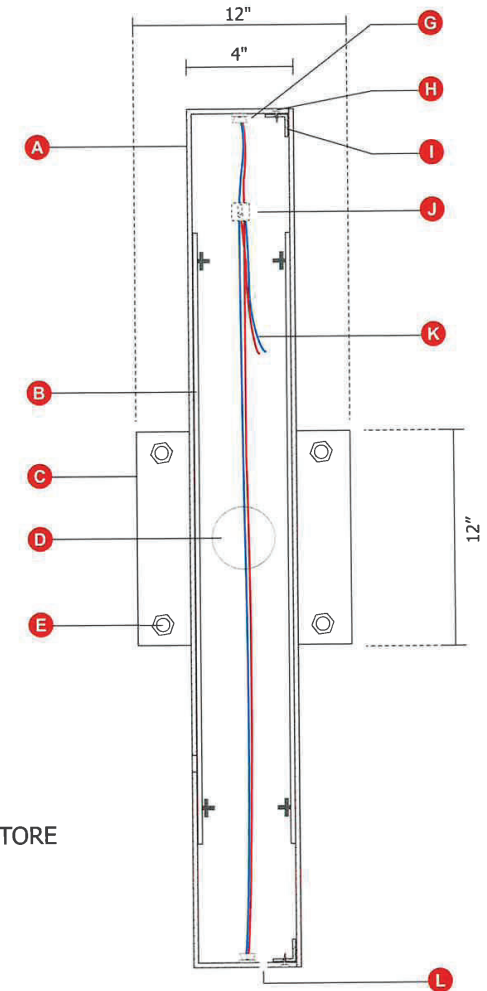
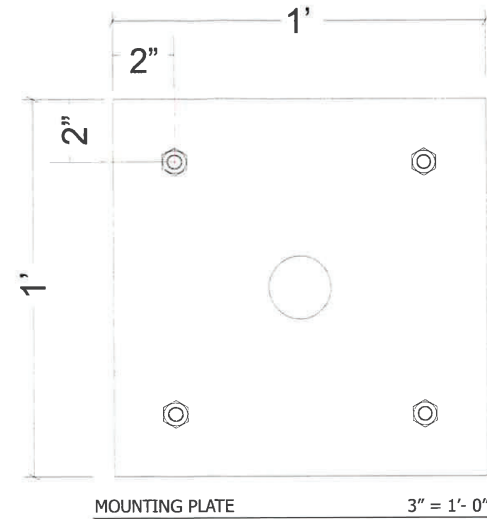
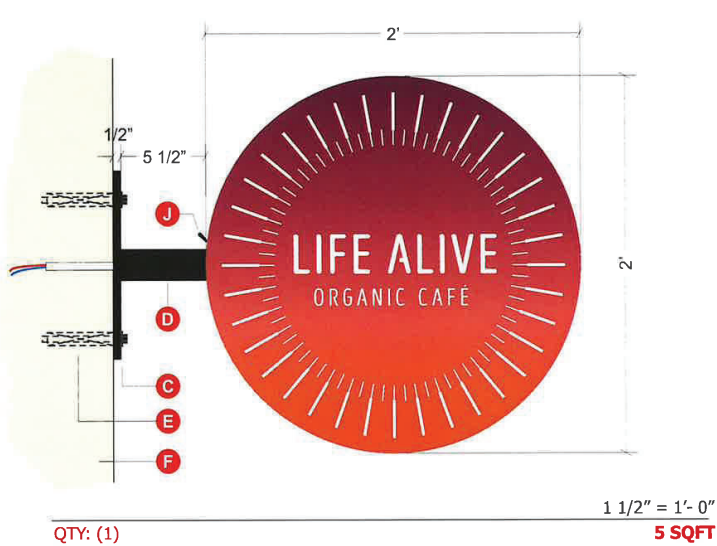


PROPOSED ELEVATION - EAST VIEW

1/4" = 1'- 0"

**B BLADE SIGN**

TOTAL QUANTITY : 1 D/F



END SECTION NTS

- A** 4" DEEP, .080 ROUTED OUT ALUM. CABINET PTD. **P1**
- B** 1/4" THK. TRANSLUCENT WHITE ACRYLIC BACKER STUD-MTD. TO CABINET INTERIOR
- C** 12" x 12" x 1/2" ALUM. MTG. BRACKET WELDED TO TUBE SUPPORTS; PAINTED **P1**
- D** (1) 2" x 2" ALUM. TUBE SUPPORT ARMS
- E** 3/8" DBL. EXP. BOLTS; EMBED 5" MIN; (4) REQ'D
- F** BUILDING FACADE: TBD
- G** PERIMETER MTD. STARUX PRO3 0.72 W 6500k WHITE L.E.D.'s
- H** PERIMETER C/S CLOSURE SCREWS PTD. **P1**
- I** ALUM. ANGLE BONDED TO INTERIOR OF REMOVABLE FACE
- J** U.L. LISTED DISCONNECT SWITCH
- K** WIRING THRU SUPPORT ARM TO REMOTE 12V 1.5A POWER SOURCE, CONCEALED & ACCESSIBLE INSIDE STORE
- L** WEEP HOLES AS REQ'D

P1



**MP 923SP  
BLACK**

**L.E.D. SPECIFICATIONS**

Brand: STARUX PRO3  
Model #: PRO3-65HL72  
Type: 6500K  
Module: 2 PCS/ft  
Power Dissipation: 0.72W/module  
Luminous Density: 100lm/W  
Waterproof: IP68

This sign is intended to be installed in accordance with the requirements of Article 600 of the current National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

**SIGN IS WIRED FOR 120 VOLTS UNLESS OTHERWISE SPECIFIED**

**JackStoneSigns** JACKSTONE SIGNS.COM

3131 Pennsy Drive, Landover, MD 20785 / phone (301) 322-3323 / fax (301) 322-8407

CUSTOMER Life Alive  
PROJECT faux neon and raceway  
ADDRESS 400 King Street, Suite 2  
CITY, STATE Alexandria, VA 22314  
FILE NAME Life Alive\_400 King St, Alexandria VA (faux neon and raceway) - 3391-03KG  
DATE: 02/09/26 DRWG # 3391  
DESIGNER Katherine Garcia  
PM/SALES Jeff Drummond  
DRAWING TYPE PERMIT

REVISIONS

Notice: This drawing is an original design created by Jack Stone Sign Company, and is submitted for use in conjunction with this project only. This drawing cannot be duplicated, altered, or exhibited in any fashion without authorization from Jack Stone Sign Company. This drawing remains the property of Jack Stone Sign Company and any unauthorized use or exhibition will result in a design fee.  
**REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS**

CUSTOMER APPROVAL (PLEASE PRINT FULL NAME)

SIGNATURE AND DATE

3



PROPOSED ELEVATION - DAY VIEW

NTS



PROPOSED ELEVATION - NIGHT VIEW

NTS





BLACK

**Kos Round LED Flushmount**  
By Astro Lighting

**LUMENS**  
Call Us (877) 445-4486

Kos Round LED Flushmount  
By Astro Lighting

**Product Options**

Finish: White,  
Color Temperature: 2700

**Dimensions**

Canopy: Diameter 4.57"

Fixture: Height 5.59", Diameter 4.53", Weight 2.03Lbs

**Lighting**

|                                                          |              |
|----------------------------------------------------------|--------------|
| Lamp Type                                                | LED Built-in |
| Total Lumens                                             | 950          |
| Total Watts                                              | 11.80        |
| Volts                                                    | 120          |
| Color Temp                                               | 2700 (Warm)  |
| Average<br>Lifespan (Hours)                              | 40,000       |
| CRI                                                      | 90           |
| Equivalent<br>Halogen, CFL or<br>LED Bulb Can<br>Be Used | No           |

Notes:



**Additional Details**

**Product URL:**

<https://www.lumens.com/kos-round-led-flushmount-by-astro-lighting-AST1940418.html>

Rating: ETL Listed Wet

**ITEM#: AST1940418**

Created December 8th, 2025