

ISSUE: Certificate of Appropriateness for signage

APPLICANT: Bob Biroonak

LOCATION: Old and Historic Alexandria District 515
King St - Tatte Bakery and Cafe

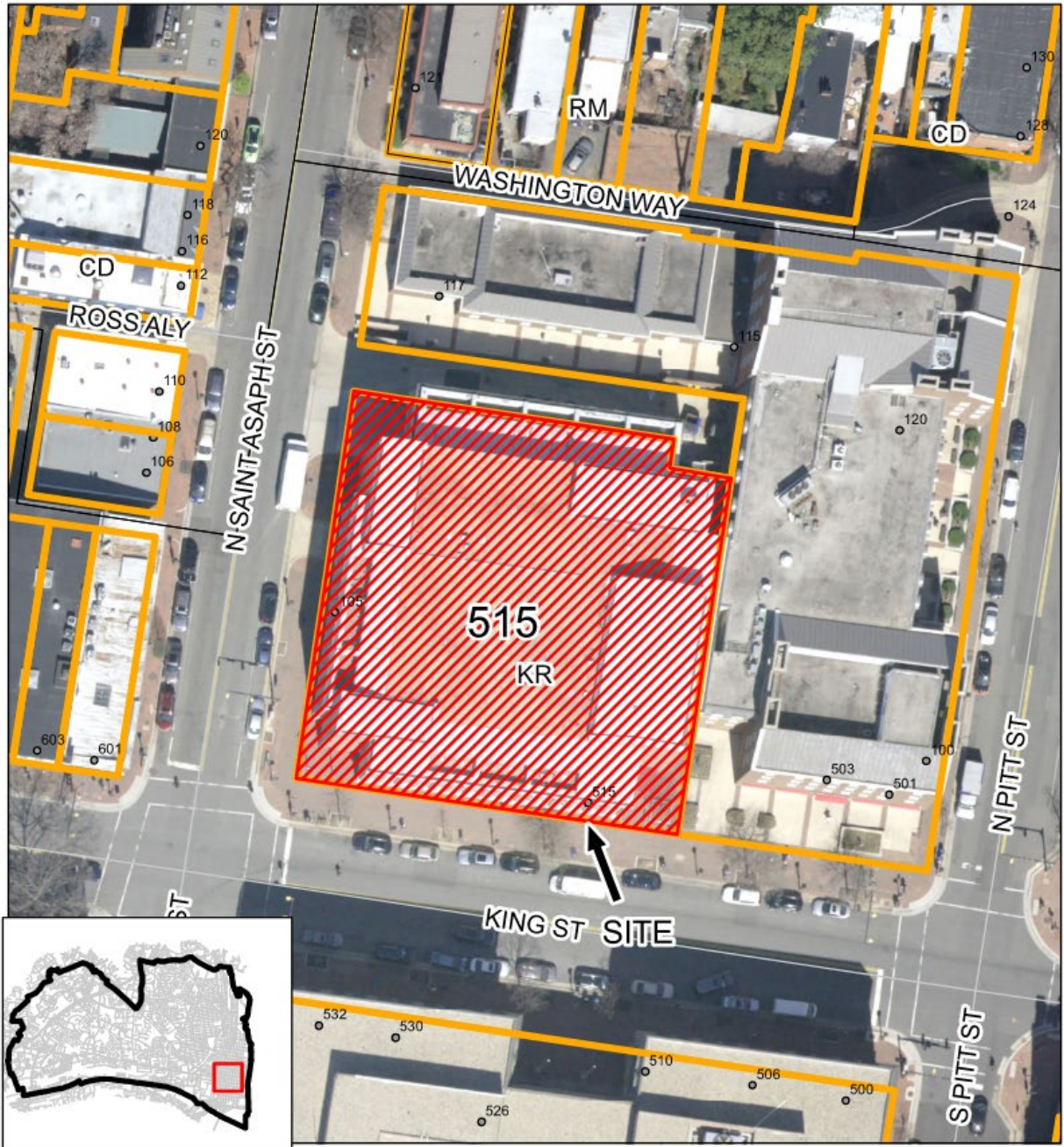
ZONE: KR/King Street Urban Retail Zone

STAFF RECOMMENDATION

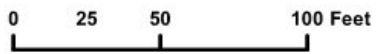
Staff recommends approval of the Certificate of Appropriateness for signage as submitted.

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 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#2024-00448
515 King Street



I. APPLICANT'S PROPOSAL

The applicant requests a Certificate of Appropriateness for signage, at 515 King Street.

The project calls for the after-the-fact installation of three externally illuminated signs and one new (not installed yet) projection sign to be installed at the building's King Street corner.

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. The subject tenant, Tatte Bakery, is at the south/west corner of the building with storefronts on both King and North Saint Asaph streets (Figure1).



Figure 1 – Building at King and North Saint Asaph streets intersection

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:

- Signage (BAR2023-00399, 11/2/2023)
- Partial demolition/capsulation and alterations (BAR2022-00257/00269, 7/6/2022)
- Add five new window openings on 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

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.” 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... Signs should augment, not compete with the surrounding architecture.”

The BAR sign policy for administrative approval allows four signs for a corner building and one must be a changeable copy sign. The building at 515 King Street has several storefronts and, so far, two street level tenants, the applicant, Tatte Bakery, at the King and North Saint Asaph corner, and Petmedic Urgent Care on North Saint Asaph Street. On November 2, 2023, the Petmedic Urgent Care was approved for two signs (one wall and one projecting sign).

Tatte Bakery has already installed three wall signs (Figures 2, 3, and 4) which total 22.96 SF and is proposing an additional projecting sign (4 SF) to be installed at the corner of the building (Figure 5).



Figures 2 and 3 - Existing wall signs on King Street storefronts



Figure 4 - existing sign on North Saint Asaph Figure 5 – Proposed projecting sign location

The business also has nine window signs totaling 10 SF approximately. Even though window signage does not count toward the total number of signs, it does count toward the square footage allowed on a building. The total square footage of signage on this business is approximately 37 SF, which is far less than what is allowed on this corner building (each frontage is approximately 149 feet long).

Staff has no objection to the proposed project since the signs are not internally illuminated and don't detract from the building's architecture. Even though the business has also installed nine window signs, which don't count toward the number of signs but add to the square footage allowed, the signs are discrete and well spread through the business several storefronts. In staff's opinion, the proposed and existing signs neither overwhelm the building's architectural features nor detract from the architecture of the district. Therefore, staff recommends approval of the project as submitted.

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 signage will comply with Zoning.

C-2 signage to follow the conditions under Sec. 9-202 for commercial signage.

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)
- C-7 An encroachment request will be required for projections into the public right of way unless allowable under City Code section 5-2-29. (T&ES)
- C-8 The owner shall obtain and maintain an encroachment permit and policy of general liability insurance in compliance with the permit requirements in Sec. 5-2-29(a)(3). See <https://www.alexandriava.gov/permits/right-of-way-administrative-encroachment-permit> for details. (T&ES)

Alexandria Archaeology

- F-1 No archaeology comments

V. ATTACHMENTS

Application Materials

- Completed application
- Plans
- Material specifications
- Photographs

BAR CASE# _____
(OFFICE USE ONLY)

ADDRESS OF PROJECT: 515 King Street

DISTRICT: ☒ Old & Historic Alexandria ☐ Parker – Gray ☐ 100 Year Old Building

TAX MAP AND PARCEL: 12054120 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: Douglas Development Corp

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Authorized Agent (if applicable): ☐ Attorney ☐ Architect ☒ Contractor

Name: Bob Biroonak

Phone: _____

E-mail: _____

Legal Property Owner:

Name: JEMAL'S 515 KING LLC

Address: _____

City: _____

Phone: _____ E-mail: _____

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).*

INSTALLATION OF 5 NEW NON-ILLUMINATED PROPOSED SIGNAGE FOR TATTE BAKERY PER SIGNAGE PLAN

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: 110 Secondary front (if corner lot): 98.
- ☐ ☒ Square feet of existing signs to remain: 66.
- ☐ ☒ 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 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.
- ☒ 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: Bob BiroonakDate: 12/4/2024

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.		
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 _____ (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.		
2.		
3.		

3. Business or Financial Relationships. Each person or entity listed above (1 and 2), with an ownership interest in the applicant or in the subject property is required to disclose **any** business or financial relationship, as defined by Section 11-350 of the Zoning Ordinance, existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review.

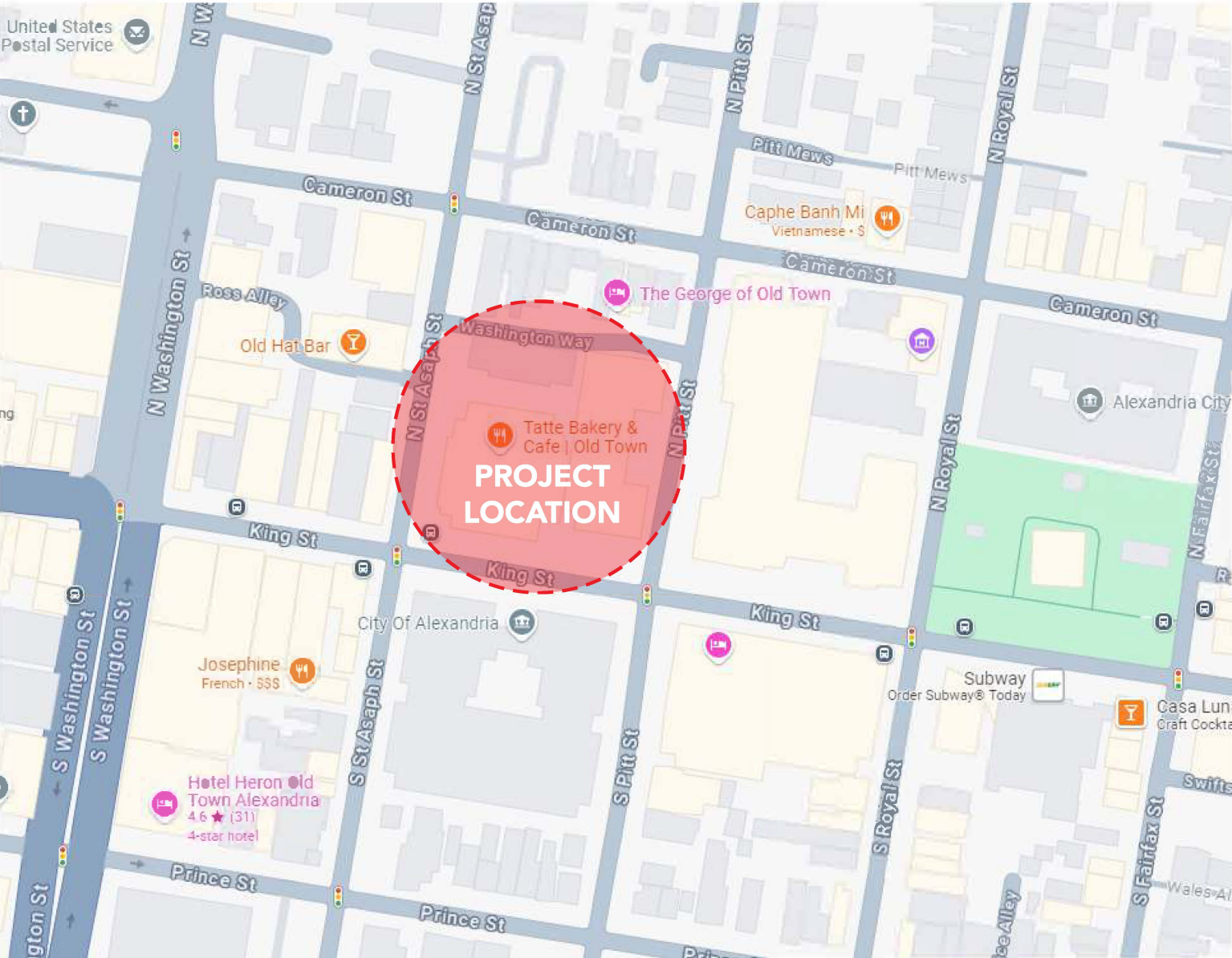
Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1.		
2.		
3.		

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

As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct.

_____ Date _____ Printed Name  Signature

AREA MAP



INDEX OF DRAWINGS

01	Cover Sheet
02-03	A Main ID Sign
04	B Large Vinyl Logos
05	C & D Door Vinyl Logos
06	G Blade Sign (Non-Illum)
07	Elevation Drawing

REVISION SET

1	08/23/23	KB
2	12/27/23	KB
3	09/17/24	KB
4	00/00/00	xhz
5	00/00/00	xhz
6	00/00/00	xhz
7	00/00/00	xhz
8	00/00/00	xhz
9	00/00/00	xhz
10	00/00/00	xhz
11	00/00/00	xhz

TATTE BAKERY ALEXANDRIA

515 KING STREET, ALEXANDRIA, VA 22314

PREPARED BY ART DISPLAY CO.

401 Hampton Park Boulevard, Capitol Heights, MD 20743
phone 240.765.1400 fax 240.765.1401
www.artdisplayco.com

EXTERIOR SIGNAGE

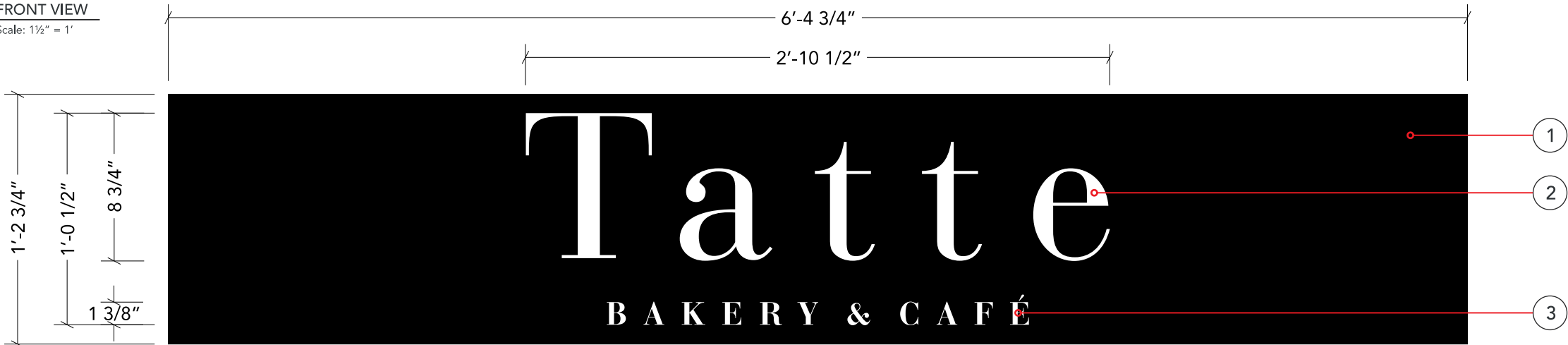


SPECIFICATIONS

1. ALUMINUM PANEL W/ BEND BACKS
 - .090 aluminum panel with 1/2" deep bend backs/returns on left and right sides only
 - Painted P1
2. WHITE ACRYLIC
 - 3/8" thick acrylic texts
 - Painted P2
3. WHITE VINYL GRAPHICS
4. INSTALLATION
 - Acrylic letter mounted to pan faces with VHB tape and silicone
 - Aluminum panel mounted into recessed area using countersunk screws into existing facade

A2 FRONT VIEW

Scale: 1½" = 1'



A3 FRONT VIEW

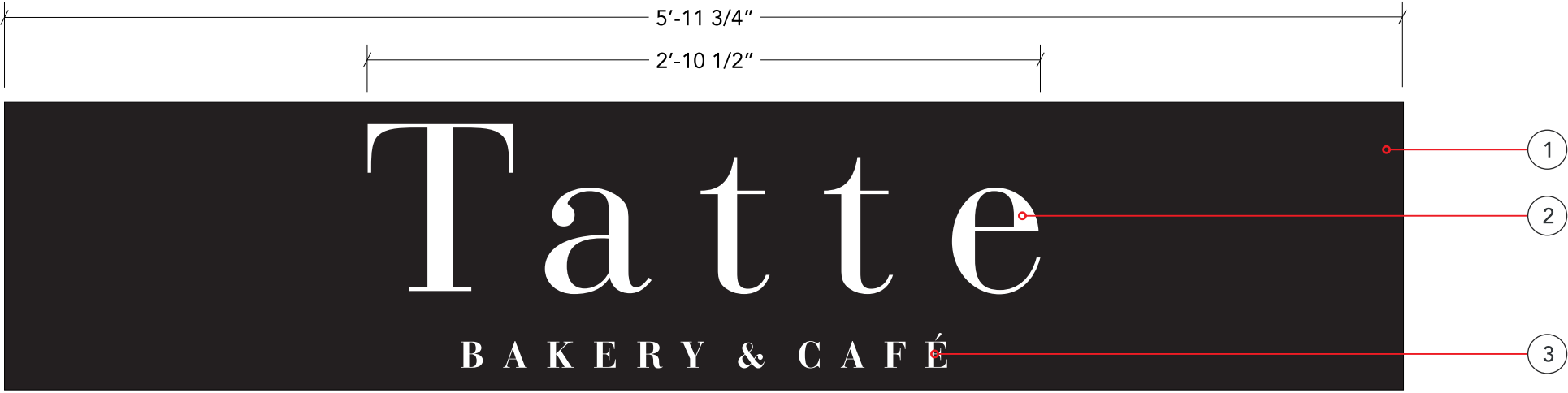
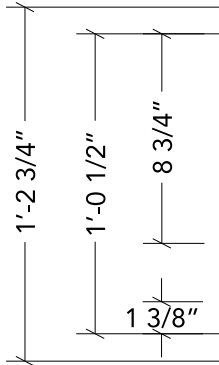
Scale: 1½" = 1'



COLORS & FINISHES

- P1. SATIN BLACK
- P2. MATTE WHITE
- V1. WHITE VINYL

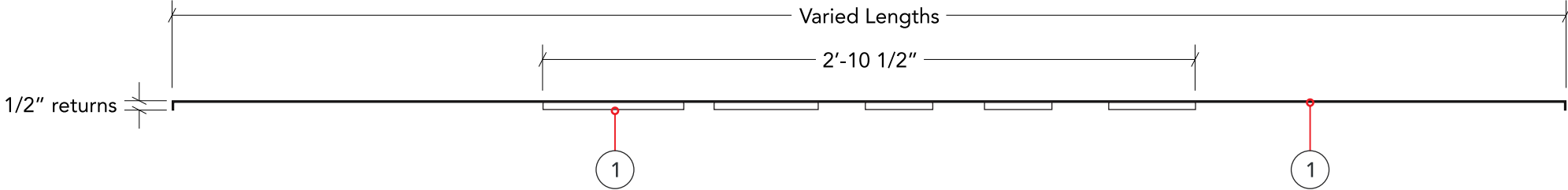
A4 FRONT VIEW
Scale: 1½" = 1'



SIGN AREA: 7.35 SQ FT

QTY: (1X)

A TYPICAL TOP VIEW
Scale: 1½" = 1'



MAIN ID SIGN

QTY: (3X) SINGLE-FACED

A

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1. ALUMINUM PANEL W/ BEND BACKS
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COLORS & FINISHES

- P1. SATIN BLACK
- P2. MATTE WHITE
- V1. WHITE VINYL



401 Hampton Park Boulevard
Capitol Heights, MD, 20743
phone 240.765.1400
fax 240.765.1401
www.artdisplayco.com

CLIENT Tatte Bakery
PROJECT Tatte Bakery Alexandria - Exterior Signage
ADDRESS 515 King Street, Alexandria VA 22314
DRAWING FILE 230064-02-03RW - Tatte Bakery
- King Street Exterior Signage

DESIGNER Romi Wang
REPRESENTATIVE Jossue Salome
DRAWING TYPE PERMIT15

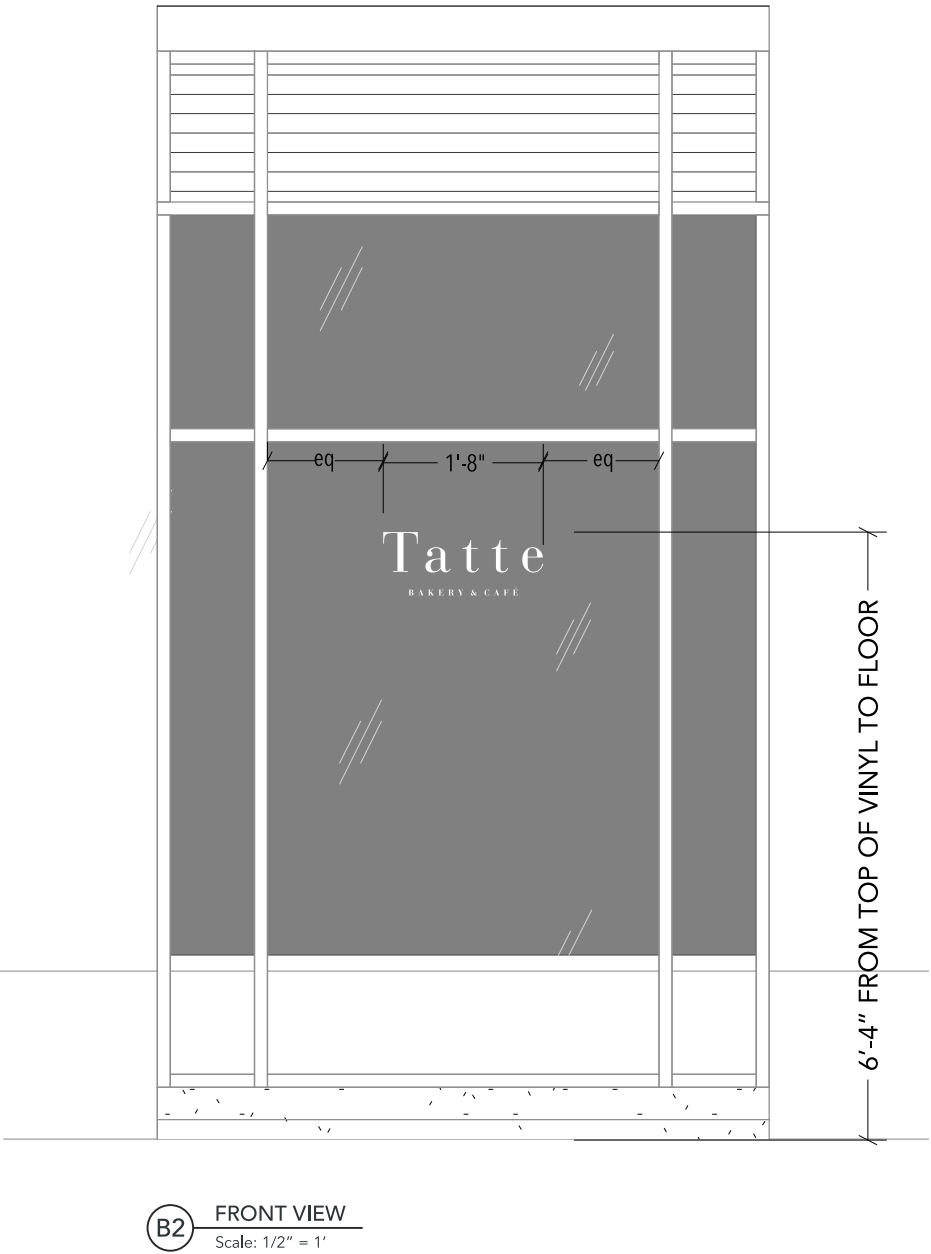
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2 12/27/2023 KB	7 0/00/00 KB
3 09/17/2024 RW	8 0/00/00 KB
4 0/00/00 KB	9 0/00/00 KB
5 0/00/00 KB	10 0/00/00 KB

APPROVED BY:
CLIENT _____
SALES & PM _____
PRODUCTION _____
MEASUREMENTS PER:
FIELD CHECK _____

NOTES:
Designs and sketches are sole property of Art Display Company and may not be used or reproduced without permission. Sketch colors are limited by printing technology and may not reflect the exact colors of the finished product. Signs shown on photos may not represent actual size and proportion to building.
Ⓛ ALL Electrical components are to be UL approved
All electrical components are intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes, including proper grounding and bonding of the entire sign. **ALL REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION BY OTHERS**

SPECIFICATIONS

1. VINYL GRAPHIC
- Cut out vinyl, V1.
2. INSTALLATION
- 2nd surface applied to glass doors and windows



COLORS & FINISHES

V1. WHITE



SPECIFICATIONS

1. VINYL GRAPHIC
- Cut out vinyl, V1.
2. INSTALLATION
- 2nd surface applied to glass doors and windows

COLORS & FINISHES

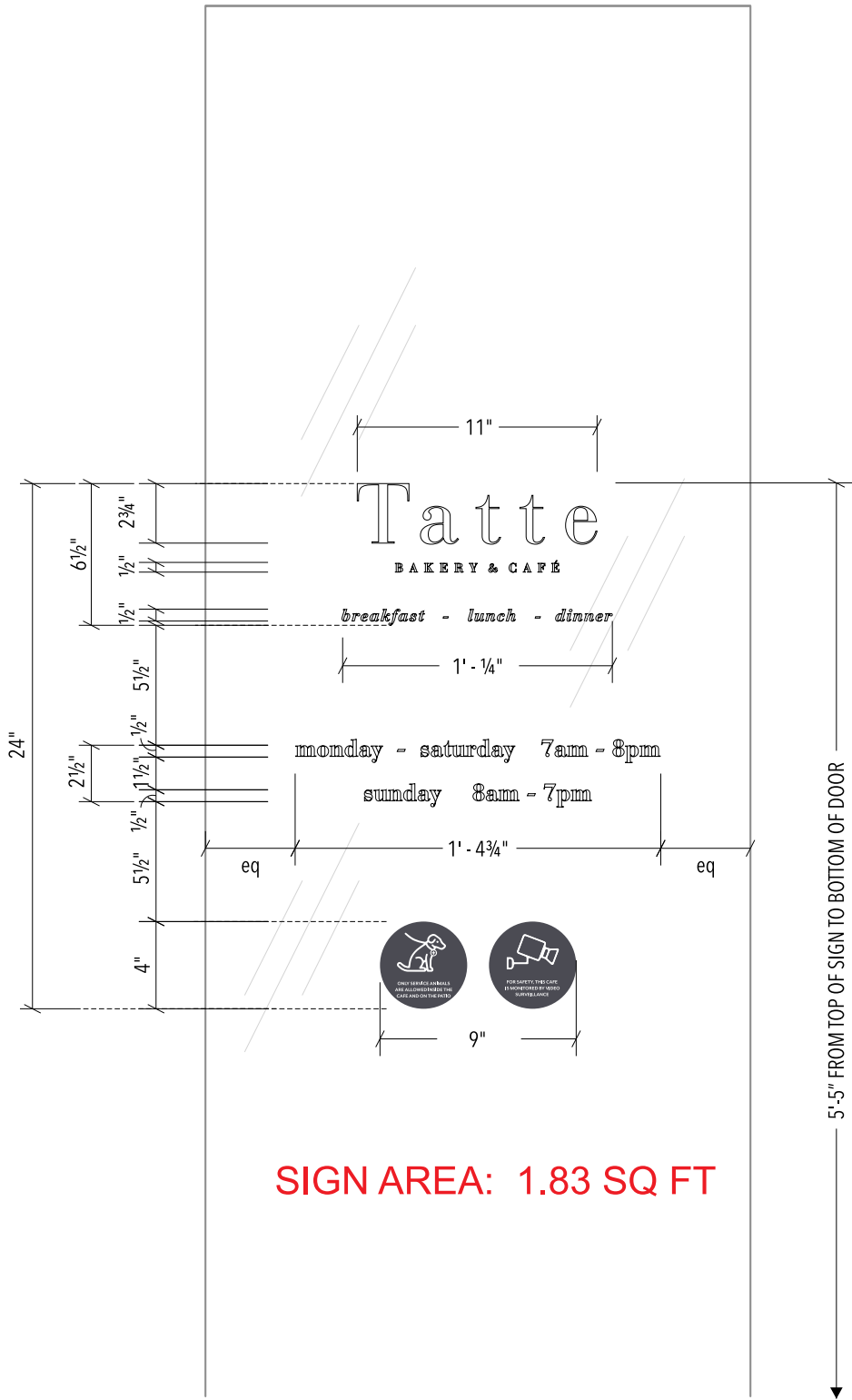
V1. WHITE

C

FRONT VIEW

Scale: 1½" = 1'

QTY: (1X)



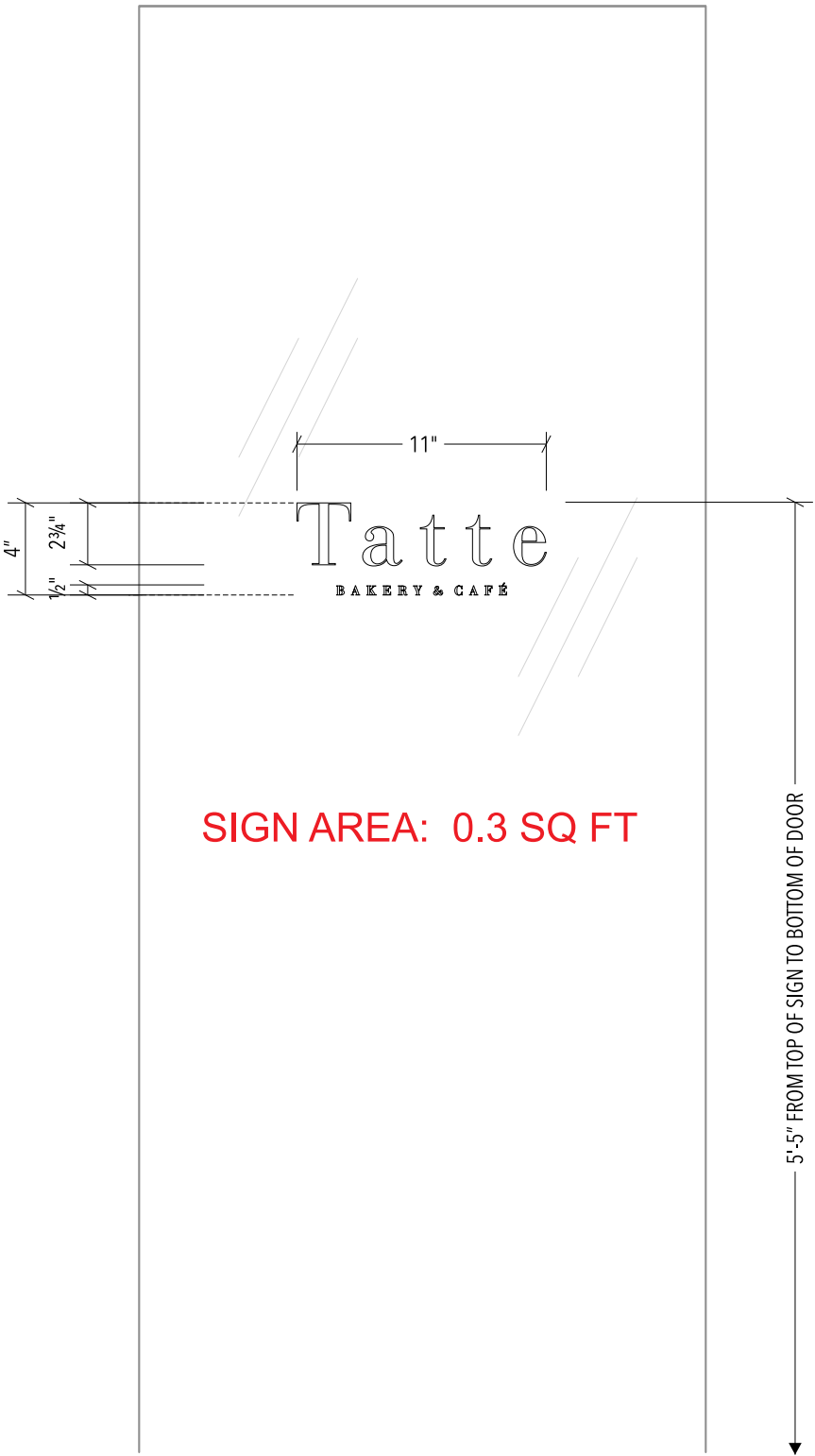
SIGN AREA: 1.83 SQ FT

D

FRONT VIEW

Scale: 1½" = 1'

QTY: (1X)

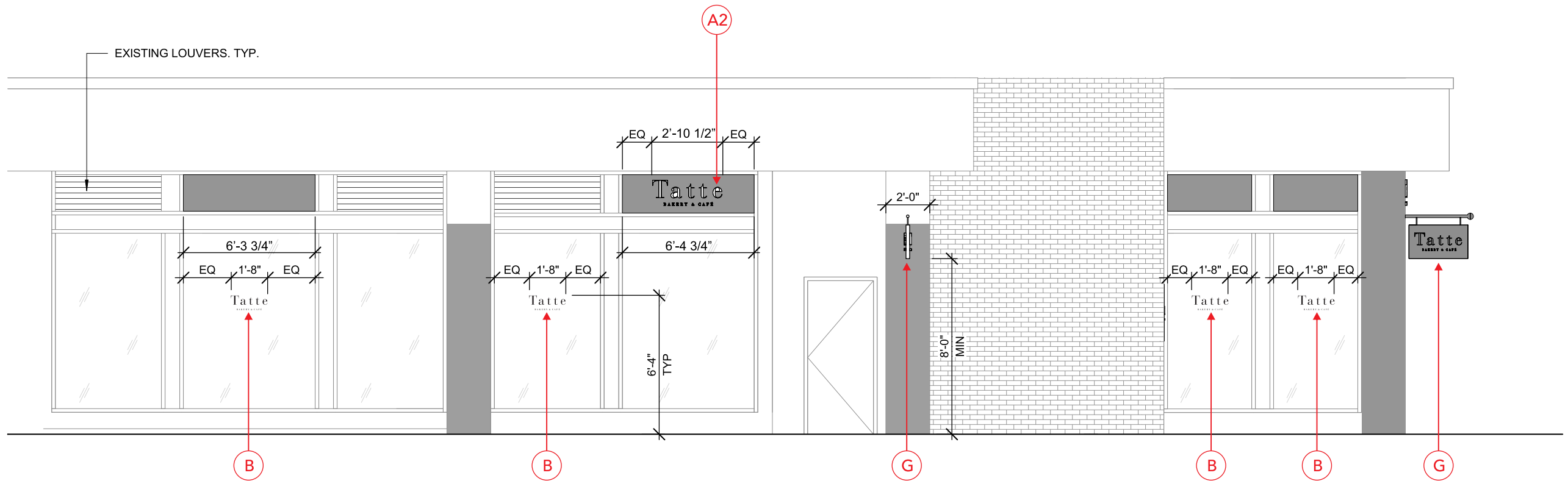


SIGN AREA: 0.3 SQ FT

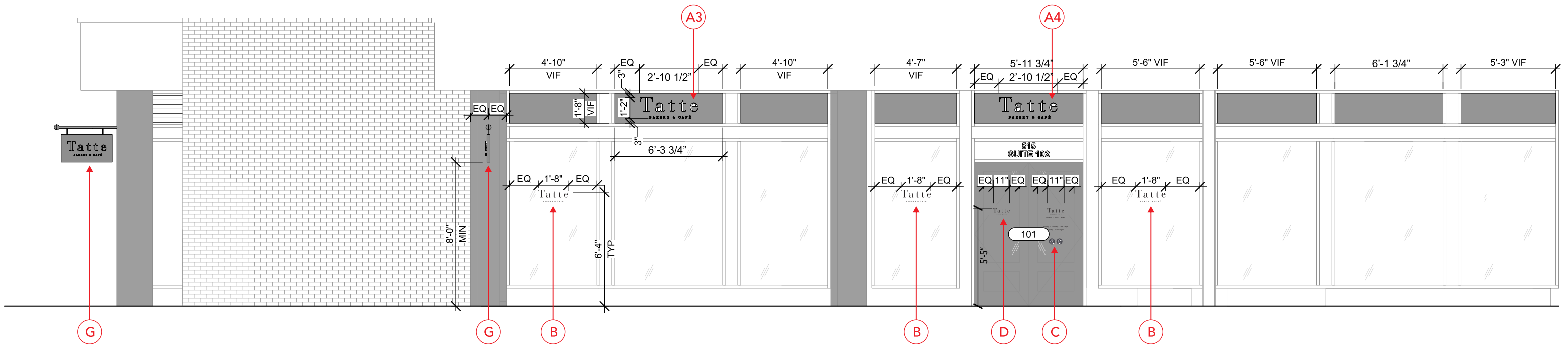
(Field check needed to verify mounting method)

6





4 EXTERIOR ELEVATION - S ST ASAPH ST
SCALE: 3/16"=1'-0"



5 EXTERIOR ELEVATION - KING ST
SCALE: 3/16"=1'-0"