

ISSUE: Certificate of Appropriateness for alterations

APPLICANT: Founders Hall, LLC

LOCATION: Old and Historic Alexandria District
106 North Lee Street

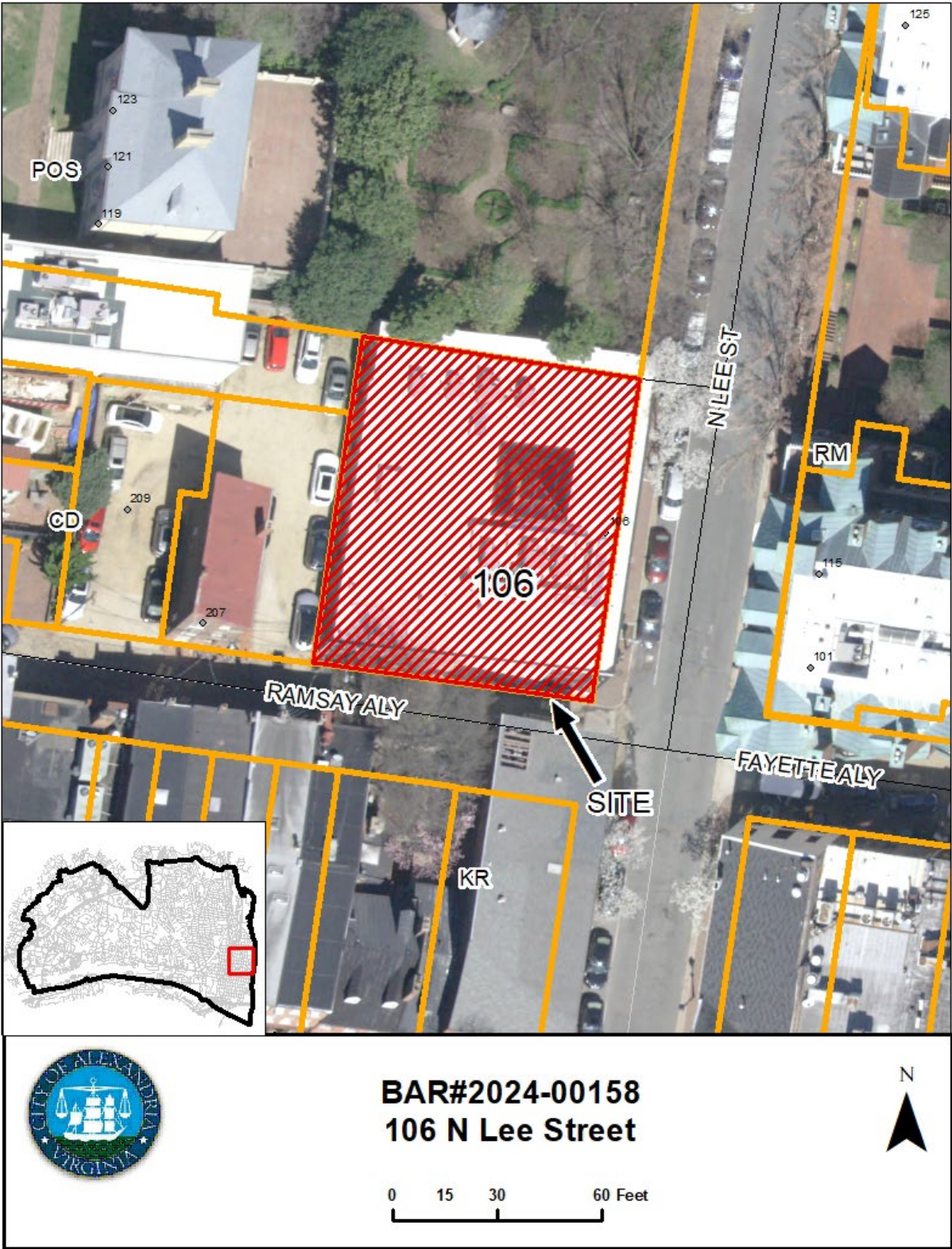
ZONE: CD/Commercial downtown zone

STAFF RECOMMENDATION

Staff recommends approval/ of the Certificate of Appropriateness, 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, 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.



I. APPLICANT'S PROPOSAL

The applicant requests a Certificate of Appropriateness to add a blade sign with external lighting and to remove several existing window signs.

Site context

Ramsay Alley, a public alley, is adjacent to the south elevation of the building. The Carlyle House garden, owned by NOVA Parks, abuts the north elevation. The building is therefore highly visible on all sides.

II. HISTORY

Permit #3689 was issued to owners James Juliano and M.E. Kaplan on June 25, 1945 to construct a one-story, flat roofed, brick, cinderblock, and steel building at Ramsay Alley and Lee Street. Architect Lloyd C. Mayers designed the building, which was to be used as a furniture warehouse. Permit #7048, issued on February 2, 1946 to erect a temporary storage platform indicates that the building was completed prior to that date.

Previous BAR Approvals

BAR2005-0005- Approval of alterations and signs.

BAR2005-0083 - Approval of rooftop equipment and screening.

BAR2017-00020/21 - Approval to demolish 983 square feet of building material for window alterations, a new door, and 13 skylights. HVAC units were also moved and added.

BAR2017-00401 - Approval of coordinated sign plan

BAR2022-00223 - Approval to add seven skylights

III. ANALYSIS

The coordinated sign plan for this building, BAR2017-00401, approved on November 15, 2017, specifically approves four wall signs for a total of 40.5 square feet of signage on the south elevation and three wall signs for a total of 63.25 square feet on the south end of the east elevation, as well as an 11.22 square foot pin-mounted building identification sign over the entrance on North Lee Street. Total approved signage square footage in the coordinated sign plan is therefore 114.97. The current proposal would reduce the total square footage to 102.45: five existing 7.92 square foot wall signs on the east elevation for a total of 39.6 square feet here; an existing 37.75 square foot wall sign on the south elevation; the existing pin-mounted 11.77 square foot sign on the east elevation; and the proposed 13.33 square foot blade sign on the east elevation. Staff notes that the existing pin-mounted sign is 11.77 square feet, not the 11.22 square feet proposed in 2017.

The administrative sign policy says: "A sign which meets the requirements of a coordinated sign master plan which has already been approved by the BAR for a multi-tenant commercial building can be administratively approved by staff..." A blade sign is not included in the coordinated sign plan, which is one reason this is coming to a full hearing. The other reason is that the administrative approval policy only applies to signs with a maximum square footage of 7. Therefore, this sign must come to a full hearing of the Board. The *Design Guidelines* indicate that "Hanging signs must be placed so that the bottom of the sign is a minimum of 8' above a public pedestrian sidewalk..."

and that they "...cannot project more than 4' from the building wall or to within 1' of the curb line." This blade sign will only extend 1'11" from the building face so complies with this criterion as well. It also complies with the administrative approval policy recommending targeted external illumination.

Although this application also specifies existing window graphics, since the zoning ordinance and sign policy were amended in 2016, the BAR does not have purview over these signs, although the area used for them counts toward the maximum allowable signage. The only rule regarding window signage in the sign policy is that a sign cannot take up more than 20% of the glazing area. The existing window signs comply with this criterion. For the Board's information, the applicant proposes retaining three window graphics on the east elevation. Others have been removed.

Staff therefore recommends approval of the project.

STAFF

Susan Hellman, Historic Preservation Planner, Planning & Zoning
Tony LaColla, AICP, Land Use Services Division Chief, Planning & Zoning

CITY DEPARTMENT COMMENTS

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

Zoning

C-1 Proposed blade sign and the removal of existing window decals will comply with zoning.

F-1 Sign Plan was approved by BAR in 2017.

Code Administration

C-1 Sign permits are 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 Previously reviewed under BAR2017-00401. (T&ES)

F-2 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)

- F-3 If the alley located at the rear of the parcel is to be used at any point of the construction process the following will be required:
For a Public Alley - The applicant shall contact T&ES, Construction Permitting & Inspections at (703) 746-4035 to discuss any permits and accommodation requirements that will be required.
For a Private Alley - The applicant must provide proof, in the form of an affidavit at a minimum, from owner of the alley granting permission of use. (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 ordinance will be required for projections into the public right of way unless allowable under City Code section 5-2-29. The sign as proposed meets this section's requirements. (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

- 1 – Application Materials
- Completed application

- Signage Plans
- Photographs

2 – Supplemental Materials

- Public comment
- Any other supporting documentation

ADDRESS OF PROJECT: 106 N LEE ST

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

TAX MAP AND PARCEL: 075.01-02-10 ZONING: CD

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: Founders Hall, LLC

Address: 221 South Pitt St.

City: Alexandria State: VA Zip: 22314

Phone: 703-362-2901 E-mail: sshaw@alexrestpart.com

Authorized Agent (if applicable): Attorney Architect _____

Name: Scott McGhee

Phone: 703-549-4033

E-mail: smcghee@sanchezpalmerarchitects.com

Legal Property Owner:

Name: Founders Hall, LLC

Address: 221 South Pitt St.

City: Alexandria State: VA Zip: 22314

Phone: 703-362-2901 E-mail: sshaw@alexrestpart.com

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).*

A new blade sign with external lighting is being added and several existing window-graphics signs are being removed.

The existing signage was previously approved under BAR2017-00401

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: 93'-0" Secondary front (if corner lot): 80'-0".
- Square feet of existing signs to remain: 93.15 SF.
- 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: _____

Date: _____

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. Scott Shaw	221 South Pitt St, Alexandria 22314	51%
2. Janice Nichols	1111 Belle Pre Way, Apt 417 N, Alexandrta 22314	33%
3. Dan Rowe	201 N Union St, Suite 110, Alexndria 22314	16%

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 106 N Lee 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. Scott Shaw	221 South Pitt St, Alexandria 22314	52%
2. Lisa Shaw	424 Princess St, Alexandria 22314	28%
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.

4/12/24

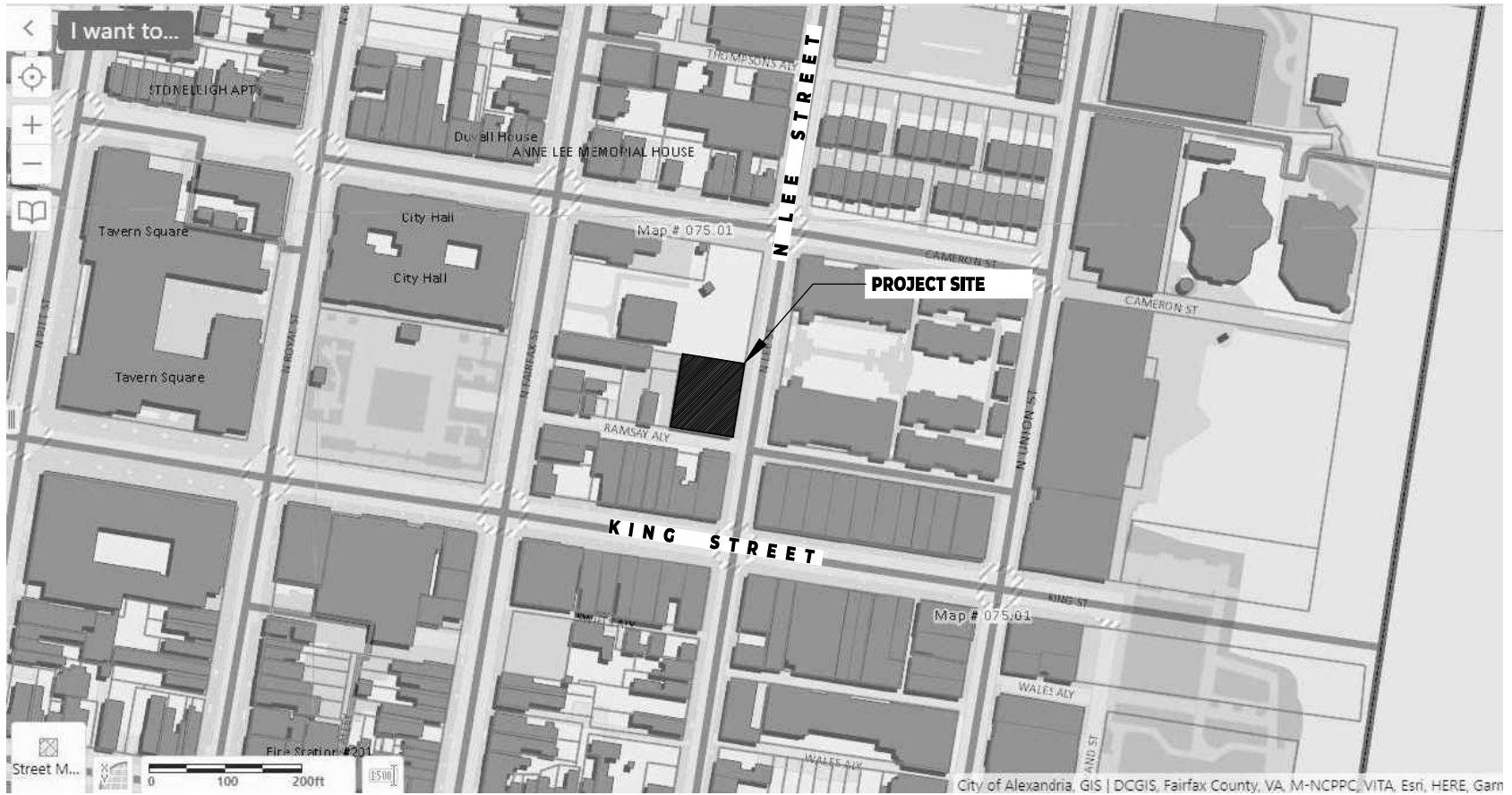
Date

SCOTT MCGHEE

Printed Name

SCOTT MCGHEE

Signature



1 CONTEXTUAL PLAN
NOT TO SCALE



Founders Hall - Signage
106 N Lee Street, Alexandria, VA 22314

sanchez palmer **architects**

APRIL 12, 2024

215 N Payne Street
Alexandria, VA 22314
Ph: 703.549.4033



1 EXISTING – SOUTH-EAST CORNER OVERVIEW



2 EXISTING – SOUTH FACADE – SIGN #1



3 EXISTING – EAST FACADE – SIGN #2-#8



4 EXISTING – EAST FACADE – SIGN #11

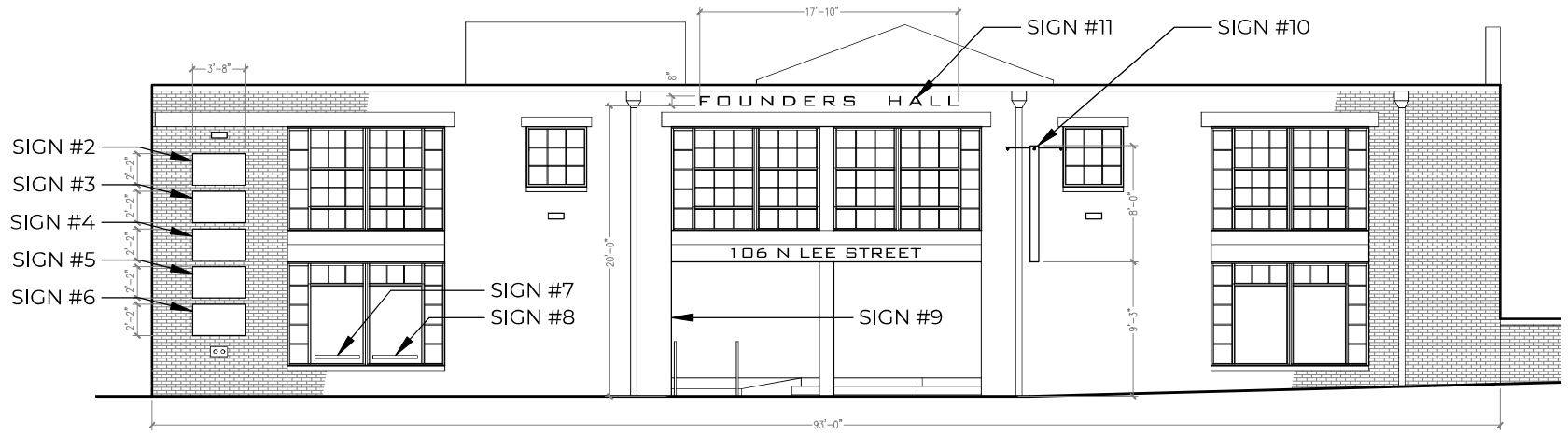
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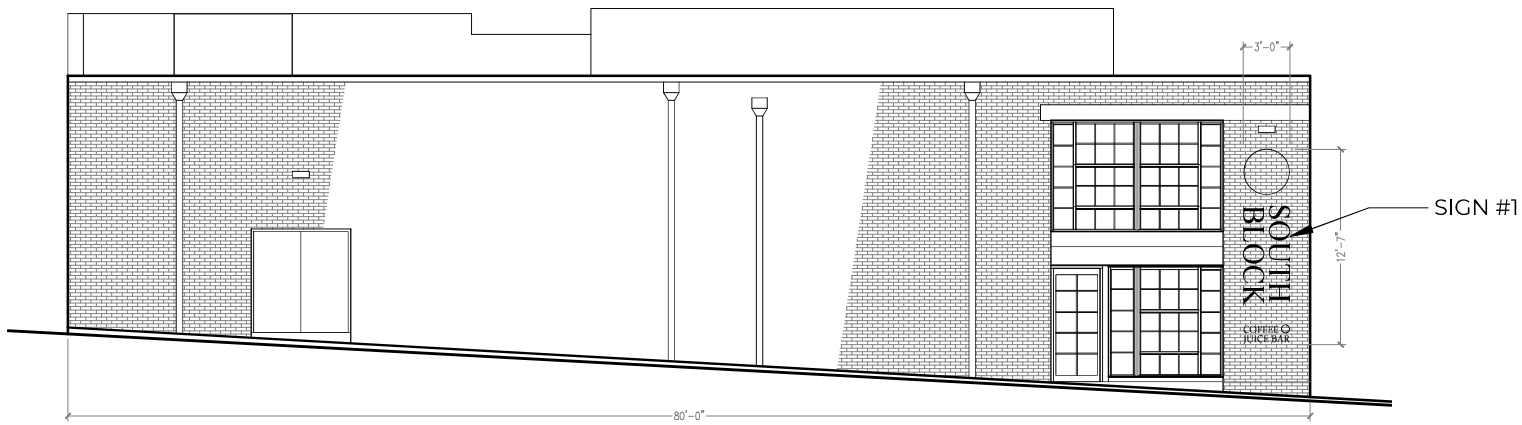
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2 EAST ELEVATION
SCALE 1/8" = 1'-0"



1 SOUTH ELEVATION
SCALE 1/8" = 1'-0"

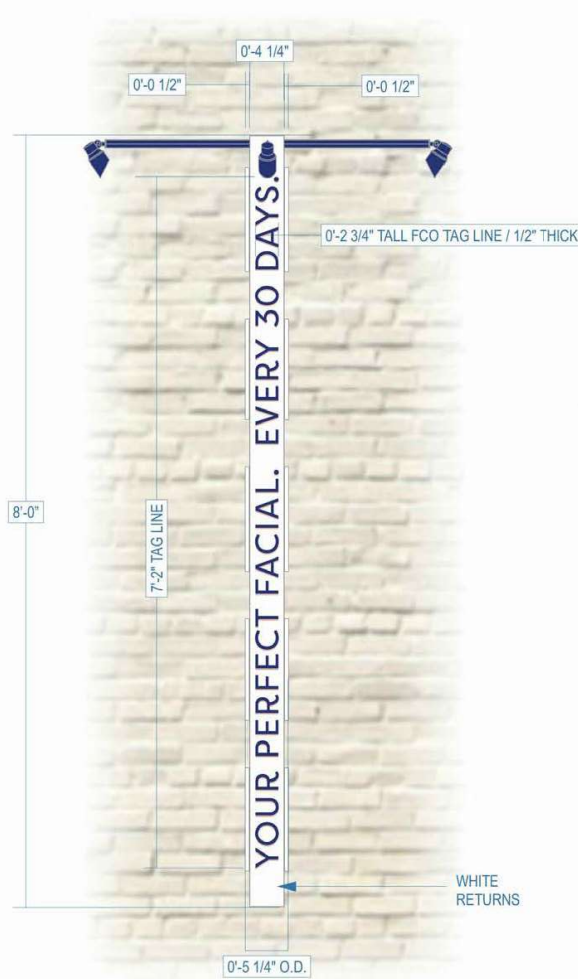
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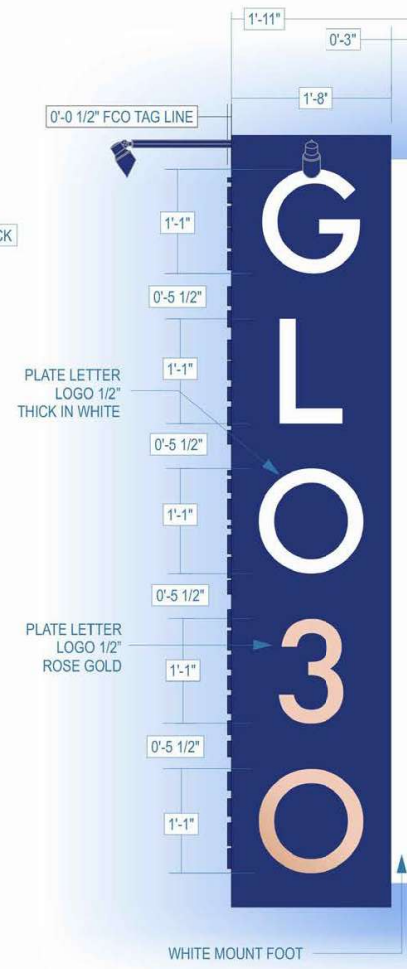
APRIL 12, 2024
215 N Payne Street
Alexandria, VA 22314
Ph: 703.549.4033



1 SIGN #10 - FRONT
SCALE: N.T.S.



2 SIGN #10 - SIDE
SCALE: N.T.S.



3 SIGN #10 - BACK
SCALE: N.T.S.

106 N LEE ST – SIGNAGE SUMMARY								
LOCATION	SIGN TAG	EXISTING/PROPOSED	TYPE	DESCRIPTION	SIZE (W X H)	AREA (SF)	FRONTAGE (FT)	REMARKS
SOUTH FACADE	SIGN #1	EXISTING	WALL SIGN – PAINTED	SOUTH BLOCK COFFEE JUICE BAR	3'-0" X 12'-7"	37.75	80'-0"	
					SUBTOTAL	37.75		COMPLIANT
EAST FACADE – BELOW 20' HEIGHT							93'-0"	
	SIGN #2	EXISTING	WALL SIGN – PANEL	BLANK	3'-8" X 2'-2"	7.92		
	SIGN #3	EXISTING	WALL SIGN – PANEL	ISOBAR	3'-8" X 2'-2"	7.92		
	SIGN #4	EXISTING	WALL SIGN – PANEL	VANTAGE	3'-8" X 2'-2"	7.92		
	SIGN #5	EXISTING	WALL SIGN – PANEL	COMPASS	3'-8" X 2'-2"	7.92		
	SIGN #6	EXISTING	WALL SIGN – PANEL	INWARD METHOD	3'-8" X 2'-2"	7.92		
	SIGN #7	EXISTING	WINDOW GRAHPICS	SMOOTHIES COFFEE	3'-0" X 0'-2 ½"	0.63		
	SIGN #8	EXISTING	WINDOW GRAHPICS	ACAI BOWLS JUICE	3'-0" X 0'-2 ½"	0.63		
	SIGN #9	EXISTING	WINDOW GRAHPICS	IT'S WHATS ON THE INSIDE THAT COUNTS	1'-8" X 1'-8"	2.78		
	SIGN #10	PROPOSED	BLADE SIGN	GLO30 YOUR PERFECT FACIAL...	1'-8" X 8'-0"	13.33		
					SUBTOTAL	56.96		COMPLIANT
EAST FACADE – ABOVE 20' HEIGHT							93'-0"	
	SIGN #11	EXISTING	WALL SIGN – PIN LETTERS	FOUNDERS HALL	17'-10" X 0'-8"	11.77		
					SUBTOTAL	11.77		COMPLIANT

NOTES:

1) EXISTING WINDOW GRAPHICS FOR COMPASS REALTY ARE TO BE REMOVED & THEREFORE HAVE NOT BEEN INCLUDED IN THE SIGNAGE SUMMARY