

Docket Item # 1  
BAR CASE # 2013-0116

BAR Meeting  
May 15, 2013

**ISSUE:** Signage  
**APPLICANT:** White House/Black Market by ARK Sign Services  
**LOCATION:** 901/903 King Street  
**ZONE:** KR / King Street Retail

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### **STAFF RECOMMENDATION**

Staff recommends approval of the application, with the following conditions:

1. That the center sign proposed on the sign band on the King Street elevation not be installed.
2. That the web addresses located on the window decals are deleted from the decals and relocated, if desired, on the two, King Street entry doors.

\*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.



**BAR2013-00116**



## **I. ISSUE**

The applicant requests approval of a Certificate of Appropriateness for signage for the first-floor retail space at 901/903 King Street. The proposal includes ten signs to be installed the existing storefront – which exceeds the number that can be approved administratively. The applicant's request includes:

### *Front (South) Elevation (King Street)*

- Three sets of white acrylic, non-illuminated, 1/4" thick letters measuring 33 3/4" by 5 1/2", reading "White House/Black Market" affixed to the existing sign band.
- Four separate decals reading "White House/Black Market WHBM.com" to be located on the lower portion of the windows measuring 30" by 11 1/8".

### *Side (East) Elevation (North Alfred Street)*

- One set of white acrylic, non-illuminated, 1/4" thick letters measuring 33 3/4" by 5 1/2", reading "White House/Black Market" affixed to the existing sign band.
- Two, separate decals reading "White House/Black Market WHBM.com" to be located on the lower portion of the windows measuring 30" by 11 1/8".

## **II. HISTORY**

The Streamline Moderne style building at 903 King Street (previously occupied by a rug retail store) was constructed **between 1921 and 1941** according to Sanborn Fire Insurance Maps.

## **III. ANALYSIS**

The proposal is in conformance with Zoning Ordinance regulations.

The *Design Guidelines* note that "signs and awnings are prominent visual elements of the streetscape in commercial areas of the historic districts" and that "signs should augment, not compete with, the surrounding architecture." In addition, "signs should not overwhelm or obscure the architecture and decorative features of historic buildings."

Although each individual sign is minimal in size, Staff feels that the number of signs proposed is cumulatively excessive for this storefront. The BAR has consistently stated that signs should not overwhelm a storefront with repetitive or redundant information, such as multiple web addresses. However, it should be noted that this storefront is a corner lot and contains two separate active entrances into the retail space. As a result, Staff recommends that signs be retained over both of the store entrances, but not in the center of the storefront, and that the web addresses be deleted from the proposed window decals. If web addresses are desired, they may be installed on each entry door, according to the recently revised Sign Policy. With the above recommended changes, Staff feels that the application is consistent with other signage approved by the BAR on similar corner storefronts on King Street.

## **STAFF**

Michele Oaks, 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

##### **Zoning Section**

C-1 Proposed sign dimensions comply with zoning.

C-2 Website should be removed.

##### **Code Administration**

F-1 The review by Code Administration is a preliminary review only. Once the applicant has filed for a building permit, code requirements will be based upon the building permit plans. If there are any questions, the applicant may contact Ken Granata, Plan Review Services Division Chief at [ken.granata@alexandriava.gov](mailto:ken.granata@alexandriava.gov) or 703-746-4193.

C-1 Building and trades permits where required must be obtained prior to applicable work commencement. Five sets of *construction documents* that fully detail the construction as well as layout and schematics of any alterations made to mechanical, electrical, and plumbing systems must be submitted to the Code office for review. If a design professional prepares drawings for the project the plans must bear the seal of the design professional in accordance with the Code of Virginia Section 54.1-410B.

C-2 Any proposed alterations to the existing structure must comply with the current edition of the Virginia Uniform Statewide Building Code (VUSBC).

##### **Transportation and Environmental Services (T&ES)**

###### **RECOMMENDATIONS**

R1. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)

###### **CITY CODE REQUIREMENTS**

C-1 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)

C-2 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-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 named insured, against claims, demands, suits and related costs, including attorneys' fees, arising from any bodily injury or property damage. (Sec. 5-29 (h)(1)) (T&ES)

**Please submit Insurance Certificate:  
City of Alexandria**

**T&ES / Site Plans**  
**Attn: Kimberly Merritt**  
**301 King Street, Room 4130**  
**Alexandria, VA 22314**

- C-4 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-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 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)

**V. ATTACHMENTS**

*1 – Supporting Materials*

*2 – Application BAR2013-00116 at 901/903 King Street*

Google

To see all the details that are visible on the screen, use the "Print" link next to the map.





To see all the details that are visible on the screen, use the "Print" link next to the map.



White House Black Market #3592 901 King St, Suite 903, Alexandria, VA 22314									
Window Measurements					Proposed Window Signs				
		Width	Height	Area					
<i>King St side</i>					<i>King St side</i>				
Window					Sign				
1		13"	82.5"	7.4 sq.ft.					
2		37.5"	82.5"	21.5 sq.ft.	B1		30"	11.125"	2.32 sq.ft.
3		42"	82.5"	24.1 sq.ft.					
4		36"	26.5"	6.6 sq.ft.					
5		44.5"	82.5"	25.5 sq.ft.					
6		46"	82.5"	26.4 sq.ft.	B2		30"	11.125"	2.32 sq.ft.
7		46"	82.5"	26.4 sq.ft.					
8		46"	82.5"	26.4 sq.ft.					
9		46"	82.5"	26.4 sq.ft.					
10		46"	82.5"	26.4 sq.ft.					
11		46"	82.5"	26.4 sq.ft.	B3		30"	11.125"	2.32 sq.ft.
12		43.5"	82.5"	24.9 sq.ft.					
13		36"	26.5"	6.6 sq.ft.					
14		44"	82.5"	25.2 sq.ft.					
15		61"	82.5"	34.9 sq.ft.	B4		30"	11.125"	2.32 sq.ft.
16		14.5"	82.5"	8.3 sq.ft.					
<i>N Alfred St side</i>					<i>N Alfred St side</i>				
Window					Sign				
17		66"	82.5"	37.8 sq.ft.	B5		30"	11.125"	2.32 sq.ft.
18		66"	82.5"	37.8 sq.ft.					
19		66"	82.5"	37.8 sq.ft.	B6		30"	11.125"	2.32 sq.ft.
Total Area of Widows				<b>456.8 sq.ft.</b>	Total Area of Window Signs				<b>13.92 sq.ft.</b>
		<b>Proposed Percent of Windows Covered by Signs</b>					<b>3%</b>		

# WHITE HOUSE

# BLACK MARKET

Store# 3592  
Space# 903

KING STREET  
903 KING STREET  
ALEXANDRIA, VA 22314



308 Crossfield Drive  
Versailles, KY 40383

Phone: (859) 879-1199  
Fax: (859) 879-8683

www.rugglessign.com



WHITE HOUSE | BLACK MARKET

Store# 3592  
Space# 903

KING STREET  
903 KING STREET  
ALEXANDRIA, VA 22314

### CUSTOMER APPROVAL

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
Copy, Colors and Sizes

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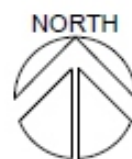
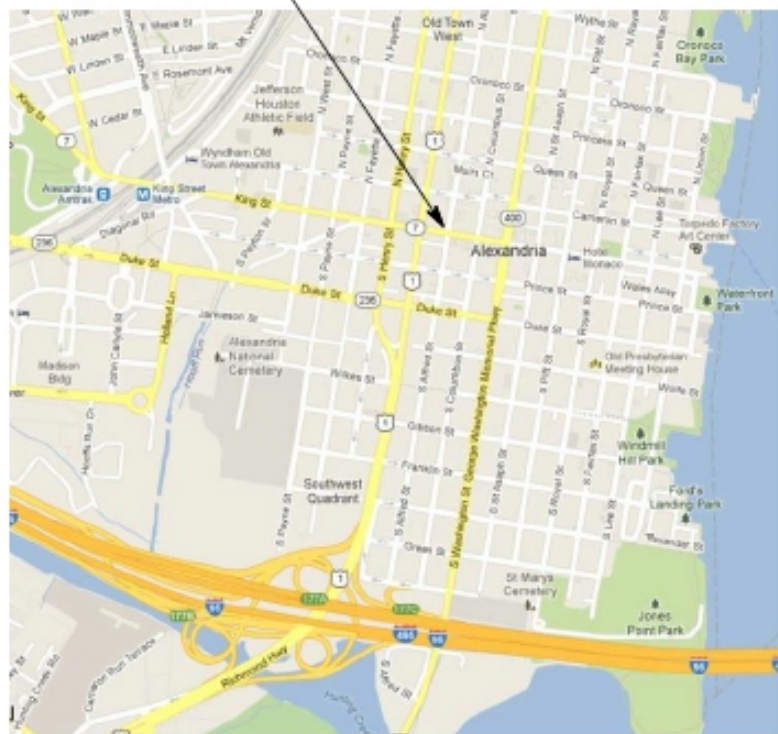
Submittal Date: 02/08/13  
Plan Issue/Rev Date: 01/11/13  
Acct Rep: Vickie Richardson  
Designer: Jason Elmore

### REVISIONS

r1: \_\_\_\_\_ r5: \_\_\_\_\_  
r2: \_\_\_\_\_ r6: \_\_\_\_\_  
r3: \_\_\_\_\_ r7: \_\_\_\_\_  
r4: \_\_\_\_\_ r8: \_\_\_\_\_

Page: 1 of 7

WHITE HOUSE | BLACK MARKET  
903 KING STREET  
ALEXANDRIA, VA 22314



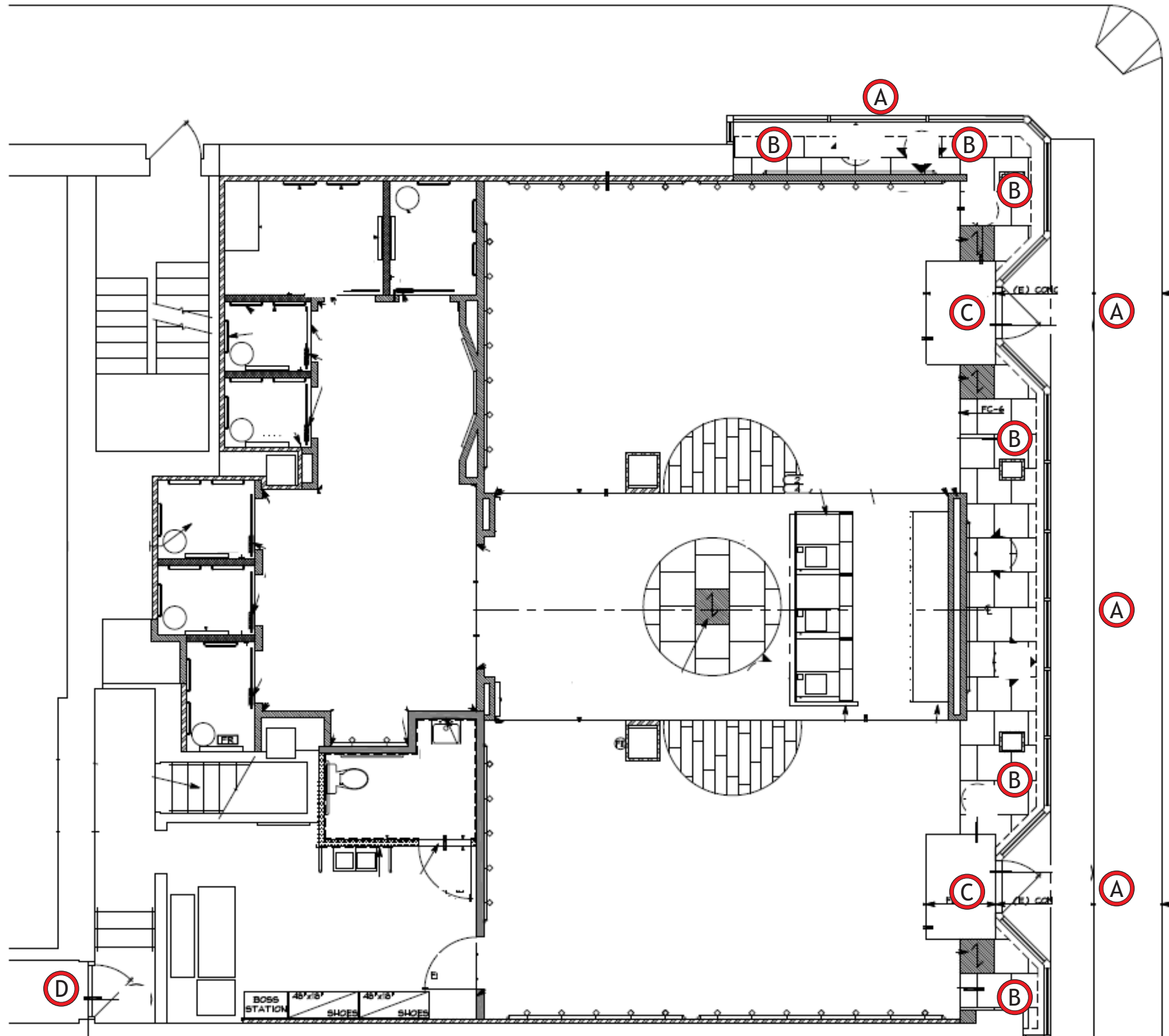
LOCATION MAP

WHITE HOUSE | BLACK MARKET  
SPACE #903



MALL KEY PLAN

STORE - PLAN VIEW  
Scale: N.T.S.



**A** WHBM3 2FCO  
Qty - 4

**B** WHBM V com  
Qty - 6

**C** WHBM V doors  
Qty - 2

**D** WHBM RDP  
Qty - 1



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Space# 903

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903 KING STREET  
ALEXANDRIA, VA 22314

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
Copy, Colors and Sizes

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Designer: Jason Elmore

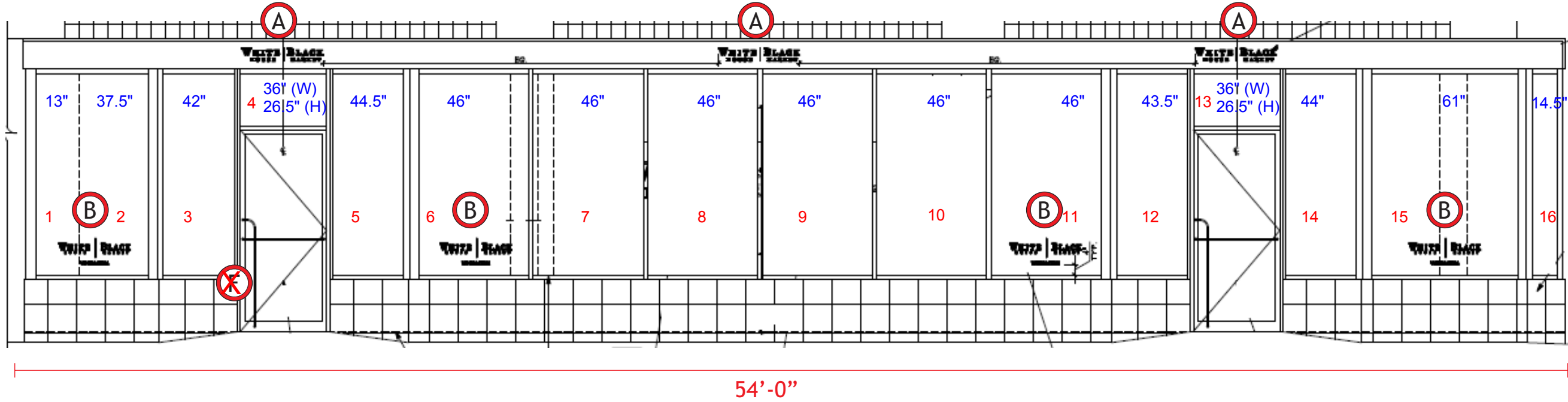
**REVISIONS**

r1: _____	r5: _____
r2: _____	r6: _____
r3: _____	r7: _____
r4: _____	r8: _____

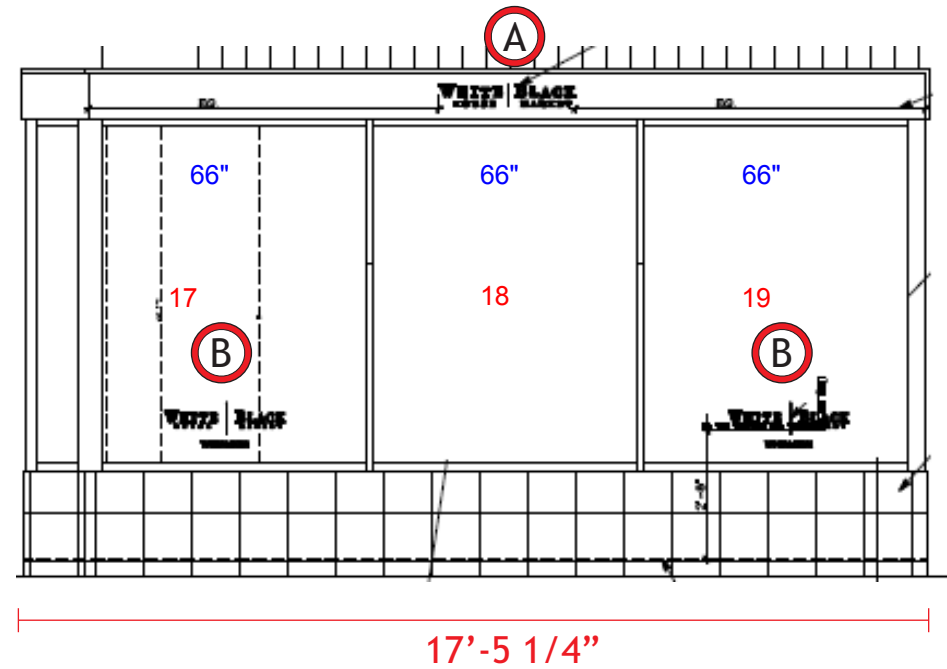
**STOREFRONT - ELEVATION**

Scale: N.T.S.

All windows, except ones over doorways, have a net Vertical Opening of: 82.5"



For clarity, each window is numbered, left to right, in ascending order



**A** WHBM3 2FCO  
Qty - 4

**B** WHBM V com  
Qty - 6

**C** WHBM V doors  
Qty - 2

**D** WHBM RDP  
Qty - 1



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**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
Copy, Colors and Sizes

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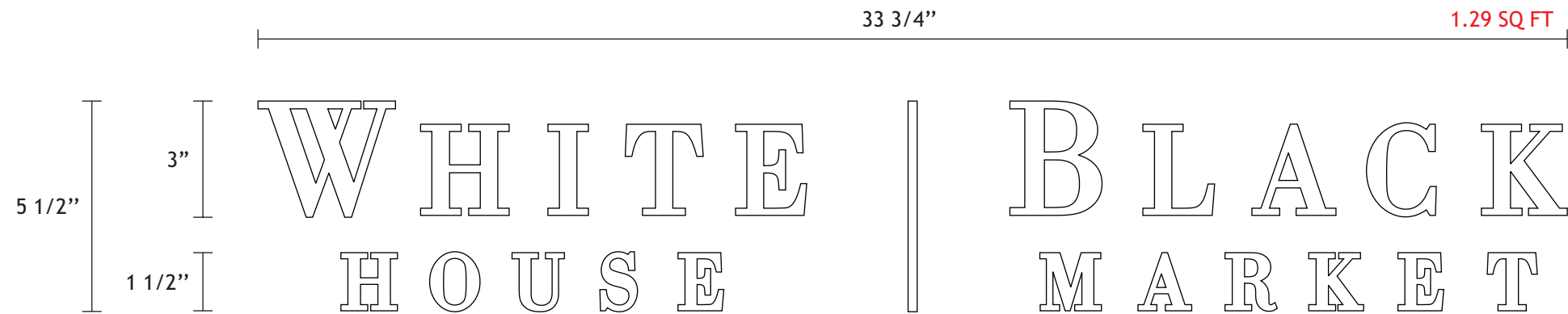
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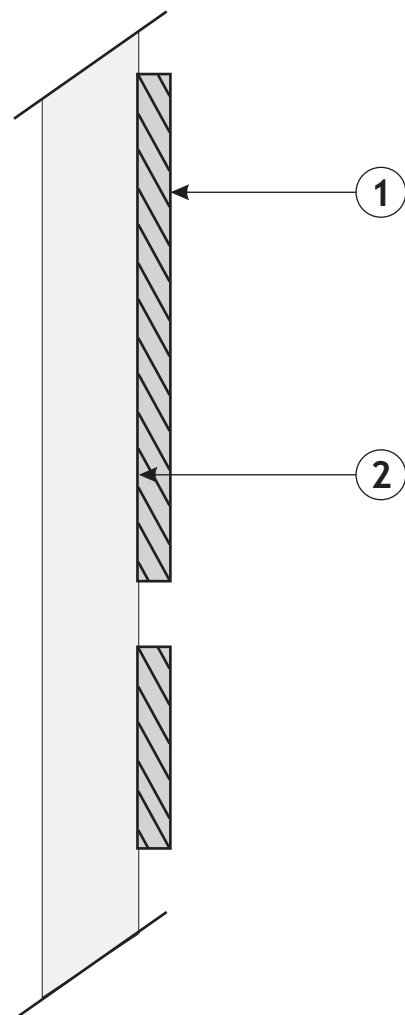
**REVISIONS**

r1: \_\_\_\_\_ r5: \_\_\_\_\_  
r2: \_\_\_\_\_ r6: \_\_\_\_\_  
r3: \_\_\_\_\_ r7: \_\_\_\_\_  
r4: \_\_\_\_\_ r8: \_\_\_\_\_

**A** NON-ILLUMINATED LETTERS - ELEVATION  
Scale: 1 1/2" = 1' - 0"



**A** LETTER DETAIL - SECTION  
Scale: N.T.S.



NON-ILLUMINATED LETTER - DETAILS

- ① 1/4" THICK ACRYLIC COPY ALL SIDES PAINTED WHITE S.W. GF5-95865 MATTE FINISH
- ② COPY MOUNTS FLUSH WITH 3M V.H.B. DOUBLE SIDED TAPE AND SILICONE

WHBM3 2FCO



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**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
Copy, Colors and Sizes

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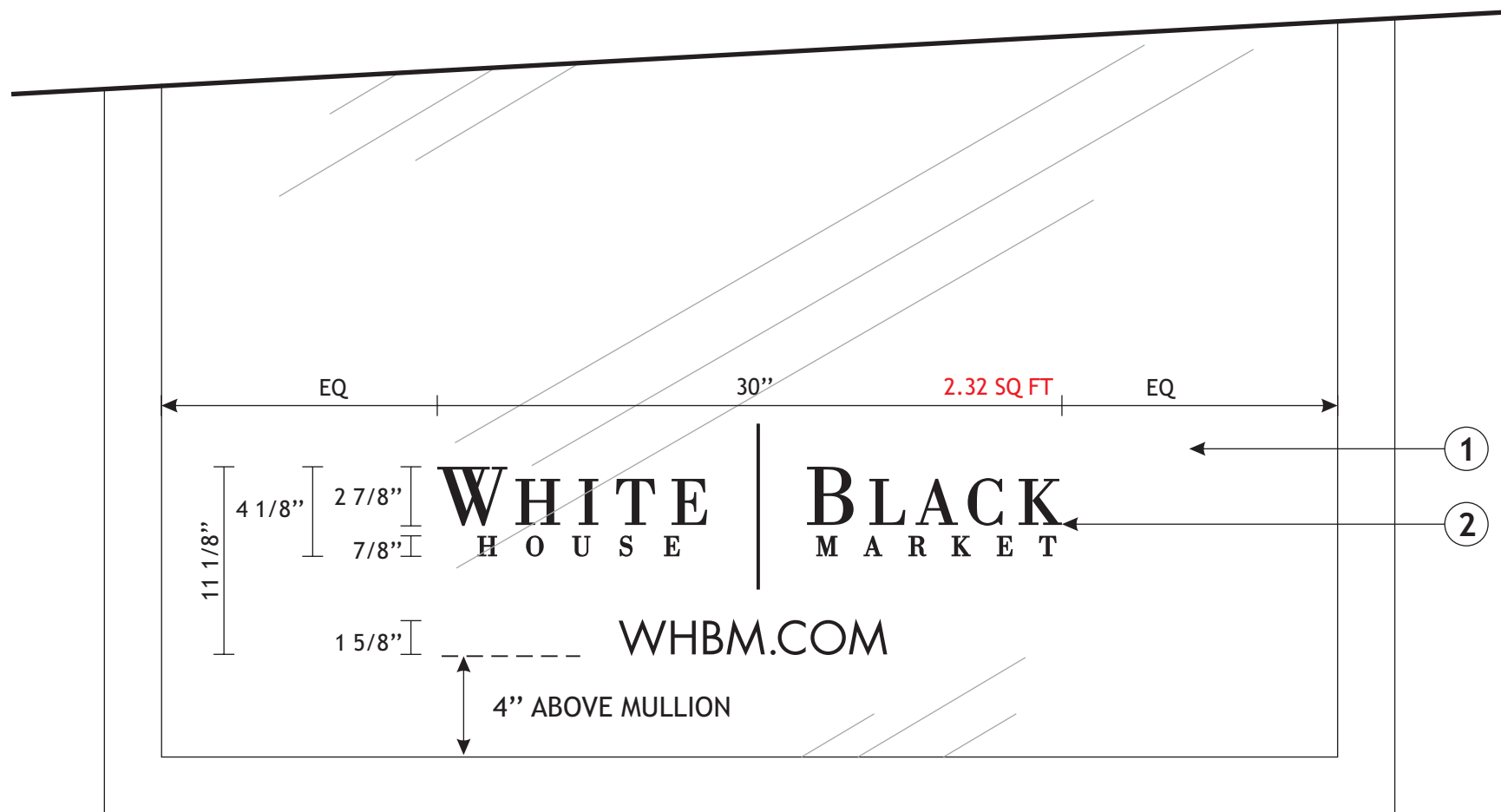
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r3: \_\_\_\_\_ r7: \_\_\_\_\_  
r4: \_\_\_\_\_ r8: \_\_\_\_\_

**B** WINDOW VINYL - ELEVATION  
Scale: 1 1/2" = 1' - 0"



**WINDOW VINYL - DETAILS**

- ① UNIT OF STOREFRONT GLASS
- ② REVERSE CUT H.P. BLACK VINYL APPLIED TO SECOND SURFACE OF WINDOW



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**WHITE** | **BLACK**  
HOUSE | MARKET

Store# 3592  
Space# 903

KING STREET  
903 KING STREET  
ALEXANDRIA, VA 22314

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
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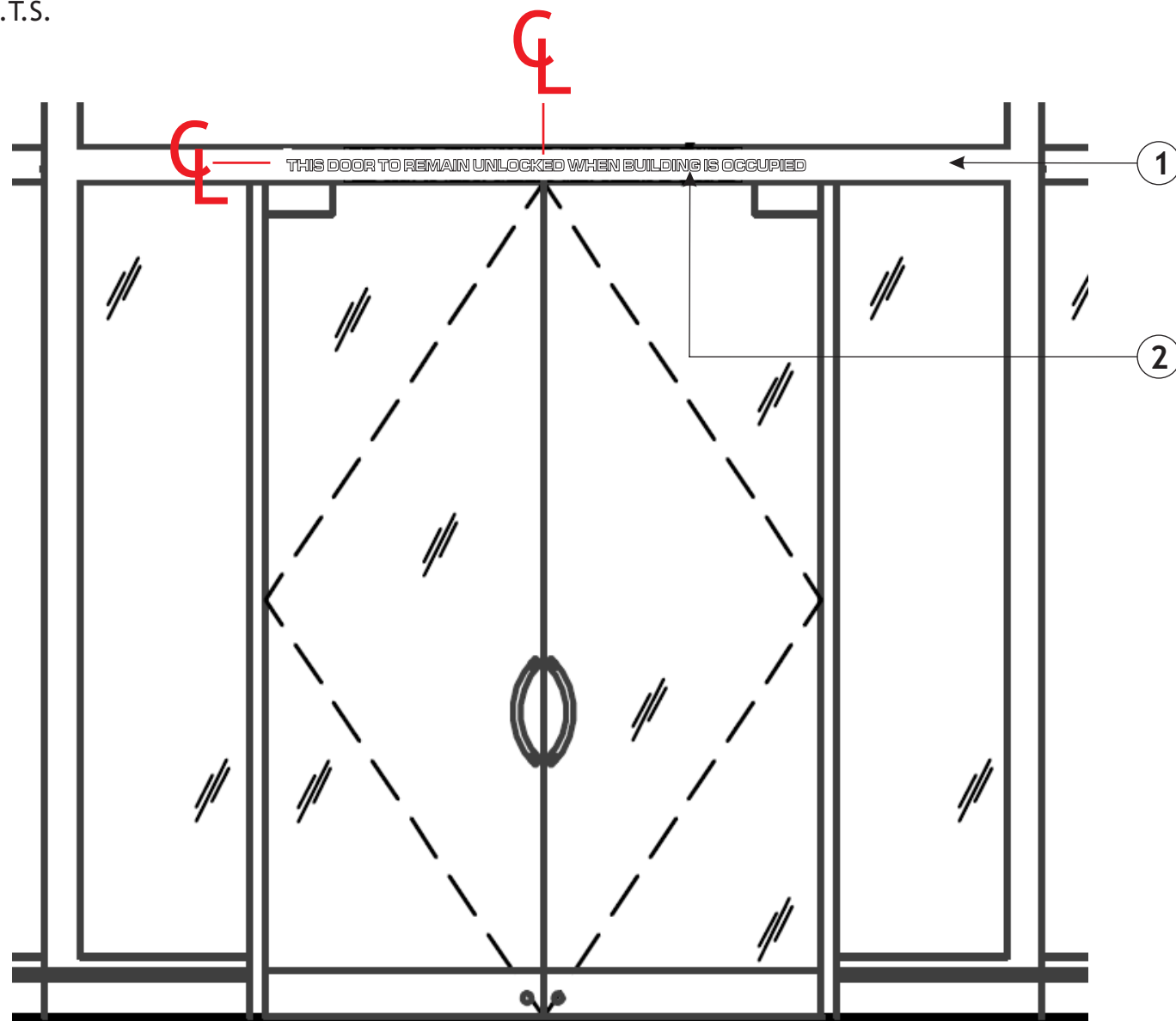
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r2: \_\_\_\_\_ r6: \_\_\_\_\_  
r3: \_\_\_\_\_ r7: \_\_\_\_\_  
r4: \_\_\_\_\_ r8: \_\_\_\_\_

**© WINDOW VINYL - ELEVATION**  
Scale: 3" - 1' - 0"

44"

1" | THIS DOOR TO REMAIN UNLOCKED WHEN BUILDING IS OCCUPIED

**© WINDOW VINYL - PLACEMENT DETAIL**  
Scale: N.T.S.



**WINDOW VINYL - DETAILS**

- ① MULLION
- ② FORWARD CUT, WHITE VINYL LETTERS APPLIED TO MULLION OVER TOP OF ENTRY DOORS INTERIOR SIDE

**DELIVER TO STORE ONLY AND GIVE TO SITE SUPER.  
SITE SUPER WILL INSTALL IF REQUIRED**



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**WHITE HOUSE | BLACK MARKET**

Store# 3592  
Space# 903

KING STREET  
903 KING STREET  
ALEXANDRIA, VA 22314

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
Copy, Colors and Sizes

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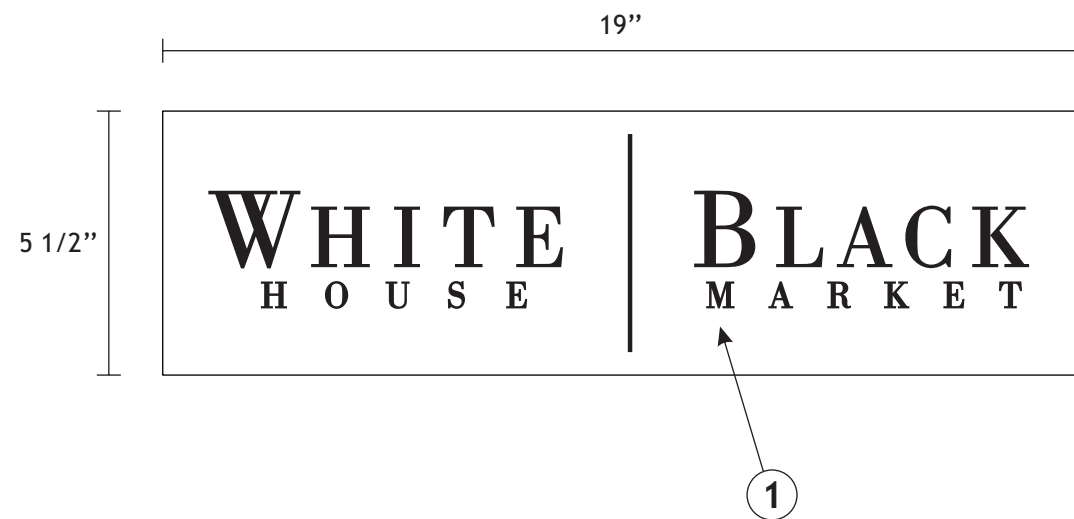
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r4: \_\_\_\_\_ r8: \_\_\_\_\_

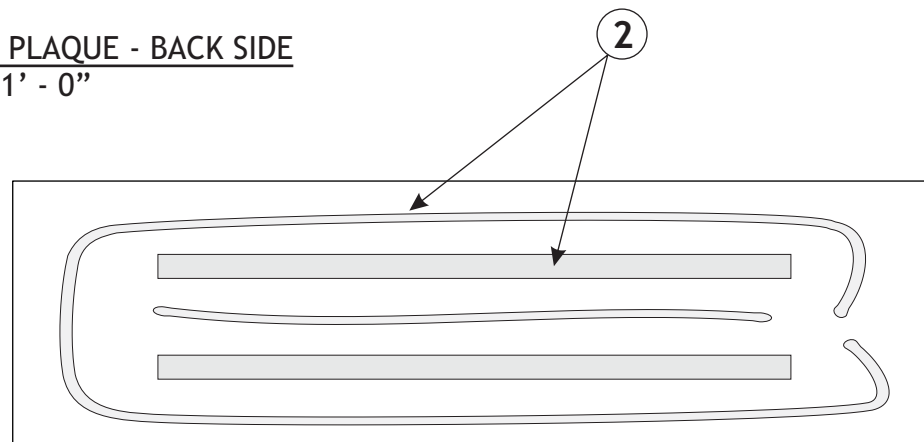
**D** REAR DOOR PLAQUE - ELEVATION  
Scale: 3" = 1' - 0"



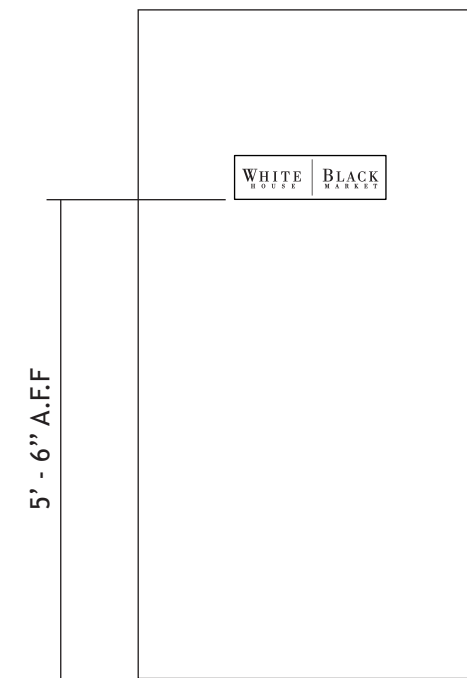
**WINDOW VINYL - DETAILS**

- 1 .040" ALUMINUM PLAQUE WITH WHITE BACKGROUND AND H.P. BLACK VINYL COPY
- 2 MOUNT DOOR PLAQUE WITH DOUBLE FACE TAPE AND SILICONE ADHESIVE

**D** REAR DOOR PLAQUE - BACK SIDE  
Scale: 3" = 1' - 0"



**D** REAR DOOR PLAQUE - INSTALL  
Scale: N.T.S.



(OUTSIDE OF DELIVERY DOOR)

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**REVISIONS**

r1: _____	r5: _____
r2: _____	r6: _____
r3: _____	r7: _____
r4: _____	r8: _____

ADDRESS OF PROJECT: 903 King St, Alexandria, VA 22314TAX MAP AND PARCEL: 064.04-05-40 ZONING: KRAPPLICATION 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: White House Black MarketAddress: 903 King StCity: Alexandria State: VA Zip: 22314

Phone: \_\_\_\_\_ E-mail : \_\_\_\_\_

Authorized Agent *(if applicable)*:  Attorney  Architect  Sign InstallerName: ARK Sign Services, Inc.

Phone: \_\_\_\_\_

E-mail: nfrankel@arksigns.com

Legal Property Owner:

Name: A and H LLCAddress: 903 King StCity: Alexandria State: VA Zip: 22314Phone: (703) 684-0255 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                       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).*

Install four (4) sets of "WHITE HOUSE BLACK MARKET" non-illuminated flush mounted acrylic letterings on unit exterior on mullion above storefront glass; three (3) on King St side and one (1) on N Alfred St side (Refer to Ruggles sign plan letter "A")  
Install (6) sets of "WHITE HOUSE BLACK MARKET/WHBM.COM" non-illuminated flush mounted vinyl letterings on unit interior on storefront glass; four (4) on King St side and two (2) on N Alfred St side. (Refer to Ruggles sign plan letter "B")

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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.*

- <sup>N/A</sup> 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.

- <sup>N/A</sup> 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.

- <sup>N/A</sup> Linear feet of building: Front: 54 Secondary front (if corner lot): 17.4375
- 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.

- <sup>N/A</sup> 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: Nathaniel C. Frankel

Date: 04/12/2013

**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. CHICO'S FAS, INC.	11215 Metro Pkwy, Fort Myers, FL 33966	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 903 King St, Suite 903, Alexandria, VA 22314 (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. Ahmad Loghmanian	903 King St, Alexandria, VA 22314	50
2. Hossien Garakyaraghi	903 King St, Alexandria, VA 22314	50
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. no disclosure	n/a	n/a
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.

04/12/2013

Nathaniel C. Frankel



Date

Printed Name

Signature