

ISSUE: Certificate of Appropriateness for alterations (signage)

APPLICANT: Frances Valentine (business)

LOCATION: Old and Historic Alexandria District
924 King Street

ZONE: KR / King Street Urban Retail Zone

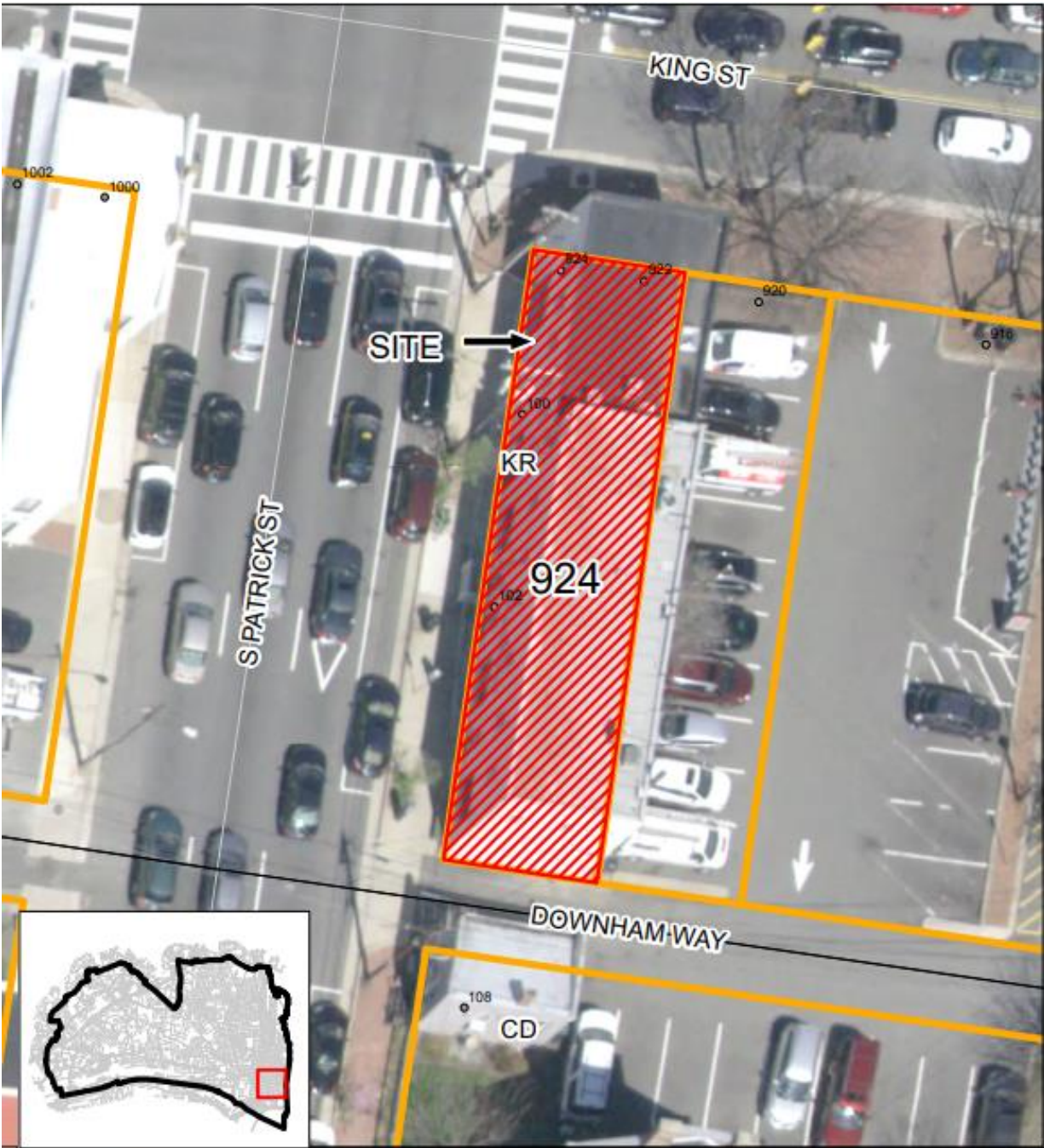
STAFF RECOMMENDATION

Staff recommends approval of the Certificate of Appropriateness for alterations, with the following conditions:

1. The proposed awning on South Patrick Street is removed from the project scope.
2. Anchors for the signs and awning must be installed into the mortar joints to avoid damage to the masonry unit.

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, Room 4200, City Hall, 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#2023-00336
924 King Street



0 10 20 40 Feet

I. APPLICANT'S PROPOSAL

The applicant requests a Certificate of Appropriateness for alterations to install one blade sign on the South Patrick Street elevation and awnings and stud-mounted letter signs on both the King Street and South Patrick Street façades.

Site context

The 900 block of King Street consists primarily of two- and three-story buildings, mostly historic, containing a variety of retail, personal service and office uses. 922-924 King Street is a two-story commercial building that has frontages on both King Street and South Patrick Street. It is bounded by a parking lot to the north. The parcel is contiguous with 102-106 South Patrick Street, which is currently occupied by Jeni's Splendid Ice Creams. The proposed signage will be highly visible as it lies along the main commercial corridor of Old Town. It will be visible from both King Street and South Patrick Street.

II. HISTORY

According to the book *A Seaport Saga: Portrait of Old Alexandria, Virginia*, by William Francis Smith and T. Michael Miller, there were once three Federalist buildings on the south side of the 900 block of King Street closest to Patrick Street. They were razed and replaced with a parking lot sometime in the mid-20th century. The existing two-story masonry building at 922-924 King Street was constructed in **1961**, according to building permit records. Most of the previous BAR approvals have been for signage associated with the various commercial tenants occupying the building through the years. Notably, the Board approved awnings for the King Street façade on May 7, 2003, on the consent calendar. These awnings were removed around 2014.

Previous BAR Approvals

9/18/1974	Signage
11/5/1980	Alterations
10/2/1981	Signage
BAR2000-020	Wall sign for Bellacara
BAR2003-0078	Awnings for King Street façade
BAR2004-0157	Hanging sign for Pure Prana Yoga Studio
BAR2008-216	Hanging sign for Bloomers
BAR2012-00273	Wall sign for Bloomers
BAR2014-00300	Replacement of wall sign for Bloomers
BAR2014-00404	Relocation of hanging sign for Bloomers, from King Street to Patrick Street façade

III. ANALYSIS

Certificate of Appropriateness

The applicant proposes to install two sets of awnings, two stud-mounted letter signs, and a blade sign. The blade sign will be a 3/8-inch aluminum panel, 7.11 square feet in area, and installed on the South Patrick Street elevation with sleeve anchor bolts (Figure 1). Awnings will be installed above the 15-lite storefront windows on both the King Street and South Patrick Street facades. The

shed-style awnings will be made of Weblon® fabric in a red and white striped design with white valance. It will be attached to the masonry with an aluminum extrusion frame, painted white (Figures 2 and 3). The two stud-mounted letter signs will be installed above the awnings, consisting of ½ inch thick cut out acrylic letters, painted red. The total area of each of the stud-mounted letter signs will be 13.61 square feet (Figures 2 and 3).

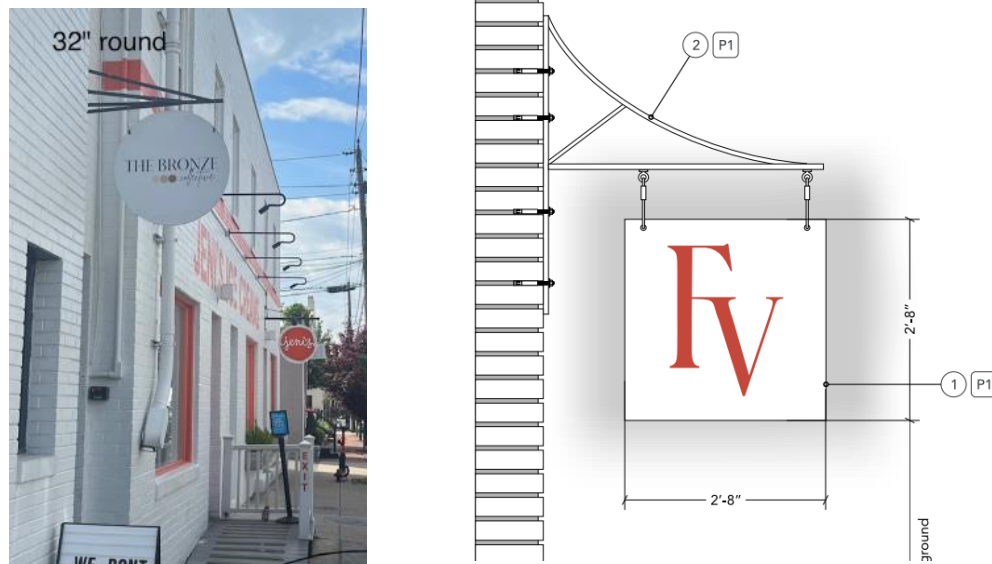


Figure 1: Existing South Patrick Street façade with proposed blade sign location and design



Figure 2. Existing and proposed King Street façade



Figure 3. Existing and proposed South Patrick Street façade

According to the *Design Guidelines*, “Signs and awnings are prominent visual elements of the streetscape in commercial areas of the historic districts.” The *Design Guidelines* encourage signage to be compatible and blend in with the architecture of the building. Further, “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.” Additionally, the *Design Guidelines* state “On retail and commercial buildings awnings are most commonly used as a visual identifying element over the main entrance to a business. Like signs, awnings can have a powerful visual effect on the overall appearance of a building...”

Staff finds that the proposed blade sign is appropriate and aligns well with the existing blade sign for Jeni’s Splendid Ice Creams along the shared façade. Staff also finds that the design of the proposed awning is appropriate for this mid-20th century building and does not detract from any historic architectural features; it will serve to orient pedestrians to the business. The striped design is compatible with the simple and unadorned masonry façade. Awnings for the King Street façade were previously approved by the Board in 2003 (Figure 4). The design of the proposed stud-mounted letter signs is also appropriate, and the size does not overwhelm the building. Bellacara, the business located on the other corner of King Street and South Patrick Street, has a similar configuration of one blade sign and two letter signs with one letter sign on each façade. Staff has no objection to the proposed blade sign or stud-mounted letter signs.



Figure 4: Awnings on the King Street façade in July 2012 (Google Streetview)

However, in the opinion of Staff, the second awning on the South Patrick Street façade is excessive as it would visually overwhelm the façade of the building that also includes Jeni's Splendid Ice Creams. The façade of Jeni's has one painted wall sign and one blade sign; Staff believes that adding an awning to only one business would appear incongruous with the existing shared façade, creating an image of two distinct buildings and detracting from the image of the streetscape.

Therefore, Staff recommends approval of the Certificate of Appropriateness for alterations, with the following conditions:

1. The proposed awning on South Patrick Street is removed from the project scope.
2. Anchors for the signs and awning must be installed into the mortar joints to avoid damage to the masonry unit.

STAFF

Brendan Harris, Historic Preservation Planner, Planning & Zoning
Tony LaColla, AICP, Land Use Services Division Chief, Planning & Zoning

III. CITY DEPARTMENT COMMENTS

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

Zoning

- C-1 Proposed wall sign, awning and projecting sign will comply with zoning.
- C-2 Signs on Patrick St will be included in the sign calculation for the adjacent shared properties.

Code Administration

- C-1 A building 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.
- R-2 Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity.
- 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.
- 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.

- 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).
- 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.
- 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)
- C-4 All secondary utilities serving this site shall be placed underground. (Sec. 5-3-3)
- C-5 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2)
- 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)
- 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.
- C-8 The owner shall obtain and maintain an encroachment permit and policy of general liability insurance in compliance with the permit requirements. (Sec. 5-2-29 (a)(3))

Alexandria Archaeology

No comments received.

V. ATTACHMENTS

1 – Application Materials

2 – Supplemental Materials

ADDRESS OF PROJECT: 924 King Street

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

TAX MAP AND PARCEL: _____ 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: Frances Valentine

Address: 924 King Street

City: Alexandria State: VA Zip: 22314

Phone: _____ E-mail: _____

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

Name: Bob Biroonak

Phone: 240-778-9809

E-mail: Bob@artdisplayco.com

Legal Property Owner:

Name: Old Town 2 LLC

Address: 802 Gervais Street STE 200

City: Columbia State: SC Zip: 29201

Phone: 703-674-9809 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.*
- | | | | |
|--|---|---|-----------------------------------|
| <input checked="" 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).*

New Awning installed with signage above the awning and replace existing perviously
 installed double face sign with bracket

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.

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: ⁴⁴_____, Secondary front (if corner lot): ²⁸_____.
- ☐ ☒ 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.*

- ☐ ☒ **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 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 Biroonak

Date: 8-7-2023



EXISTING CONDITIONS

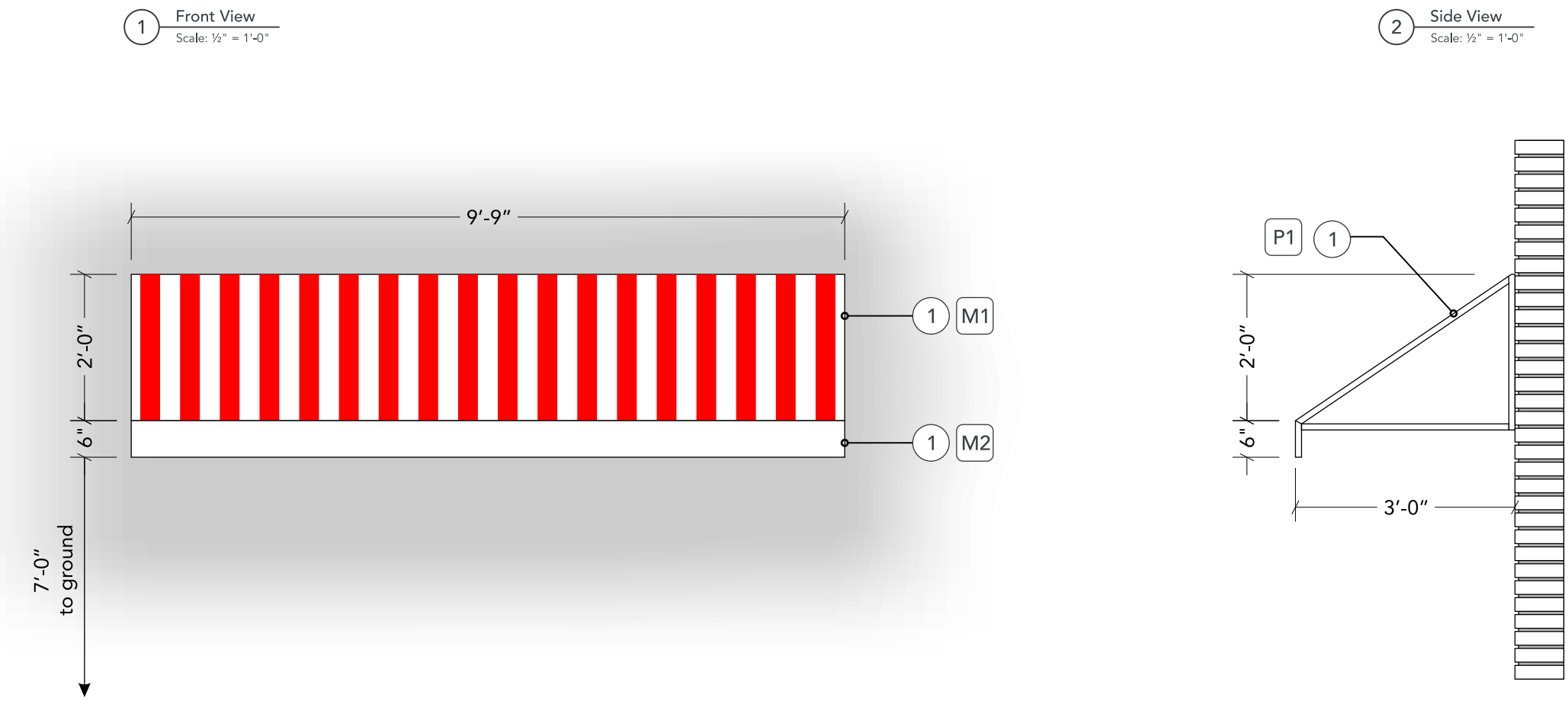


PROPOSED

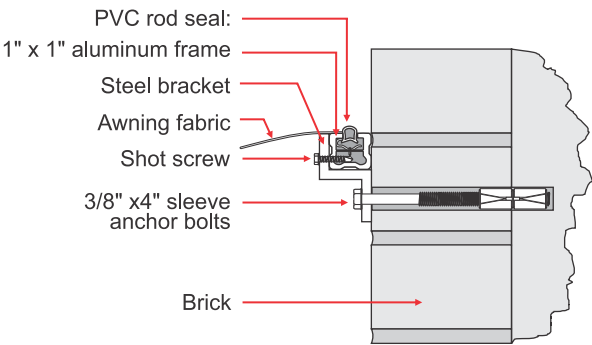
Specifications

1. 1"x1" aluminum extrusion frame to be painted P1.
M1 material to be applied to top of the canopy. M2 material to be applied to the valance. Canopy will have open ends.

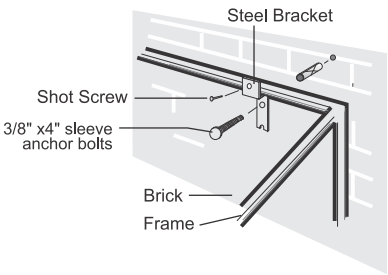
Installation: canopy to be mounted to brick wall with (8x) 3/8" x 2" sleeve anchor bolts.



AWNING INSTALLATION DETAIL



AWNING - METHOD OF ATTACHMENT



Colors & finishes

- M1. Weblon® Coastline Plus® Traditional Stripes Awning 62" Brite Red and White/White CP-2773

M2. Weblon® White material

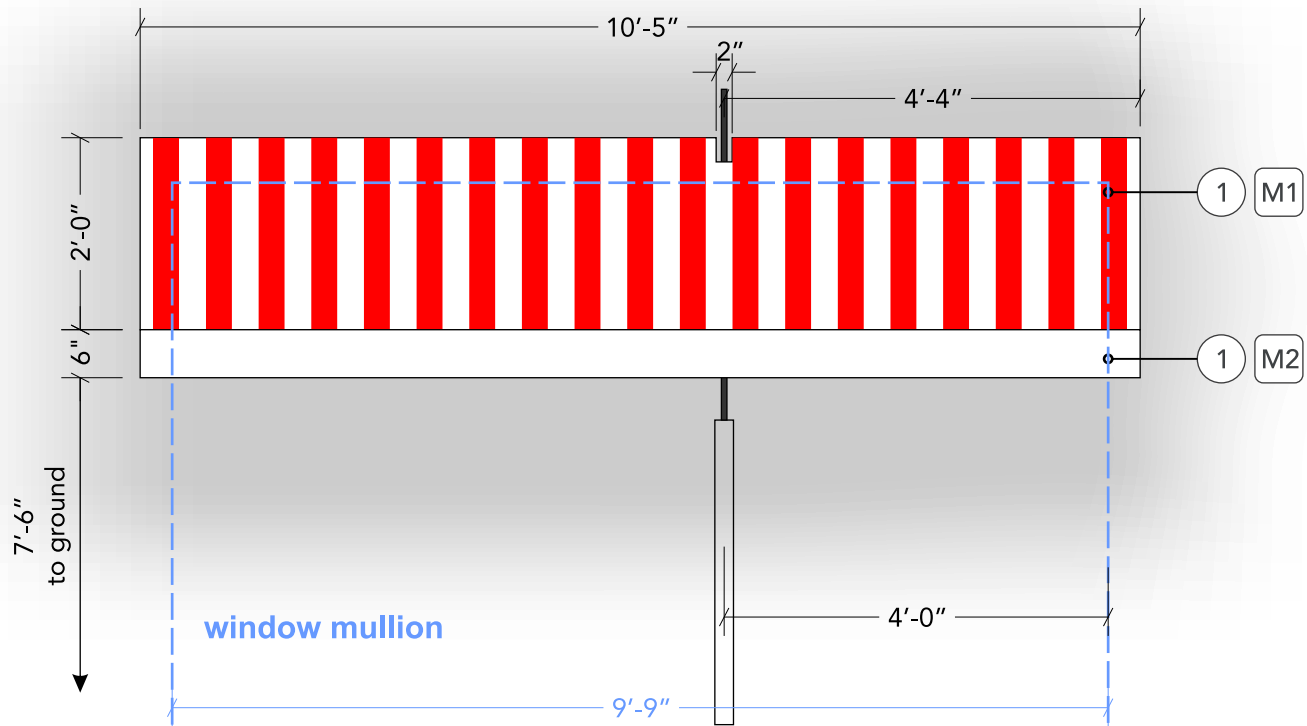
P1. White
-



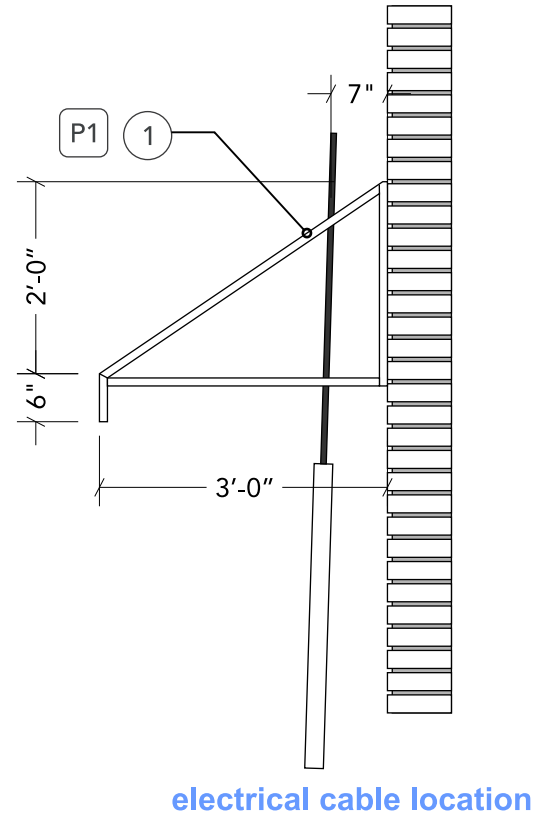


PROPOSED

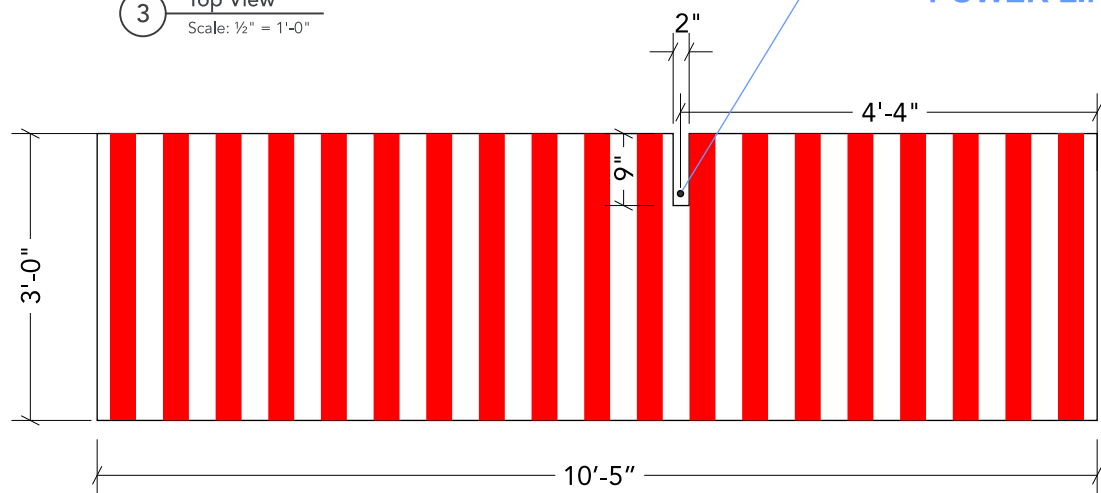
1 Front View
Scale: 1/2" = 1'-0"



2 Side View
Scale: 1/2" = 1'-0"



3 Top View
Scale: 1/2" = 1'-0"



A NOTCH OUT ON THE BACK OF THE CANOPY FOR THE EXISTING POWER LINE TO RUN THROUGH

Canopy
QTY: (1X) SINGLE-FACED
B

Specifications

1. 1"x1" aluminum extrusion frame to be painted P1.
M1 material to be applied to top of the canopy. M2 material to be applied to the valance. Canopy will have open ends.

Installation: canopy to be mounted to brick wall with (8x) 3/8" x 2" sleeve anchor bolts.

Colors & finishes

M1. Weblon® Coastline Plus® Traditional Stripes Awning
62" Brite Red and White/White CP-2773



M2. Weblon® White material



P1. White

Revisions

1_05/31/23_vs	
2_06/21/23_vs	
3_06/22/23_vs	
4_06/24/23_vs	

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. ½” thick cut out acrylic letters to be painted P1.

Installation: letters to be stud mounted to brick wall with 3/8”x2” all thread studs and epoxy.

Colors & finishes

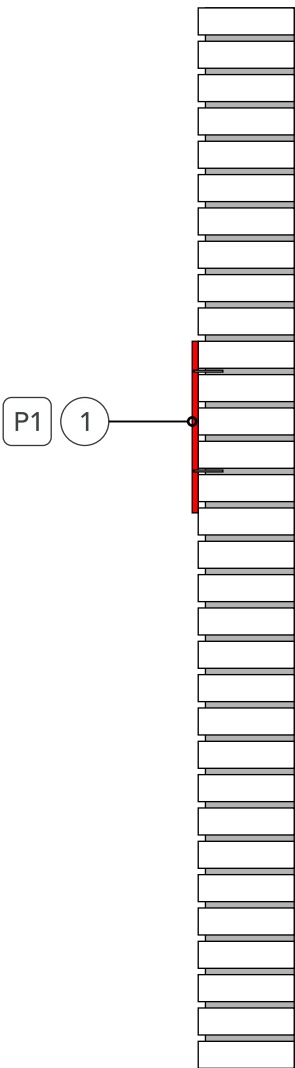
P1. Red PMS 200C

1 Front View
Scale: ¾" = 1'-0"

13.61 Sq. feet



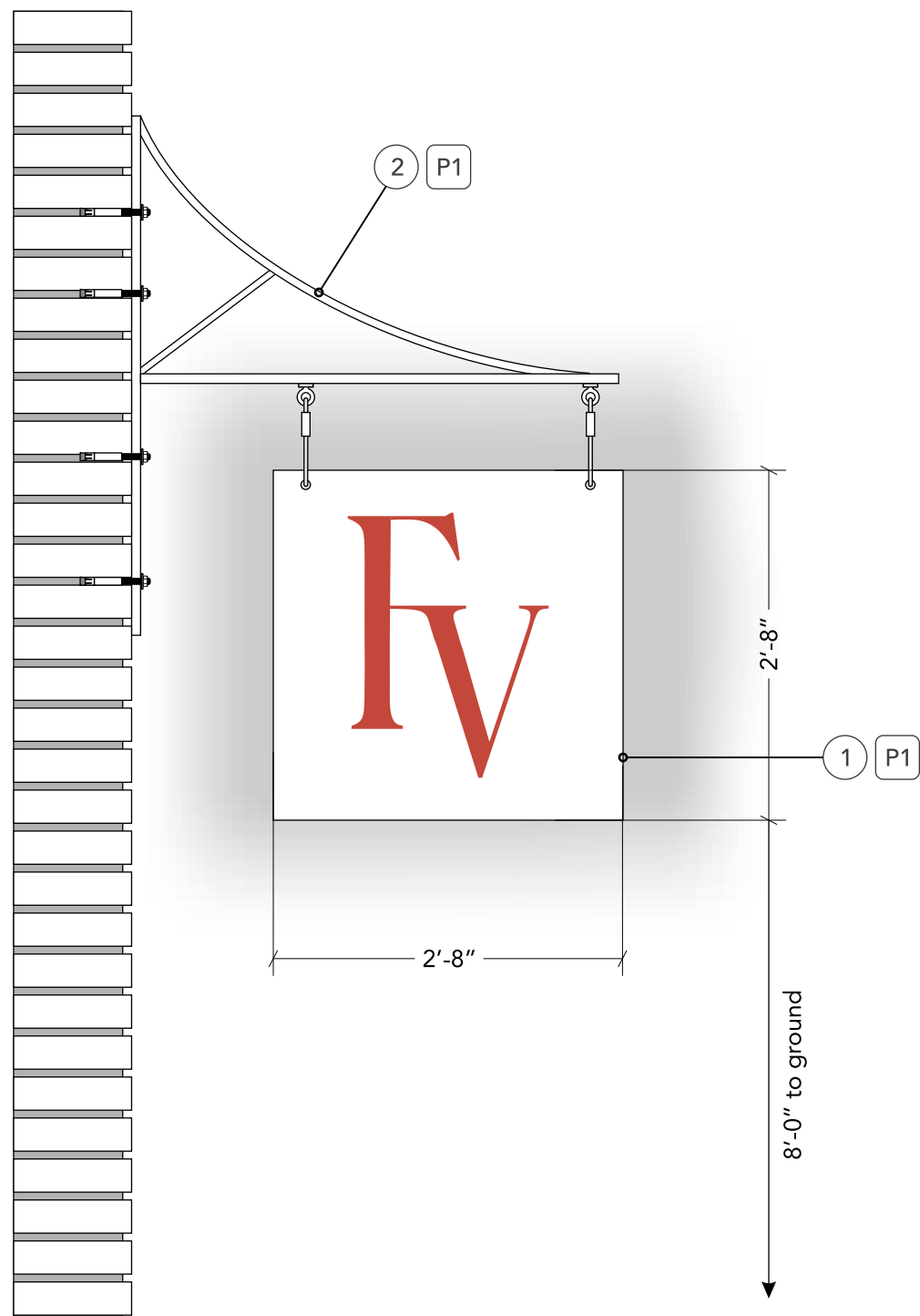
2 Side View
Scale: ¾" = 1'-0"





1 Front View
Scale: 3/4" = 1'-0"

7.11 Sq. feet



Specifications

- 3/8" thick cut out aluminum panel to be painted P1 on all visible surfaces with direct printed graphic on both sides.
- Custom bracket to be painted P1.

Installation: sign bracket to be mounted to brick wall with (4x) 3/8"x3" sleeve anchor bolts.

Colors & finishes

- P1. White
- P2. Red PMS 200C