

Docket Item # 2
BAR CASE # 2013-00020

BAR Meeting
March 6, 2013

ISSUE: Certificate of Appropriateness

APPLICANT: Coco Blanca

LOCATION: 210 South Union Street

ZONE: W-1/Waterfront Zone

STAFF RECOMMENDATION: Staff recommends approval of the Certificate of Appropriateness, with the following conditions:

1. That the projecting hanging sign be deleted;
2. That the 28 foot awning facing the parking lot be deleted;
3. That the wall sign be centered over the storefront window facing the parking lot, instead of the proposed location between the two windows; and,
4. That the applicant may add the business name to the valance on the remaining awnings.

*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.



CASE BAR2013-0020



I. ISSUE

The applicant requests approval of a Certificate of Appropriateness at 210 South Union Street, in the western most retail space of the building known as “The Village on the Strand.” The applicant proposes to install two signs (one hanging, one wall) and two awnings for a new retail tenant, Coco Blanca. The signs consist of a hanging sign located on the Union Street façade and a wall sign on the parking lot elevation, between the storefront windows.

- The hanging oval sign will measure approximately 3 feet by 1 foot (3 square feet). The sign will be constructed of ¾” thick PVC.
- The wall sign will measure 6 feet by 2.4 feet (14.4 square feet) and will be constructed of 1.5” thick sign foam with raised text. Both signs will use a grey and white color scheme.

The proposed tan-on-tan striped shed awnings with a scalloped valance will be constructed of a Sunbrella material on an aluminum frame and will be installed over the storefront windows facing South Union and on the north side facing the parking lot. The solid color valance will contain the words “Home & Fashion”. The awnings will project approximately 3’-6” from the building façade and will measure 5’- 0” high. The length of the awnings will be 12 feet on South Union Street and 24 feet and 28 feet respectively on the parking lot elevation.

II. HISTORY

The building located at 201-211 Stand Street (the applicant’s address is 210 Union Street) is a single story brick multi-tenant retail structure built in 1978-1979 in a shed roof, flounder revival style. It was designed by Lewis/Wisnewski & Associates and approved by the BAR in 1978 (BAR Case #1978-0202). The tenant space where the applicant proposes the signage measures 30 feet on South Union Street and 65 feet along the parking lot.

The BAR has approved signage for many retail tenants in this location since its construction in the late 1970s. More recently, the BAR has approved the following:

- An awning for Mystique Jewelers (BAR Case #2002-00125) at 211 Strand Street.
- A wall sign and a hanging sign at 210 South Union Street (BAR Case #2001-0073).

III. ANALYSIS

The proposed signage, although consistent with the maximum area allowed zoning regulations for signage, seems excessive in this location. As the Board is aware, both the Waterfront Master Plan and the Zoning Ordinance encourage ground floor retail uses in the W-1 zone. However, while Staff is sympathetic that the subject property is located some distance from King Street and is, therefore, less visible to the typical shopper, Staff believes that the deletion of certain elements of the sign plan could be just as visually effective while being more compatible with the surrounding historic district.

Therefore, Staff recommends the following:

Deletion of the hanging sign

The drawings do not show how the sign would be affixed to the building (whether it is

through the storefront system or into the brick below the awning). No dimensioned drawings are provided but both the awning and the sign must be located a minimum of 8' above the public sidewalk and it appears that this would place a portion of the sign under the awning valance. In addition, along Union Street there is already a freestanding directory sign for Strand tenants (Staff assumes the new store name will be added to this sign), a sandwich board sign put out by Mystique jewelers and three governmental flags located over the Union Street entrance.

Delete the Eastern Awning

Staff also recommends deleting the 34 foot long awning over the storefront window that faces the parking lot (while keeping the proposed awning which wraps around the Union Street corner of the building), as it is excessive and does not functionally provide shade, given its north facing location. In the space above this storefront system Staff recommends that the proposed wall sign be installed. This alleviates the problem of installing the sign in the same location as an existing downspout while still giving the tenant visibility over this window and door.

Add Business Name to Valance

Staff has no objection to adding the business name on the valance of the awnings if the hanging sign is removed and the second awning is deleted.

With these changes, Staff recommends approval of the application.

STAFF

Stephanie Sample, 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

Code Administration

F-1 The review by Code Administration is a preliminary review only. Once the applicant has filed for a building and sign 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 703-746-4193.

Transportation and Environmental Services (T&ES)

FINDINGS

- F1. This parcel is tagged as being located within a Resource Protection Area (RPA). After review it has been found that this parcel is not located within an RPA. (T&ES)
- F2. This property and building are located within the 100-yr floodplain. Due to the fact that these improvements do not amount to a "Substantial Improvement" as defined by City ordinance, this project is not subject to the Floodplain District regulations. However, the

owner(s) of this property should be advised that flooding can and does occur at this location up to elevation 10' (City Datum) and to ensure safety the project is advised to comply with Section 6-307 (D) "Water heaters, furnaces, electrical distribution panels and other critical mechanical or electrical installations shall not be installed below the 100-year-flood level. Separate electrical circuits that serve areas below the 100-year-flood level shall be dropped from above."

It is also advised that no food storage or preparation areas be located below the 100-year-flood level (elevation 10').

Non-Substantial Improvement Exemption to lowest floor \geq BFE+1 Requirement in Floodplain Ordinance. (T&ES)

RECOMMENDATIONS

- R1. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
- R2. 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 all plans submitted for approvals. (T&ES)

CITY CODE REQUIREMENTS

- C-1 Any work from or 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 Canopies, awnings and marquees suspended from a building or structure with no ground supports, having a clearance of at least eight feet above a sidewalk, extending no more than four feet beyond the front property line and extending to no more than one foot from the established curb line, may be erected. (Sec. 5-2-29(d)) (T&ES)
- 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)

- C-7 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 (sign). (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-8 All other conditions apply. Section 6-307 Other Conditions, (B): "All uses, activities and development occurring within any floodplain district shall only be undertaken in strict compliance with the Virginia Uniform Statewide Building Code (VA USBC)."

V. ATTACHMENTS

1 – Supporting Materials

2 – Application BAR2012- 00020 for 210 S Union St.

Scope of work:

1 custom shed awning over corner of building 24' wide down one side and 12' down the other x 4'6" tall x 3'6" projection
1 custom shed over side windows and door 28' wide x 4'6" tall x 3'6" projection

Awnings have open ends and a 12" soft wave valance.

8 Decrative return arms similar to National Harbour

Frame: Square aluminum w/ custom return arms, fully welded frames.

Fabric: Sunbrella acrylic canvas #4956 Heather Biege 6-Bar and solid colored valance #4672 Heather Beige.

Graphics: 6" white letters on valance to read COCO BLANCA.

Submittals: Shop drawings submitted for approval prior to fabrication.

Exterior paint on brick and trim:

Benjamin Moore: Monterey White



Hanging Sign – National Harbor



Wall Sign – National Harbor





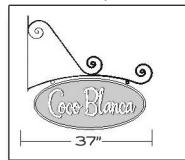
Image below shows the actual color and valance style with scallop edge.



Wall Sign in center of building:



1.5" Thick Sign Foam
 Raised copy and border
 Painted PMS Warm Gray 3
 with white letters and border
 sides painted PMS Warm Gray 3.



3/4" Thick PVC
 Copy Routed on both Sides
 Mounted 8' from sidewalk to
 bottom of sign

Attached using spacers/studs with
 clear pad mounts and clear silicone.

Notes:

Frame: Aluminum material.

**Fabric: Sunbrella #4956 Beaufort Heather Beige 6 Bar on Body.
Sunbrella #4672 Heather Beige on Valance.**

Fabric Attachment: T-5 Top, 2" Dia Pipe in Pocket @ Bottom.

Return Arms and Decorative Balls Powder coated White.

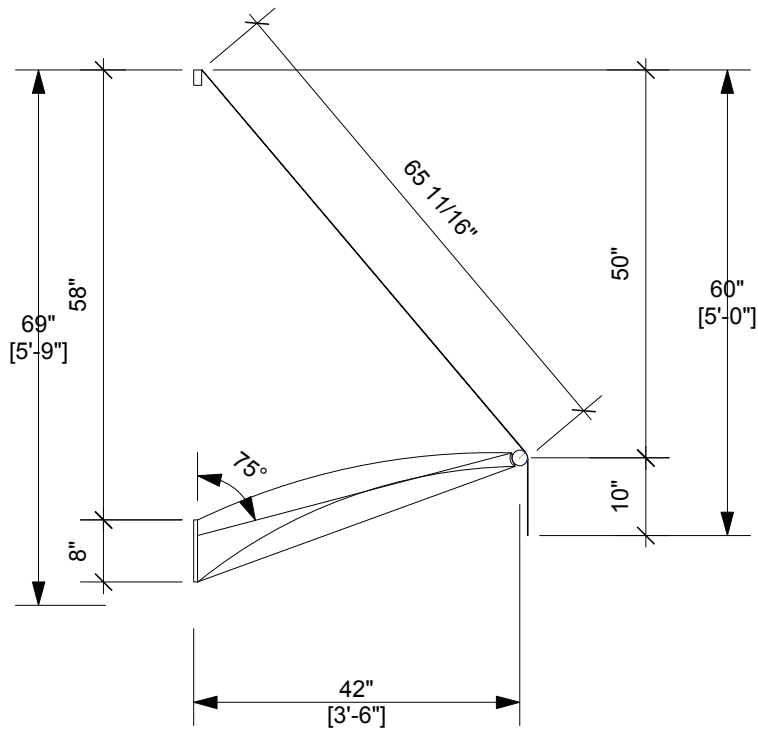
Custom Aluminum Waterjet Decorative Arms on All Awnings.

Location: Coco Blanca
210 South Union Street
Alexandria, VA 22314

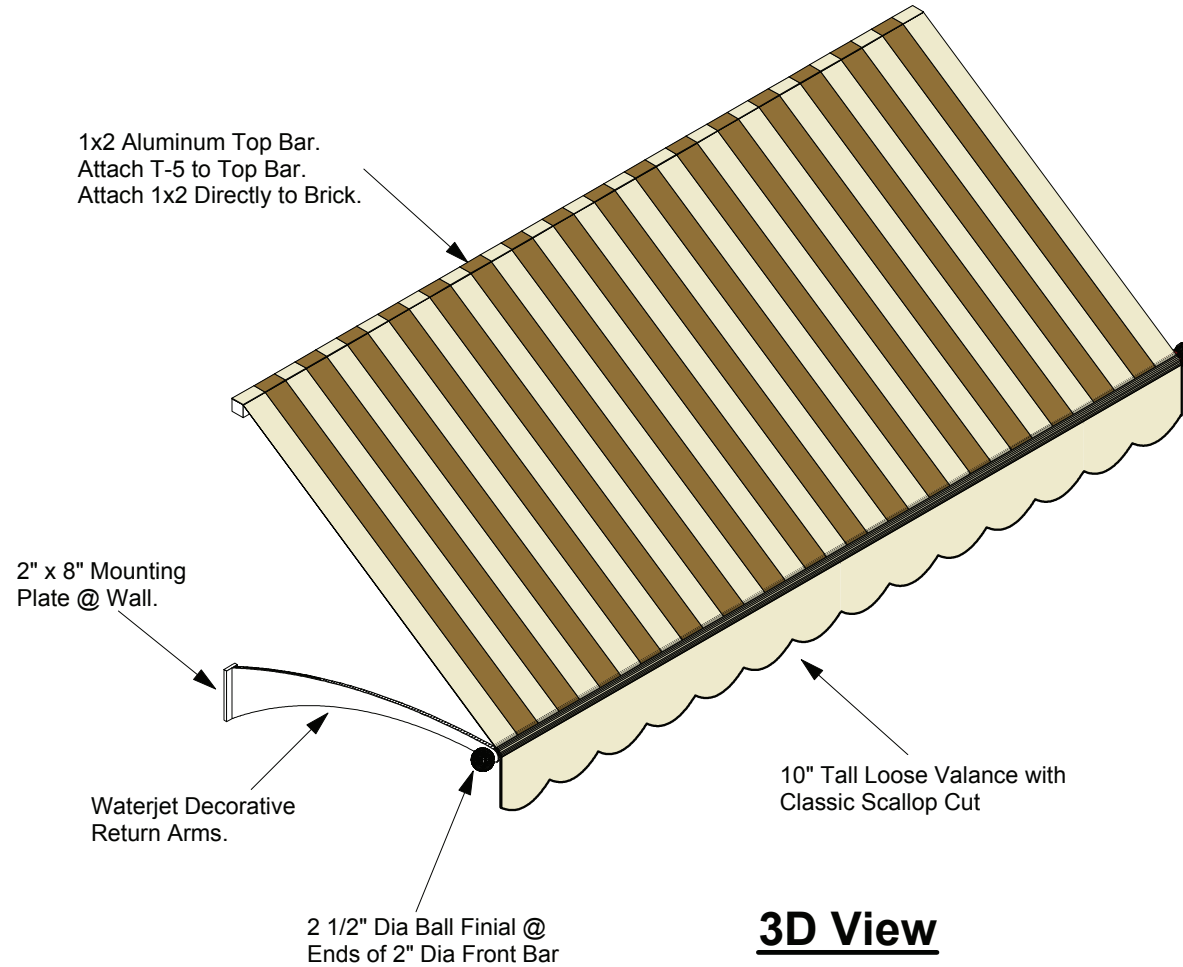
Job #:

Revisions:

No.	Date	Description
0	01/18/13	Preliminary



Left End View



3D View

Contact:

Dana Robinson

Designer:

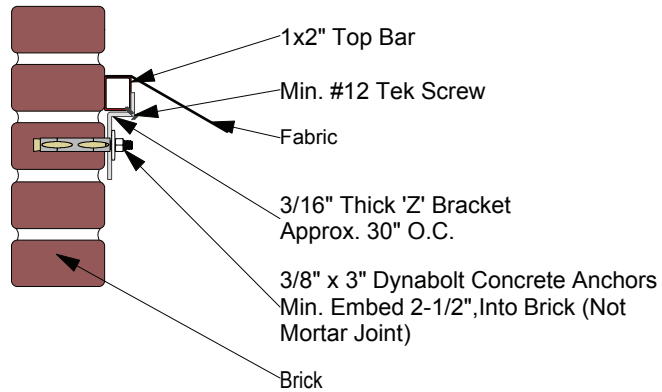
Jade Reed



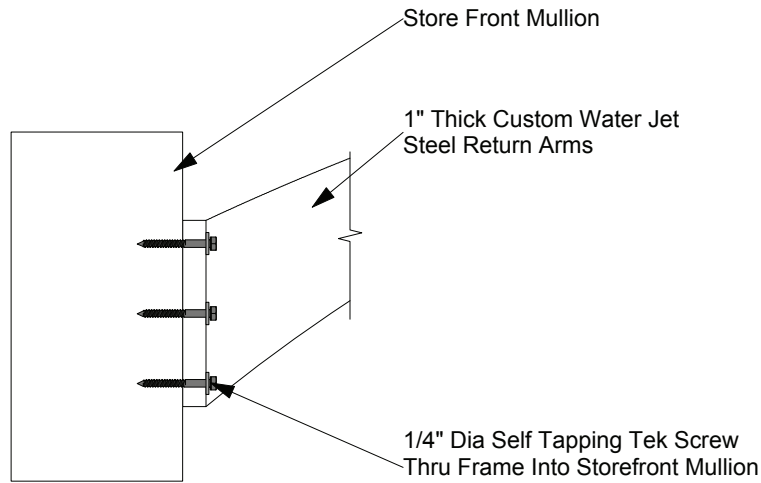
Commercial Division
38 Pond Lane Suite B
Middlebury, VT 05753
tel: 802-388-7309
fax: 802-388-9625

Sheet #:

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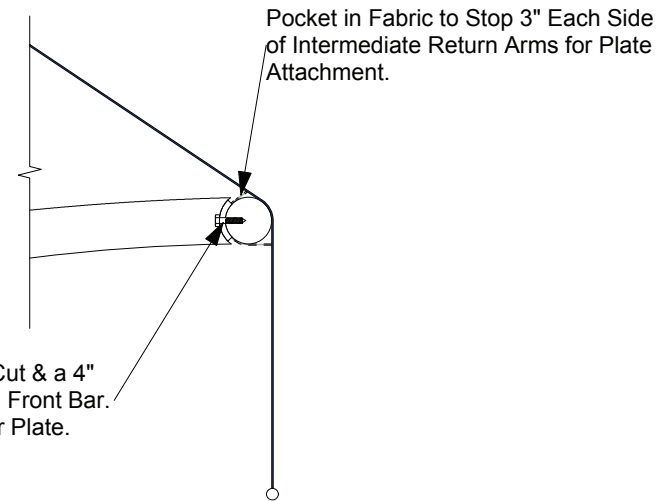


Top Attachment Detail



Attachment Section View

Mid Decorative Arms have a Custom Cut & a 4" Long Curved Plate to Attach to Bottom Front Bar. (2) Hex Head Self Tapping Screws Per Plate.



Detail

Location: Coco Blanca
210 South Union Street
Alexandria, VA 22314

Job #:

Revisions:

No.	Date	Description
0	01/18/13	Preliminary

Contact:

Dana Robinson

Designer:

Jade Reed



Commercial Division
38 Pond Lane Suite B
Middlebury, VT 05753
tel: 802-388-7309
fax: 802-388-9625

Sheet #:

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ADDRESS OF PROJECT: 210 S. Union Street

TAX MAP AND PARCEL: 075,03-03-07 ZONING: W-1

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: Coco Blanca

Address: 122 Waterfront St

City: National Harbor State: MD Zip: 20745

Phone: 301 567 2002 E-mail: gaylareed@cocablanca.com

Authorized Agent (if applicable): Attorney Architect _____

Name: _____ Phone: _____

E-mail: _____

Legal Property Owner:

Name: Simpson Properties, Ltd.

Address: 2331 Mill Road, Suite 150

City: Alexandria State: VA Zip: 22314

Phone: _____ E-mail: _____

- Yes No Is there an historic preservation easement on this property?
- Yes No If yes, has the easement holder agreed to the proposed alterations?
- Yes No Is there a homeowner's association for this property?
- Yes No If yes, has the homeowner's association approved the proposed alterations?

If you answered yes to any of the above, please attach a copy of the letter approving the project.

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

- NEW CONSTRUCTION
- EXTERIOR ALTERATION: *Please check all that apply.*
 - 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).*

Awning attached to building above windows.

Painting the masonry

Hanging sign on South Union St.

Wall sign on 4th Strand

SUBMITTAL REQUIREMENTS:

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

Applicants must use the checklist below to ensure the application is complete. Include all information and material that are necessary to thoroughly describe the project. Incomplete applications will delay the docketing of the application for review. Pre-application meetings are required for all proposed additions. All applicants are encouraged to meet with staff prior to submission of a completed application.

Electronic copies of submission materials should be submitted whenever possible.

Demolition/Encapsulation : *All applicants requesting 25 square feet or more of demolition/encapsulation must complete this section. Check N/A if an item in this section does not apply to your project.*

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

Additions & New Construction: Drawings must be to scale and should not exceed 11" x 17" unless approved by staff. All plans must be folded and collated into 12 complete 8 1/2" x 11" sets. Additional copies may be requested by staff for large-scale development projects or projects fronting Washington Street. Check N/A if an item in this section does not apply to your project.

- N/A Scaled survey plat showing dimensions of lot and location of existing building and other structures on the lot, location of proposed structure or addition, dimensions of existing structure(s), proposed addition or new construction, and all exterior, ground and roof mounted equipment.
- FAR & Open Space calculation form.
- Clear and labeled photographs of the site, surrounding properties and existing structures, if applicable.
- Existing elevations must be scaled and include dimensions.
- Proposed elevations must be scaled and include dimensions. Include the relationship to adjacent structures in plan and elevations.
- Materials and colors to be used must be specified and delineated on the drawings. Actual samples may be provided or required.
- Manufacturer's specifications for materials to include, but not limited to: roofing, siding, windows, doors, lighting, fencing, HVAC equipment and walls.
- For development site plan projects, a model showing mass relationships to adjacent properties and structures.

Signs & Awnings: One sign per building under one square foot does not require BAR approval unless illuminated. All other signs including window signs require BAR approval. Check N/A if an item in this section does not apply to your project.

- N/A Linear feet of building: Front: 30 Secondary front (if corner lot): 65.
- Square feet of existing signs to remain: 0.
- Photograph of building showing existing conditions.
- Dimensioned drawings of proposed sign identifying materials, color, lettering style and text.
- Location of sign (show exact location on building including the height above sidewalk).
- Means of attachment (drawing or manufacturer's cut sheet of bracket if applicable).
- Description of lighting (if applicable). Include manufacturer's cut sheet for any new lighting fixtures and information detailing how it will be attached to the building's facade.

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

- N/A Clear and labeled photographs of the site, especially the area being impacted by the alterations, all sides of the building and any pertinent details.
- Manufacturer's specifications for materials to include, but not limited to: roofing, siding, windows, doors, lighting, fencing, HVAC equipment and walls.
- Drawings accurately representing the changes to the proposed structure, including materials and overall dimensions. Drawings must be to scale.
- An official survey plat showing the proposed locations of HVAC units, fences, and sheds.
- Historic elevations or photographs should accompany any request to return a structure to an earlier appearance.

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

- I have submitted a filing fee with this application. (Checks should be made payable to the City of Alexandria. Please contact staff for assistance in determining the appropriate fee.)
- I understand the notice requirements and will return a copy of the three respective notice forms to BAR staff at least five days prior to the hearing. If I am unsure to whom I should send notice I will contact Planning and Zoning staff for assistance in identifying adjacent parcels.
- I, the applicant, or an authorized representative will be present at the public hearing.
- I understand that any revisions to this initial application submission (including applications deferred for restudy) must be accompanied by the BAR Supplemental form and 12 sets of revised materials.

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

APPLICANT OR AUTHORIZED AGENT

Signature: *Gayla Reed*

Printed Name: Gayla Reed

Date: 01/23/13

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. Gayla Reed	2016 Fort Dr. Alex, VA 22307	33.3%
2. Elisabeth Squire	4004 Carson Place Alex, VA 22307	33.3%
3. Susan Neithamer	Edgewood Terrace Alex, VA 22307	33.3%

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 210 S. Union St. (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. Simpson Properties	2331 Mill Road Suite 150, Alex	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.		
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.

01/23/13 Gayla Reed Gayla Reed
 Date Printed Name Signature