ISSUE: Certificate of Appropriateness for signage

APPLICANT: The Sign Company, Inc represented by Phillip Adams

LOCATION: Old and Historic Alexandria District

277 South Washington Street

ZONE: CD/Commercial downtown zone

STAFF RECOMMENDATION

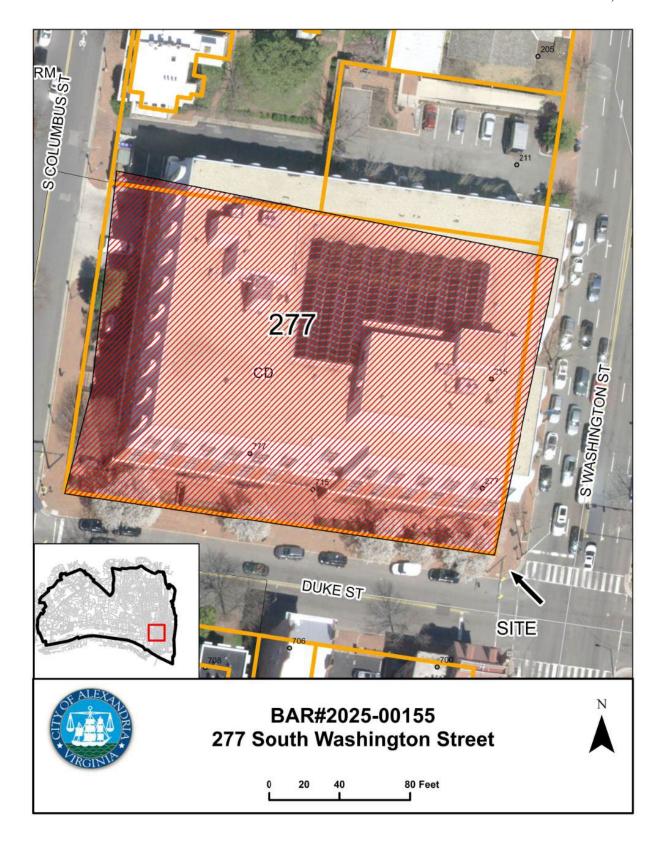
Staff recommends approval of the Certificate of Appropriateness for signage with the following conditions:

1. Work with staff to reduce the size of the wall sign to an architecturally appropriate size;

- 2. Use small targeted external illumination, such as mini spotlights or halo illumination. If halo lights are installed, 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; and,
- 3. Remove the frosted background from the plans before submitting for a building permit.

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.
- 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 (<u>including signs</u>). 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 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 <u>Virginia Department of Historic Resources (VDHR)</u> 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 to install one illuminated wall sign (32.39 ft².) and one non-illuminated blade sign (3ft².), at 277 S. Washington Street. The applicant has also requested to install vinyl decals to the glass windows and doors located on the southeast corner of the building. The decal signage totals are 23.26ft² (Window A), 25.35ft² (Window B), and 22.27ft² (Window C).

Site context

The property is at the northwest corner of the intersection of South Washington and Duke streets. It is therefore in a highly visible location on the George Washington Memorial Parkway. As such it is subject to the Washington Street Standards.

II. HISTORY

The Planning Commission approved the construction of this five-story building on July 1, 1975 (SIT75-00018). Built in **1978**, it replaced the old Alexandria Hospital, which stood at this location from 1917 – 1974 (Office of Historic Alexandria *Out of the Attic*, 3/12/2009).

Previous BAR Approvals

The BAR approved several sign permits from 1997 to the present. Other approvals include new windows in 1998, a copper awning in 2011, a fence enclosure for the trash area in 2011, converting a window to a door in 2016, and new door in 2017. On June 17, 2020, the Board approved the construction of a penthouse on the roof of the subject property.

III. ANALYSIS

The *Design Guidelines* state that "signs should blend with and not detract from the historic architecture of the districts. When signs distract, shout out to the pedestrian, are not sensitively placed on the architecture or obscure it, a negative image of the historic commercial streetscape is created...Signs should augment, not compete with the surrounding architecture."



Photo 1: Proposed Wall Sign.



Photo 2: Proposed Blade Sign.

Staff has no objection to the proposed blade sign. The non-illuminated sign complies with the BAR's Administrative Sign Policy. The proposed wall sign is appropriately located on the building; however, staff believes the wall sign is too large in relation to the jack arch window surrounding it. The applicant should work with staff to reduce the size of the wall sign to an architecturally appropriate size.

Additionally, internal illuminated signs don't comply with the BAR's Guidelines and Policies. Staff recommends that the applicant use small targeted external illumination, such as mini spotlights or halo illumination. If halo lights are installed, 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. In recent years, the Board has approved halo 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.

Lastly, while staff has no objection to the installation of window decals, however, the frosted window vinyl around the animal-shaped decals don't comply with the BAR's Window Policy. The

policy requires that glazing be clear, non-reflective and without tint. The applicant must remove the frosted background from the plans before submitting for a building permit.

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

STAFF

Amirah Lane, Historic Preservation Planner, Planning & Zoning Tony LaColla, AICP, Land Use Services Division Chief, Planning & Zoning

IV. <u>CITY DEPARTMENT COMMENTS</u>

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

Zoning

C-1 Proposed wall signs, window graphics and projecting sign will comply with Zoning.

Code Administration

C-1 A sign permit is required.

Transportation and Environmental Services

C-1 Comply with all requirements of SIT75-018. (T&ES)

Alexandria Archaeology

No archaeology comments.

National Park Service

No comments received.

V. ATTACHMENTS

- Application Materials
- Completed application
- Plans
- Material specifications
- Photographs

BAR CASE# . (OFFICE USE ONLY) ALEXANDR SOUTH WASHINGTON STREET ADDRESS OF PROJECT: 277 DISTRICT: ☐ Old & Historic Alexandria ☐ Parker - Gray ☐ 100 Year Old Building ZONING: _ TAX MAP AND PARCEL:_ 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 Ordinanœ) **Applicant:** Property Owner Business (Please provide business name & contact person) Name: THE SIGN COMPANY, INC Address: City: State: Zip: Phone: E-mail: Authorized Agent (if applicable): Attorney Architect Name: PHILLIP ADAMS Phone: E-mail **Legal Property Owner:** Name: 277 SOUTH WASHINGTON LLC C/O WC AND AN MILLER DEVELOPMENT CO Address: City: Phone: E-mail:

BAR2025-00155
BAR CASE#(OFFICE USE ONLY)
NATURE OF PROPOSED WORK: Please check all that apply
□ NEW CONSTRUCTION □ EXTERIOR ALTERATION: Please check all that apply. □ awning □ fence, gate or garden wall □ HVAC equipment □ shutters □ doors □ windows □ siding □ shed □ lighting □ pergola/trellis □ painting unpainted masonry □ other □ ADDITION □ ADDITION □ DEMOLITION/ENCAPSULATION SIGNAGE
DESCRIPTION OF PROPOSED WORK: Please describe the proposed work in detail (Additional pages may be attached).
INSTALLING TWO SETS OF REVERSE CHANNEL LETTERS
SIGNS WITH ILLUMINATION, ONE NON-LIT BLADE SIGN AND VINYL STICKERS
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 <i>Design Guidelines</i> 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

Description of the reason for demolition/encapsulation.
 Description of the alternatives to demolition/encapsulation and why such alternatives are not

to be demolished.

considered feasible.

(OFFICE USE ONLY)

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.

	D D	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.			
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.					
40000000000000000000000000000000000000	\$ D B D D D D D	Linear feet of building: Front:Secondary front (if corner lot): Square feet of existing signs to remain: 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 of 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.					
		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.			

BAR CASE# BAR2025-00155

(OFFICE USE ONLY)

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

N	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.
Ā	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.
夕	I, the applicant, or an authorized representative will be present at the public hearing.
7	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: PHILLIP ADAMS

Date: APRIL 18, 2025

4.5

OWNERSHIP AND DISCLOSURE STATEMENT Use additional sheets if necessary

 Applicant. State the name, address an interest in the applicant, unless case identify each owner of more include any legal or equitable interess which is the subject of the application 	the entity is a corporate than three percent. The test held at the time of the	tion or partnership, in which term ownership interest shall
Name	Address	Darcont of Oumarchin

Address	Percent of Ownership	
	100	
	Address	

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 277 S WASH INGTON ST (address), unless the entity is a corporation or partnership, in which case identify each owner of more than three 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.

Address	Percent of Ownership	
	160	
	Address	

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 the12-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.

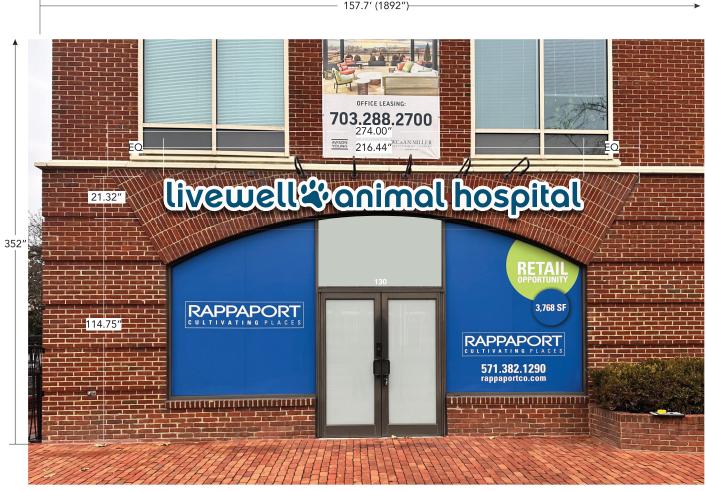
		ded above is tru		I hereby attest to the best	of my ability that
5/14	2025	PHILLIP	ADAWS	1 5	_ `
Date	Printed Name		Signature	00	



EXISTINGSCALE: NOT TO EXACT SCALE



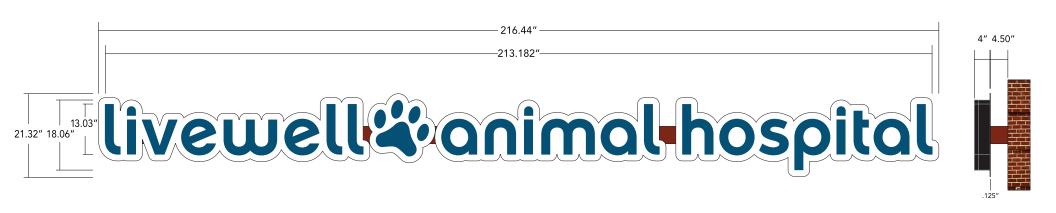
 MANUFACTURE AND INSTALL (1) NEW FACE-LIT CHANNEL LETTERS WITH BACKER PANEL MOUNTED ON RACEWAY



PROPOSED (MAY NOT BE TO EXACT SCALE)
SCALE: 3/8" = 1'-0"



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• MANUFACTURE AND INSTALL (1) NEW FACE-LIT CHANNEL LETTERS WITH BACKER PANEL MOUNTED ON RACEWAY





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FACE LIT / WITH TRIM / ON RACEWAY U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 & NEC 600 CODE

8. EXTRUDED ALUMINUM RACEWAY W/ DISCONNECT SWITCH - PAINTED

9. 1/2" METAL PASS-THROUGH IN WALL FOR SUPPLY LEADS - BY INSTALLER
10. NON-CORROSIVE RACEWAY HARDWARE APPROPRIATE FOR WALL

11. 1/2" METAL PASS-THROUGH IN WALL FOR SUPPLY LEADS - BY INSTALLER

(14)

1" IRIM CAP 3/16" THICK ACRYLIC W/ APPLIED VINYL LED MODULES INTERIOR PAINTED WHITE .040 ALUMINUM RETURNS 1/4" DRAIN HOLE COUNTER SUNK SCREW

TO MATCH WALL

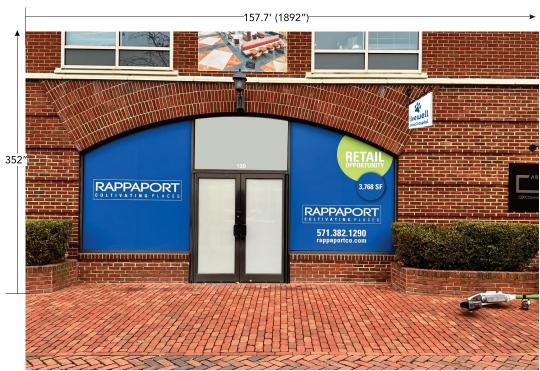
MATERIAL - BY INSTALLER

12. TO JUNCTION BOX
13. .063 ALUMINUM BACKS
14. .125" ALUMINUM BACKER PANEL



EXISTING SCALE: NTES





PROPOSED (MAY NOT BE TO EXACT SCALE) SCALE: 3/16" = 1'-0"

- MANUFACTURE AND INSTALL (1) D/F NON-ILLUMINATED BLADE SIGN
- NOTE: SIGN SIZE AND MATERIAL TO BE VERIFIED. HOLE SIZE AND PLACEMENT NEEDS TO BE VERIFIED. BASED ON EXISTING HARDWARE.



3.00 SQFT



Southern Veterinary Partners



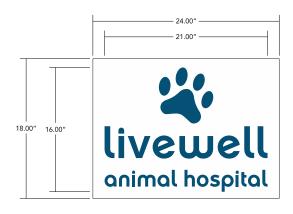
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EXISTING SCALE: NTES

1.00"



PROPOSED (MAY NOT BE TO EXACT SCALE)



PROPOSED SCALE: NOT TO EXACT SCALE

SCOPE OF WORK:

- MANUFACTURE AND INSTALL (1) D/F NON-ILLUMINATED BLADE SIGN
- NOTE: SIGN SIZE AND MATERIAL TO BE VERIFIED. HOLE SIZE AND PLACEMENT NEEDS TO BE VERIFIED BASED ON EXISTING HARDWARE.



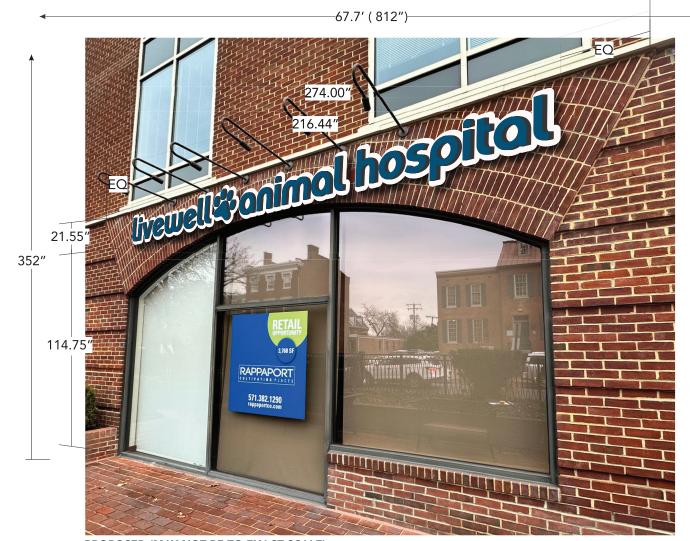




EXISTING SCALE: NOT TO SCALE



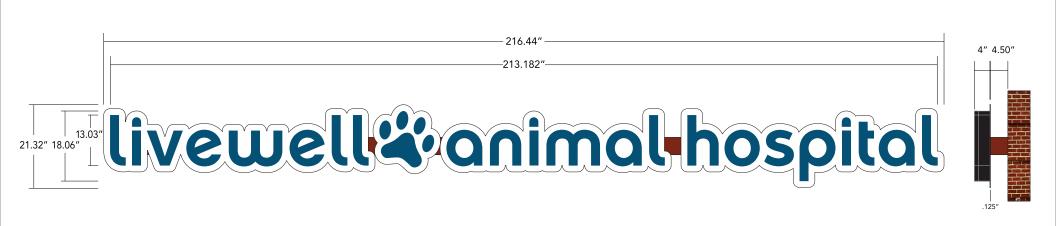
• MANUFACTURE AND INSTALL (1) NEW FACE-LIT CHANNEL LETTERS WITH BACKER PANEL MOUNTED ON RACEWAY



PROPOSED (MAY NOT BE TO EXACT SCALE) SCALE: NOT TO SCALE



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FACE LIT / WITH TRIM / ON RACEWAY

U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 & NEC 600 CODE

8. EXTRUDED ALUMINUM RACEWAY W/ DISCONNECT SWITCH - PAINTED

1/2" METAL PASS-THROUGH IN WALL FOR SUPPLY LEADS - BY INSTALLER
 NON-CORROSIVE RACEWAY HARDWARE APPROPRIATE FOR WALL

11. 1/2" METAL PASS-THROUGH IN WALL FOR SUPPLY LEADS - BY INSTALLER

(14)

1" IRIM CAP 3/16" THICK ACRYLIC W/ APPLIED VINYL LED MODULES INTERIOR PAINTED WHITE .040 ALUMINUM RETURNS 1/4" DRAIN HOLE COUNTER SUNK SCREW

TO MATCH WALL

MATERIAL - BY INSTALLER

12. TO JUNCTION BOX
13. .063 ALUMINUM BACKS
14. .125" ALUMINUM BACKER PANEL

SCOPE OF WORK:

 MANUFACTURE AND INSTALL (1) NEW FACE-LIT CHANNEL LETTERS WITH BACKER PANEL MOUNTED ON RACEWAY





16



EXISTING



C4 C21 16.5"x 15.9" 16.0"x 19.22" 1.82 sqft 2.58 sqft 20% = 11.66 20% = 2.7

41"x 22.03" 6.27 sqft 20% = 11.66

D20



D12 C10 21.5"x 21.5" 3.21 sqft

20% = 11.66

27.25"x 27.01 5.11 sqft 20% = 11.66

PAW SILHOUETTE

9.5"x 9" .60 sqft (3) 20% = 4.2



157.7' (1892'

WINDOW VINYL (FRONT DOOR, S. WASH STREET)

SCALE - 3/8" = 1'-0"

SCOPE OF WORK:

• MANUFACTURE AND INSTALL FROSTED WINDOW VINYL



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EXISTING SCALE: 3/16" = 1'-0"



6.77 sqft 20% = 11.66





D14 26.75"x 46.07" 8.55 sqft



C15 22.5"x 14.19" 2.22 sqft 20% = 2.7



9.5"x 9" C12 .60 sqft 30.375"x 11.14" (3) 20% = 5.252.35 sqft



WINDOW VINYL (WINDOWS TO RIGHT OF FRONT)

20% = 11.66

SCALE - 3/8" = 1'-0"

SCOPE OF WORK:

MANUFACTURE AND INSTALL FROSTED WINDOW VINYL



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EXISTING SCALE: NOT TO SCALE



C18 23"x 34.59

20% = 13.89

22.5"x 39.12" 5.52 sqft 6.11 sqft 20% = 7.76

D15



D6 26"x 22.16 4.0 sqft 20% = 13.89

9.5"x 9" .60 sqft (3) 20% = 4.08

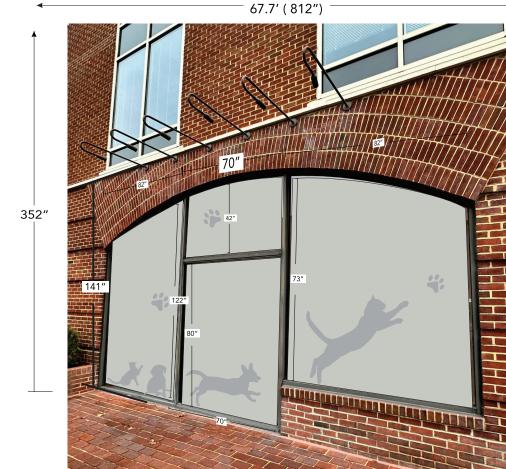


C22

27.5"x 31.65"

6.04 sqft

20% = 8.31



PROPOSED (MAY NOT BE TO EXACT SCALE) SCALE: NOT TO SCALE

SCOPE OF WORK:

MANUFACTURE AND INSTALL FROSTED WINDOW VINYL



SCALE - 3/8" = 1'-0"



livewell animal hospital

37.07SQFT

Project # 6419 Permanent Location / Address Southern Veterinary Partner (LIVALX) 277 S Washington Street Suite #130 Alexandria, VA 22314

3M FROSTED CRYSTAL

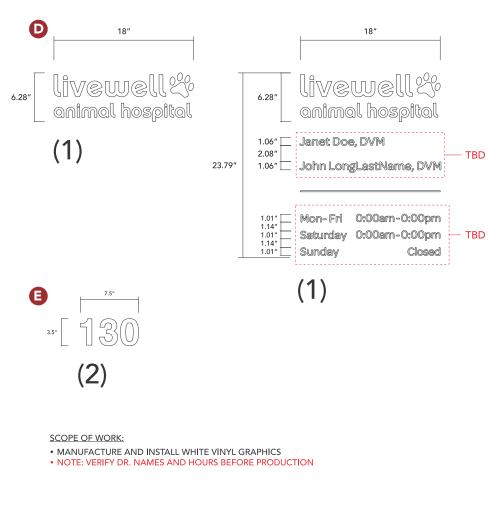
#1 - Initial / BG / 02-19-25 #2 - Update / BG / 03-13-25 #3 - WV added / BG / 03-31-25 #4 - Added #130 / BG / 04-04-25

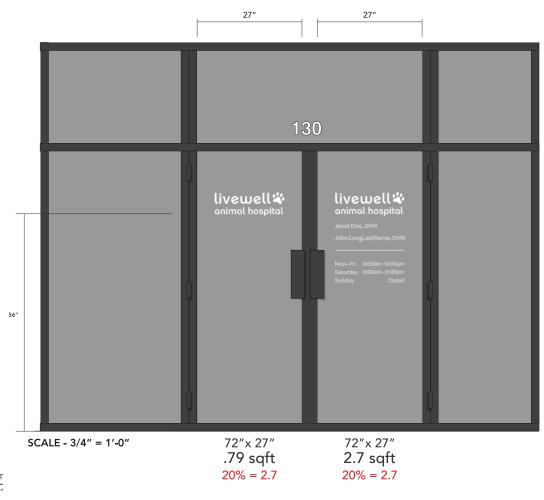
count Rep: KEVIN AGOSTINHO 04/04/2025 Client Partner Approval

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WINDOW VINYL - DR. NAMES & HOURS, DOOR #

.79 SQFT, 2.70 SQFT, .18 SQFT

SCALE - 11/2" = 1'-0"

#1 - Initial / BG / 02-19-25 #2 - Update / BG / 03-13-25 count Rep: KEVIN AGOSTINHO Project # 6419 Permanent Color & Materials: 04/04/2025 VISION Location / Address #3 - WV added / BG / 03-31-25 WHITE VINYL Client Partner Approval: livewell 🗳 Southern Veterinary Partner #4 - Added #130 / BG / 04-04-25 (LIVALX) SIGN GROUP animal hospital 277 S Washington Street Suite #130 Your Vision | Your Brand | Our Commitment Alexandria, VA 22314 304.366.3021 VisionSignGroup.com 2024 © Vision Sign Group | A division of Vision Custom Signs, LLC | CORPORATE HG: 358 E. Grafton Road, Fairmont WV 26554 USA REGIONAL OFFICES: Washington | Oregon | Texas | Pennsylvania | Idaho INTERNATIONAL OFFICES: Manila Philippines REGIONAL & NATIONAL SIGNAGI

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