

ISSUE: Certificate of Appropriateness for alterations (signage)

APPLICANT: Petmedic Urgent Care

LOCATION: Old and Historic Alexandria District
515 King Street

ZONE: KR/King Street Retail Zone

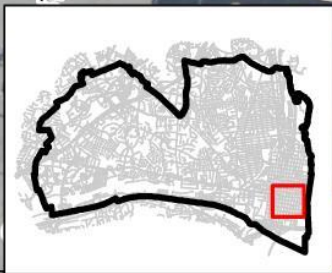
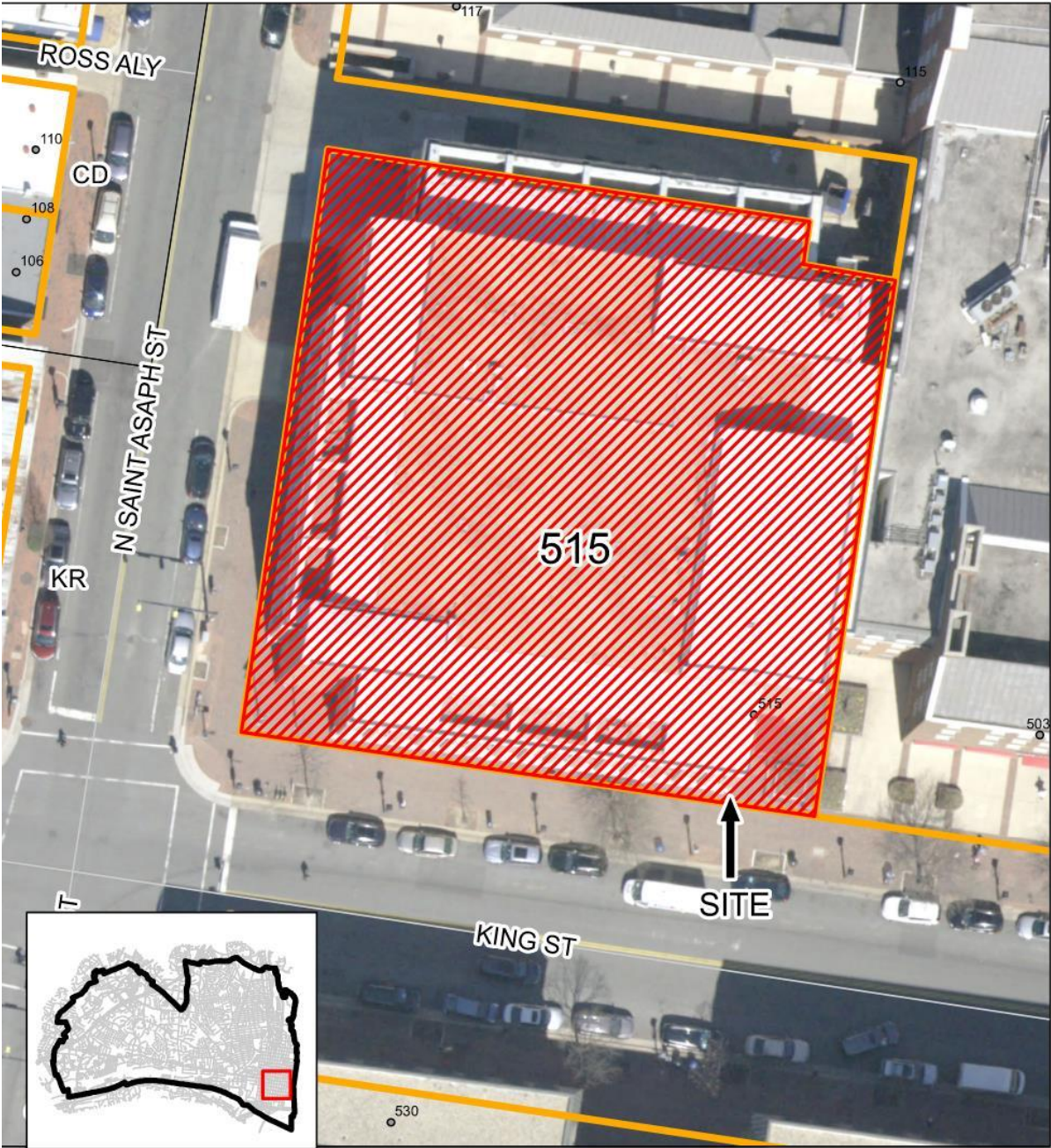
STAFF RECOMMENDATION

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

1. The brightness of the lighting at the entrance is subject to field inspection by staff at night to ensure lighting levels do not overwhelm the building or its neighbors; and,
2. The final illumination shall be no greater than 150 lumens and the color of the light should be warmer rather than whiter/cooler and no greater than 3000K.

GENERAL NOTES TO THE APPLICANT

1. **APPEAL OF DECISION:** In accordance with the Zoning Ordinance, if the Board of Architectural Review denies or approves an application in whole or in part, the applicant or opponent may appeal the Board's decision to City Council on or before 14 days after the decision of the Board.
2. **COMPLIANCE WITH BAR POLICIES:** All materials must comply with the BAR's adopted policies unless otherwise specifically approved.
3. **BUILDING PERMITS:** Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Department of Code Administration (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Administration, Room 4200, City Hall, 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#2023-00399
515 King Street



0 15 30 60 Feet

I. APPLICANT'S PROPOSAL

The applicant requests a Certificate of Appropriateness to install one internally illuminated wall sign, one non-illuminated blade sign, one vinyl door sign, and three vinyl window signs, at 515 King Street. The total amount of proposed signage is 68.3 square feet.

Site context

The building sits at the northeast corner of the intersection of King and North Saint Asaph streets. The alley/walkway adjacent to the north elevation is public. The building is therefore in a very prominent and highly visible location.

II. HISTORY

Ethelyn Cox's *Historic Alexandria Virginia Street by Street* notes that the 300, 400, and 500 blocks of King Street were cleared for urban renewal in the 1960s. All historic buildings in these blocks were demolished. Sanborn Fire Insurance Maps show a brick bank at the northeast corner of the intersection of King and North Saint Asaph streets from 1907 through 1959. City records show that building permit #8561 was issued on February 28, **1969** to Eugene Simpson & Bro. to construct a building for the Bankers Square Association in the 500 block of King Street, the 100 block of North Pitt Street, and the 100 block of North Saint Asaph Street. The design for the building went to the BAR several times between 1962 and 1965 before securing final approval on August 11, 1965. The five-story concrete and brick commercial building was designed as a late 20th century commercial contemporary style building with the use of some traditional building materials and forms.

Previous BAR Approvals

Early approvals for this property include a 2/1/78 approval to enclose a terrace of the bank and a 9/2/81 approved addition. More recent approvals include:

- Partial demolition/capsulation and alterations (BAR2022-00257/0026, 7/6/2022)
- Add five new window openings at the fifth floor on the north/rear wall of the building (BAR2005-00177 and BAR2005-00178, 9/7/2005)
- Garage alterations (BAR2004-00087, 6/2/2004)
- Canopy/Awning (BAR2002-00209, 8/21/2002)
- Signage (BAR2000-00043, 4/5/2000)

III. ANALYSIS

Staff has no objections to the proposed signage. The *Design Guidelines* encourage signage to be compatible and blend in with the architecture of the building. The signs are appropriately located on the building and appropriate in scale and design. The signs are located at the main entrance of the commercial space and will orient visitors to the entry door. The applicant does not state the amount of proposed illumination for the wall sign, however, given the scale of the building staff finds that a subtle amount of illumination would be compatible with the building design.

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

Staff recommends approval of the signage with the conditions noted above regarding illumination.

STAFF

Amirah Lane, 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 and blade signs will comply with zoning.

Code Administration

No comments received.

Transportation and Environmental Services

- R-1 The building permit must be approved and issued prior to the issuance of any permit for demolition, if a separate demolition permit is required. (T&ES)
- R-2 Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
- R-3 No permanent structure may be constructed over any existing private and/or public utility easements. It is the responsibility of the applicant to identify any and all existing easements on the plan. (T&ES)

Comments:

1. Comply with all requirements of [DSP2022-00027](T&ES)
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)
3. Indicate the height of the blade sign from the sidewalk and how far it extends into the right-of-way from the building wall or property line. Confirm if the encroachment is in

conformance with [Title 5-2-29\(b\)\(2\)\(c\)\(2\)](#) which is read as follows:
(T&ES)

Signs and art features. A sign or art feature, that complies with the zoning ordinance, may be erected or displayed flat against a building wall or at an angle thereto, so long as the sign or art feature 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 an alley.

Alexandria Archaeology

No comments received.

V. ATTACHMENTS

1 – Supplemental Materials

2 – Application for BAR2023-00399: 515 King Street

BAR Case # _____

ADDRESS OF PROJECT: 515 King Street

TAX MAP AND PARCEL: 074.02-0 401 ZONING: _____

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: Petmedic Urgent Care

Address: 515 King Street

City: Alexandria State: VA Zip: 22309

Phone: _____ E-mail: _____

Authorized Agent *(if applicable)*: ☐ Attorney ☐ Architect ☒ Expeditor

Name: Gary Brent Phone: 410-507-0053

E-mail: gary_brent@mqpermits.com

Legal Property Owner:

Name: Jemal's 515 King LLC

Address: 655 New York Ave., Ste .830

City: Washington State: DC Zip: 20001

Phone: _____ E-mail: _____

- ☐ 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).*

Install (1) internally illuminated wall sign, (1) non-illuminated blade sign, (1) vinyl door sign and (3) vinyl window signs

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

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: 40' 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.

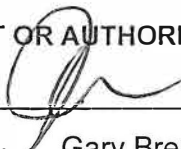
Alterations: *Check N/A if an item in this section does not apply to your project.*

- 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.

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

APPLICANT OR AUTHORIZED AGENT:Signature:  _____Printed Name: Gary BrentDate: 09/27/23



Department of Planning and Zoning Floor Area Ratio and Open Space Calculations as of 12/20/18

B

A. Property Information

A1. 515 King Street, unit 103 Alexandria, VA 22314
Street Address

RB
Zone

A2. Total Lot Area \times Floor Area Ratio Allowed by Zone = 0.00
Maximum Allowable Floor Area

B. Existing Gross Floor Area

Existing Gross Area

Basement

First Floor 3214

Second Floor

Third Floor

Attic

Porches

Balcony/Deck

Lavatory***

Other**

Allowable Exclusions**

Basement**

Stairways**

Mechanical**

Attic less than 7***

Porches**

Balcony/Deck**

Lavatory***

Other**

Other**

B1. 0.00 Sq. Ft.

Existing Gross Floor Area*

B2. 0.00 Sq. Ft.

Allowable Floor Exclusions**

B3. 0.00 Sq. Ft.

Existing Floor Area Minus Exclusions
(subtract B2 from B1)

Comments for Existing Gross Floor Area

B1. Total Gross 0.00 B2. Total Exclusions 0.00

C. Proposed Gross Floor Area

Proposed Gross Area

Basement

First Floor

Second Floor

Third Floor

Attic

Porches

Balcony/Deck

Lavatory***

Other

Allowable Exclusions**

Basement**

Stairways**

Mechanical**

Attic less than 7***

Porches**

Balcony/Deck**

Lavatory***

Other**

Other**

C1. 0.00 Sq. Ft.

Proposed Gross Floor Area*

C2. 0.00 Sq. Ft.

Allowable Floor Exclusions**

C3. 0.00 Sq. Ft.

Proposed Floor Area Minus Exclusions
(subtract C2 from C1)

C1. Total Gross 0.00 C2. Total Exclusions 0.00

D. Total Floor Area

D1. 0.00 Sq. Ft.
Total Floor Area (add B3 and C3)

D2. 0.00 Sq. Ft.
Total Floor Area Allowed
by Zone (A2)

E. Open Space

E1. Existing Open Space Sq. Ft.

E2. Required Open Space Sq. Ft.

E3. Proposed Open Space Sq. Ft.

Notes

*Gross floor area is the sum of all areas under roof of a lot, measured from the face of exterior walls, including basements, garages, sheds, gazebos, guest buildings and other accessory buildings.

** Refer to the Zoning Ordinance (Section 2-145(B)) and consult with Zoning Staff for information regarding allowable exclusions. Sections may also be required for some exclusions.

***Lavatories may be excluded up to a maximum of 50 square feet, per lavatory. The maximum total of excludable area for lavatories shall be no greater than 10% of gross floor area.

The undersigned hereby certifies and attests that, to the best of his/her knowledge, the above computations are true and correct.

Signature: _____ Date: _____

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. RB PM Old Town, LLC	515 King Street, unit 103 Alexandria, VA 22314	100
2.		
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 515 King Street, unit 103 Alexandria, VA 22314, 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. Douglas Jemal	655 New York Ave, NW, Suite 830 Washington, DC 20001	31%
2. Norman Jemal	655 New York Ave, NW, Suite 830 Washington, DC 20001	69%
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.

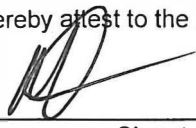
Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1. Douglas Jemal	Owner	No
2. Norman Jemal	Owner	No
3.		

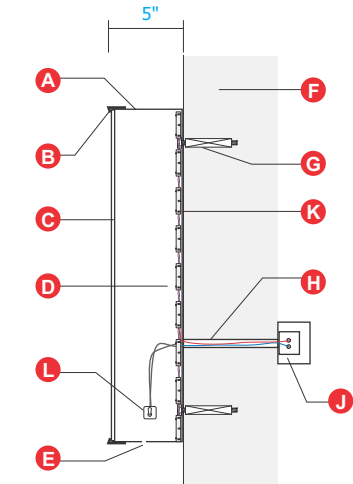
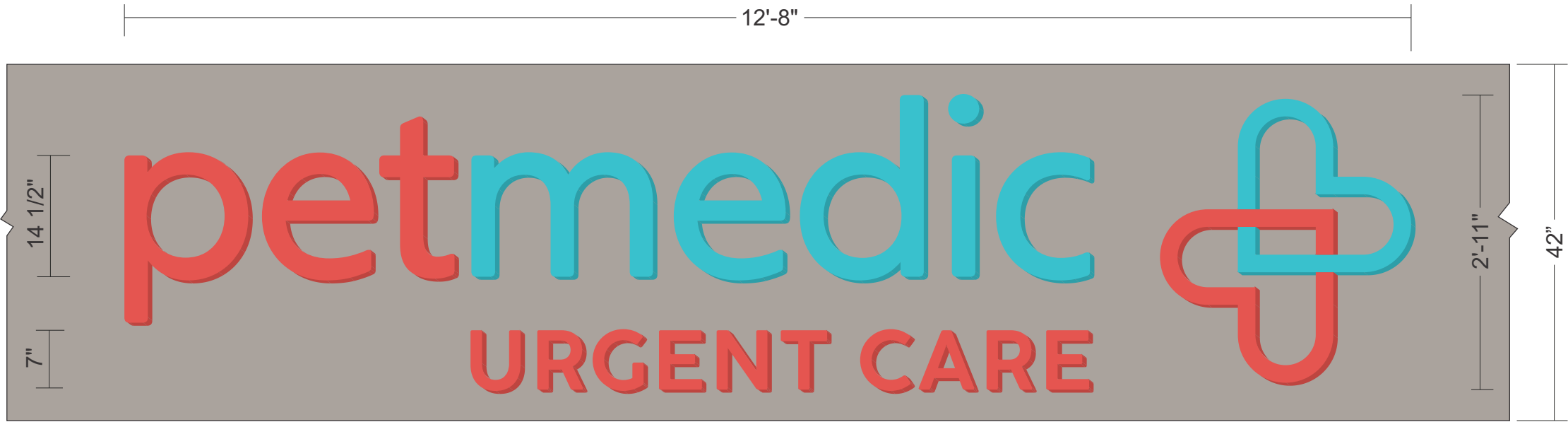
NOTE: Business or financial relationships of the type described in Sec. 11-350 that arise after the filing of this application and before each public hearing must be disclosed prior to the public hearings.

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.

9/27/23
Date

Gary Brent
Printed Name


Signature



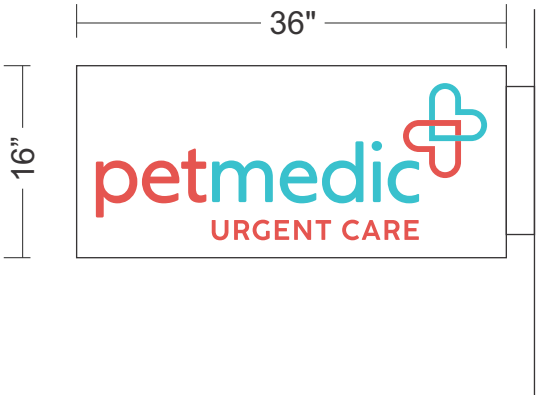
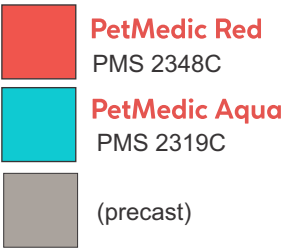
- A .040 ALUM. RETURNS PTD.
- B 1" TRIMCAP
- C 1/8" THK. TRANSLUCENT WHITE ACRYLIC FACES
- D WHITE LX-ECO3S 6500k NC LED'S
- E WEEP HOLES AS REQ'D
- F PRECAST CONCRETE BLDG. FACADE
- G 3/8" BOLTS & DBL. EXP. ANCHORS; EMBED 5" MIN.
- H WIRING IN LIQUATITE TO ELEC. CIRCUIT
- J REMOTE POWER SOURCE IN METAL BOX
- K ALUM. CHANNEL LTR. BACK
- L U.L. LISTED DISCONNECT SWITCH

L.E.D. CNL. LTR. SECTION (TYP) - REMOTE NTS

* ALL ELECTRICAL COMPONENTS UL LISTED

STOREFRONT ELEVATION SCALE: 3/4" = 1'-0" 36.8 SQFT

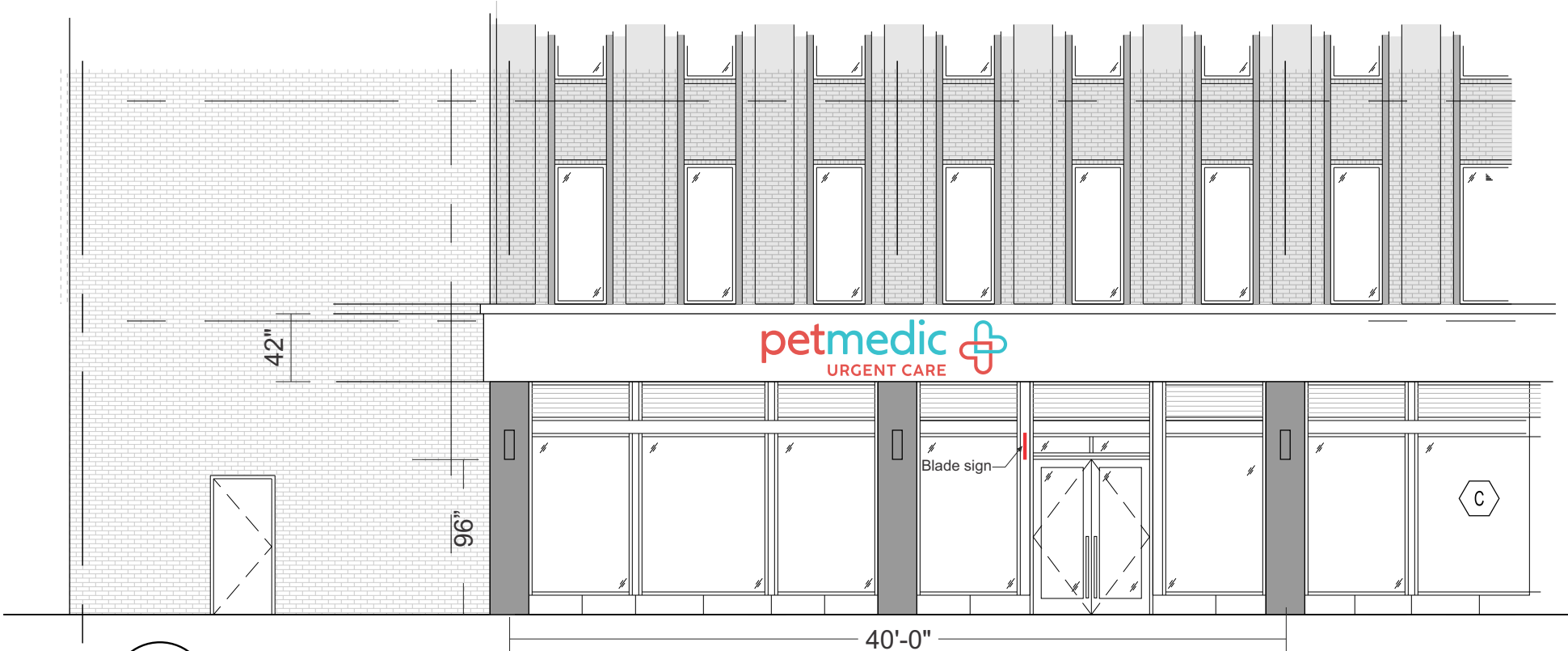
ILLUMINATED CHANNEL LETTERS:
CUSTOM RED & BLUES FACES, RETURNS PAINTED TO MATCH
WHITE LED LIGHTING (REMOTE POWER SUPPLIES)



BLADE SIGN (D/F) SCALE: 3/4" = 1'-0" 4 SQFT

NON-ILLUMINATED LETTERS ON A PAINTED
(WHITE) ALUMINUM BLADE, DOUBLE-FACED

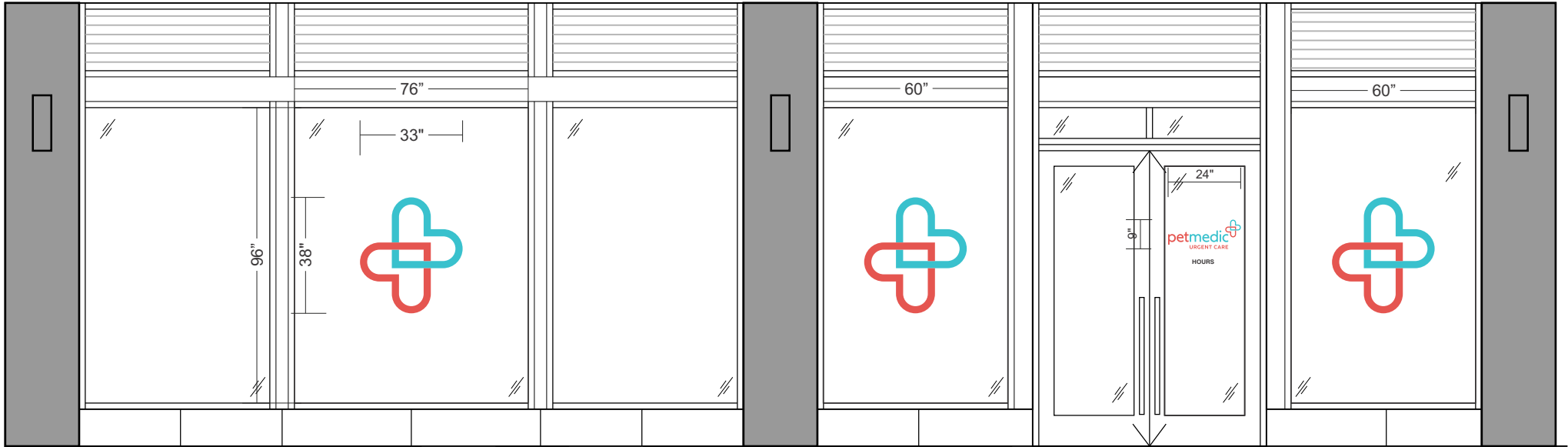
(see additional page for details)



2 WEST ELEVATION
Scale: 1/8"=1'-0"

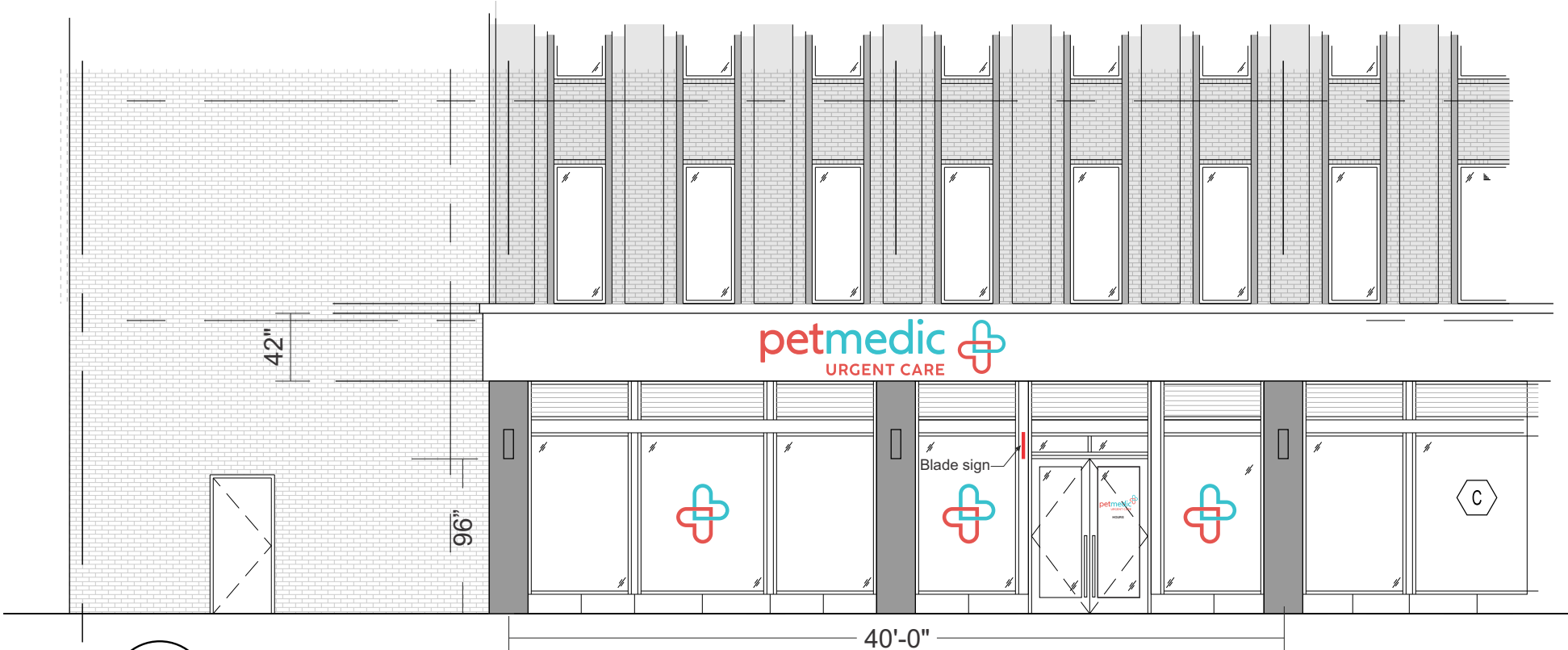
This sign is intended to be installed in accordance with the requirements of Article 600 of the current National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

SIGN IS WIRED FOR 120 VOLTS UNLESS OTHERWISE SPECIFIED



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

WINDOW VINYL (2ND SURFACE)



2 WEST ELEVATION
Scale: 1/8"=1'-0"

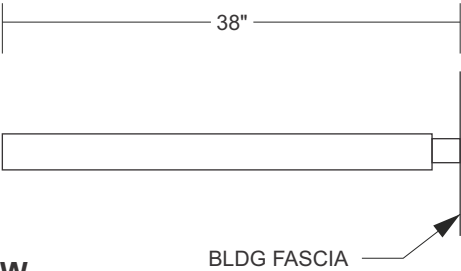
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SIGN IS WIRED FOR 120 VOLTS UNLESS OTHERWISE SPECIFIED

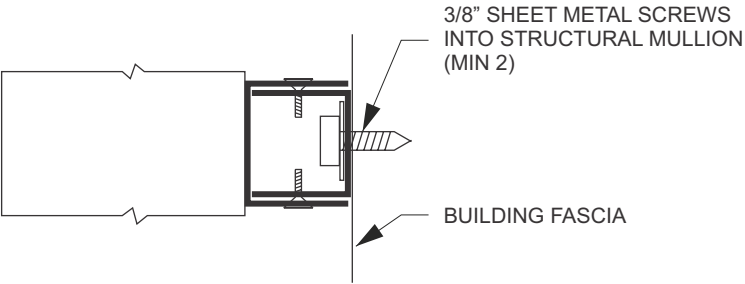


BLADE SIGN (D/F) SCALE: 3/4" = 1'-0" 4 SQFT

NON-ILLUMINATED LETTERS ON A PAINTED (WHITE) ALUMINUM BLADE, DOUBLE-FACED

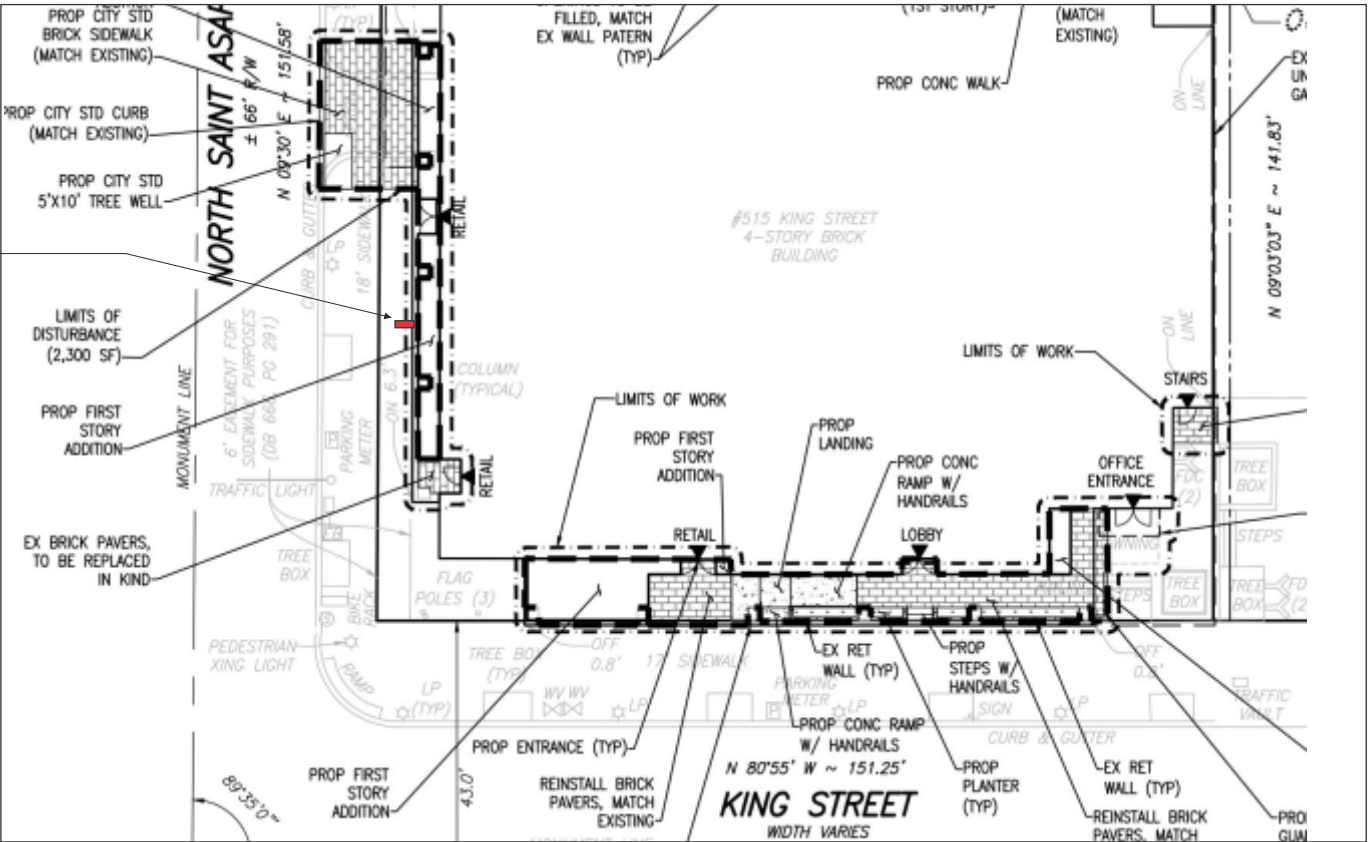


PLAN VIEW

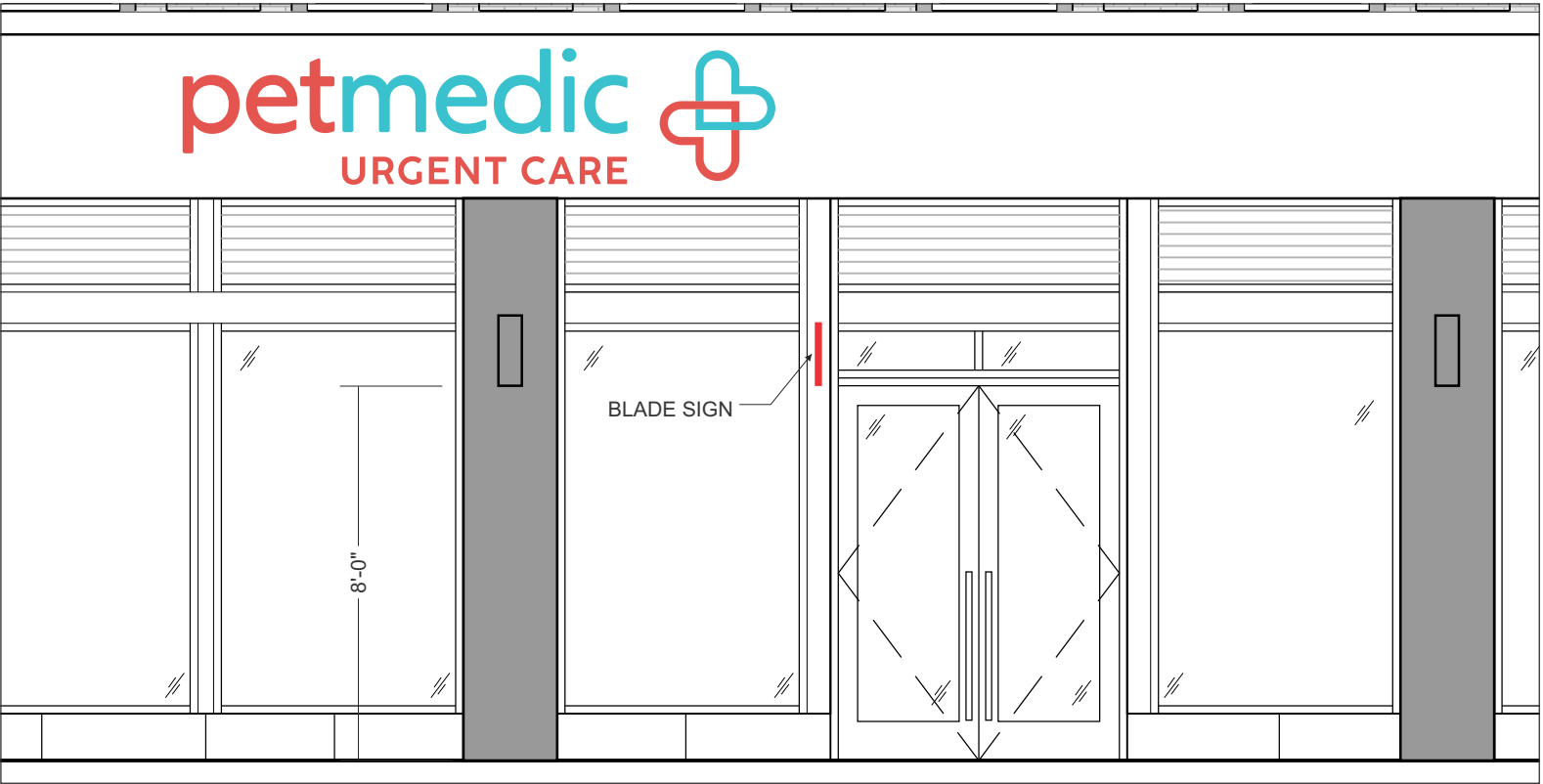


MOUNTING DETAIL SCALE: 3" = 1'-0"

BLADE SIGN



SITE PLAN (PARTIAL)
Scale: N.T.S.



WEST ELEVATION (PARTIAL)
Scale: 1/4" = 1'-0"