

ISSUE: Certificate of Appropriateness for alterations (signage)

APPLICANT: Phillip Scotton

LOCATION: Old and Historic Alexandria District
103 South Union Street

ZONE: CD / Commercial Downtown Zone

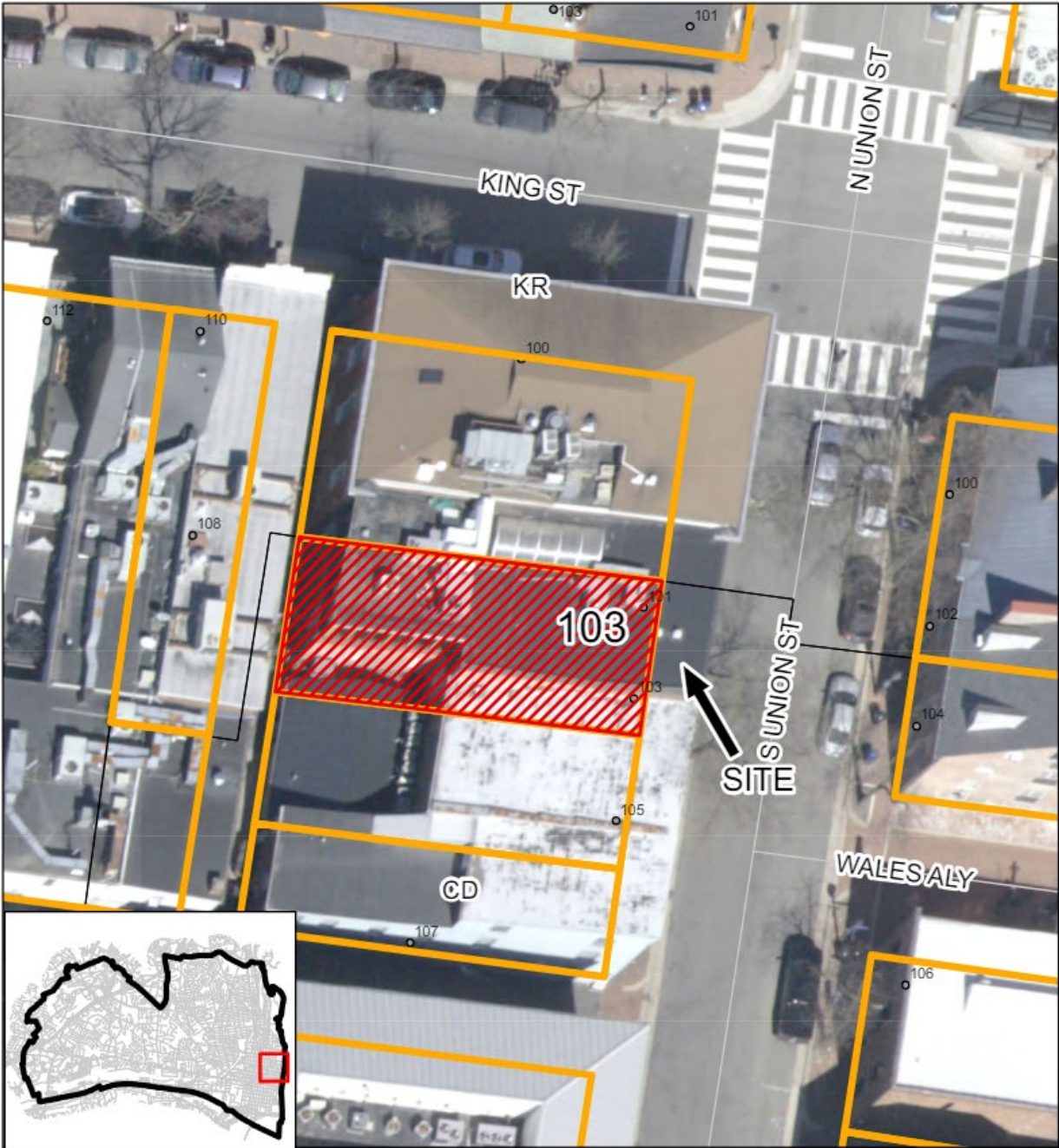
STAFF RECOMMENDATION

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

- Anchors for the sign should be installed into the mortar joints on the masonry to avoid damaging the brick.
- The applicant may choose any of the proposed designs for the sign.

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#2024-00174
103 S Union Street



0 12.5 25 50 Feet

I. APPLICANT'S PROPOSAL

The applicant requests a Certificate of Appropriateness for alterations to install one wall sign above the entry door, measuring 11.46 square feet in area.

Site context

The 100 block of South Union Street consists mainly of commercial buildings with storefronts on the ground level. The subject property is currently occupied by Ben & Jerry's ice cream shop. The site is bound by attached commercial structures on each side (north and south), and by a private alley to the rear (west). The proposed signage will be visible from both South Union Street and King Street. The parcel with the address of 101 ½ South Union Street shares the building with 103 South Union Street and has its own commercial tenant.

II. HISTORY

103 South Union Street is a three bay, three story brick commercial building, portions of which date from the **late 18th century**, according to the Historic Alexandria Foundation. At one point, the property belonged to Thomas Irwin, an influential Alexandria citizen who was also an owner of Gadsby's Tavern. The 1885 Sanborn map notes that the building housed a "wholesale grocer" and shows two interior doors connecting to the adjacent Corn Exchange building at the corner of King and Union. The Corn Exchange, built in 1871-72, rented out its first floor to Noble Lindsey who operated a wholesale grocery and ship store from that location. It is likely that 103 S. Union served as the warehouse for Lindsey's store. In 1983, extensive rehabilitation plans for the building were approved by the Board of Architectural Review, Virginia Landmarks Register, and the National Park Service. These alterations consisted of a steel-and-glass addition to the rear of the third floor (not visible from the street) and a small, two-story interior atrium within the third-floor addition and part of the second floor. Architecturally, a sawtooth frieze extends across the top of the building below a wooden cornice. Seven double-hung windows are topped by plain brick arches. The original blade sign for Ben & Jerry's was approved by the BAR in 1990 (Case #90-129). In 2000, the BAR approved a new blade sign to replace the original sign. In 2024, staff administratively approved a refacing of the existing blade sign. A mural was also recently painted on the storefront. Staff notes that as the building was previously painted, the painting of the mural did not require BAR approval.

Previous BAR Approvals

December 1, 1982	Alterations
May 18, 1983	Painting unpainted masonry
January 6, 1988	Signage
BAR #90-129	Signage
BAR #2000-00075	Signage
BAR #2013-00068	Signage (associated with 101 ½ S Union)
BAR #2013-00120	Signage (associated with 101 ½ S Union)
BAR #2018-00333	Window replacement
BAR #2024-00023	Signage

III. ANALYSIS

Certificate of Appropriateness

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.”

The existing Ben & Jerry’s blade sign at 103 South Union Street is 6.25 square feet in area (Figure 1). The applicant proposes a wall sign made of composite material with a ¾ inch thick raised logo (Figure 2). The sign would measure 60” wide and 27.5” tall (11.46 square feet). There is no new illumination proposed.



Figure 1: Existing blade sign

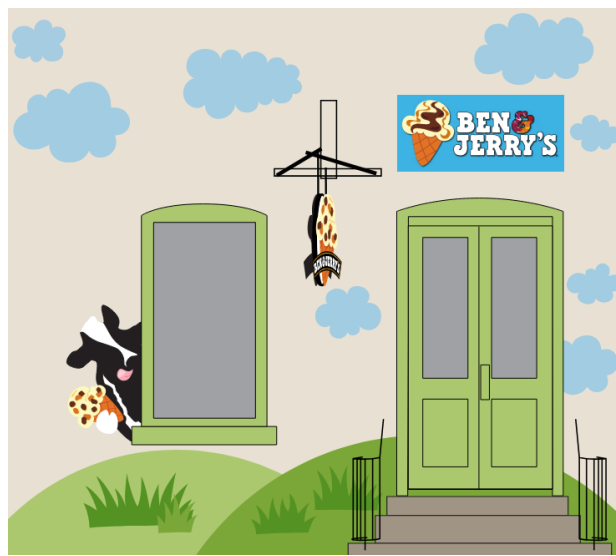


Figure 2: Rendering of proposed wall sign above entry door

According to the *Criteria & Standards for Administrative Approval of Signs within the Historic Districts*, “Total signage square footage may not exceed $\frac{3}{4}$ (75%) of the length of the building frontage (linear feet) where the signs are located.” As the storefront frontage length is 18 feet and the existing blade sign measures 6.25 square feet, the maximum square footage that can be approved administratively for an additional sign is 7.25 square feet. The current proposal is for a wall sign of 11.46 square feet.

Although the combined square footage of the two signs exceeds the permitted total sign area allowed for administrative approval, staff believes that the size is appropriately proportioned and would not visually overwhelm the building. Two signs are appropriate for this type of commercial storefront. As a point of comparison, staff photographed two other commercial storefronts on the 200 block of King Street (Figure 3) which show businesses with both a blade sign and a wall sign. Both businesses have wall signs with dimensions similar to that of the proposed signage.



Figure 3: Existing signs at 210 and 212 King Street

The applicant has submitted several options for the design (including lettering and colors) of the wall sign. Staff does not find any of the proposed designs inappropriate. Staff therefore has no objections to the current proposal and recommends approval of the Certificate of Appropriateness, with the following conditions:

- Anchors for the sign should be installed into the mortar joints on the masonry to avoid damaging the brick.
- The applicant may choose any of the proposed designs for the sign.

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 will comply with zoning.

Code Administration

No comments received.

Transportation and Environmental Services

No comments received.

Alexandria Archaeology

F-1 No Archaeology comments.

V. ATTACHMENTS

1 – Application Materials

- Completed application
- Material specifications
- Photographs

2 – Supplemental Materials

- Public comment, if applicable
- Any other supporting documentation

BAR CASE# _____
(OFFICE USE ONLY)

ADDRESS OF PROJECT: 103 S Union St

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

TAX MAP AND PARCEL: 075.01-06-11 ZONING: General Commercial (400)

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: Phillip Scotton

Address: 103 S Union St

City: Alexandria State: VA Zip: 22314

Phone: 336-978-0440 E-mail: jami@iccbenjerry.com

Authorized Agent *(if applicable)*: Attorney Architect _____

Name: carlee cardwell

Phone: 970-418-0065

E-mail: carlee@damblydesign.cc

Legal Property Owner:

Name: Old Town 2 LLC

Address: 802 Gervais St Suite 200

City: Columbia State: SC Zip: 29201-3168

Phone: 704.423.1660 E-mail: _____

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).*

Add a new facade sign above entry door. Proposed sized referenced on rendering is 60" w x 27.5" h. There are smaller sizes of same style available. We just need to know what size the BAR will approve.

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: 18' Secondary front (if corner lot): _____.
- Square feet of existing signs to remain: 6.25.
- 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: carlee cardwell

Date: 04/23/24

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. carlee cardwell	1511 leslie ave alexandria va 22301	0%
2. jami southern-raines	3260 Konnoak Dr Winston Salem, NC 27127	0%
3. Antonio McBroom	62 Raven Ridge Ct. Chapel Hill, NC 27517	53.655%

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 103 Union St (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. Asana Partners	807 Greynards St. Suite 200 Columbia, SC 29201	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.

4-25-24 Jami Southern-Raines 
 Date Printed Name Signature

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. Eric Taylor	690 St NW, Unit A Washington, DC 20001	32.095%
2. Phillip Scotton	4075 Jailette Trace Atlanta, GA 30349	12.25%
3. Josiah Fisher	2007 Bayer Drive Unit E Houston, TX 77080	2%

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 103 S Union St (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. 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.

4-25-24 Jani Sothem-Raines Jani Sothem-Raines
 Date Printed Name Signature



DEPARTMENT OF CODE ADMINISTRATION

Gregg Fields
Director

301 King Street
Room-4200
Alexandria, Virginia 22314

Phone (703) 746-4200
Fax (703) 838-3880

This statement certifies that I Phillip Scotton, owner/owner's agent of the property located at 103 S Union St Alexandria, VA 22314; who is not a licensed architect, engineer, or contractor, is not subject to licensure or certification as a contractor or subcontractor pursuant to Chapter 11 of Title 54.1 of the Code of Virginia. I also understand that the permits obtained pursuant to the 2018 Uniform Statewide Building Code will be in my name and that I am acting as contractor for this project. I accept full responsibility for the work performed.

Signature of Owner

3/27/24

Date

NOTICE TO OWNER

If you decide to make arrangements with a contractor to complete the work intended by this permit(s), the City of Alexandria strongly recommends that the contractor be the responsible party to secure the permits required by the Uniform Statewide Building Code (USBC). When contractors apply for permits, the city will verify that he/she is properly licensed by the State and City to perform the intended work. Unwillingness by the contractor to obtain required permits may be an indication that he/she is not properly licensed.

For your protection, do not deal with unlicensed contractors. If you have any questions about licensing regulations, please contact the Permit Center at permit.center@alexandriava.gov or by phone at **703.746.4200** or the Virginia State Board for Contractors (DPOR) at www.dpor.virginia.gov or by phone at **804.367.8511**.

Also, in accordance with **Section 54.1-1101 (Exemptions) of the Code of Virginia (COV)**; you as the owner supervising or performing work consistent with the construction, removal, repair, or improvement of a primary residence and have not owned more than one primary residence in Virginia during the past 24 months is exempt from the code per this section.

Scoop Shop Signage 2017

Bar Logo

BEN & JERRY'S
PEACE, LOVE & ICE CREAM®

Bar Logo / Metal Cone



BEN & JERRY'S
PEACE, LOVE & ICE CREAM®

Black represents thickness of metal. Do not print black on top of metal.

Bar Logo / Cone



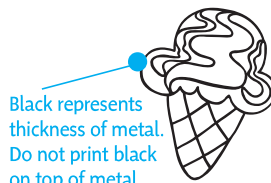
BEN & JERRY'S
PEACE, LOVE & ICE CREAM®



BEN & JERRY'S
PEACE, LOVE & ICE CREAM®

Stacked Logo

BEN & JERRY'S
PEACE, LOVE & ICE CREAM®



Black represents thickness of metal. Do not print black on top of metal.

BEN & JERRY'S
PEACE, LOVE & ICE CREAM®



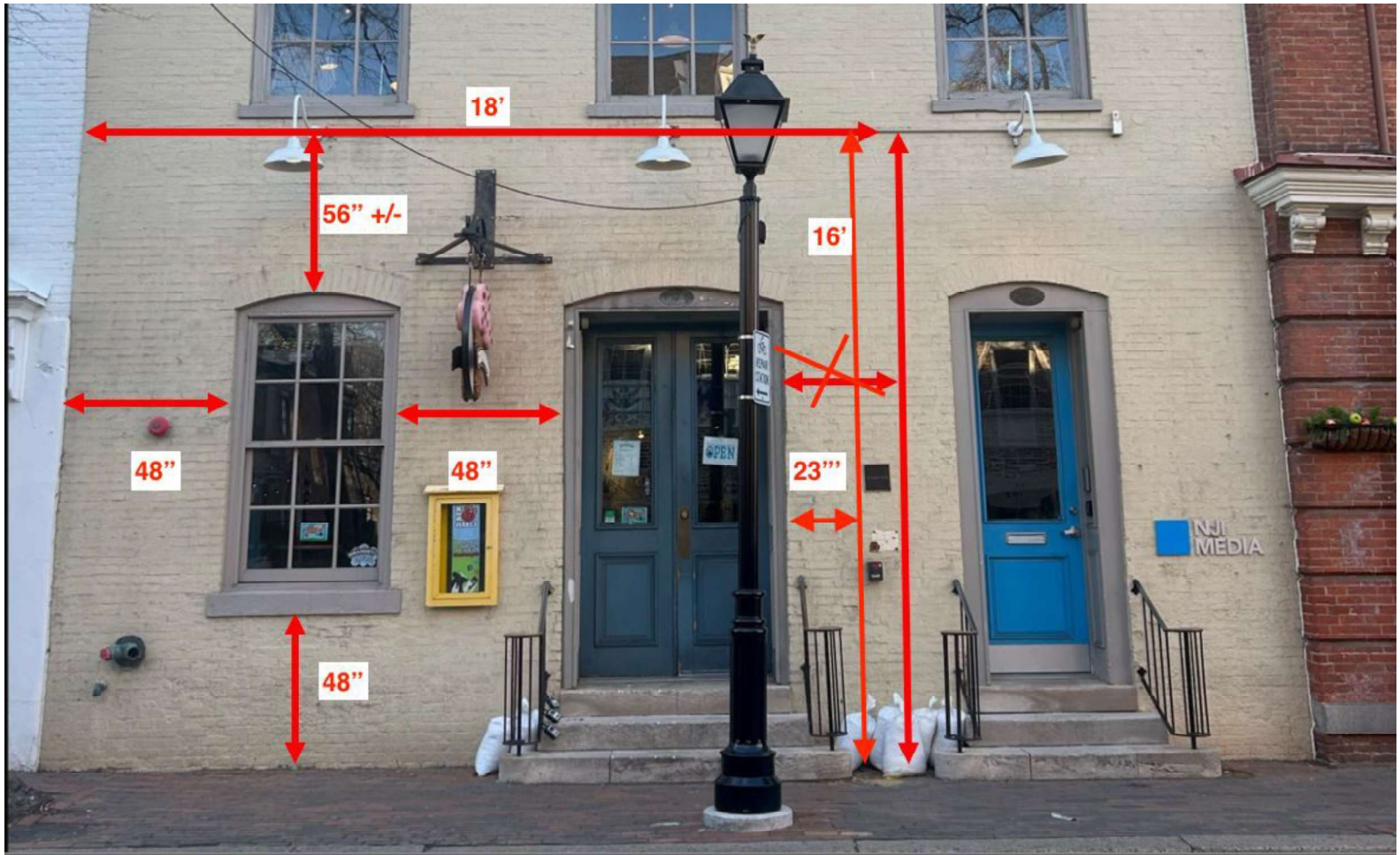
BEN & JERRY'S
PEACE, LOVE & ICE CREAM®



BEN & JERRY'S
PEACE, LOVE & ICE CREAM®



- Sherwin-Williams Creamy 7012
- Benjamin Moore Sapphireberry 2063-60
- Benjamin Moore Stem Green 2029-40
- Benjamin Moore Rosemary Green 2029-30
- Benjamin Moore Basil Green 2029-10
- Benjamin Grassy Cotton Balls
- Benjamin Moore Ready Mix Black
- Benjamin Moore Exotic Pink 2003-60
- Benjamin Moore Coral Pink 2003-50
- Benjamin Moore True Pink 2003-40



Dambly Design

B&J's Facade Sign
Historic Alexandria VA

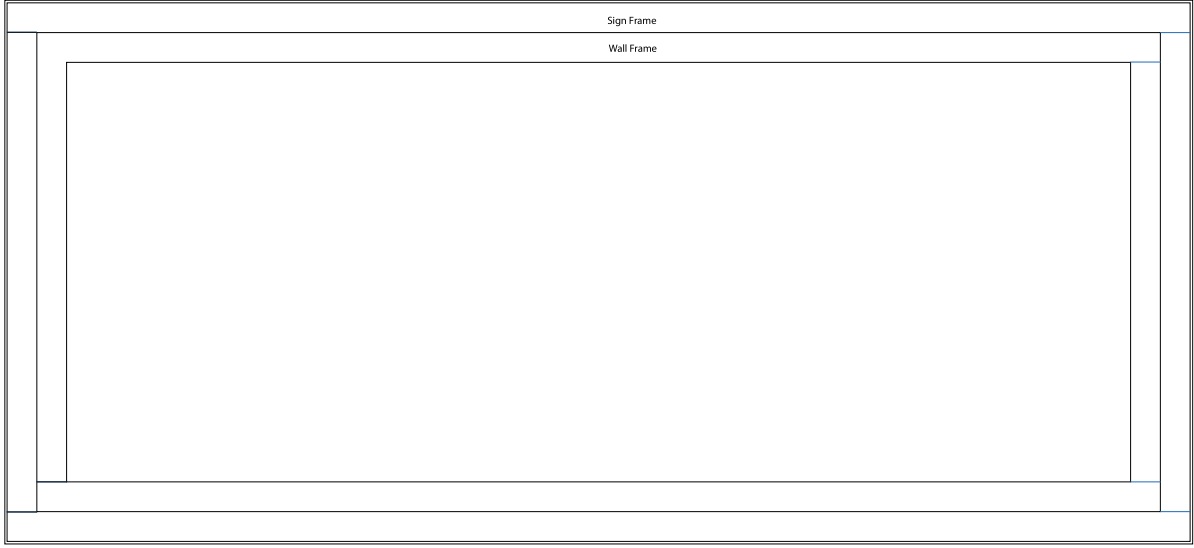
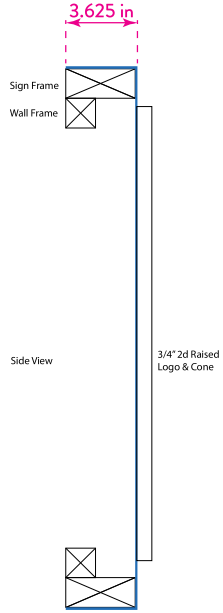
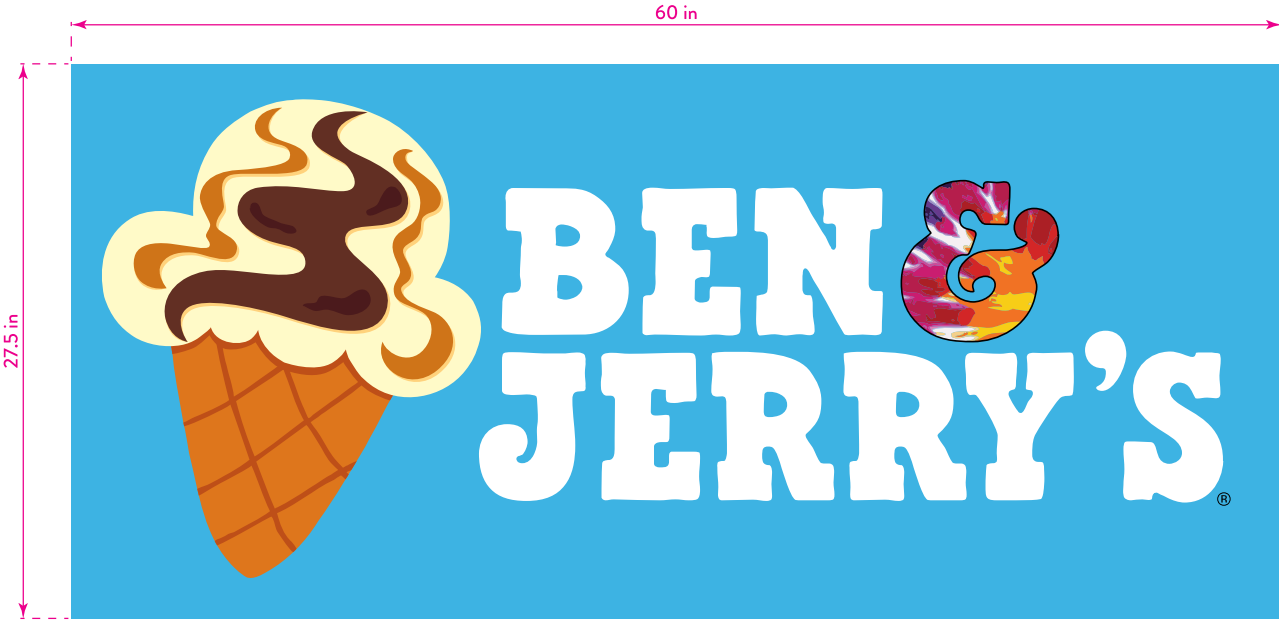
Facade Sign

(1) - 60”w x 27 1/2”h x 3 5/8”d One sided facade sign. 3mm composite background with 3/4” 2d raised logo and cone.



Construction Drawing

60" w x 27 1/2" h x 3 5/8" Return



Proposal Agreement

B&J's Facade Sign

Design Approved

Design Changes

This isn't quite what I want. Here are my changes.



Please check for spelling, grammatical errors, size, color and all other details for accuracy. One round of edits are included in the initial price quote. Additional changes will be accommodated at \$125 /hr. Any changes or corrections after this approval is signed will result in additional charges and I agree to those as necessary. I understand that the design is the property of Sammel Group and may not be reproduced without written permission.

Approval Signature

Date



20 Morse Drive, Suite C
 Essex Junction, Vermont 05452
 P 802.879.3360 | F 802.764.5905

Contract
 No. 7049

Date 3/19/2024

Dambly Design
 Carlee Cardwell
 1511 Leslie Avenue
 Alexandria, VA 22301

Project Name B&J's Old Alexandria VA

Contact	Carlee	Phone	443.298.0053	Cell	
Qty	Description	Unit Price	Total		
5	Administrative, Design, Engineering and Production File Preparation.	125.00	625.00		
1	60"w x 27 1/2"h x 3 5/8"d One sided facade sign. 3mm composite background with 3/4" 2d raised logo and cone.	1,650.00	1,650.00T		
1	Handling, Packaging and Shipping	400.00	400.00T		

Subtotal	\$2,675.00
Sales Tax (0.0%)	\$0.00
Total	\$2,675.00

A deposit of **\$1337.50** and signed contract are required to begin work.
 Production time of **3-4 Weeks**, from receipt of deposit, signed contract and approved artwork.
 Balance is due upon invoice, when work is picked up or installed if included above.

By signing below I accept the above prices, specifications and conditions in this contract are satisfactory. Sammel Group is authorized to perform work as specified. Changes after this approval is signed may result in additional charges. Payment will be made as outlined by check, cash or credit card. Interest and attorney's fees will be the responsibility of the client for collection for non-payment. Sammel Group reserves the right to use photographs of above work for advertising purposes. Proposal is valid for 30 days.

Sammel Group 

Date 3/19/2024

Client Signature _____

Date _____