

ISSUE: Certificate of Appropriateness for signage.

APPLICANT: The Salvation Army Nation Corporation

LOCATION: Old and Historic Alexandria District
615 Slaters Lane

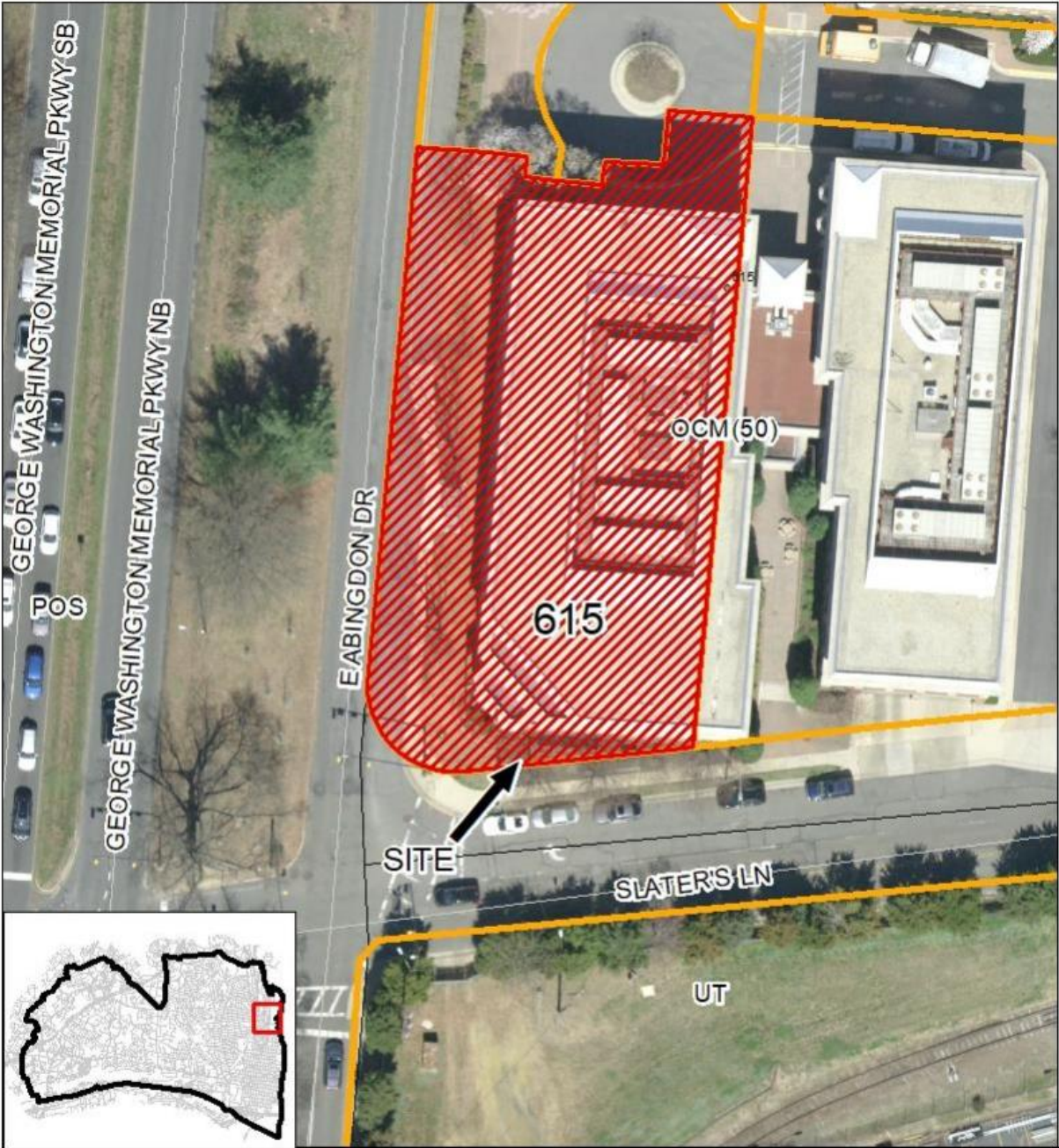
ZONE: OCM (50)/ Office Commercial Medium (50) Zone


STAFF RECOMMENDATION

Staff recommends approval of the Certificate of Appropriateness for signage with the condition that the anchors for the sign bracket must be installed into the mortar joints to avoid damage to the brick.

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 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.



 **BAR#2024-00299**
615 Slaters Lane

0 20 40 80 Feet

N

I. APPLICANT’S PROPOSAL

The project calls to replace the existing non-illuminated sign with a larger internally illuminated sign at 615 Slaters Lane.

Site context

The subject property sits at the northeast corner of Slaters Lane and East Abingdon Drive. The proposed sign location is on the building’s southwest corner which is visible from George Washington Memorial Parkway (Figure 1).

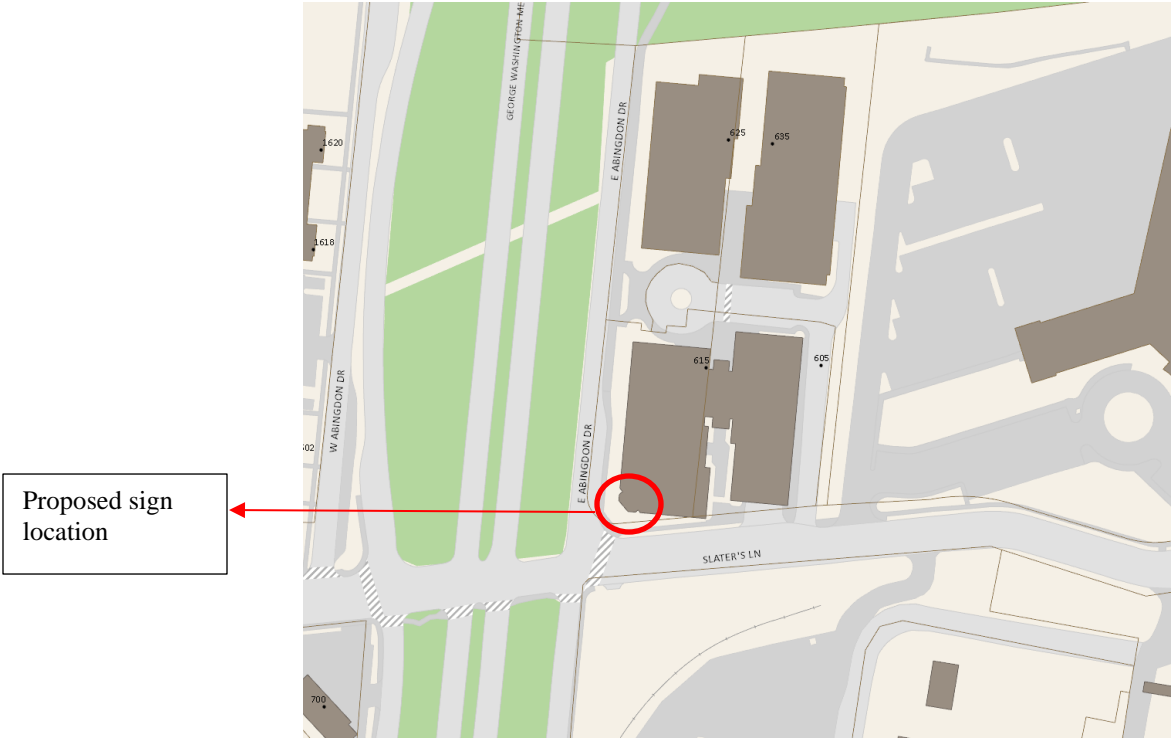


Figure 1 - 615 Slaters Ln sign location

II. HISTORY

The Towngate commercial complex was built between **1986** and **1989**. The four buildings were designed by the Lewis & Wisniewski Associates architectural firm of Alexandria. The site was included as part of the Old and Historic Alexandria District in the 1958 expansion of the historic district to include an area 500 feet wide on both sides of the George Washington Memorial Parkway, extending from First Street to the northern boundary of the City at Four Mile Run. The inclusion of this area was intended to ensure that the memorial character of the Parkway was maintained, according to the City’s 1929 agreement with the National Park Service.

Previous BAR Approvals

BAR2006-00211 & BAR2006-00212 – alterations to the front entrance, approved on October 4, 2006.

BAR2019-00156 & BAR2019-00157 – Build a hyphen connector between 605 and 615 Slaters Lane, approved on May 15, 2019.

III. ANALYSIS

The applicant is requesting the installation of an approximately 19.7 square feet internally illuminated signage to replace the existing non-illuminated sign at the building’s southwest corner wall (Figure 2).



Figure 2 – Existing sign to be replaced

As per the BAR Sign Policy for Administrative Approval, a corner building can have up to four signs, being one a changeable copy sign. As of today, the existing Salvation Army sign shown in the picture above is the only sign on the building's façade.

The total square footage allowed for wall and projecting signs in the Historic Districts is 75% of the length of the wall on which the signs are installed. In this case, this corner wall length is approximately 20 feet, thus, the maximum signage square footage for this elevation is 15 square feet. Therefore, the proposed 19.7 square feet sign exceeds the maximum square footage allowed for the sign to be approved administratively (Figure 3). Moreover, the Sign Policy for Administrative Approval allows staff to approve non-illuminated signs illuminated with external mini spotlights, internally illuminated signs requires Board approval at a public hearing.

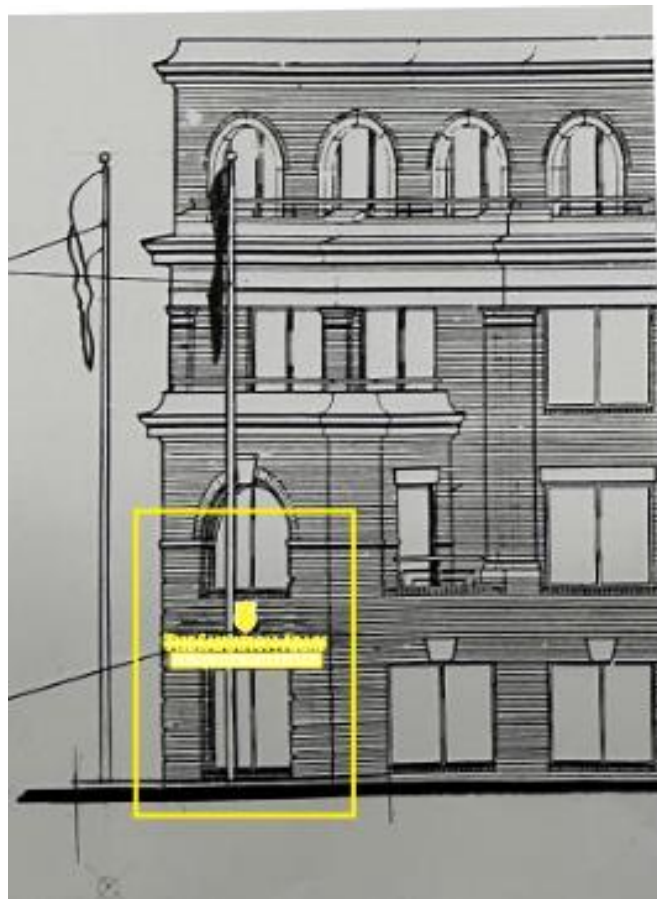


Figure 3 - New Signage mockup

The applicant signage proposal consists of three parts as follows: *The Salvation Army* logo will be internally illuminated (Figure 4), the middle portion of the proposed sign will have face lit channel letters mounted on an aluminum raceway (Figure 5), and the lower portion will have flat cut aluminum letters (non-illuminated) on a thick aluminum panel painted to match the wall (Figure 6).



Figure 4 - Salvation Army logo



Figure 5 - Middle portion of the proposed signage



Figure 6 - Lower portion of the proposed signage

The *Design Guidelines* state that “Signs should be designed in styles, materials, typefaces, colors and lettering that are appropriate and sympathetic to the historic style of the building. Sign styles or designs should not postdate the era of the building for which they are intended. For example, signs made of plastic are not appropriate on 18th and 19th century commercial structures.” In addition, the Board should take into consideration the “maintenance of the memorial character of the George Washington Memorial Parkway, which passes through Alexandria as Washington Street.”

Staff has no objection to the proposed signage since the proposed sign design is compatible with the late 20th century structure and would not overwhelm any architectural feature of the subject building. Moreover, the building is recessed approximately 100 feet from the George Washington Memorial Parkway, which minimizes the signage visual impact on the Parkway.

However, the BAR *Design Guidelines* requires that “Anchors for all signs and sign brackets must be installed into the mortar joints on masonry buildings to avoid damage to the brick or stone.”

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

STAFF

Marina Novaes, Historic Preservation Planner, Planning & Zoning
Tony LaColla, AICP, Land Use Services Division Chief, Planning & Zoning

III. CITY DEPARTMENT COMMENTS

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

Zoning

C-1 Proposed wall 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 [SIT82-0021] (T&ES)

C-2 The Final Site Plan must be approved and released and a copy of that plan must be attached to the demolition permit application. No demolition permit will be issued in advance of the building permit unless the Final Site Plan includes a demolition plan which clearly represents the demolished condition. (T&ES)

Alexandria Archaeology

F-1 Archaeology has no comments.

V. ATTACHMENTS

1 – Application Materials

- Completed application
- Sign shop drawings
- Material specifications
- Photographs

ADDRESS OF PROJECT: 615 Slaters LANE

DISTRICT: Old & Historic Alexandria Parker – Gray 100 Year Old Building

TAX MAP AND PARCEL: 035.04-04-01 ZONING: OCM (50)

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: The Salvation Army Nation Corporation

Address: 615 Slaters Lane

City: Alex State: VA Zip: 22314

Phone: 703-598-1649 E-mail: craig.templeton@usn.salvationarmy.org

Authorized Agent *(if applicable)*: Attorney Architect Contractor

Name: Bob Biroonak Phone: 240-778-9809

E-mail: bob@artdisplayco.com

Legal Property Owner:

Name: The Salvation Army National Corporation

Address: 615 Slaters Lane

City: Alex State: VA Zip: 22314

Phone: 703-598-1649 E-mail: craig.templeton@usn.salvationarmy.org

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:⁸⁸_____ Secondary front (if corner lot):_____.
- 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 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.

- ^{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.

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: Bob Biroonak

Date: 8/1/2024

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 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.

Name	Address	Percent of Ownership
1. The Salvation Army National	615 Slaters Ln, ALX, VA 22314	100%
2.	* (TSA Nat'l Corp is a 501(c)3 Church)	
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at _____ (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.

Name	Address	Percent of Ownership
1. The Salvation Army National	615 Slaters Ln, ALX, VA 22314	100%
2.	* (TSA Nat'l Corp is a 501(c)3 Church)	
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.)
N/A		
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.

08/15/2024

Date

Craig Templeton, Property Manager

Printed Name

Digitally signed by
Craig D.

Templeton

Date: 2024.08.15

14:30:33 -04'00'

A1 FRONT VIEW
Scale: 1" = 1'-0"

38.32 Sq. feet



SPECIFICATIONS

1. FACE LIT CHANNEL LETTERS

- 4 1/2" deep fabricated aluminum channel letters
- Returns painted P3
- 1" white trimcap (3/8" on letter face)
- Internally illuminated with white LEDs
- Translucent white acrylic faces
- Font: Trajan Pro

2. FACE LIT CHANNEL LETTER SHEILD

- 4 1/2" deep fabricated aluminum channel logo
- Returns painted P1
- 1" trimcap (3/8" on letter face) to match P1
- Internally illuminated with white LEDs
- Translucent white acrylic faces w/ V1 translucent vinyl applied to faces

3. FLAT CUT ALUMINUM LETTERS

- 1/4" thick aluminum flat cut letters
- Font: Trajan Pro
- Painted P1

4. 4 1/2" X 4 1/2" ALUMINUM RACEWAY

- Painted P4 to match facade (field check needed to match color)

5. 1/8" THICK ALUMINUM PANEL

- Painted P4 to match facade

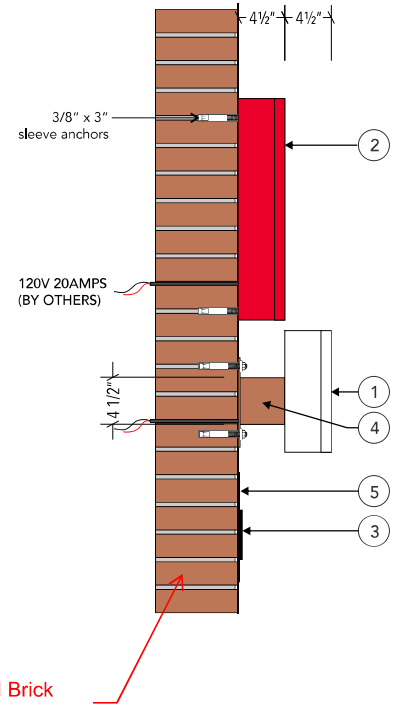
INSTALLATION

- Raceway to be mounted to wall using 3/8" x 3" sleeve anchors
- Flat cut aluminum letters mounted to wall using pins and silicone
- Electrical feed brought to within 6" of sign location by others
- ADC to make final connection only

ILLUM. CHANNEL LETTERS
QTY: (1X) SINGLE FACED

A

A1 FRONT VIEW
Scale: 1" = 1'-0"



Existing Solid Brick Wall

COLORS & FINISHES

P1. PANTONE 185C (SATIN FINISH)



P2. BLACK (SATIN FINISH)



P3. WHITE (SATIN FINISH)



P4. MATCH FACADE (FIELD CHECK NEEDED)



V1. PANTONE 185C



401 Hampton Park Boulevard
Capitol Heights, MD, 20743
PHONE 240.765.1400
FAX 240.765.1401
www.artdisplayco.com

CLIENT Salvation Army - USA National Headquarters

PROJECT Illuminated Channel Letters

ADDRESS 615 Slaters Lane, Alexandria VA 22314

DRAWING FILE 240077-03-03kb_vs Salvation Army - USA National Headquarters (illuminated channel letters)

DESIGNER Kareesa Brennan

REPRESENTATIVE Ben Biroonak

REVISIONS

1	01/17/2024	KB	
2	02/26/2024	KB	
3	04/23/2024	VS	

NOTES:

Designs and sketches are sole property of Art Display Company and may not be used or reproduced without permission. Sketch colors are limited by printing technology and may not reflect the exact colors of the finished product. Signs shown on photos may not represent actual size and proportion to building.

Ⓢ ALL ELECTRICAL COMPONENTS ARE TO BE UL APPROVED

All electrical components are intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes, including proper grounding and bonding of the entire sign. The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code. ALL REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION BY OTHERS

1

ILLUM. CHANNEL LETTERS
 QTY: (1X) SINGLE FACED

A

ELEVATION
 Scale: 1/16" = 1'-0"



CLOSE UP VIEW



NOTE: All sizes TBD via field check (logo shown above is in yellow for presentation purposes only)



401 Hampton Park Boulevard
 Capitol Heights, MD, 20743
 PHONE 240.765.1400
 FAX 240.765.1401
www.artdisplayco.com

CLIENT Salvation Army - USA National Headquarters
 PROJECT Illuminated Channel Letters
 ADDRESS 615 Slaters Lane, Alexandria VA 22314
 DRAWING FILE 240077-03-03kb_vs Salvation Army - USA National Headquarters (illuminated channel letters)

DESIGNER Kareesa Brennan
 REPRESENTATIVE Ben Biroonak

REVISIONS	
1	01/17/2024 KB
2	02/26/2024 KB
3	04/23/2024 VS

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2

EXISTING LOOK



PROPOSED LOOK



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