

Docket Item # 4
BAR CASE # 2016-00362

BAR Meeting
November 16, 2016

ISSUE: Signage
APPLICANT: Namaste
LOCATION: 1504 King Street
ZONE: KR/King Street Retail

STAFF RECOMMENDATION

Approval of a Certificate of Appropriateness with the conditions that:

1. The sign in the center of the awning be removed and replaced with graphics located on the front of the awning valance;
2. The two signs on the side of the awning be deleted; and,
3. The changeable content sign box be reduced in size by half, so that it is no larger than six square feet.

GENERAL NOTES TO THE APPLICANT

1. **ISSUANCE OF CERTIFICATES OF APPROPRIATENESS AND PERMITS TO DEMOLISH:** Applicants must obtain a stamped 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.
2. **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.
3. **COMPLIANCE WITH BAR POLICIES:** All materials must comply with the BAR's adopted policies unless otherwise specifically approved.
4. **BUILDING PERMITS:** 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.
5. **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.
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.



BAR2016-00362



I. ISSUE

The applicant is requesting after-the-fact approval of a Certificate of Appropriateness for signs at 1504 King Street. The applicant, a new restaurant, was unaware that the building was located in the historic district and refaced the previous tenants' signs with the new restaurant name. The business has 65 linear feet of frontage on King Street.



Figure 1: Google map image showing tenant space (prior signs shown)

The following signs have been installed:

- Changeable sign box (for the menu): 3' by 4' (12 square feet)
- Oval wall sign with the restaurant name: 2' by 4' (8 square feet)
- Centered rectangular awning sign with the restaurant name: 8' by 3' (24 square feet)
- Two side awning signs identifying the restaurant's cuisine: 1.5' by 3' (9 square feet)

Total signage proposed: 53 square feet.

II. HISTORY

The Coca Cola building is a three-story brick commercial building constructed in multiple phases, with the first phase being the three northernmost bays on King Street constructed in **1932** (permit #65). By 1945, the main entrance with the Coca-Cola logo at the corner of King and South Peyton Streets had been constructed, as well as a one-story garage addition (permit #2857). In 1983, the entire building was renovated and a third floor was added.

There are no previous BAR approvals for the Coca Cola building, likely because this portion of the historic district was only added to the Old & Historic Alexandria District boundaries in 2006. The prior tenant, Bistro du Soleil, installed new signs sometime between 2012 and 2014, also without BAR approval.

III. ANALYSIS

Because BAR staff can administratively approve no more than two signs for a mid-block building, the Board must approve the five signs installed by the applicant. While staff is sympathetic that the applicant was unaware of the buildings location with the historic district, the number and size of some of the signs are excessive and cannot be supported.

It is not unusual for the Board to approve up to three signs for a restaurant tenant on King Street, with one of the signs being a changeable content sign box to list specials or the menu. While staff has no objection to a changeable content sign, the existing box is unnecessarily large, much larger than what's permitted in the Board's administrative approval policy, which is four square feet. Therefore, staff recommends that this sign box be reduced in size by half, so that it no greater than 6 square feet.

With respect to the awning signage, bullnose awnings are specifically discouraged by the BAR's *Design Guidelines* which state: "Rigid frame bullnose awnings are only appropriate for buildings dating from the late 20th century." (Awnings – Page 5) However, the existing awning has been on this structure for decades and it precedes inclusion of the building in the historic district, so staff supports its continued use for this application.

Nevertheless, staff finds that the sign centered on the front of the awning is too tall and recommends its removal and replacement with a sign which fits within the valance portion of the awning. The BAR generally discourages signs on the sloped surface of an awning, as this area tends to be used as a billboard, and has opposed signs on the sides of awnings in the past, preferring the open ends of historic operable awnings. The lettering on the sides of the awning here seem excessive and cluttered, and stylistically do not relate to the other restaurant signs, so staff recommends that these two signs be removed. With these recommendations, Staff recommends approval of the application.

STAFF

Stephanie Sample, Historic Preservation Planner, Planning & Zoning
Al Cox, FAIA, Historic Preservation Manager, Planning & Zoning

IV. CITY DEPARTMENT COMMENTS

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

Zoning Comments

C-1 Proposed wall signs comply with zoning.

Code Administration

No comments received.

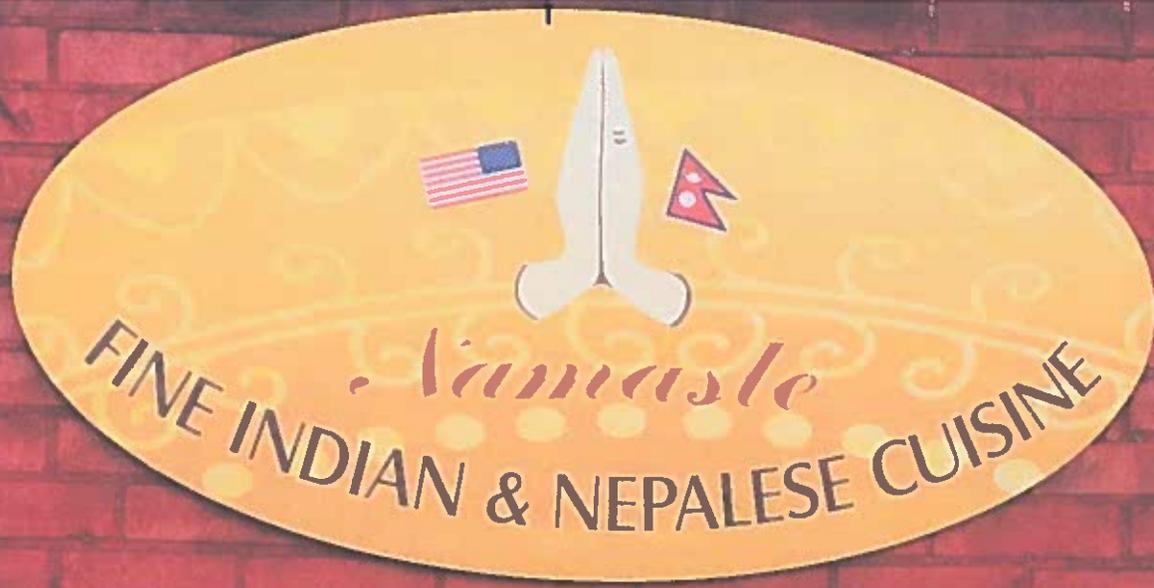
Transportation and Environmental Services

- R1. The building permit must be approved and issued prior to the issuance of any permit for demolition. (T&ES)
- R2. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (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)
- F1. After review of the information provided, an approved grading plan is not required at this time. Please note that if any changes are made to the plan it is suggested that T&ES be included in the review. (T&ES)
- C1. 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)
- C2. 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)
- C3. All secondary utilities serving this site shall be placed underground. (Sec. 5-3-3) (T&ES)
- C4. Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C5. All improvements to the city right-of-way such as curbing, sidewalk, driveway aprons, etc. must be city standard design. (Sec. 5-2-1) (T&ES)
- C7. 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, against claims, demands, suits and related costs, including attorneys' fees, arising from any bodily injury or property damage which may occur as a result of the encroachment. (Sec. 5-29 (h)(1)) (T&ES)
Please submit Insurance Certificate:
City of Alexandria
T&ES
Attn: Shanna Austin
301 King Street, Room 4130
Alexandria, VA 22314

V. ATTACHMENTS

- 1 – Supplemental Materials*
- 2 – Application for BAR 2016-0362: 1504 King Street*

2' x 4'
↑



↓
3' x 4'

Application & Materials
BAR2016-00362
1504 King Street
10/17/2016

1078



Application & Materials
BAR2016-00362
1504 King Street
10/17/2016

FINE
INDIAN & NEPALESE
CUISINE

FINE INDIAN & NEPALESE CUISINE
Amaste
FINE INDIAN & NEPALESE CUISINE

Amaste
FINE INDIAN & NEPALESE CUISINE

Application & Materials
BAR2016-00362
1504 King Street
10/17/2016

ADDRESS OF PROJECT: 1504 King St Alexandria VA-22314

TAX MAP AND PARCEL: 063.04-0A-00B ZONING: KR

APPLICATION FOR: (Please check all that apply)

CERTIFICATE OF APPROPRIATENESS

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

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

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

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

Name: Namaste

Address: 1504 King St A

City: Alexandria State: VA Zip: 22314

Phone: 571-970-0615 E-mail: arupadhyaya@yahoo.com

Authorized Agent (if applicable): Attorney Architect _____

Name: Deva Ram Upadhyaya Phone: 202-905-9761

E-mail: _____

Legal Property Owner:

Name: _____

Address: 1500 King St

City: Alexandria State: VA Zip: 22314

Phone: 703-936 6591 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.
 - awning
 - doors
 - lighting
 - other _____
 - fence, gate or garden wall
 - windows
 - pergola/trellis
 - HVAC equipment
 - siding
 - painting unpainted masonry
 - shutters
 - shed
- ADDITION
- DEMOLITION/ENCAPSULATION
- SIGNAGE

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

out door business sign of Bistro du soleil has been replaced by the business sign of Namaste Fine Indian and Nepalese cuisine.

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 3 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: 65 Fe Secondary front (if corner lot): _____
- Square feet of existing signs to remain: 53 Sq Ft.
- 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 3 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: *Atma Ram Upadhyay*

Printed Name: Atma Ram Upadhyay

Date: 10-10-2016