

**ISSUE:** Certificate of Appropriateness for signage

**APPLICANT:** Scott Smith

**LOCATION:** Old and Historic Alexandria District  
1500 King Street

**ZONE:** KR/King Street Urban Retail Zone

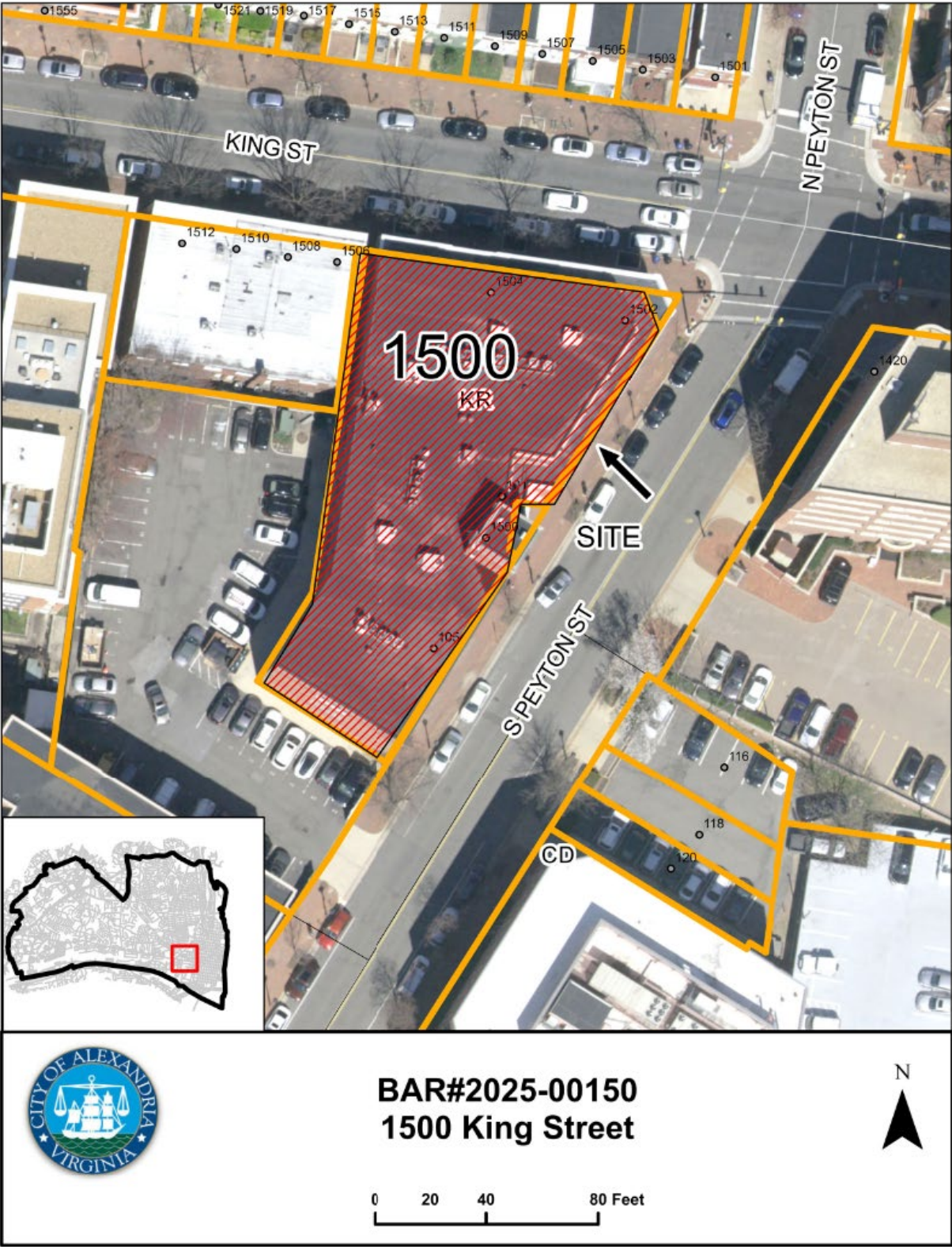
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**STAFF RECOMMENDATION**

Staff recommends **denial** of the Certificate of Appropriateness for signage.

**GENERAL NOTES TO THE APPLICANT**

1. **APPEAL OF DECISION:** In accordance with the Zoning Ordinance, if the Board of Architectural Review denies or approves an application in whole or in part, the applicant or opponent may appeal the Board's decision to City Council on or before 14 days after the decision of the Board.
2. **COMPLIANCE WITH BAR POLICIES:** All materials must comply with the BAR's adopted policies unless otherwise specifically approved.
3. **BUILDING PERMITS:** Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Department of Code Administration (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Administration, Permit Center, 4850 Mark Center Drive, Suite 2015, 703-746-4200 for further information.
4. **ISSUANCE OF CERTIFICATES OF APPROPRIATENESS AND PERMITS TO DEMOLISH:** Applicants must obtain a copy of the Certificate of Appropriateness or Permit to Demolish PRIOR to applying for a building permit. Contact BAR Staff, Room 2100, City Hall, 703-746-3833, or [preservation@alexandriava.gov](mailto: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.



**I. APPLICANT'S PROPOSAL**

The applicant is proposing to install an 85" x 42" reverse LED lit cabinet with acrylic push thru front lit letters/logo to be installed between the front door and second story window (Figure 1).



**Figure 1 – proposed sign**

**Site context**

The property at 1500 King Street sits at the southwest corner of King and South Peyton streets. The building has a private parking lot at the rear. 1500 King Street is the property's parcel address; the business requiring approval of this application is located at 1502 King Street, with an entrance at the chamfered corner of King and South Peyton streets (Figure 2).





Temporary  
sign to be  
replaced

Figure 2 - Business entrance at 1502 King Street

## II. HISTORY

The Coca-Cola Bottling Plant building was built in **1932**. The original building was an L-shaped design, with the main block fronting King Street (Figure 3). The building was renovated and enlarged in **1944 and 1945**, with additions to the rear and side of the original plant. The most visible addition occurred at the corner of King and South Peyton and along Peyton at the rear of the plant. The company built out to the corner, replacing the lawn area with the familiar entrance to 1500 King that exists today. The main entrance was now directly on the corner of King and South Peyton, with the door underneath a large cast stone parapet bearing the Coca-Cola brand



name. The doorway is flanked by two large brick piers with cast stone bases designed to match the original King Street entrance. The doorway recedes into the corner and is highlighted by alternating vertical rows of flat bricks that recede in a corbeled pattern from the corner to the doorway (Figure 4). The renovation was designed by the firm Davis and Platt.<sup>1</sup>

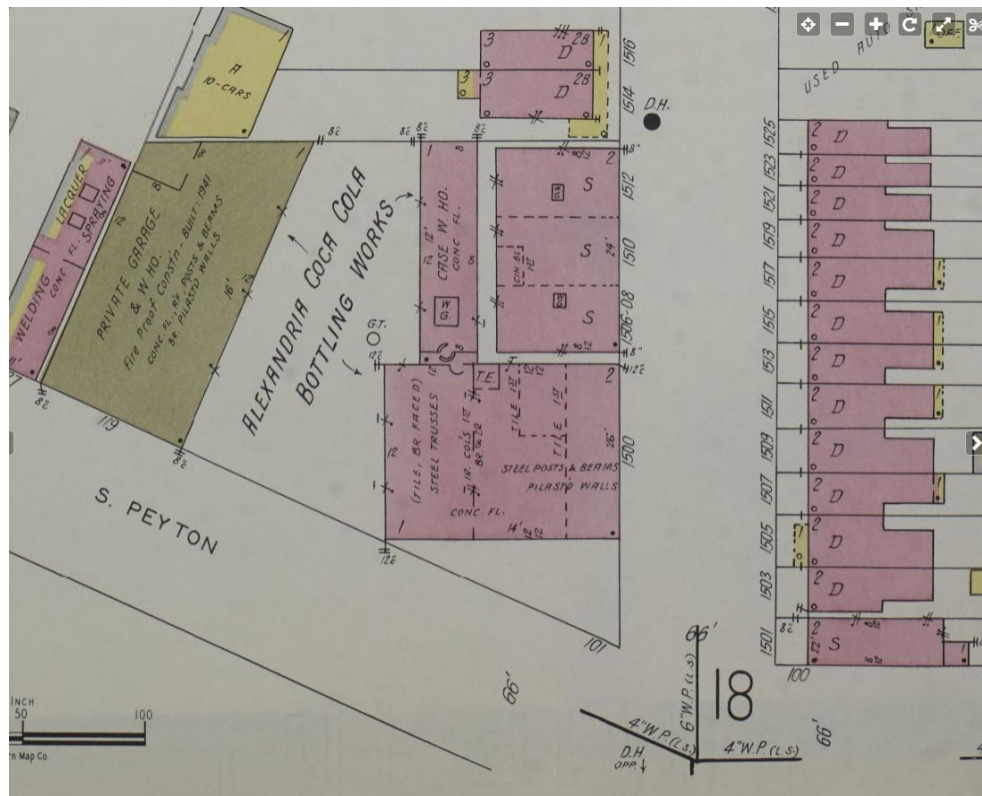


Figure 3 - Sanborn Map 1941

<sup>1</sup> Historic Background/Statement of Historic and Architectural Significance study. City of Alexandria Building permit #6079 (11/20/1944).



Existing old sign  
under the  
temporary

Figure 4 - Closeup of the building's entrance.

### *Previous BAR Approvals*

BAR2016-00362 approval for signage (12/16/2016). This approved signage is for the Namaste restaurant at 1504 King St, there is no other signage approved for this building.

Staff could not find additional BAR approval for the building, likely because this portion of the historic district was only added to the Old & Historic Alexandria District in 2006.

### **III. ANALYSIS**

The *Design Guidelines* state that: “Signs inform the public as to the nature of the business in a particular building and can quickly and easily transmit a business image to a passerby and create a potential customer or client. Businesses often use large signs in order to attract attention. Overly large signs are not appropriate in most areas of the historic districts because they detract from the architectural integrity of the districts.” Furthermore, “Signs should blend with and not detract from the historic architecture of the districts. When signs distract, shout out to the pedestrian, are not sensitively placed on the architecture or obscure it, a negative image of the historic commercial



streetscape is created. High quality signs that complement the historic building help maintain the quality of the historic districts, attracting tourists, residents, and businesses.”

As of today, the corner building has one wall sign, one awning sign for the Namaste restaurant at 1504 King Street, and several window signs. The existing sign under the temporary sign at the building’s corner was not approved by the BAR; however, staff found an old sign permit #01050 from 8/26/1986 for Carpet & Rug for the same location as the proposed sign.

Although the building could be admiratively approved for one extra sign per the BAR Administrative Sign Policy, which allows up to four signs to a corner building, with one sign a changeable sign, the proposed internally illuminated sign cabinet requires Board approval at a public hearing.

Staff finds the proposed sign inappropriate for the corner building. The proposed sign is too large for the small, chamfered wall and detracts from and obstructs the most important architectural characteristic of the building’s prominent entrance at the corner of King and South Peyton streets. As staff mentioned, a third sign can be administratively approved at either street side (King or Peyton) as long as it complies with the policy. Therefore, staff recommends **denial** of the project.

#### **STAFF**

Marina Novaes, Historic Preservation Planner, Planning & Zoning

Tony LaColla, AICP, Land Use Services Division Chief, Planning & Zoning

#### **IV. CITY DEPARTMENT COMMENTS**

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

##### **Zoning**

C-1 Proposed wall sign will comply with Zoning.

##### **Code Administration**

C-1 A sign permit is required.

##### **Transportation and Environmental Services**

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)

F-1 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)

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

**Alexandria Archaeology**

- F-1 Archaeology has no comments

**V. ATTACHMENTS**

- Application Materials
- Completed application
- Plans
- Material specifications
- Scaled survey plat if applicable
- Photographs
- Public comment, if applicable
- Any other supporting documentation



BAR CASE#

(OFFICE USE ONLY)

ADDRESS OF PROJECT: 1500 KING ST, ALEXANDRIA 22314DISTRICT: ☒ Old & Historic Alexandria ☐ Parker - Gray ☐ 100 Year Old BuildingTAX MAP AND PARCEL: 10079000 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: SCOTT SMITH

Address: [REDACTED]

City: [REDACTED]

State: [REDACTED]

Zip: [REDACTED]

Phone: [REDACTED]

E-mail: [REDACTED]

Authorized Agent (if applicable): ☐ Attorney ☐ Architect☒ SIGN VENDORName: FASTSIGNS - SARAH MULLIKIN

Phone: [REDACTED]

E-mail: [REDACTED]

## Legal Property Owner:

Name: VORI & KASTELLI LLC

Address: [REDACTED]

City: [REDACTED]

State: [REDACTED]

Zip: [REDACTED]

Phone: [REDACTED]

E-mail: S [REDACTED]

BAR CASE#

(OFFICE USE ONLY)

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

- ☐ NEW CONSTRUCTION  
☐ EXTERIOR ALTERATION: *Please check all that apply.*  
     ☐ awning                      ☐ fence, gate or garden wall    ☐ HVAC equipment                      ☐ shutters  
     ☐ doors                      ☐ windows                      ☐ siding                      ☐ shed  
     ☐ lighting                      ☐ pergola/trellis                      ☐ painting unpainted masonry  
     ☐ other \_\_\_\_\_  
☐ ADDITION  
☐ DEMOLITION/ENCAPSULATION  
☒ SIGNAGE

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

REPLACE THE CURRENT SIGN WITH A NEW ONE.  
 84" x 42" x 2" LED CABINET SIGN W/ ACRYLIC PUSH THRU  
 LOGO.

**SUBMITTAL REQUIREMENTS:**

- ☐ Check this box if there is a homeowner's association for this property. If so, you must attach a copy of the letter approving the project.

Items listed below comprise the **minimum supporting materials** for BAR applications. Staff may request additional information during application review. Please refer to the relevant section of the *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.

**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. 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: 85' Secondary front (if corner lot): 45'
- ☐ ☐ Square feet of existing signs to remain: 26.35
- ☐ ☐ 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.

BAR CASE#

BAR2025-00150

(OFFICE USE ONLY)

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

- ☒ I understand that after reviewing the proposed alterations, BAR staff will invoice the appropriate filing fee in APEX. The application will not be processed until the fee is paid online.
- ☒ I understand the notice requirements and will return a copy of the three respective notice forms to BAR staff at least five days prior to the hearing. If I am unsure to whom I should send notice I will contact Planning and Zoning staff for assistance in identifying adjacent parcels.
- ☒ I, the applicant, or an authorized representative will be present at the public hearing. SCOTT SMITH
- ☒ I understand that any revisions to this initial application submission (including applications deferred for restudy) must be accompanied by the BAR Supplemental form and revised materials.

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

**APPLICANT OR AUTHORIZED AGENT:**

Signature: 

Printed Name: SARAH MULLIKIN

Date: 4-18-25



# 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. Scott Smith	[REDACTED]	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 1502 King Street Alex VA 22314 (address), unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
1. King St Condominium	[REDACTED]	100
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. N/A		
2. N/A		
3. N/A		

**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.

4-30-25

Date

Printed Name

Signature

Scott Smith [Signature]

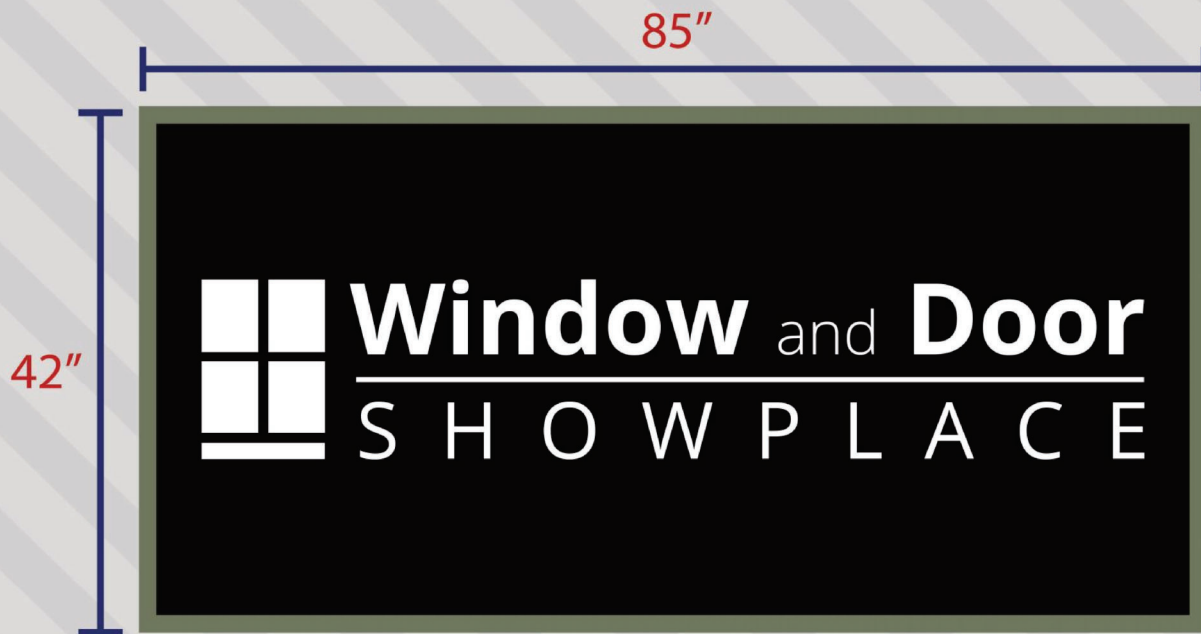












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21240 Ashburn Crossing Drive, Suite 145, Ashburn, VA 20147  
 703-435-8807 263@fastsigns.com

Account: Window & Door Showplace  
 Client Rep: Sarah Drawn By: Gina  
 Folder/File:

Window&Door\_85x42\_Custom\_11-8-24

#### SPECIAL NOTES / FONTS

- Reverse LED lit fabricated cabinet with acrylic push thru front lit LED letters/logo.
- 42" x 84" x 2" fabricated aluminum pan
- .090 aluminum face with 2" aluminum angle return
- Routed out lettering and logo
- 1/2" 2447 white acrylic push through inserted
- 1.5" aluminum angle mounting frame
- .25 clear polycarbonate back
- 1w led modules
- Power supply and box for remote mounting
- UL listed

Example



#### COLOR(S)

- BLACK (BACKGROUND)
- WHITE (TEXT)
- PMS 4181 C

#### LOCATION:

**1500 King Street ,  
 Alexandria, VA 22314**