

# City of Alexandria, Virginia

## MEMORANDUM

DATE: OCTOBER 2, 2013

TO: CHAIRMAN AND MEMBERS OF THE  
OHAD BOARD OF ARCHITECTURAL REVIEW

FROM: HISTORIC PRESERVATION STAFF

SUBJECT: 700 SOUTH WASHINGTON STREET & 600 FRANKLIN STREET,  
BAR CASE #2013-00210

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### Update Since Previous Hearing

At the July 24, 2013 hearing, the Board approved the application for a Permit to Demolish and deferred the Certificate of Appropriateness for a coordinated sign plan at the building located at 700 South Washington Street and 600 Franklin Street, advising the applicant to work with staff on a more appropriate sign plan for this large, multitenant building.

Since that time, BAR staff and the applicant have met and a revised coordinated sign plan has been submitted. The applicant has also demolished the canopy. The changes since the initial submission include the following:

- Reduction in total signage from 96 square feet to 75 signage on South Washington Street and from 123 square feet to 61 square feet on Franklin Street
- Removal of proposed building wall sign at second and third stories of the Washington and Franklin streets corner
- Request for a blade sign for Balducci's adjacent to Franklin Street entrance. New black aluminum sign to be 8 feet by 1.5 feet and installed between second and third stories. It will project 2.5 feet from the face of the building.
- Removal of several placeholder vinyl decals for several windows
- Creation of a more standard wall sign scheme over storefronts on Washington Street. Each retail space will have one reverse channel letter, halo-lit wall sign to be installed over the center opening at the respective retail space. Each sign is constructed to fit over the existing keystone. Each sign features the business' logo (star or "B") followed by the business name. Each sign is less than 24" in height and will fit within the cast-stone frieze.
- Request for three window decal graphics for each of the two Washington Street retail spaces, up to two square feet each.
- Request for each tenant will be able to select its own awning color. The Balducci's space will continue to have black awnings and the John Marshall Bank proposes navy blue awnings.
- Removal of oversized dessert full window coverings on Washington Street for Balducci's and installation of blinds at these windows, that will generally remain closed.

### Analysis

Staff finds the revised proposal much improved from the initial application and supports the application with a few final modifications. To ensure that the BAR approval can effectively function as a long-term coordinated sign plan for this building, staff has standardized some aspects of the proposal to be adaptable to other potential tenants.

Staff supports the proposed blade sign on Franklin Street for “Balducci’s” and the elimination of the wall sign at the prominent corner with Washington Street. The National Park Service was most concerned with this aspect of the original application and now has no objection to the proposal.

Staff also believes that the installation of an externally illuminated wall sign for each of the retail spaces is appropriate and acceptable. The current proposal of each having a logo plus name within the frieze is appropriate and can be applied to future tenants. Staff was originally concerned how such a wall sign would work with the existing Post Modern style keystone but the applicant has designed each sign to be installed on top of the existing keystone. It is not, perhaps, ideal but staff believes that it works better than any of the other options available.

### Modifications

Staff does not object to each tenant selecting an independent awning color, provided that the overall color scheme for the awnings is complementary. In this particular case, the awnings will be navy blue adjacent to the John Marshall Bank retail space and black everywhere else for Balducci’s. Since tenants and company logos change, staff does not believe it to be necessary to regulate or review awning color, noting that these awnings are smaller than most other awnings in the district and are minor elements on a very large building.

While some window decals are acceptable, staff is concerned about the number proposed in this application (six on South Washington Street and 12 on Franklin Street). In order to limit visual clutter, staff recommends that the number of decals be limited to one per retail space on Washington Street and two per retail space on Franklin Street. Staff finds it preferable to have fewer and slightly larger decals rather than the proposed number and size.

### **STAFF RECOMMENDATION, OCTOBER 2, 2013**

Staff recommends approval of a coordinated sign plan for this building with the following conditions:

1. That each tenant with frontage on Washington Street be allowed one halo-lit wall sign (with a company’s logo and name) on that elevation, provided that it be centered over the window opening and not extend beyond the vertical dimension of the 24” tall cast-stone frieze;
2. That all signs be installed through mortar joints and not directly into the cast-stone frieze;
3. That each tenant be allowed one window/door decal up to four square feet in area on Washington Street and a maximum of two decals not to exceed four square feet each on the Franklin Street elevation;
4. That each tenant may select the awning color adjacent to their retail space so long as a standard size and form is used for all tenants; and

5. That a single blade sign for this building is permitted only on Franklin Street and is only appropriate for a large, primary retail tenant, such as Balducci's. The sign must be located adjacent to their main entrance.

**ATTACHMENTS**

*1 – Revised Submission Materials*

*2 – Previous Staff report for BAR2013-00209 & BAR2013-00210 at 700 S Washington Street & 600 Franklin Street with minutes*

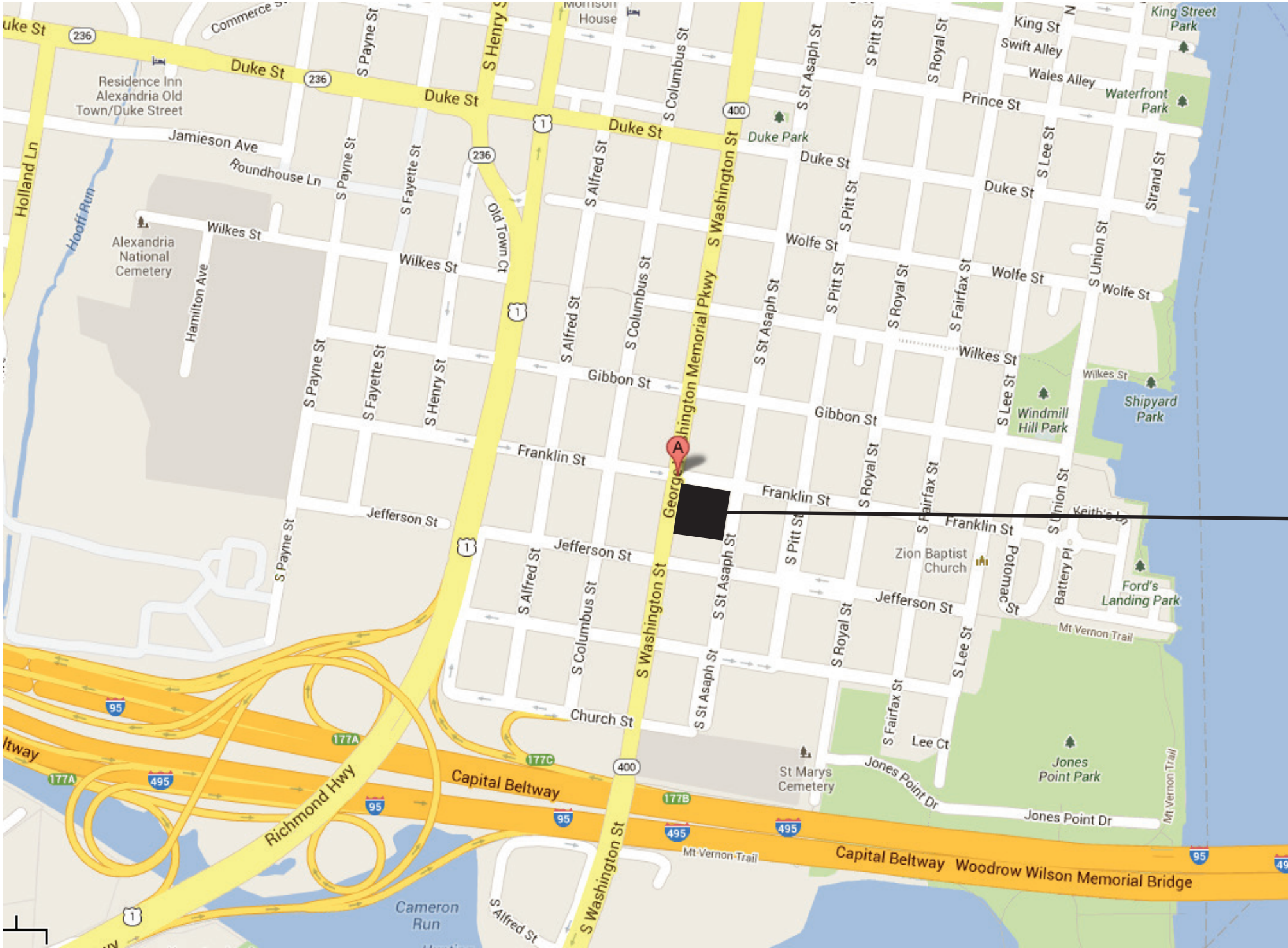
**600 FRANKLIN STREET 700 S. WASHINGTON -- ALEXANDRIA, VA**  
Comprehensive Sign Plan

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OWNER  
**LINCOLN  
PROPERTY  
COMPANY**







PROJECT LOCATION

SIGN TYPE AND DESCRIPTION

S WASHINGTON STREET

- 1. RETAIL TENANT
  - A. WINDOW GRAPHICS
  - B. ILLUMINATED CHANNEL LETTERS ON BACK SPLASH

- 2. RETAIL TENANT
  - A. WINDOW GRAPHICS
  - B. ILLUMINATED CHANNEL LETTERS ON BACK SPLASH
  - C. ADD NAVY BLUE AWNINGS

- 3. BUILDING ADDRESS

- 4. BUILDING TENANT DIRECTORY

FRANKLIN STREET

- 5. RETAIL TENANT
  - A. BLADE SIGN MOUNTED TO BUILDING FACADE ABOVE MAIN ENTRY
  - B. LOGO SIGN ABOVE ENTRY DOORS ON AWNING
  - C. LOGO SIGN ABOVE ENTRY DOORS ON AWNING
  - D. WINDOW GRAPHICS

- 6. RETAIL TENANT
  - A. LOGO SIGN ABOVE ENTRY DOORS ON AWNING
  - B. ATM SIGNAGE
  - C. WINDOW GRAPHICS

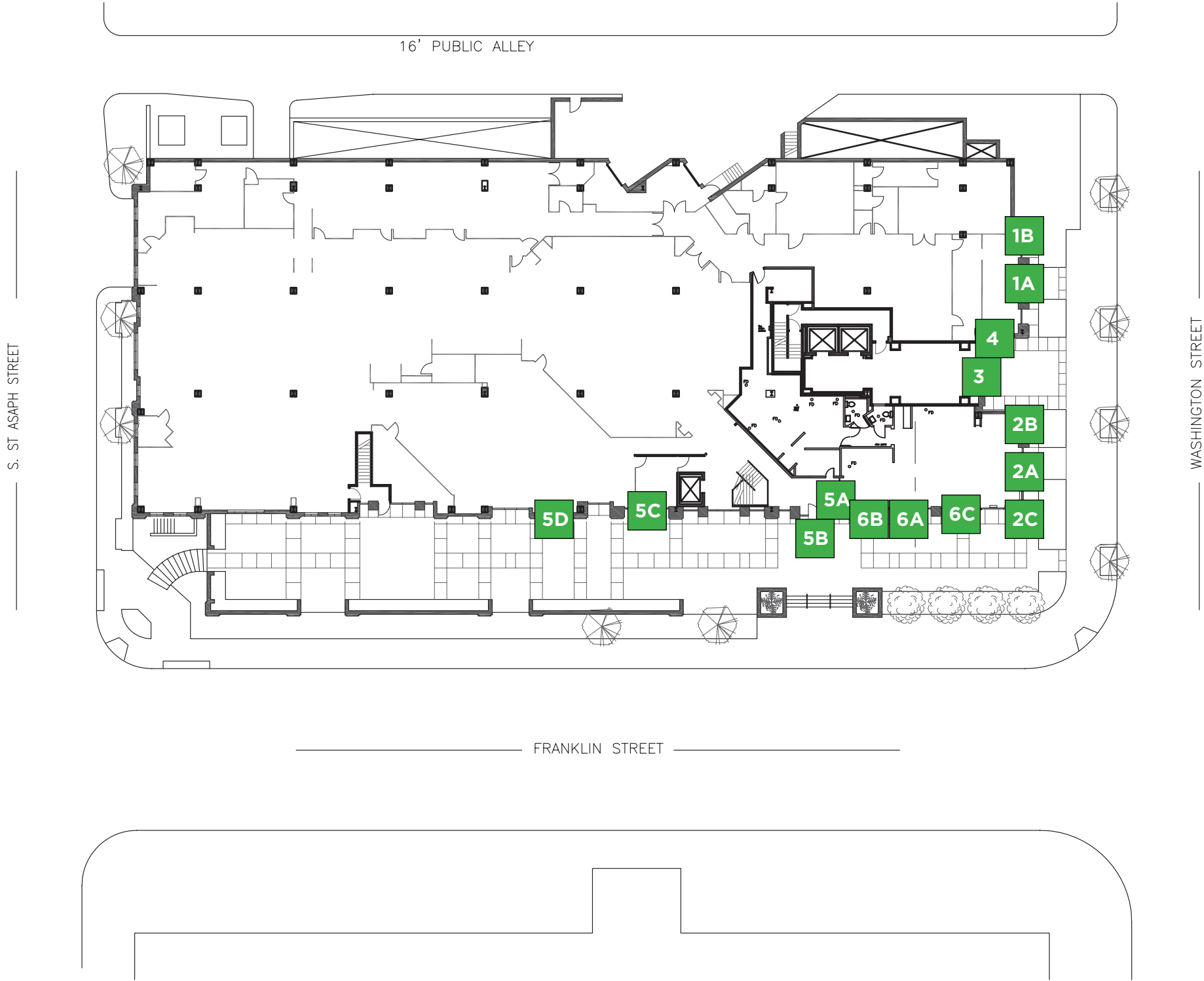
SIGN NUMBER	LIGHTING	QUANTITY	SF EACH	SIGNAGE TO REMAIN	NEW SIGNAGE	TOTAL
S WASHINGTON STREET						
1A	N	3	2	--	6	6
1B	Y	1	18	--	18	18
2A	N	3	2	--	6	6
2B	Y	1	27	--	27	27
3	N	1	11	--	11	11
4	N	1	7	--	7	7
				--	75 SF	75 SF
FRANKLIN STREET						
5A	N	1	12	--	12	12
5B	N	1	8	8	--	8
5C	N	1	8	8	--	8
5D	N	6	2	--	12	12
6A	N	1	7	--	7	7
6B	N	1	2	--	2	2
6C	N	6	2	--	12	12
				16 SF	45 SF	61 SF

S WASHINGTON STREET

- 1. RETAIL TENANT
  - A. WINDOW GRAPHICS
  - B. ILLUMINATED CHANNEL LETTERS ON BACK SPLASH
- 2. RETAIL TENANT
  - A. WINDOW GRAPHICS
  - B. ILLUMINATED CHANNEL LETTERS ON BACK SPLASH
  - C. ADD NAVY BLUE AWNINGS
- 3. BUILDING ADDRESS
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FRANKLIN STREET

- 5. RETAIL TENANT
  - A. BLADE SIGN MOUNTED TO BUILDING FACADE ABOVE MAIN ENTRY
  - B. LOGO SIGN ABOVE ENTRY DOORS ON AWNING
  - C. LOGO SIGN ABOVE ENTRY DOORS ON AWNING
  - D. WINDOW GRAPHICS
- 6. RETAIL TENANT
  - A. LOGO SIGN ABOVE ENTRY DOORS ON AWNING
  - B. ATM SIGNAGE
  - C. WINDOW GRAPHICS







KEY PLAN



REMOVE EXISTING GRAPHICS (SHOWN)



PROPOSED VINYL LOGO GRAPHICS IN WINDOWS

**1. RETAIL TENANT**

**A. WINDOW GRAPHICS**

REMOVE EXISTING GRAPHICS (SHOWN)

REPLACE WITH CORPORATE COLOR LOGO DECAL (THREE TOTAL) 1.5'X1' IN THE CENTER OF EACH WINDOW

VINYL TEXT APPLIED TO 2ND SURFACE OF GLASS

BLINDS (OR SIMILAR) WILL BE ADDED FOR PRIVACY TO THE EMPLOYEE / BACK OF HOUSE AREA BEHIND THE WINDOWS

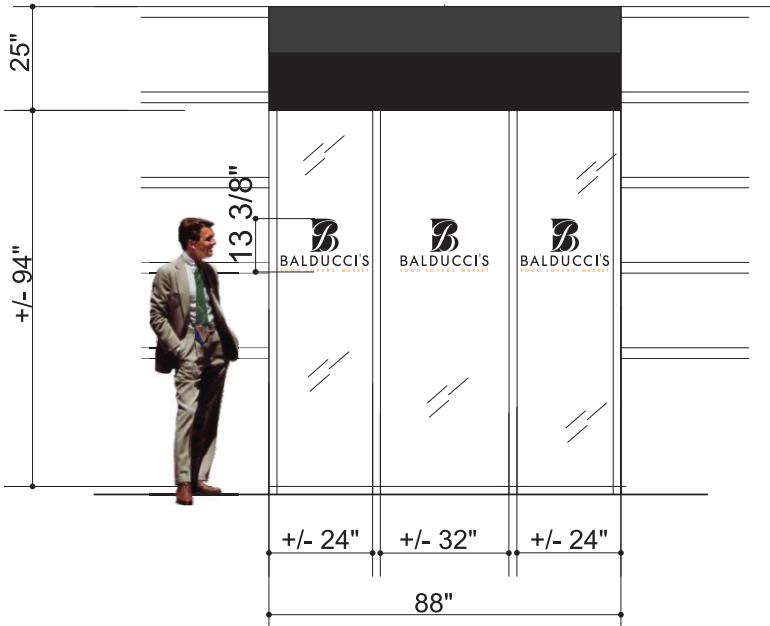
**S WASHINGTON STREET: 1A**



VINYL GRAPHICS & COPY LAYOUT

scale: 1 1/2"=1'-0"

2.04 SQ. FT. EACH LOGO



PARTIAL ELEVATION @ WASHINGTON ST

SCALE: 1/4" = 1'-0"

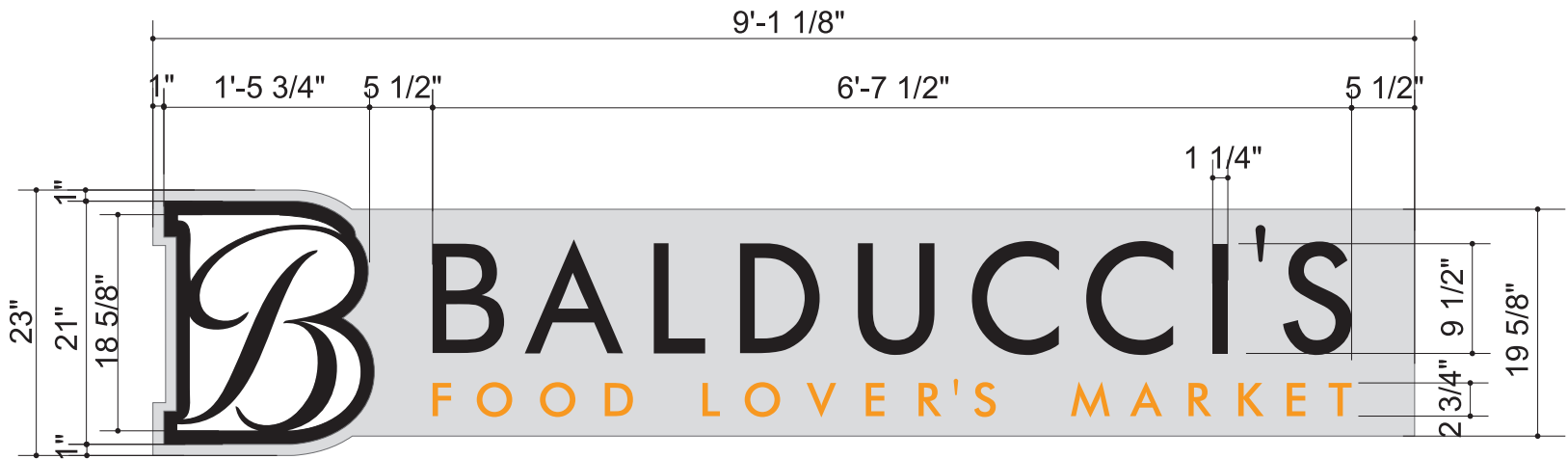




KEY PLAN



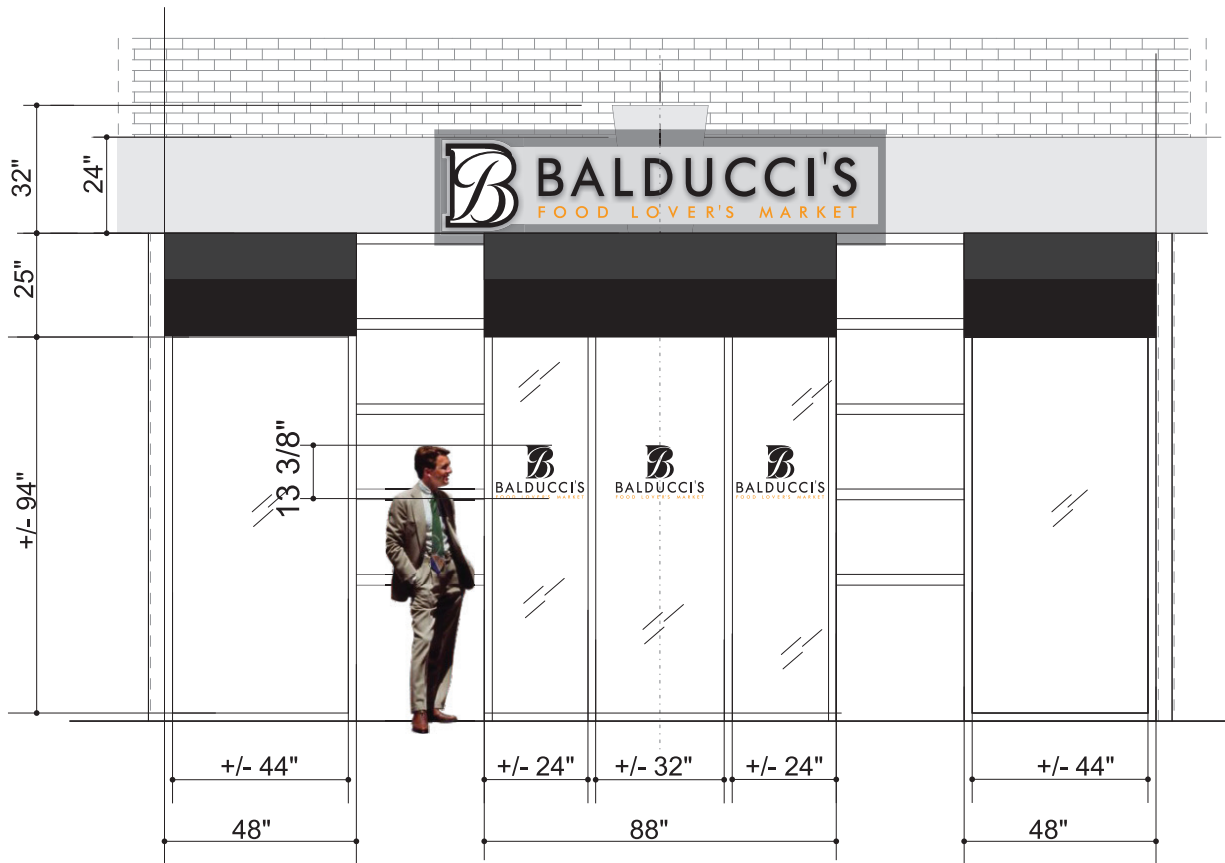
PROPOSED ILLUMINATED CHANNEL LETTERS ON BACK SPLASH



REV. CHANNEL [HALO-LIT] LETTER W/ BACK SPLASH  
SCALE: 3/4" = 1'-0"

1. RETAIL TENANT  
B. ILLUMINATED CHANNEL LETTER  
ON BACK SPLASH

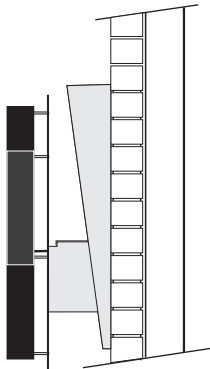
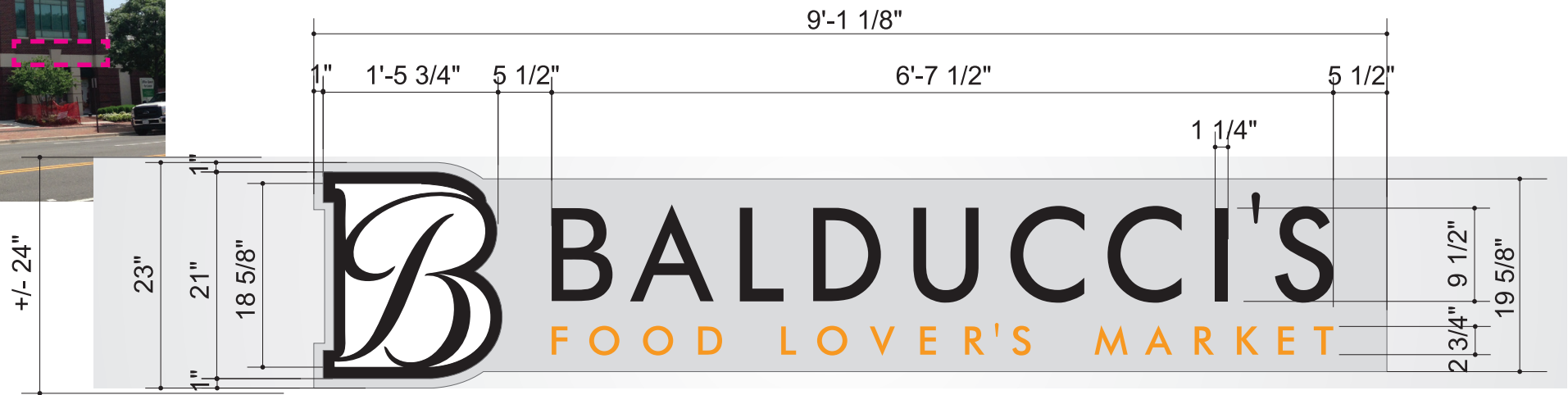
- FABRICATION & INSTALLATION DETAIL FOR REVERSE CHANNEL LETTERS HALO ILLUMINATED
- SIGNAGE MOUNTED TO BUILDING FACADE
- BACK SPLASH PAINTED TO MATCH BUILDING FACADE



PARTIAL ELEVATION @ WASHINGTON ST  
SCALE: 1/4" = 1'-0"



KEY PLAN

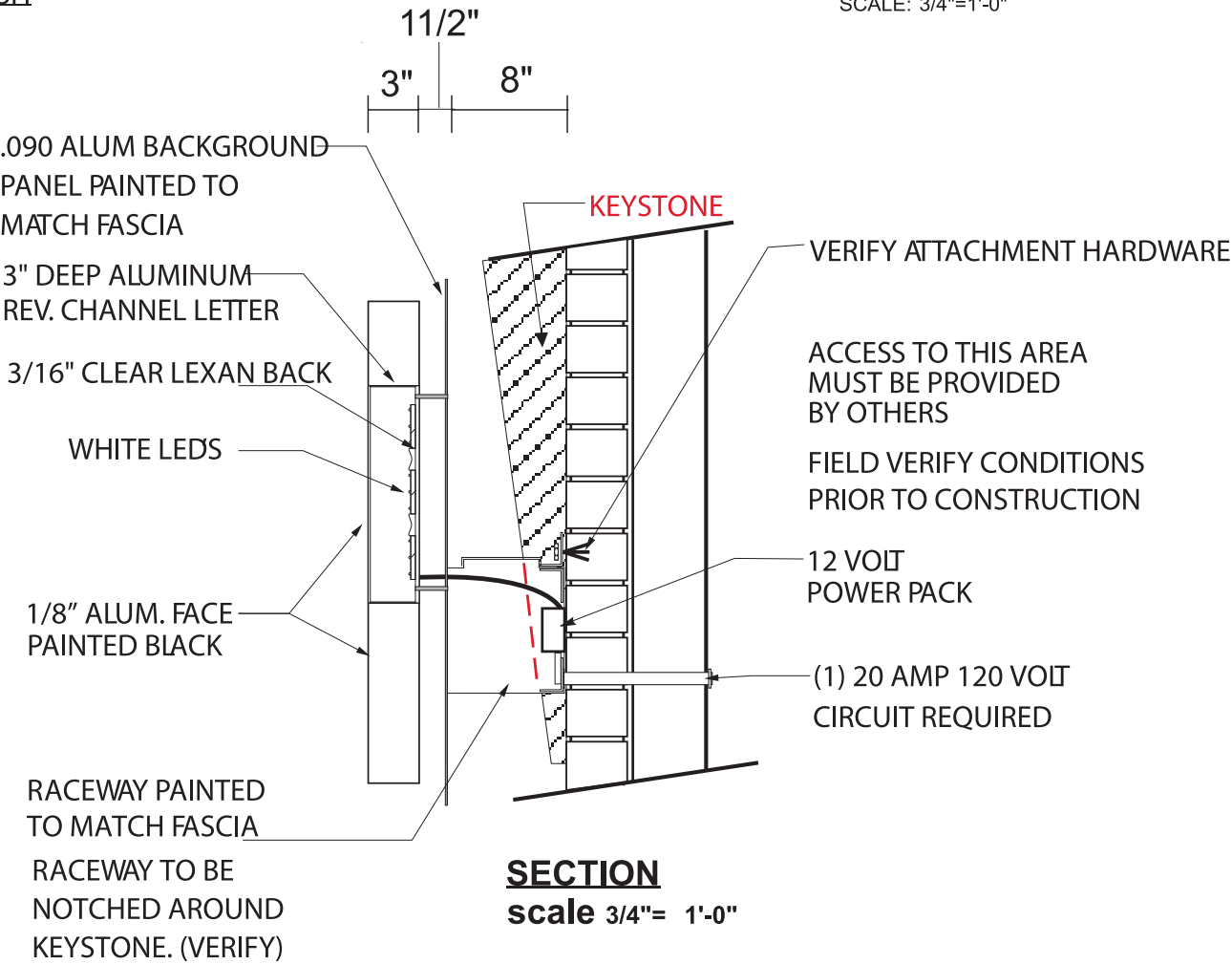


SIDE VIEW  
SCALE: 3/4"=1'-0"

REV. CHANNEL [HALO-LIT] LETTER W/ BACK SPLASH  
SCALE: 3/4" = 1'-0"

DESCRIPTION OF WORK:	
SURVEY LOCATION, PROCURE PERMITS, FABRICATE AND INSTALL (1) ONE HALO LIT SET OF CHANNEL LOGO / LETTERS ON CUSTOM KNOTCHED RACEWAY	
SIGN A: 18" LOGO & 11"/9" CHANNEL LETTERS ON RACEWAY	
CHANNELS OF LOGO:	FABRICATE FROM 3" DEEP .063 ALUMINUM PAINTED BLACK
CHANNELS OF LTRS:	FABRICATE FROM 3" DEEP .063 ALUMINUM PAINTED BLACK
FACE OF LOGO:	FABRICATE FROM .090 ALUMINUM PAINTED WHITE / BLACK
FACES OF LTRS:	FABRICATE FROM .090 ALUMINUM PAINTED BLACK
TAG LINE (F.L.M.):	FABRICATE FROM APPLIED FIRST SURFACE ORANGE VINYL COPY READING: <b>FOOD LOVER'S MARKET</b>
BACK SPLASH:	FABRICATE FROM .090 ALUMINUM PANEL PAINTED TO MATCH FASCIA COLOR WITH TEXTURED PAINT.
ILLUMINATION:	FROM AN INTERNAL SOURCE OF WHITE "POINT" L.E.D.s POWERED BY 12 VOLT REMOTE POWER SUPPLIES LOCATED INSIDE OF RACEWAY.
RACEWAY:	8" x 8" EXTRUDED ALUMINUM PAINTED TO MATCH FASCIA COLOR - RACEWAY WILL BE NOTCHED AROUND KEYSTONE.
INSTALLATION:	INSTALL WITH STAIN LESS STEEL LAGS / SHIELDS THROUGH EXPOSED CLIPS ON TOP OF RACEWAY FLANGE INTO BRICK FASCIA - VERIFY AFTER SURVEY.
ELECTRIC:	ONE (1) 120 VOLT - 20AMP DEDICATED CIRCUIT TO SIGN LOCATION BY OTHERS REQUIRED. CUT-OFF SWITCH AND PHOTOCELL MOUNTED ON END OF RACEWAY. ALL WIRING TO BE UL APPROVED AND LABELLED.

**1. RETAIL TENANT**  
**B. ILLUMINATED CHANNEL LETTER ON BACK SPLASH**  
-FABRICATION & INSTALLATION  
DETAIL FOR REVERSE CHANNEL LETTERS HALO ILLUMINATED  
-SIGNAGE MOUNTED TO BUILDING FACADE  
-BACK SPLASH PAINTED TO MATCH BUILDING FACADE



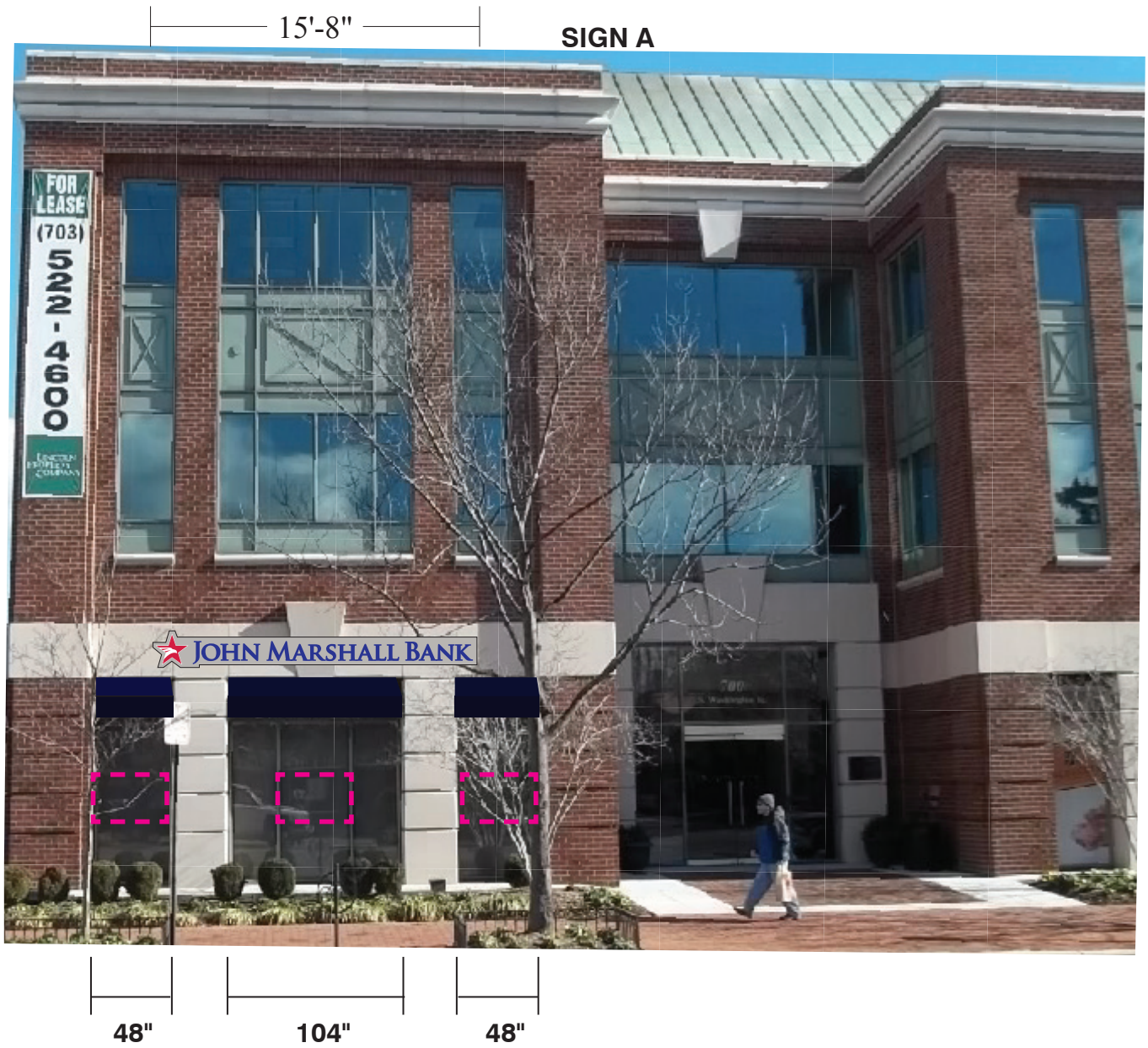




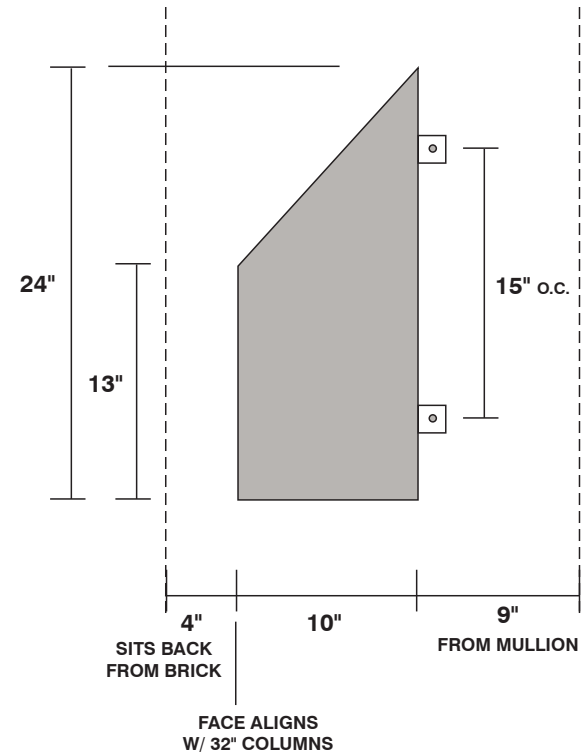
KEY PLAN



18"  
24"



S WASHINGTON STREET: 2A-C



AWNING DETAIL

**NOTE:**  
RECOVER EXISTING AWNINGS W/  
SUNBRELLA #2079 ROYAL NAVY  
FABRIC

**WEST ELEVATION SCALE 1/8" = 1'-0"**  
**S. WASHINGTON ST.**

**2. RETAIL TENANT**

**A. WINDOW GRAPHICS**

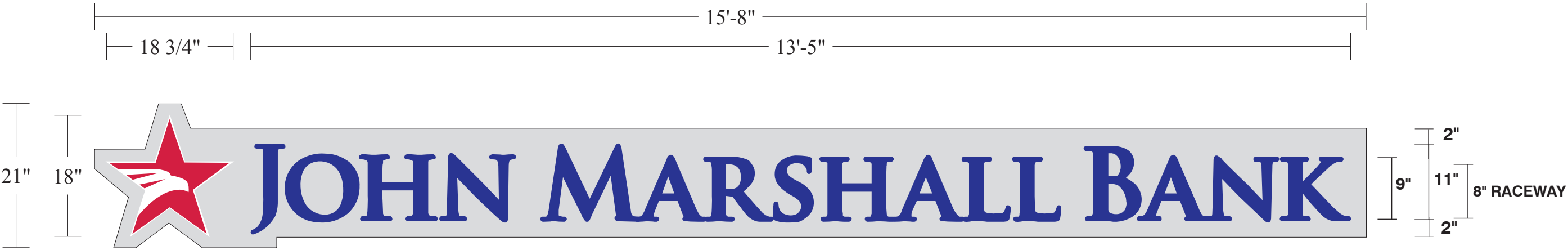
CORPORATE TENANT LOGO DECAL 1'X2' IN THE CENTER OF EACH WINDOW VINYL TEXT APPLIED TO 2ND SURFACE OF GLASS

**B. ILLUMINATED CHANNEL LETTERS ON BACK SPLASH**

SIGNAGE TO BE MOUNTED TO BUILDING FACADE

**C. AWNINGS**

ROYAL NAVY AWNINGS REPLACE CURRENT BLACK AWNINGS



**REV. CHANNEL LETTER W/ BACK SPLASH**

SCALE: 3/4"=1'-0"

**DESCRIPTION OF WORK:**

SURVEY LOCATION, PROCURE PERMITS, FABRICATE AND INSTALL (1) ONE HALO LIT SET OF CHANNEL LOGO/LETTERS ON CUSTOM KNOTCHED RACEWAY AS PER SELLERS DWG #7-13-195, REVISED 8-2-13.

**SIGN A: 18" LOGO & 11"/9" CHANNEL LETTERS ON RACEWAY**

**CHANNELS OF LOGO:**

FABRICATE FROM 3" DEEP .063 ALUMINUM PAINTED RED TO MATCH 230-53 CARDINAL RED ON EDGE.  
FABRICATE FROM 3" DEEP .063 ALUMINUM PAINTED BLUE TO MATCH 230-157 SULTAN BLUE ON EDGE.

**CHANNELS OF LTRS:**

**FACE OF LOGO:**

FABRICATE FROM .090 ALUMINUM PAINTED RED TO MATCH 230-53 CARDINAL RED WITH WHITE VINYL APPLIED GRAPHICS.

**FACES OF LTRS:**

FABRICATE FROM .090 ALUMINUM PAINTED BLUE TO MATCH 230-157 SULTAN BLUE.

**BACKSPLASH:**

FABRICATE FROM .090 ALUMINUM PANEL PAINTED TO MATCH FASCIA COLOR WITH TEXTURED PAINT.

**ILLUMINATION:**

FROM AN INTERNAL SOURCE OF WHITE "POINT" L.E.D.s POWERED BY 12 VOLT REMOTE POWER SUPPLIES LOCATED INSIDE OF RACEWAY.

**RACEWAY:**

8"x8" EXTRUDED ALUMINUM PAINTED TO MATCH FASCIA COLOR-RACEWAY WILL BE NOTCHED AROUND KEYSTONE.

**INSTALLATION:**

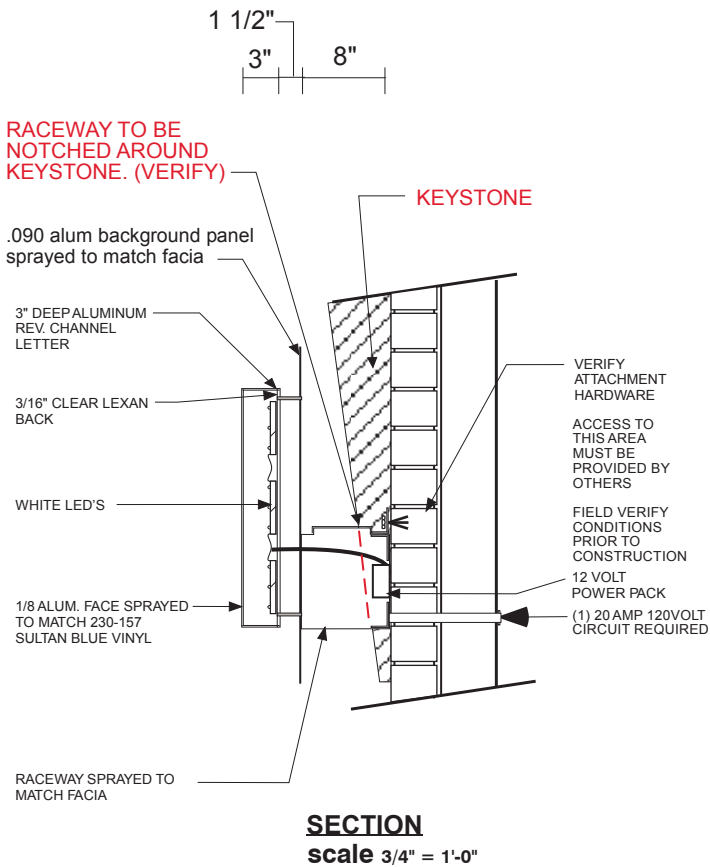
INSTALL WITH STAINLESS STEEL LAGS/SHIELDS THROUGH EXPOSED CLIPS ON TOP OF RACEWAY FLANGE INTO BRICK FASCIA-VERIFY AFTER SURVEY. ONE (1) 120VOLT-20AMP DEDICATED CIRCUIT TO SIGN LOCATION BY OTHERS REQUIRED. CUT-OFF SWITCH AND PHOTOCCELL MOUNTED ON END OF RACEWAY. ALL WIRING TO BE UL APPROVED AND LABELLED.

**ELECTRIC:**

SELLER TO OBTAIN ALL NECESSARY PERMITS FOR WORK CONTRACTED FROM CITY OF ALEXANDRIA, VA.

**PERMITS\*\*:**

\*\*COMPREHENSIVE SIGN PLAN WILL NEED TO BE APPROVED FIRST BY LANDLORD BEFORE PERMITS CAN BE OBTAINED.



**2. RETAIL TENANT**

**B. ILLUMINATED CHANNEL LETTER ON BACK SPLASH**

FABRICATION & INSTALLATION DETAIL FOR REVERSE CHANNEL LETTERS HALO ILLUMINATED

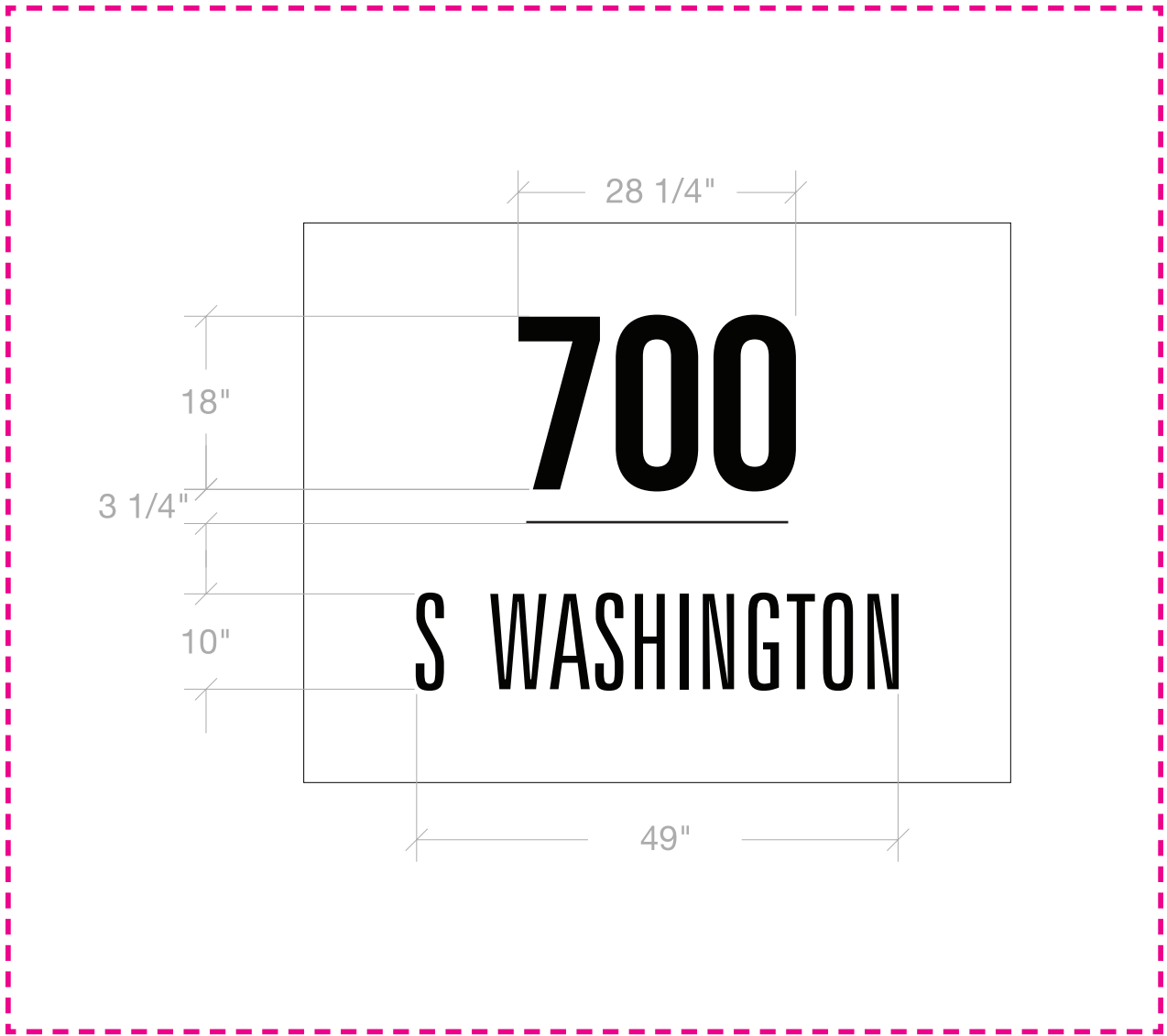
SIGNAGE MOUNTED TO BUILDING FACADE

BACK SPLASH PAINTED TO MATCH BUILDING FACADE





KEY PLAN

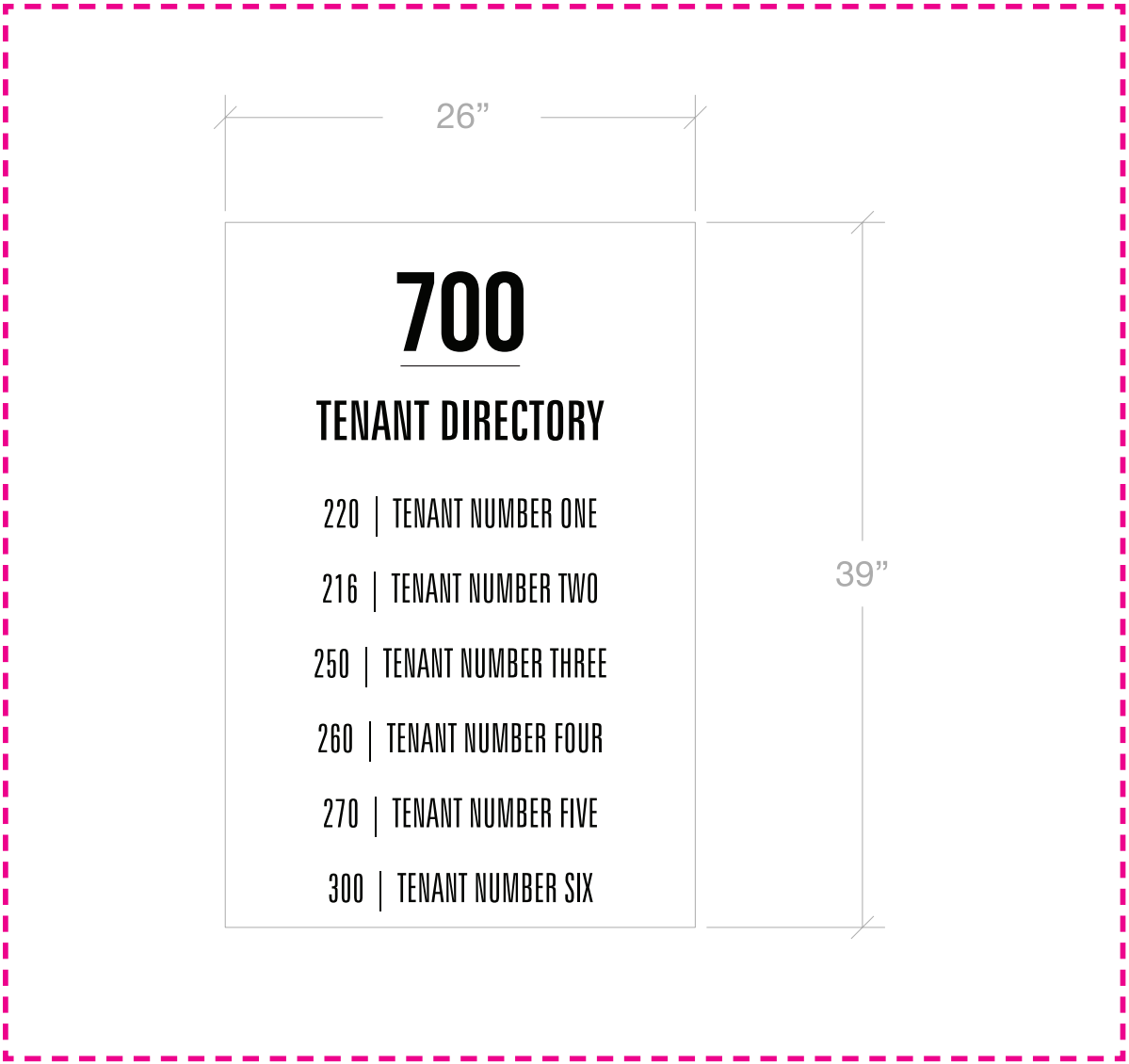


**3. BUILDING ADDRESS**  
 1/4" THICK WHITE DIMENSIONAL LETTERS OR VINYL  
 MOUNTED TO EXTERIOR GLASS  
*SHOWN ABOVE IN BLACK AS REPRESENTATION ONLY*  
*LETTERS & NUMBERS WILL BE WHITE*





KEY PLAN

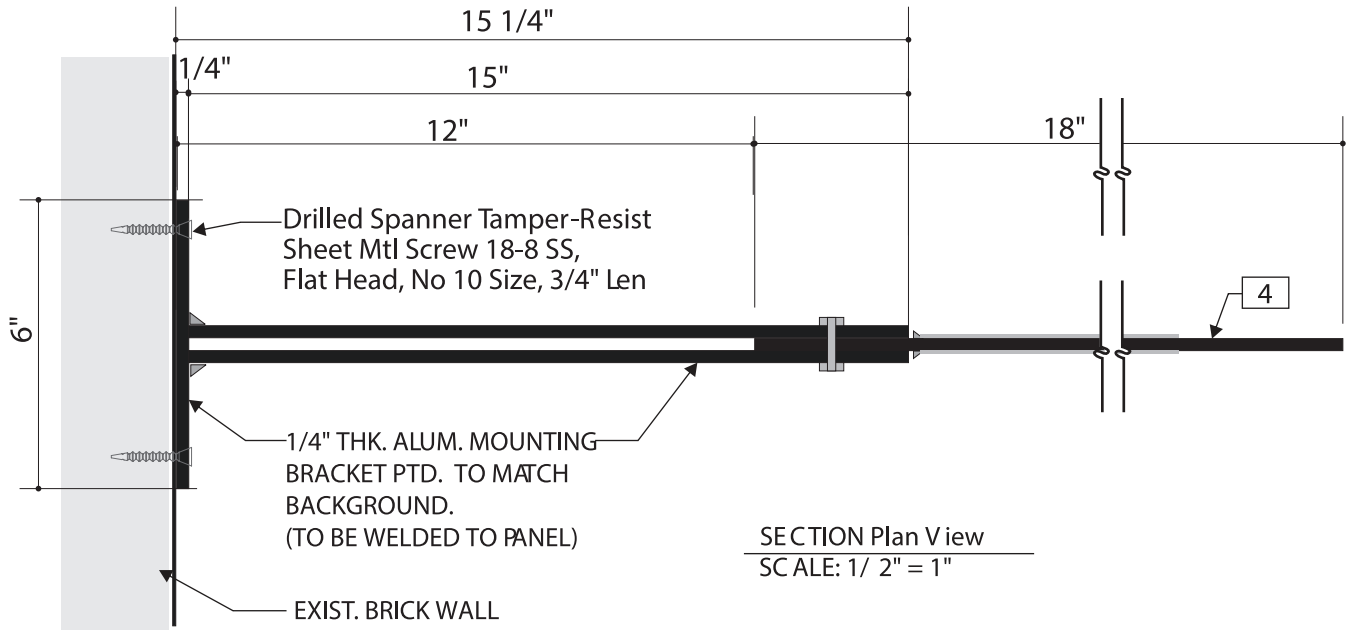


**4. BUILDING TENANT DIRECTORY**  
BRASS PANEL APPLIED TO BUILDING FACADE  
NO MORE THAN 7 TENANT NAMES IN BLACK VINYL





KEY PLAN



SPECIFICATIONS:

4. NOTCHED SIGN PANEL

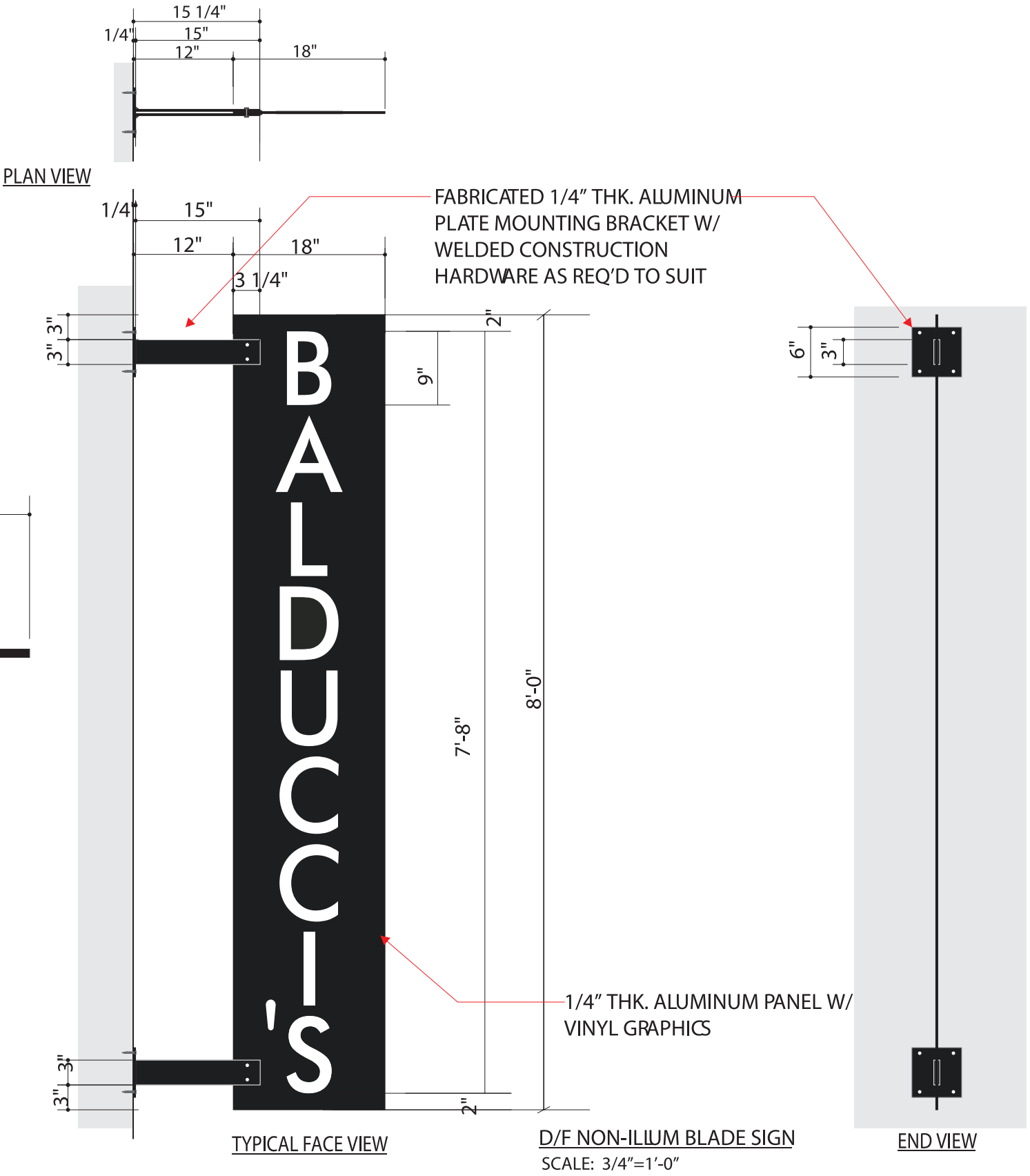
Material: Aluminum  
Size: 1/4" Thickness  
Process: Routed / Surface painted  
Finish: Matte  
Edges: Finished smooth  
Corners: Square

Note: The bottom edge of the sign panel is notched 1 1/2" below the mounting bracket, as shown.

5. ANGLE MOUNTING BRACKET

Material: Aluminum  
Thickness: 1/4"  
Process: Extruded / Surface painted  
Finish: Matte  
Edges: Finished smooth  
Corners: Square

5. RETAIL TENANT  
A. BLADE SIGN MOUNTED TO  
BUILDING FACADE ABOVE MAIN ENTRY







KEY PLAN

**5. RETAIL TENANT**  
**B. LOGO SIGN ABOVE ENTRY DOORS**  
 RETAIL LOGO PAINTED ONTO AWNING  
 EXISTING AWNING MOUNTED TO RETAIL ENTRY  
 TENANT NAME & / OR LOGO





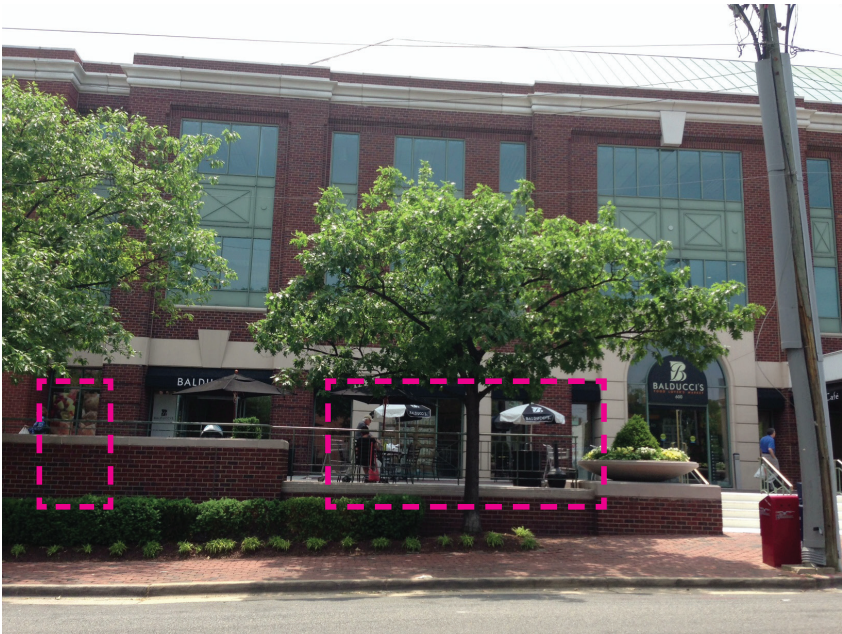


KEY PLAN



**5. RETAIL TENANT MAX**  
**C. LOGO SIGN ABOVE ENTRY DOORS**  
RETAIL LOGO PAINTED ONTO AWNING  
EXISTING AWNING MOUNTED TO RETAIL ENTRY  
TENANT NAME & / OR LOGO

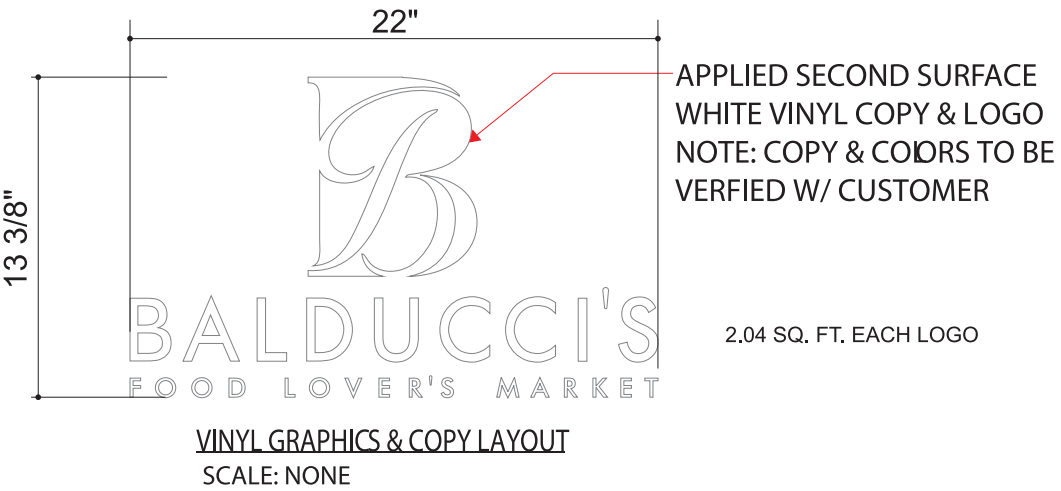




KEY PLAN



PROPOSED WINDOW GRAPHICS



5. RETAIL TENANT

D. WINDOW GRAPHICS

REMOVE EXISTING GRAPHICS (SHOWN)  
REPLACE WITH WHITE TENANT LOGO DECAL 2SF IN THE CENTER OF SIX (6) WINDOW  
TEXT APPLIED TO 2ND SURFACE OF GLASS





KEY PLAN

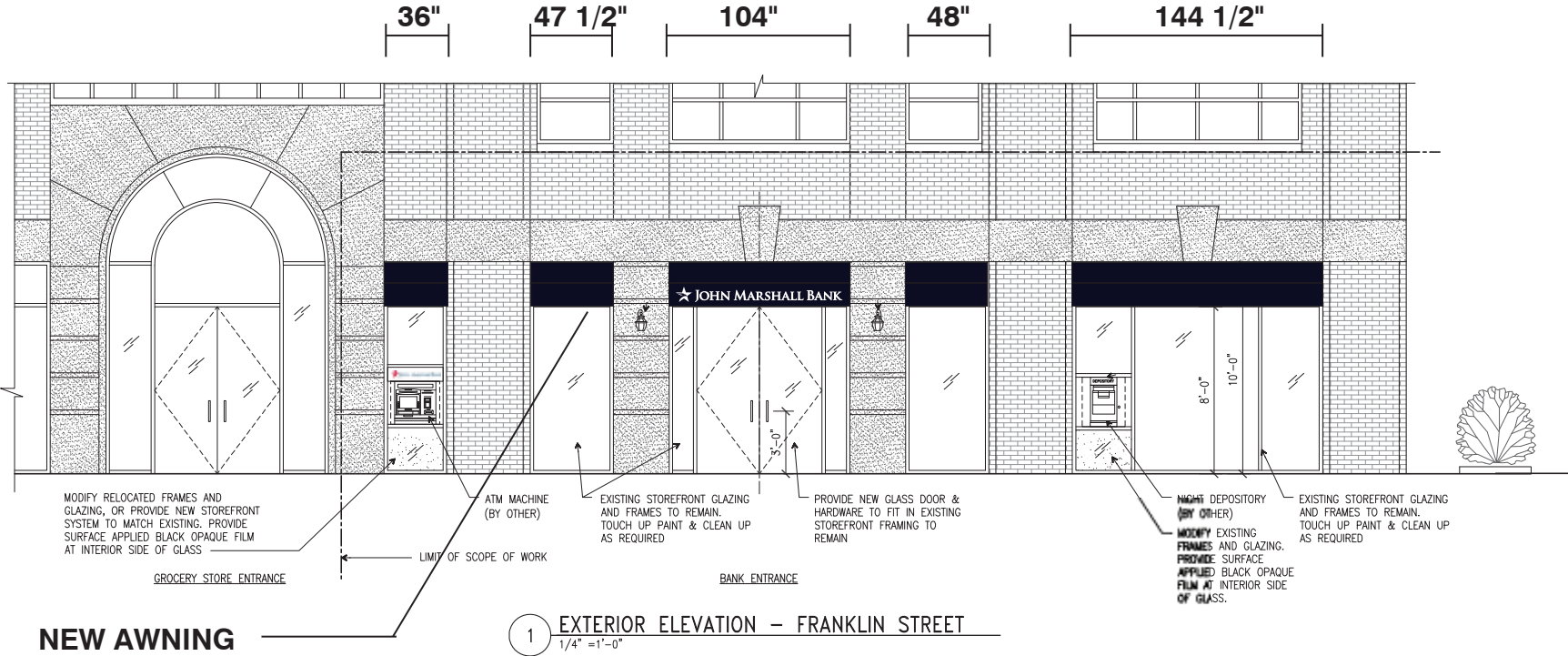


WITHOUT AWNINGS

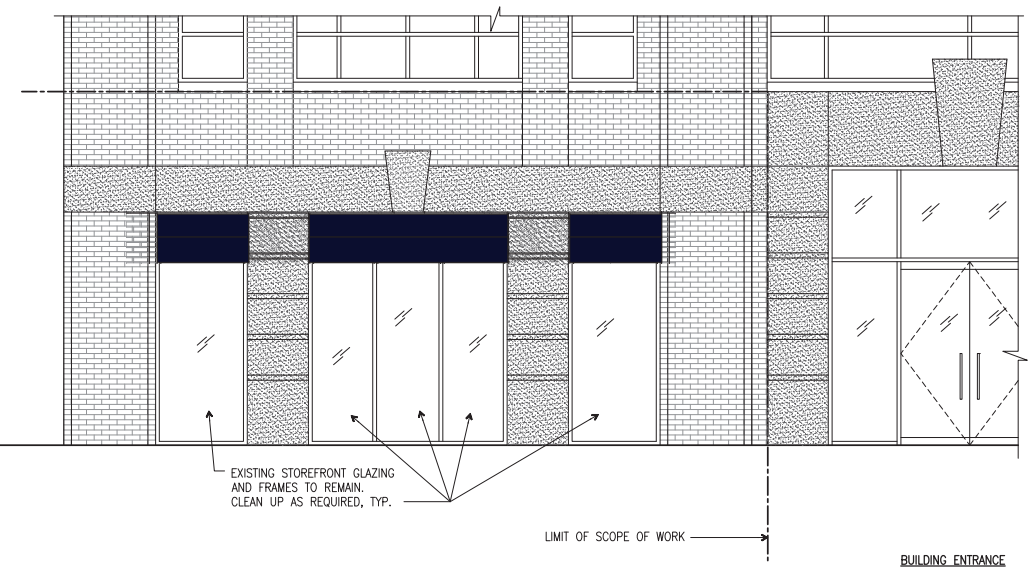
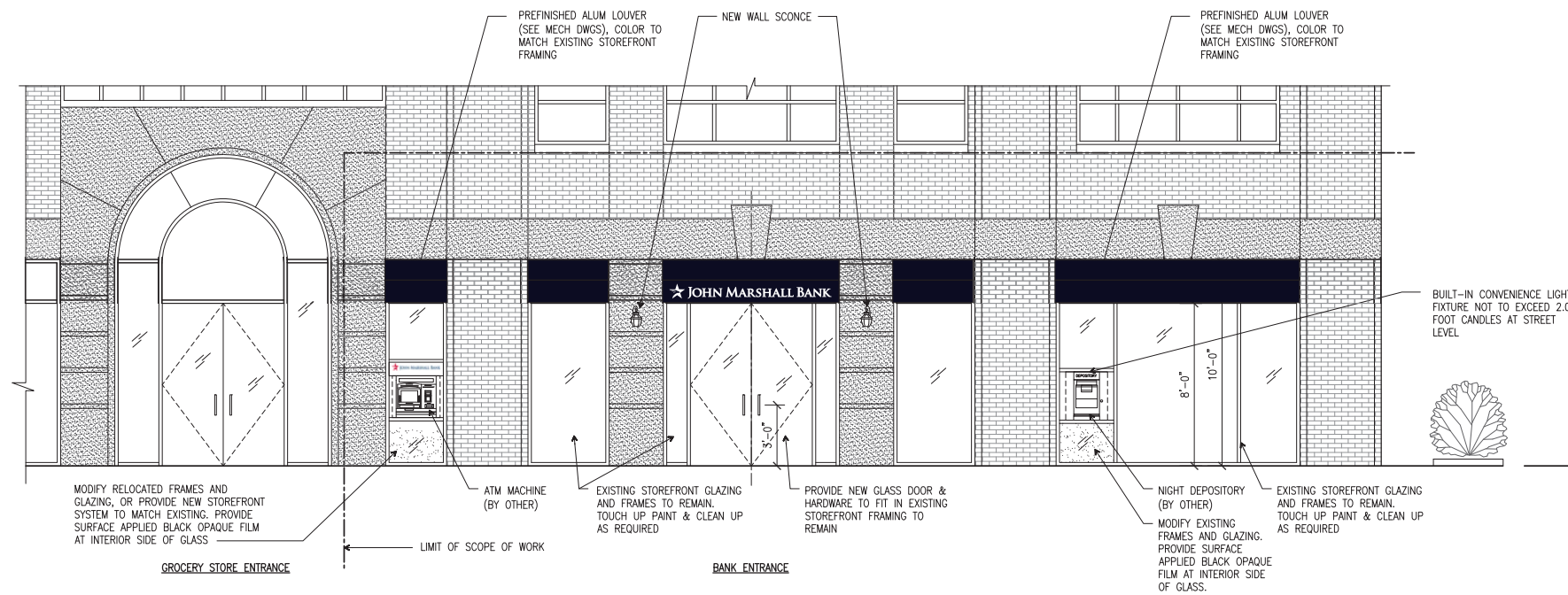
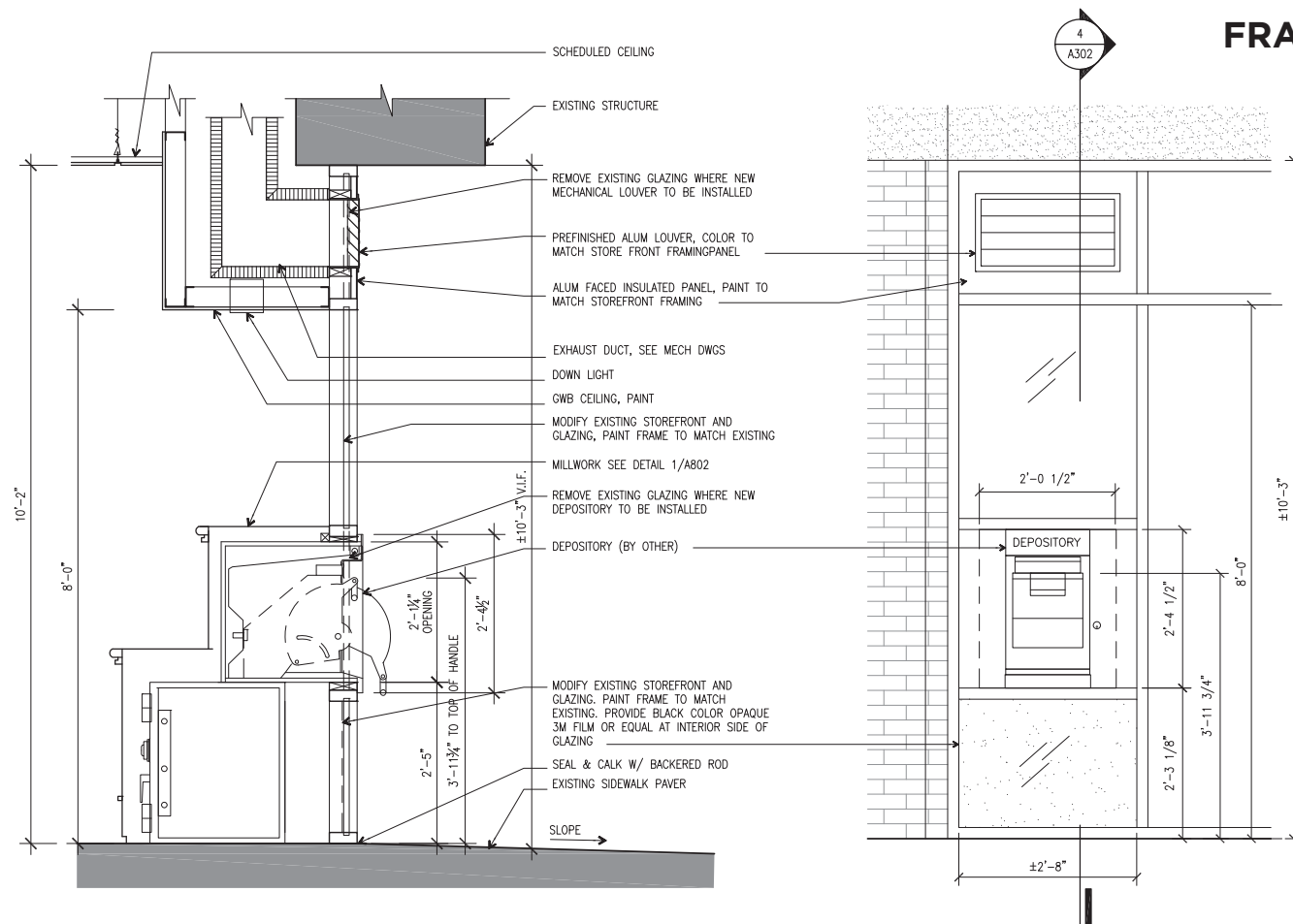
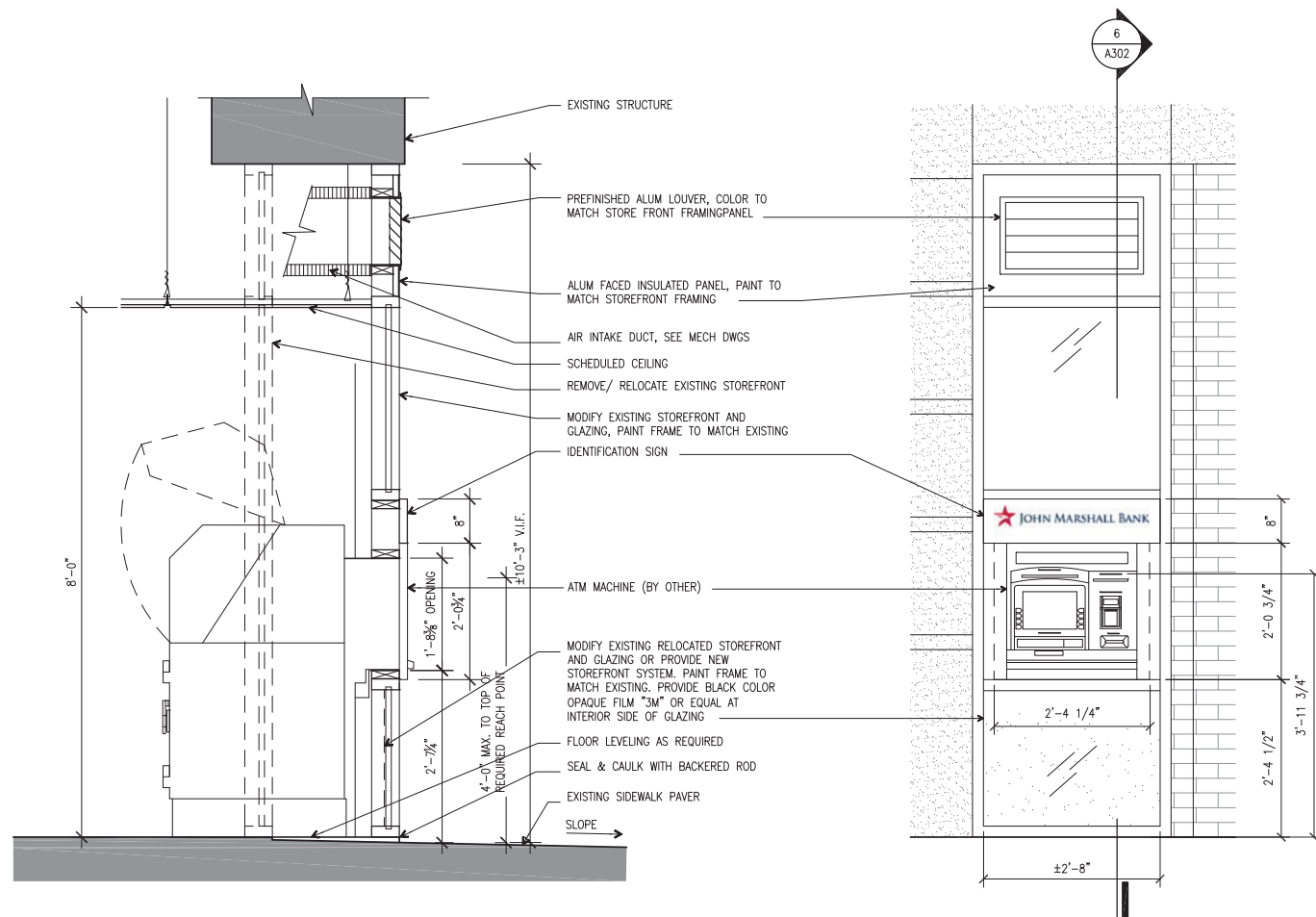


NEW AWNINGS WITH WHITE SILK-SCREENED TENANT LOG

**6. RETAIL TENANT**  
**A. WHITE SILK-SCREENED LOGO ABOVE ENTRY DOORS ON NEW AWNING**  
ROYAL NAVY AWNINGS INSTALLED AS PER DRAWING



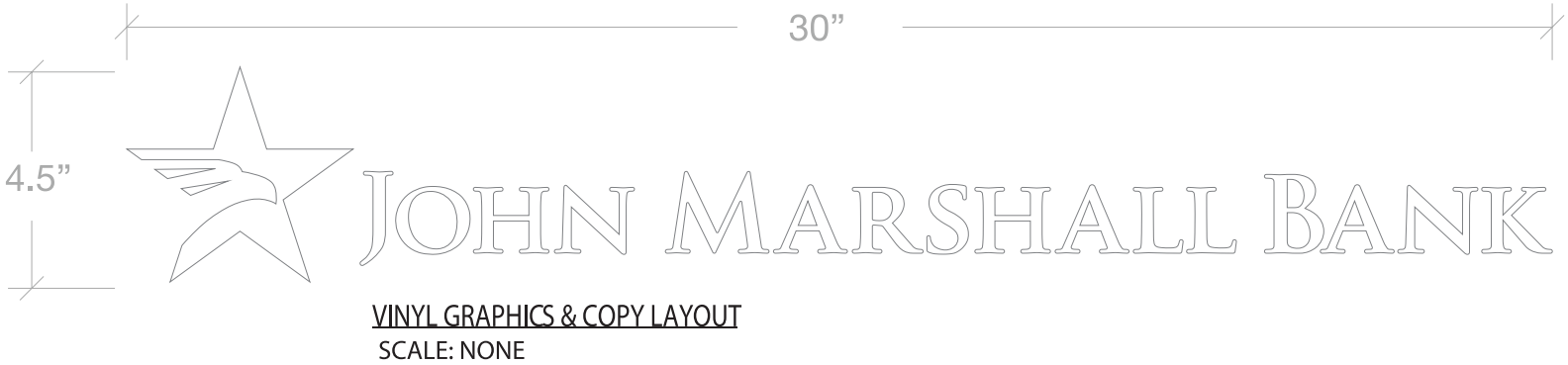
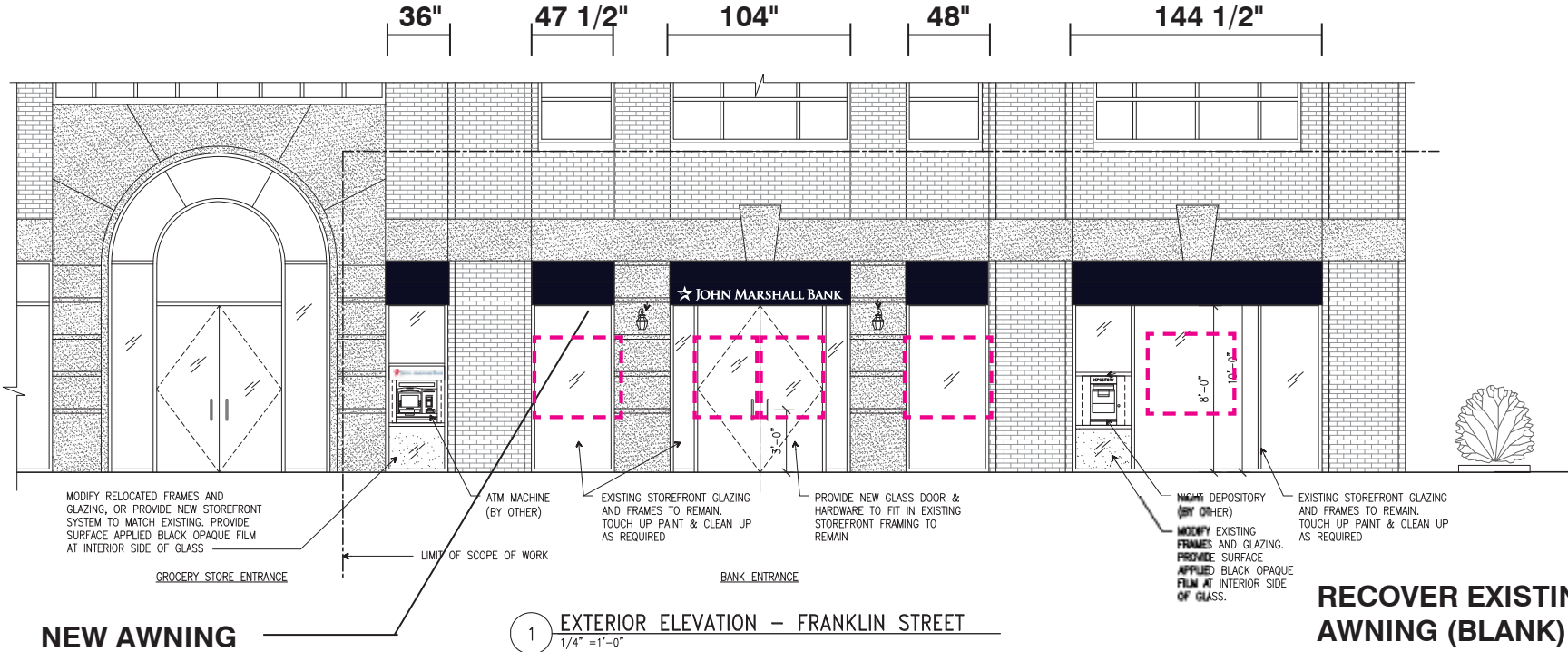








KEY PLAN



6. RETAIL TENANT

C. WINDOW GRAPHICS

WHITE TENANT LOGO DECAL IN THE CENTER OF EACH WINDOW (6) MARKED ABOVE  
VINYL TEXT APPLIED TO 2ND SURFACE OF GLASS

Docket Item # 7 & 8  
BAR CASE # 2013-00209 &  
2013-00210

BAR Meeting  
July 24, 2013

**ISSUE:** Request to partially demolish and request for a comprehensive sign plan and ATM

**APPLICANT:** 700 S Washington Acquisitions, LLC by Lisa Cunniff

**LOCATION:** 700 South Washington Street and 600 Franklin Street

**ZONE:** CD / Commercial

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**BOARD ACTION on BAR2013-00209, July 24, 2013: Approved, as submitted, 7-0, by roll call vote.**

**BOARD ACTION on BAR 2013-00210, July 24, 2013: Deferred for restudy, 7-0.**

**SPEAKERS**

Ms. Jill Spaeth, representing the applicant, presented the item.

**BOARD DISCUSSION**

Chairman Hulfish strongly recommended that the applicant defer this item and work with staff on a comprehensive sign plan, as recommended in the staff report. He expressed support for the tenants and their need for identity but said they needed to work with staff on a plan the complied with the Design Guidelines and return at the next hearing.

The Board had no objection to immediate demolition of the wooden trellis structure, as it was not part of the original building design and obstructed the first floor retail spaces, preventing thorough analysis of the proposed signs at this time.

**REASON**

The Board had no objection to demolition of the wooden trellis structure, as it was not part of the original building, but requested a sign master plan for the building before reviewing the sign portion of the application.

**STAFF RECOMMENDATION: July 24, 2013:**

Staff recommends approval of the demolition of the existing canopy and **deferral** of all components of the comprehensive sign plan for further study.

\*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.

\*\*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.





**BAR2013-00209 & BAR2013-00210**



## **I. ISSUE**

The applicant requests approval of a Permit to Demolish to remove the existing one story canopy at the northwest corner of the building and a Certificate of Appropriateness for installation of an ATM and a comprehensive sign plan for the multi-tenant retail and office building located at 700 South Washington Street/600 Franklin Street.

The proposal includes the following:

### *South Washington Street Elevation*

- Demolish the existing one-story canopy and colonnade adjacent to the northwest corner retail space.
- Approve a placeholder for future signage above third-story and below cornice on South Washington Street elevation for a potential third-floor tenant up to 50 square feet for a full third-floor tenant or 25 square feet for smaller tenant. Sign to be aluminum dimensional letters with a maximum thickness of 3 inches. Only tenant name to be permitted, no logo.
- Apply window graphics up to 14 square feet at southernmost retail location where current full window and door decals are located. Applicant requests final approval of decals to be approved by staff.
- Replace existing decal above office building entrance to read “700 S Washington” and measure approximately 49 inches by 28 inches.
- Install a tenant directory sign to the right of the office entrance measuring approximately 26 inches by 39 inches. Tenant directory sign to be a brass plaque with black vinyl lettering no larger than 7 square feet.
- Install a wall sign above the first floor corner retail space window to read “John Marshall Bank.” The sign will measure approximately 16 feet by 30 inches and will be constructed of reverse channel letters with halo illumination mounted to a raceway. The sign is proposed to go across an existing keystone.

### *Franklin Street Elevation*

- Install a new vertical “Balducci’s” wall sign at the westernmost pier at the second/third stories. Proposed sign to measure 18 inches by 8 feet.
- Keep the existing “Balducci’s Food Lover’s Market” awning sign over the entrance, measuring 8 square feet.
- Keep the existing “Balducci’s” awning sign over exit doors, measuring 8 square feet.
- Keep the existing freestanding directional sign at the northeast corner of the site and the parking entry signage at the garage, measuring 4 and 6 square feet, respectively. Both signs are painted aluminum.
- Install new vinyl text and graphics up to 60 square feet in existing first floor windows for Balducci’s.
- Install a wall sign above the first floor corner retail space entrance to read “John Marshall Bank.” The sign will measure approximately 16 feet by 30 inches and will be constructed of reverse channel letters with halo illumination mounted to a raceway. The sign is proposed to go across an existing keystone.
- Convert two existing window openings to allow for installation of an ATM measuring approximately 6.5 square feet and a night depository.

## **II. HISTORY**

The three-story brick building located at 700 South Washington Street and 600 Franklin Street was constructed in 1987 (BAR Case #87-127, 11/4/87 and SIT 1987-00031). It is a mixed use commercial and office building with a postmodern architectural vocabulary. The Board has approved a number of applications for this building. In 2011, BAR Staff administratively approved replacement awning signage for Chakra Café (BAR Case #2011-00146). In 2004, the Board approved signage and awnings for Balducci's and Blue Point Grill (BAR Case # 2004-0260, 12/15/04). In 1994, the Board approved a canopy addition (BAR Case #94-56, 5/4/94). Signs for Sutton Place Gourmet were approved in 1989 and 1990 (BAR Case #89-5, 1/18/89; #89-177, 11/1/89; and #90-212, 11/7/90).

## **III. ANALYSIS**

The proposed application is in conformance with zoning ordinance requirements if the Balducci's sign is moved adjacent to the tenant space on Franklin Street. Additionally, as the applicant proposes some placeholder signage, final approval of such signs would require zoning review and approval.

### *Permit to Demolish*

Staff supports the demolition of the large ca. 1994 canopy and colonnade addition that previously shaded outdoor seating when there was a restaurant use at the corner retail location. Removal of the canopy will greatly increase visibility for all the tenants. Staff does not believe that any of the criteria regarding demolition outlined in Section 10-105(B) of the zoning ordinance are met and therefore recommends approval of the demolition of the canopy.

### *Comprehensive Sign Plan and ATM*

Staff recommends that the application for a comprehensive sign plan be **deferred** for further study for a variety of reasons.

Over the past two years, BAR Staff has spoken with various people, including tenants and the property management company, regarding signage at this building. Since the earliest conversations, Staff emphasized that a coordinated or comprehensive sign plan needed to be created for this building as retail tenants have changed and the management company has become interested in providing signage for upper-floor office tenants. The *Design Guidelines* note that "buildings with multiple business and retail tenants should have a sign plan providing for coordinated graphics and placement."

The postmodern design of the building presents a challenge for signage because of the amount and location of several architectural features. When this building was constructed, this area of the district did not have the same pedestrian-oriented emphasis that exists today. It was constructed as an auto-oriented building with a parking garage and few retail entrances. The *Guidelines* note that "signs should be designed in styles, materials, typefaces, colors and lettering that are appropriate and sympathetic to the historic style of the building." While this contemporary office building is clearly not historic, Staff believes that a thoughtful and appropriate comprehensive sign plan should take into consideration, and not disregard, the style of the building and the location of architectural elements.



The intention of a comprehensive sign plan is to accommodate signage for a larger building with multiple tenants. A comprehensive sign plan provides a holistic scheme that allows multiple tenants to have an adequate amount of signs that do not compete with one another and that complement the architecture of the building. For buildings located on Washington Street, a comprehensive sign plan also serves to protect the memorial character of the George Washington Memorial Parkway. Comprehensive sign plans are typically created for contemporary buildings that are generally not considered historic, such as the Saul Center at 615 and 685 North Washington Street. At these two buildings each ground-floor retail tenant has a metal sign band above its entrance and the business name is installed with individual bronze letters. A recent amendment approved by the BAR allows for each of the two buildings to have one building name sign, to be located below the cornice in discreet lettering of a predetermined size.



Figure 1. Example of retail tenant sign at Saul Center at 615 North Washington Street.

A comprehensive sign plan also allows for smooth transition of tenants by allowing BAR staff to administratively approve subsequent sign requests that are in conformance with the comprehensive sign plan. The current signage at this building—black awnings at all window and door openings on the ground floor and business names on several awnings—effectively functioned as a comprehensive sign plan for the building in the past. With this understanding of the existing comprehensive sign plan, staff does not find that the proposed plan serves as an adequate template for future tenants and finds that the plan lacks consistency among the tenant spaces. In addition to recommending further study for a more cohesive plan, staff has specific comments about the individual proposed signs and other alterations below.



Figure 2. Typical first floor window opening with prominent keystone and existing awnings that allow for signage.

Staff supports the replacement signage at the front office entrance on South Washington Street, identifying the building and listing the tenants. Staff notes, however, that the proposed “¼ “thick black dimensional letters” in the glass transom above the main entry doors will not provide adequate contrast to meet building code requirements but that the proposed white vinyl letter alternative would have to be used.

The proposed signage for the bank, located at the corner retail location, is not appropriately located and is out of scale with the building. While a corner tenant is typically allowed up to three signs, Staff finds that the two illuminated wall signs and various decals need further refinement. Upon initial review of the submission, Staff advised the applicant that the two wall signs should be reduced in size and relocated under the keystone and between the piers. The current location completely disregards the existing architectural keystones over the window and door openings throughout the building. The star is almost three feet tall, extending above and below the 30” tall stone lintel, and projects over a foot from the face of the building wall.

There is no doubt that the bank should have some signage on both elevations of its corner location and Staff fully supports a scheme that is integrated with the architecture of the building. An appropriate scheme for this building would include a smaller wall or awning sign within the



existing window and door openings, similar to what exists at Balducci's. Such awnings, some with signs for the retail tenants, are integrated with the architecture of the building and can be consistently utilized by all ground-floor tenants. Staff does not object to discreet external illumination in the reduced sign. However, Staff cannot support the current location, size and level of illumination. Staff also encourages the applicant to also study the addition of a bracketed hanging sign near the corner for a third sign option. Staff has no objection to the proposed ATM and night depository, as both are appropriately coordinated with the building's architectural features.

The proposed upper-story vertical wall sign for Balducci's, in addition to the existing ground-floor signs to remain, is more extensive than that typically found for a single tenant on a large commercial building. At the request of BAR staff a few years ago, Balducci's removed an illegal freestanding sign that was located directly on Washington Street. Over the past several months, Staff has suggested that Balducci's consider a blade sign located near the entrance on Franklin Street. The wall sign now proposed will have limited visibility from several directions and is not located near the entrance of the grocery store. The zoning ordinance requires that signs be located adjacent to tenant space. Staff does not object to the size or scale of the wall sign but recommends it be converted to a blade sign and that it be relocated on a pier immediately adjacent to the Balducci's entrance on Franklin Street. It should also be noted that the existing "For Lease" signs on the corner piers are not in conformance with zoning ordinance requirements. The size and location of these signs are awkward and further illustrate why a vertical wall sign for Balducci's should not be located here.

The applicant has also proposed several placeholders for vinyl decals to be applied to the first floor windows and doors. While some decals may certainly be appropriate, the applicant has not provided sufficient information regarding what the decals will include and specifics on size and design. All window decals are considered signs and must be in conformance with zoning ordinance requirements. Staff feels uncomfortable with a sign plan approving the maximum square footages proposed in this plan. The removal of the full window decals on Washington Street which currently feature oversized brownies and desserts is applauded by Staff. The proposal suggests that only 20% of this area will be covered with decals but is unclear what will be visible through the windows. Staff believes that the intention is to conceal kitchen/prep areas and recommends that a display of merchandise sold at Balducci's be created in these street-facing windows—an effective and encouraged form of advertising. A less preferable alternative would be to install commercial window treatments, such as blinds or drapes, at this location.

Staff does not support the proposed placeholder for signage for a third-floor tenant below the cornice. In looking at the building, due to the brickwork and small area between the cornice and third floor windows, there is inadequate space to install such a sign. Further, as the Board clarified during the recent building naming signs proposed at the Saul Center, such signs at the top level of large buildings such as this are intended to be building identification signs that effectively name the building, not merely advertising for one of many tenants. The National Park Service noted in their comments for this case that "in all the documents we've seen regarding what the MVMH/GWMP was trying to achieve in creating a roadway with a memorial character was not a commercialized Route 1 corridor that existed at the time, but a more solemn, historic, scenic road that celebrated the natural environment as well as the historic built

environment. So, we disagree with the sign at the roofline.”

Staff recommends that the comprehensive sign plan be **deferred** for further study with the considerations outlined above. Staff also recommends demolition of the canopy/colonnade addition immediately, so that the visibility of future signs can be more readily understood before a sign master plan is adopted.

**STAFF:**

Catherine Miliaras, 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

**Code Administration**

No comments received.

**T & ES**

**RECOMMENDATIONS**

- R1. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
- R2. All improvements to the city right-of-way such as curbing, sidewalk, driveway aprons, etc. must be city standard design. (T&ES)
- R3. 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)
- R4. The building permit must be approved and issued prior to the issuance of any permit for demolition. (T&ES)

**CITY CODE REQUIREMENTS**

- C-1 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-2 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-3 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 Insured. (Sec. 5-29 (h)(1)) (T&ES)
- C-4 Roof, surface and sub-surface drains shall be connect to the public storm sewer system, if available, by continuous underground pipe. Where a storm sewer is not available, the 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. (5-6-224) (T&ES)
- C-5 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-6 All secondary utilities serving this site shall be placed underground. (Sec. 5-3-3) (T&ES)
- C-7 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-8 Any work within or performed from the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)

**V. ATTACHMENTS**

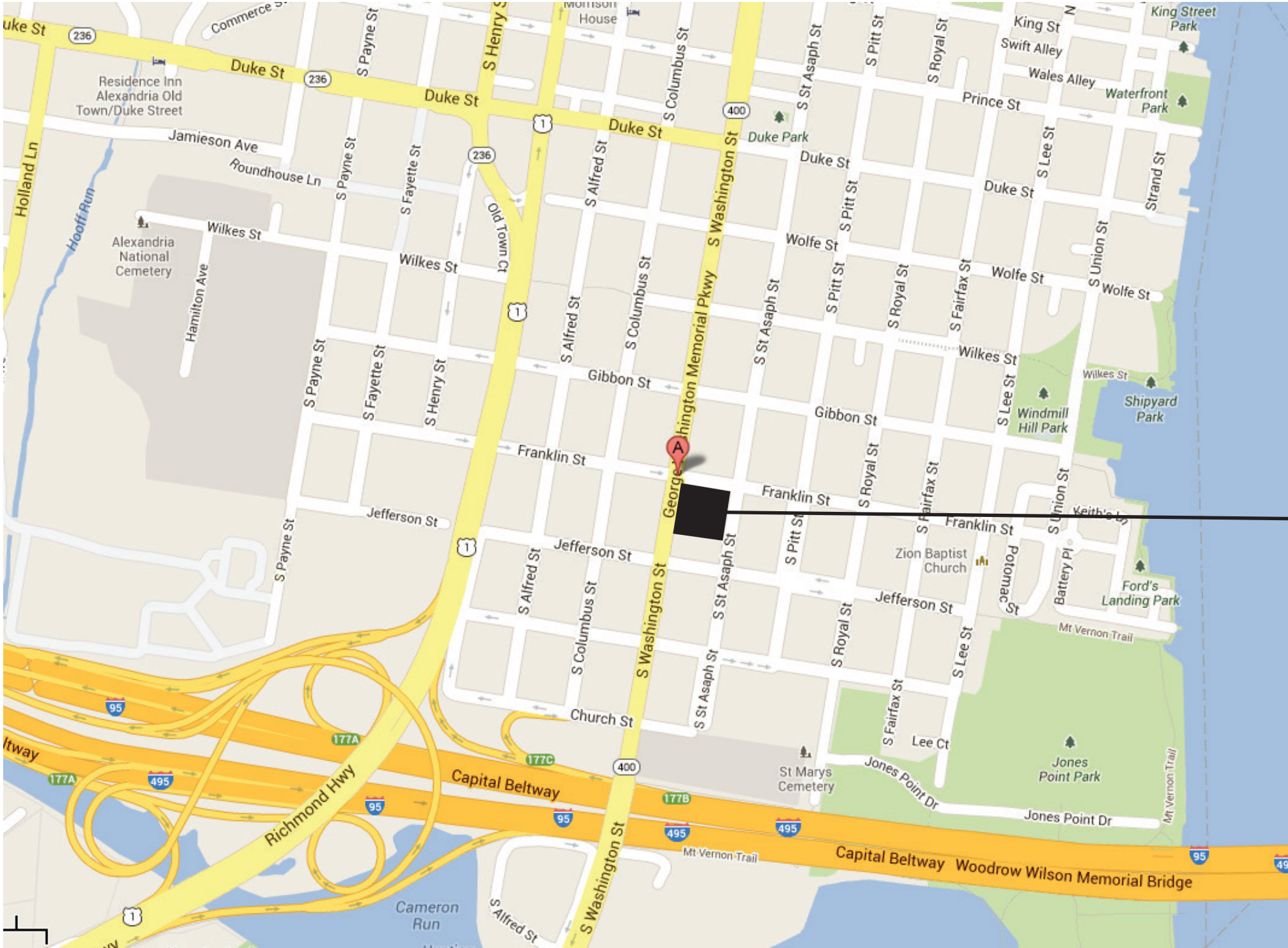
*1 – Supporting Materials*

*2 – Application BAR2013-00209 & 210 at 700 South Washington Street*

**600 FRANKLIN STREET 700 S. WASHINGTON -- ALEXANDRIA, VA**  
Comprehensive Sign Plan

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PROJECT LOCATION

SIGN TYPE AND DESCRIPTION

S WASHINGTON STREET

1. 3RD FLOOR TENANT UP TO 50 SF (TBD)  
-- ALUMINUM LETTERS MOUNTED TO FACADE

2. 1ST FLOOR RETAIL MAX 14 SF  
BALDUCCI'S  
(BASED ON APPROX. 28' LINEAR FRONTAGE)  
--WINDOW GRAPHICS

3. 1ST FLOOR RETAIL REQUESTING SIGNAGE AT 40SF  
JOHN MARSHALL BANK  
(BASED UPON APPROX. 28' LINEAR FRONTAGE)  
-- ILLUMINATED CHANNEL LETTERS ON RACEWAY

4. BUILDING ADDRESS

5. BUILDING TENANT DIRECTORY

FRANKLIN STREET

6. RETAIL TENANT MAX 98 SF BALDUCCI'S  
(BASED ON APPROX. 195' LINEAR FRONTAGE)  
-- A. LOGO SIGN MOUNTED TO BUILDING FACADE  
-- B. LOGO SIGN ABOVE ENTRY DOORS  
-- C. LOGO SIGN ABOVE ENTRY DOORS  
-- D. DIRECTIONAL PARKING SIGNAGE  
-- E. PARKING ENTRY SIGNAGE  
-- F. WINDOW GRAPHICS

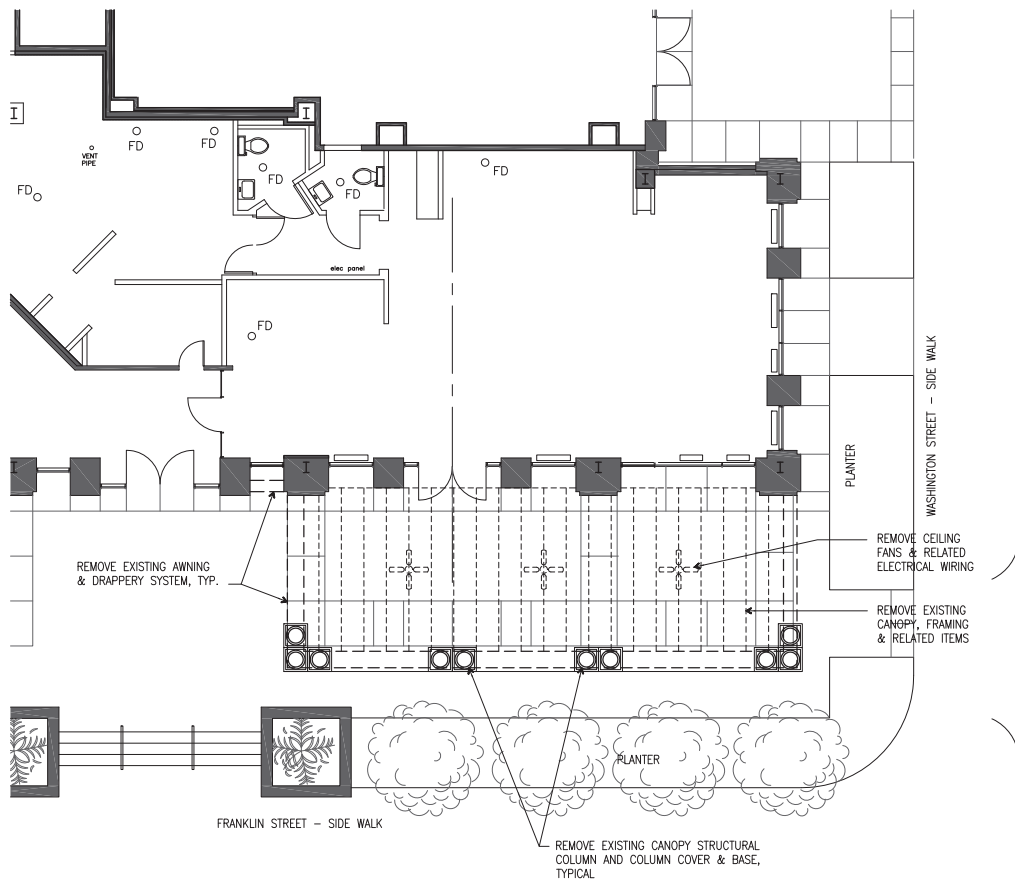
7. RETAIL TENANT JOHN MARSHALL BANK  
(BASED UPON APPROX. 49' LINEAR FRONTAGE)  
-- A. ILLUMINATED CHANNEL LETTERS ON RACEWAY  
-- B. ATM SIGNAGE  
-- C. WINDOW GRAPHICS

SIGN NUMBER	LIGHTING	QUANTITY	SF	SIGNAGE TO REMAIN	NEW SIGNAGE	TOTAL
S WASHINGTON STREET						
1	N	1	50	--	50	50
2	N	1	14	--	14	14
3	Y	1	40	--	40	40
4	N	1	11	--	11	11
5	N	1	7		7	7
				--	122 SF	122 SF
FRANKLIN STREET						
6A	N	1	12	--	12	12
6B	N	1	8	8	--	8
6C	N	1	8	8	--	8
6D	N	1	4	4	--	4
6E	N	1	6	6	--	6
6F	N	N/A	60	--	60	60
7A	Y	1	40	--	40	40
7B	N	1	2	--	2	2
7C	N	N/A	9	--	9	9
				26 SF	123 SF	149 SF

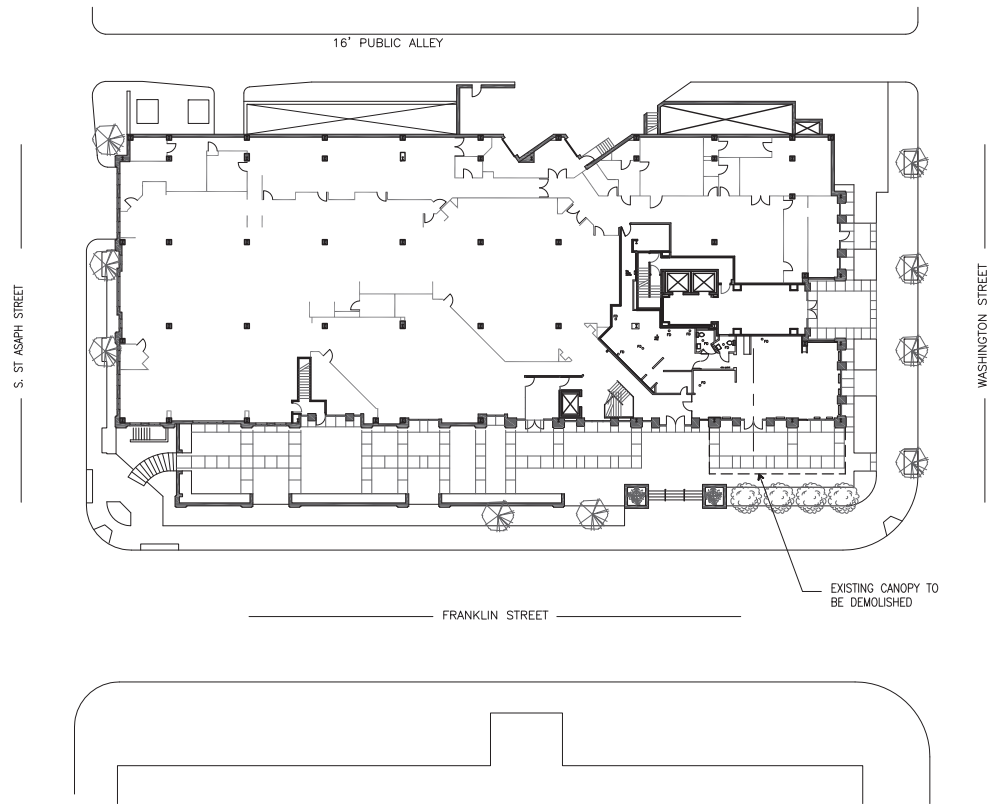






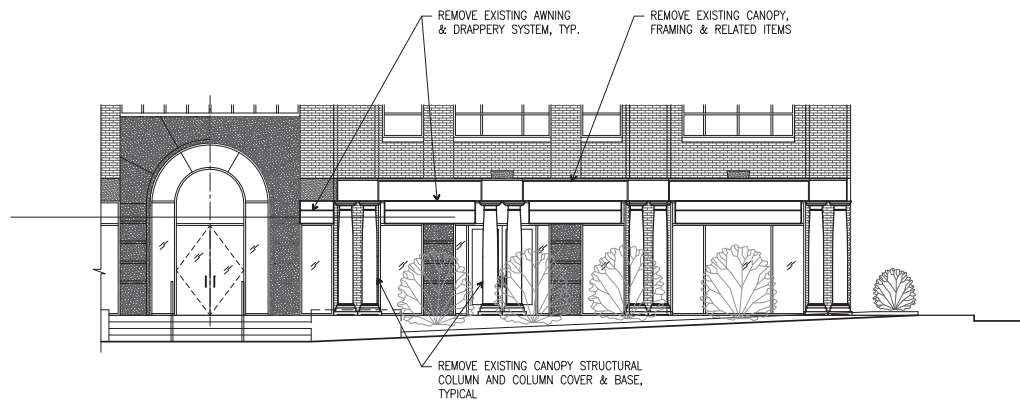


2 DEMOLITION PLAN  
1/8" = 1'-0"

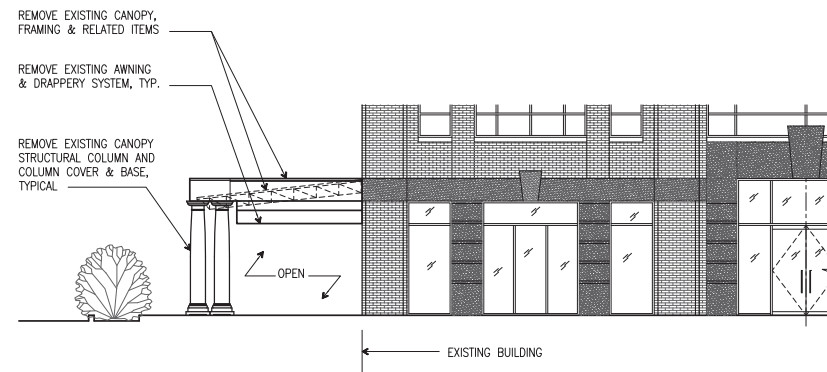


1 SITE PLAN  
1" = 30'-0"

SITE PLAN COPIED FROM PROJECT 600  
FRANKLIN STREET BUILDING, PERMIT  
ISSUED 11/18/1987 WITH SOME  
UPDATE PER CURRENT CONDITIONS



4 FRANKLIN STREET ELEVATION  
1/8" = 1'-0"



3 WASHINGTON STREET ELEVATION  
1/8" = 1'-0"





KEY PLAN

SAMPLE IMAGES OF PROPOSED MATERIAL & APPLICATION



**1. 3RD FLOOR TENANT (TBD)**  
UP TO 50 SF MAXIMUM ALLOWED FOR FULL 3RD FLOOR TENANT  
IF SMALLER TENANT RATIO IS 1/2 SF FOR EACH FOOT LINEAR FRONTAGE  
ALUMINUM DIMENSIONAL LETTERS MAX 3" THICKNESS  
MOUNTED TO BUILDING FACADE  
TENANT NAME (NO LOGO)





KEY PLAN



**2. 1ST FLOOR RETAIL MAX 14 SF (BALDUCCI'S)**  
MAXIMUM ALLOWED 14 SF  
TEXT AND GRAPHICS COVERS NO MORE THAN 20% OF EACH GLASS WINDOW  
VINYL TEXT AND GRAPHICS APPLIED TO 2ND SURFACE OF GLASS

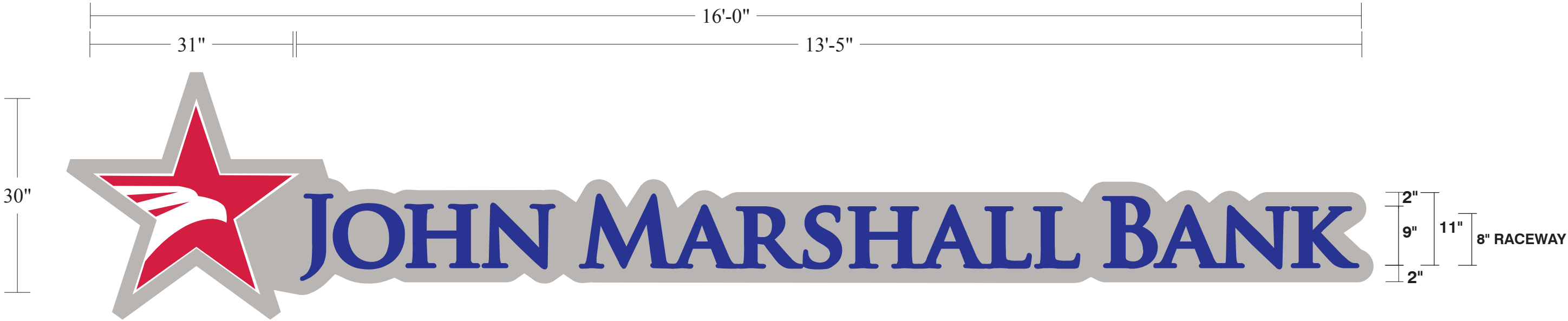
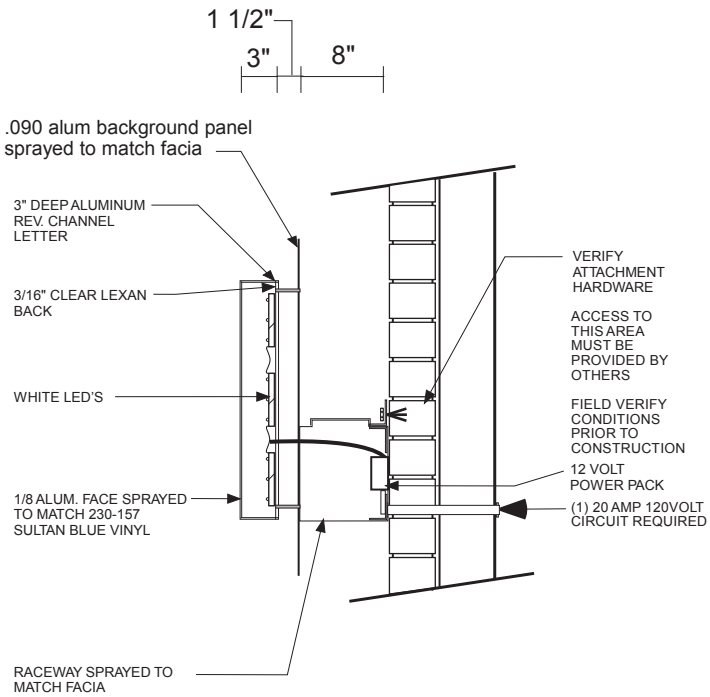




KEY PLAN



S WASHINGTON STREET: 3



**3. 1ST FLOOR RETAIL (JOHN MARSHALL BANK)**  
 40 SF  
 REVERSE CHANNEL LETTERS HALO ILLUMINATED  
 SIGNAGE MOUNTED TO BUILDING FACADE

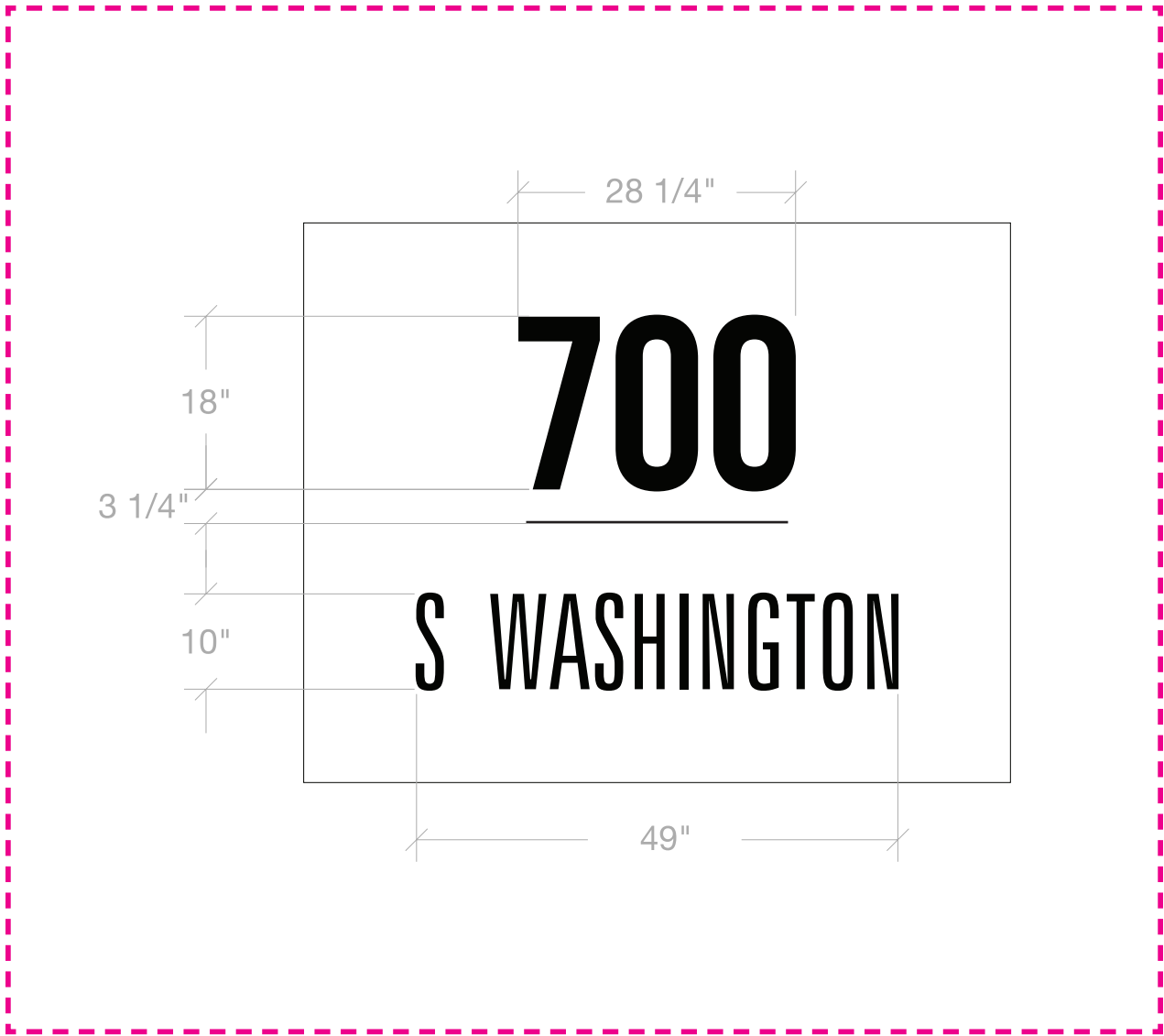




KEY PLAN



S WASHINGTON STREET: 4

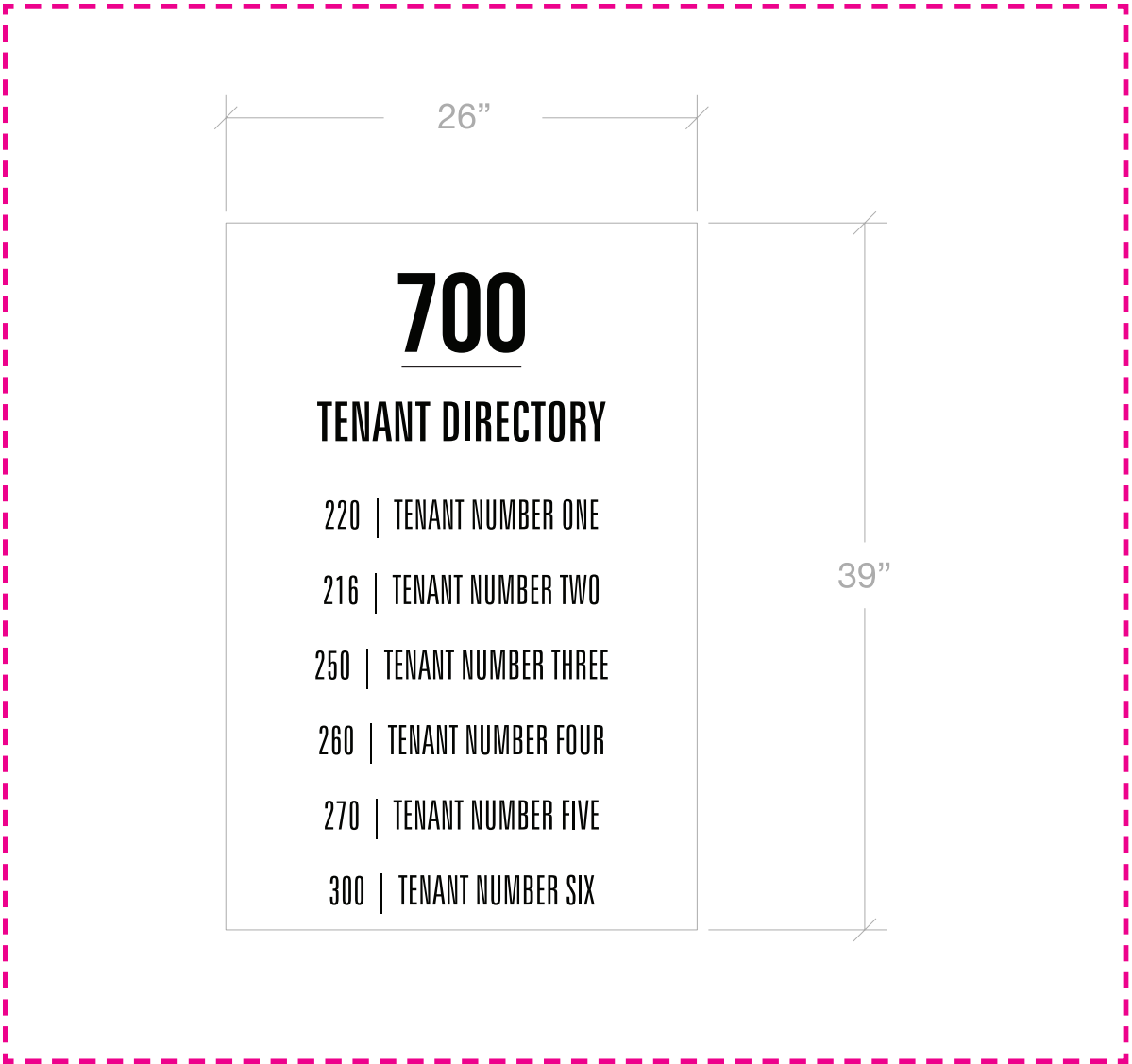


**4. BUILDING ADDRESS**  
 11 SF  
 1/4" THICK BLACK DIMENSIONAL LETTERS OR VINYL  
 MOUNTED TO EXTERIOR GLASS





KEY PLAN



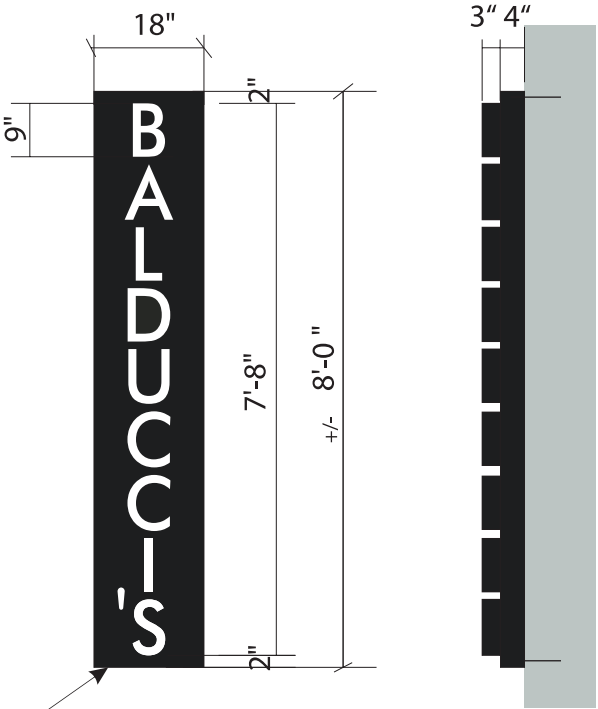
**5. BUILDING TENANT DIRECTORY**  
7 SF  
BRASS PANEL APPLIED TO BUILDING FACADE  
NO MORE THAN 7 TENANT NAMES IN BLACK VINYL



KEY PLAN



**6. RETAIL TENANT MAX 98 SF (BALDUCCI'S)**  
**-- A. LOGO SIGN MOUNTED TO BUILDING FACADE**  
12 SF BOX SIGN WITH RETAIL TENANT LOGO  
MOUNTED TO BUILDING FACADE  
IMAGE ABOVE SHOWS APPROXIMATE SCALE OF SIGNAGE



4" DEEP FABRICATED ALUMINUM  
BACKER PANEL W/ 2"x 2" ALUM  
ANGLE FRAME PAINTED FINISH  
BLACK

SIDE VIEW





KEY PLAN



**6. RETAIL TENANT MAX 98 SF (BALDUCCI'S)**  
**-- B. LOGO SIGN ABOVE ENTRY DOORS**  
 MAX 8 SF  
 RETAIL LOGO PAINTED ONTO AWNING  
 EXISTING AWNING MOUNTED TO RETAIL ENTRY  
 TENANT NAME & / OR LOGO





KEY PLAN



**6. RETAIL TENANT MAX 98 SF (BALDUCCI'S)**  
**-- C. LOGO SIGN ABOVE ENTRY DOORS**  
MAX 8 SF  
RETAIL LOGO PAINTED ONTO AWNING  
EXISTING AWNING MOUNTED TO RETAIL ENTRY  
TENANT NAME & / OR LOGO



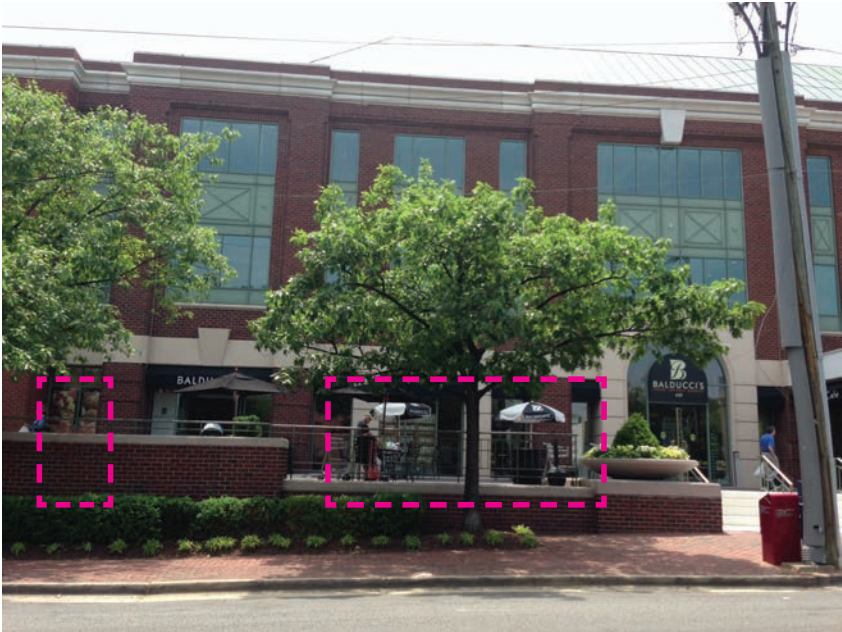


**6. RETAIL TENANT MAX 98 SF (BALDUCCI’S)**  
**-- E. PARKING ENTRY SIGNAGE**  
MAX 6 SF  
PAINTED ALUMINUM SIGNAGE  
MOUNTED TO BUILDING FACADE  
TENANT NAME & / OR LOGO ALLOWED



**6. RETAIL TENANT MAX 98 SF (BALDUCCI’S)**  
**-- D. DIRECTIONAL PARKING SIGNAGE**  
MAX 4 SF  
FREESTANDING DIRECTIONAL SIGN  
PAINTED ALUMINUM SIGN WITH POLL  
TENANT NAME & / OR LOGO ALLOWED





KEY PLAN



**6. RETAIL TENANT MAX 98 SF (BALDUCCI'S)**  
**-- F. WINDOW GRAPHICS**  
MAX 60 SF  
VINYL TEXT AND GRAPHICS APPLIED TO 2ND SURFACE OF GLASS  
TEXT AND GRAPHICS COVERS NO MORE THAN 20% OF EACH GLASS WINDOW

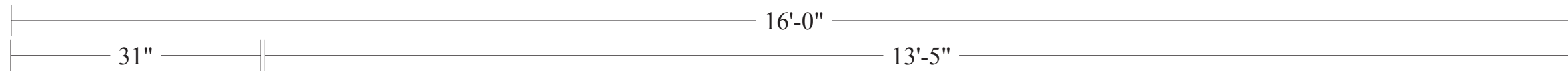
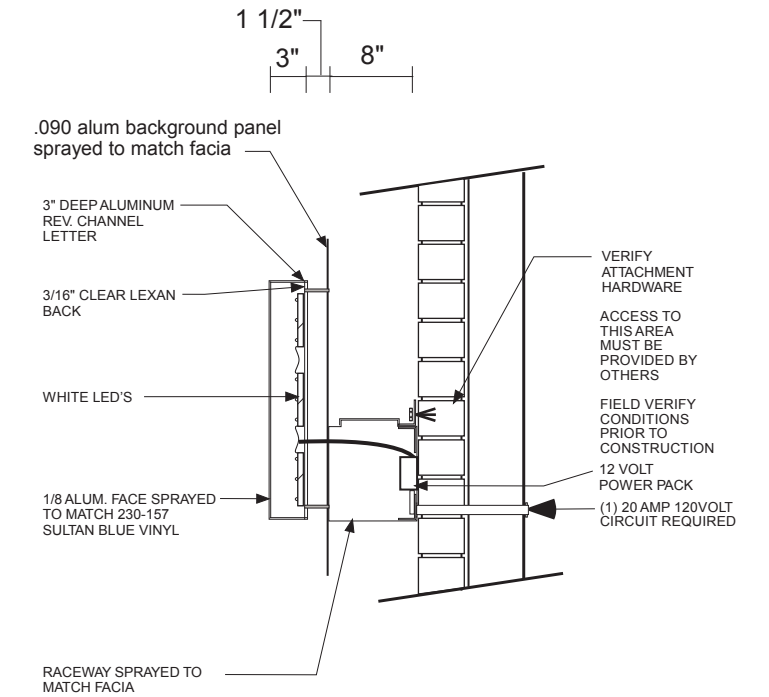




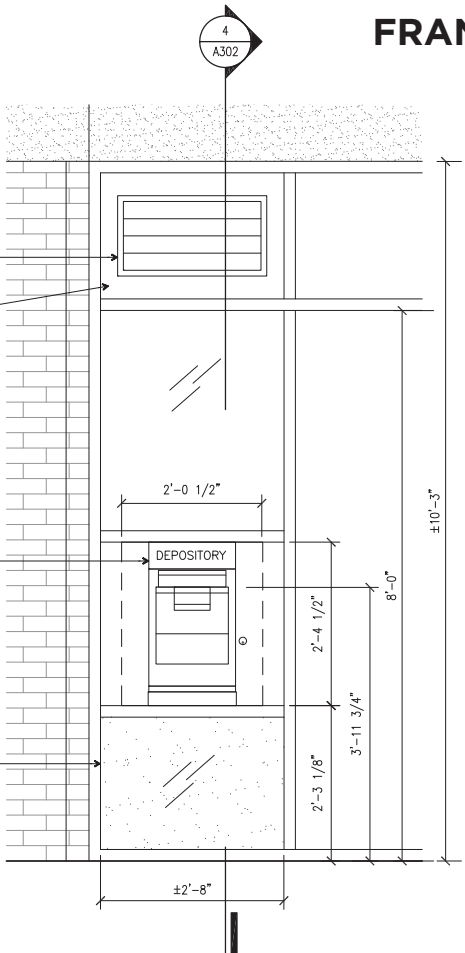
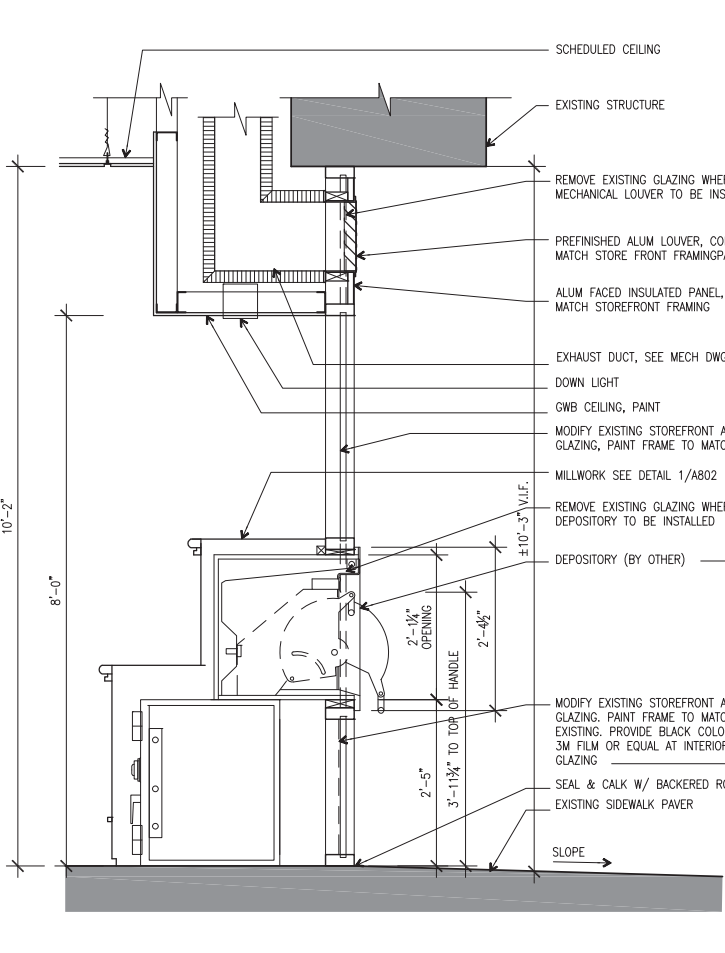
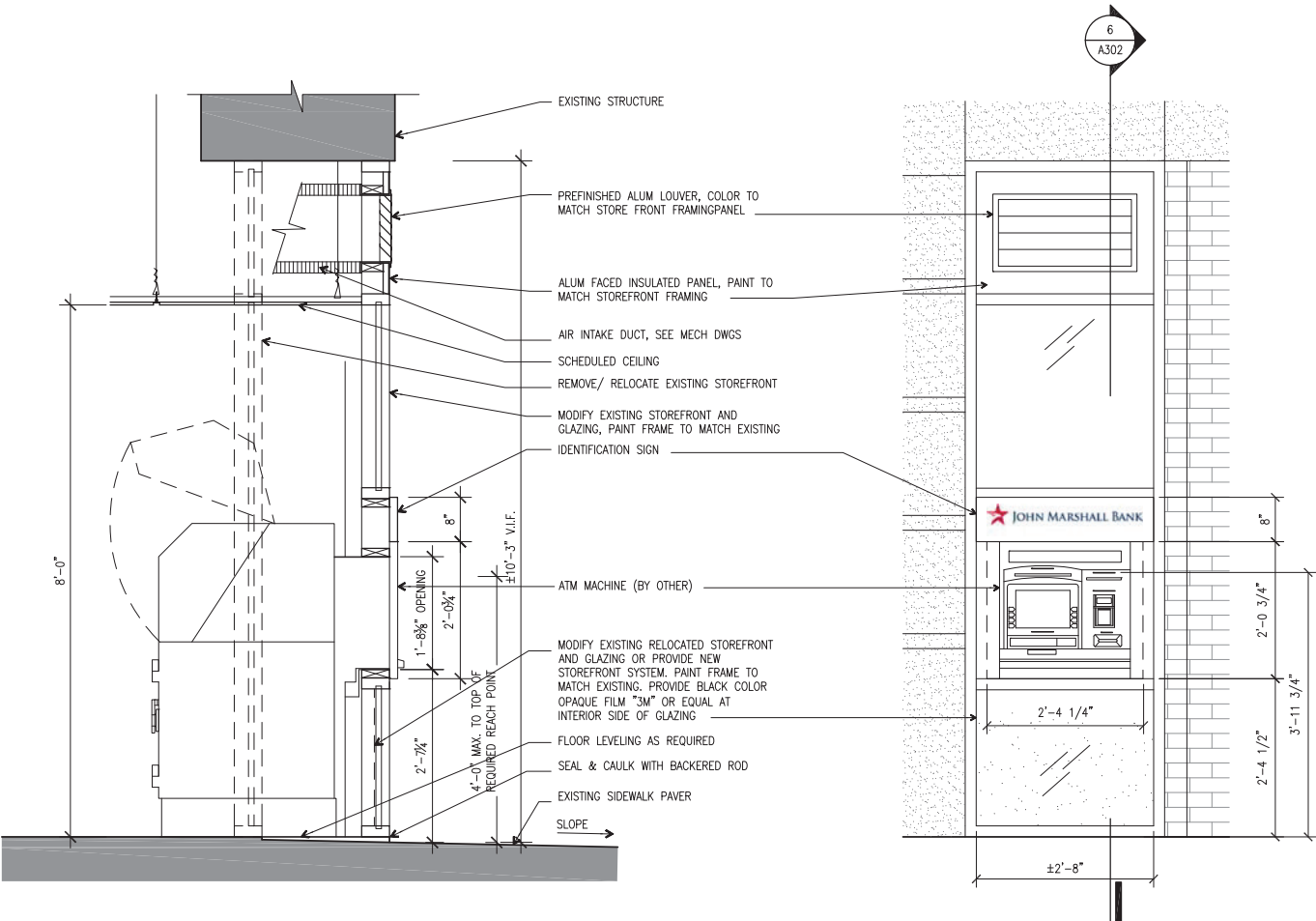
KEY PLAN



FRANKLIN STREET: 7A



7. RETAIL TENANT (JOHN MARSHALL BANK)  
 -- A. ILLUMINATED REVERSE CHANNEL LETTERS HALO ILLUMINATED  
 40 SF MAXIMUM ALLOWED  
 REVERSE CHANNEL LETTERS HALO ILLUMINATED  
 SIGNAGE MOUNTED TO BUILDING FACADE

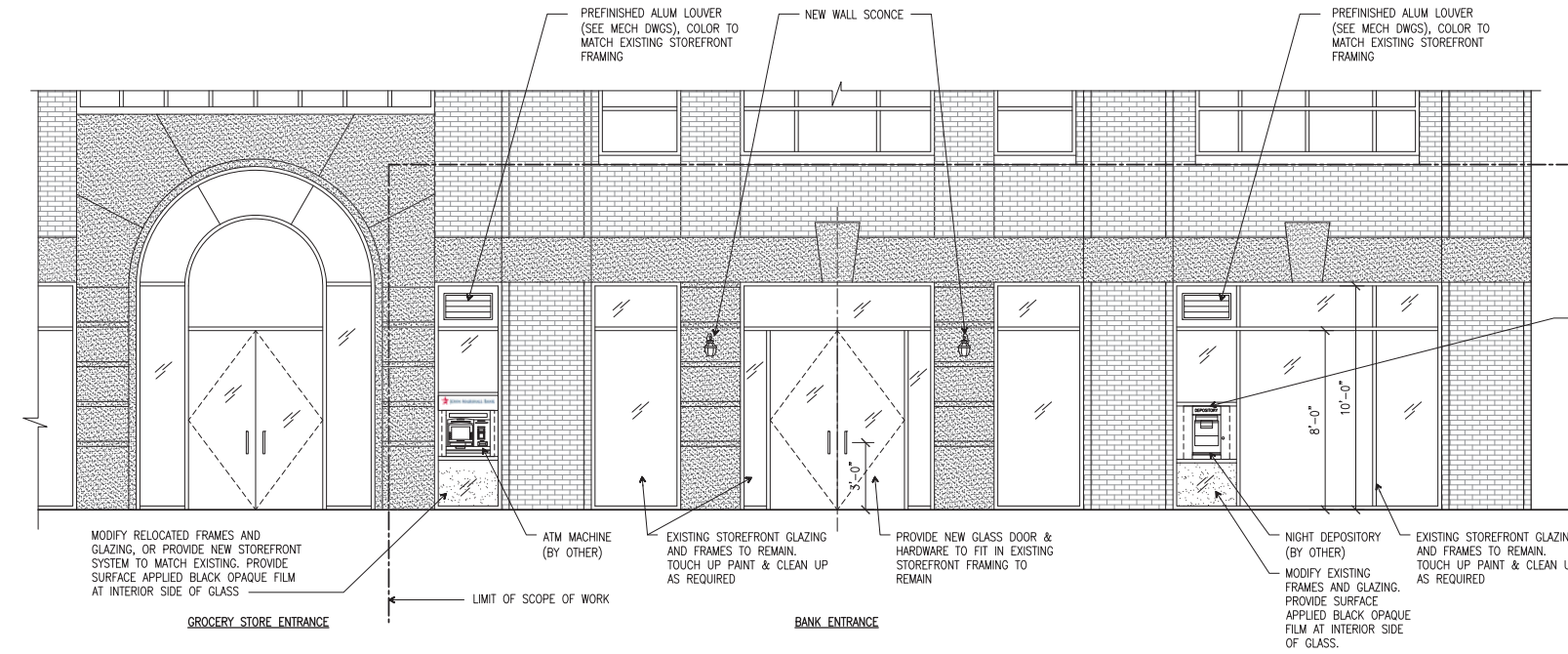


3 SECTION @ ATM MACHINE  
3/4" = 1'-0"

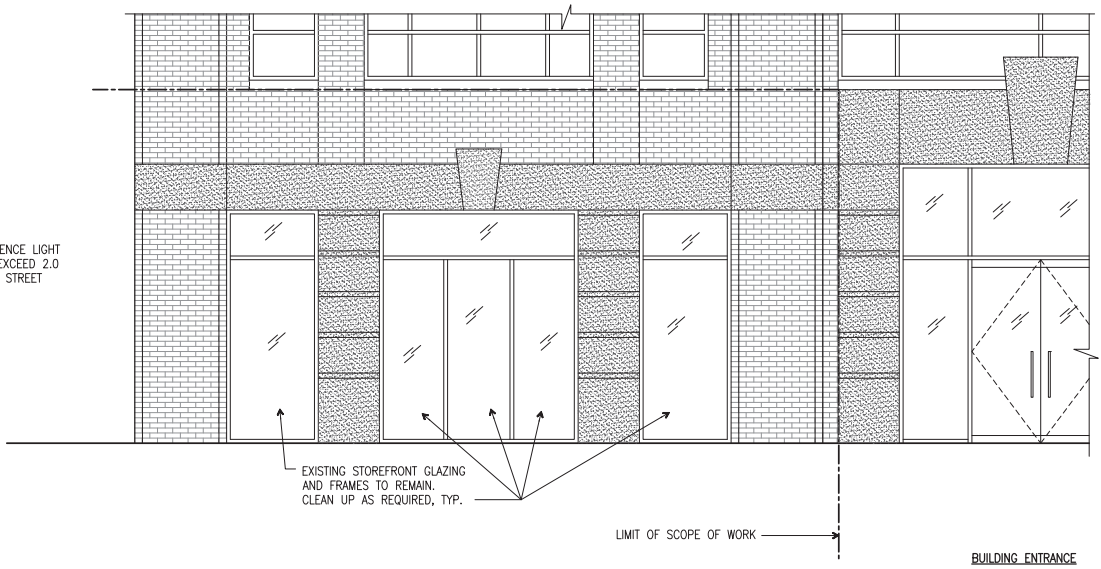
5 ATM MACHINE ELEVATION  
3/4" = 1'-0"

4 SECTION @ DEPOSITORY  
3/4" = 1'-0"

3 DEPOSITORY ELEVATION  
3/4" = 1'-0"



1 EXTERIOR ELEVATION - FRANKLIN STREET  
1/4" = 1'-0"



2 EXTERIOR ELEVATION - SOUTH WASHINGTON STREET  
1/4" = 1'-0"





KEY PLAN



**7. RETAIL TENANT MAX 25 SF (JOHN MARSHALL BANK)**  
**-- F. WINDOW GRAPHICS**  
 MAX 9 SF  
 VINYL TEXT AND GRAPHICS APPLIED TO 2ND SURFACE OF GLASS  
 TEXT AND GRAPHICS COVERS NO MORE THAN 20% OF EACH GLASS WINDOW



BAR Case # **2013-00209 & -00210**ADDRESS OF PROJECT: 700 S. Washington St / 600 Franklin St AlexandriaTAX MAP AND PARCEL: 080.02 08 05 / 0610 FRANKLIN ST ZONING: CDAPPLICATION 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: 700 South Washington Acquisitions, LLCAddress: 7501 Wisconsin Avenue, Suite 1300WCity: Bethesda State: MD Zip: 20814Phone: (703) 527-9444 E-mail: lcunniff@lpc.comAuthorized Agent *(if applicable)*: ☐ Attorney ☐ Architect ☒ Management CompanyName: Lisa CunniffPhone: (703) 527-9444E-mail: lcunniff@lpc.com**Legal Property Owner:**Name: 700 South Washington Street Acquisitions, LLCAddress: 7501 Wisconsin Ave., Suite 1300WCity: Bethesda State: MD Zip: 20814Phone: (240) 482-2943 E-mail: kmiller@asbrealstate.com

- ☒ Yes ☐ No Is there an historic preservation easement on this property?  
☐ Yes ☒ No If yes, has the easement holder agreed to the proposed alterations?  
☐ Yes ☒ No Is there a homeowner's association for this property?  
☐ Yes ☒ No If yes, has the homeowner's association approved the proposed alterations?

If you answered yes to any of the above, please attach a copy of the letter approving the project.



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

- ☐ NEW CONSTRUCTION  
☐ EXTERIOR ALTERATION: *Please check all that apply.*
- |                                      |   |   |                                   |
|--------------------------------------|---|---|-----------------------------------|
| <input 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 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).*

The attached pages demonstrate the requested signs proposed as part of the comprehensive signage plan developed for 700 South Washington Street / 600 Franklin Street in Alexandria. Additionally there is a demolition plan included for the canopy on Franklin Street.

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**SUBMITTAL REQUIREMENTS:**

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.

Electronic copies of submission materials should be submitted whenever possible.

**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
- |                                     |                                     |   |
|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Survey plat showing the extent of the proposed demolition/encapsulation.  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Existing elevation drawings clearly showing all elements proposed for demolition/encapsulation.                       |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Clear and labeled photographs of all elevations of the building if the entire structure is proposed to be demolished. |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | Description of the reason for demolition/encapsulation.   |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | Description of the alternatives to demolition/encapsulation and why such alternatives are not considered feasible.    |

**Additions & New Construction:** Drawings must be to scale and should not exceed 11" x 17" unless approved by staff. All plans must be folded and collated into 12 complete 8 1/2" x 11" sets. Additional copies may be requested by staff for large-scale development projects or projects fronting Washington Street. 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: 100 Secondary front (if corner lot): 195
  - ☒ ☐ Square feet of existing signs to remain: 26 SF
  - ☒ ☐ 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 have submitted a filing fee with this application. (Checks should be made payable to the City of Alexandria. Please contact staff for assistance in determining the appropriate fee.)
- ☒ 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 12 sets of revised materials.

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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: Felicia MorganDate: 6/24/12

# 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. 700 South Washington St	7501 Wisconsin Avenue, Suite 1300W Bethesda, MD 20814	95%
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 700 South Washington Street Alexandria, VA (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. 700 South Washington St	7501 Wisconsin Avenue, Suite 1300W Bethesda, MD 20814	95%
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.

10/24/13      Felicia Marsh        
 Date                      Printed Name                      Signature