

ISSUE: Certificate of Appropriateness for signage

APPLICANT: Alex Sorell

LOCATION: Old and Historic Alexandria District
701 King Street

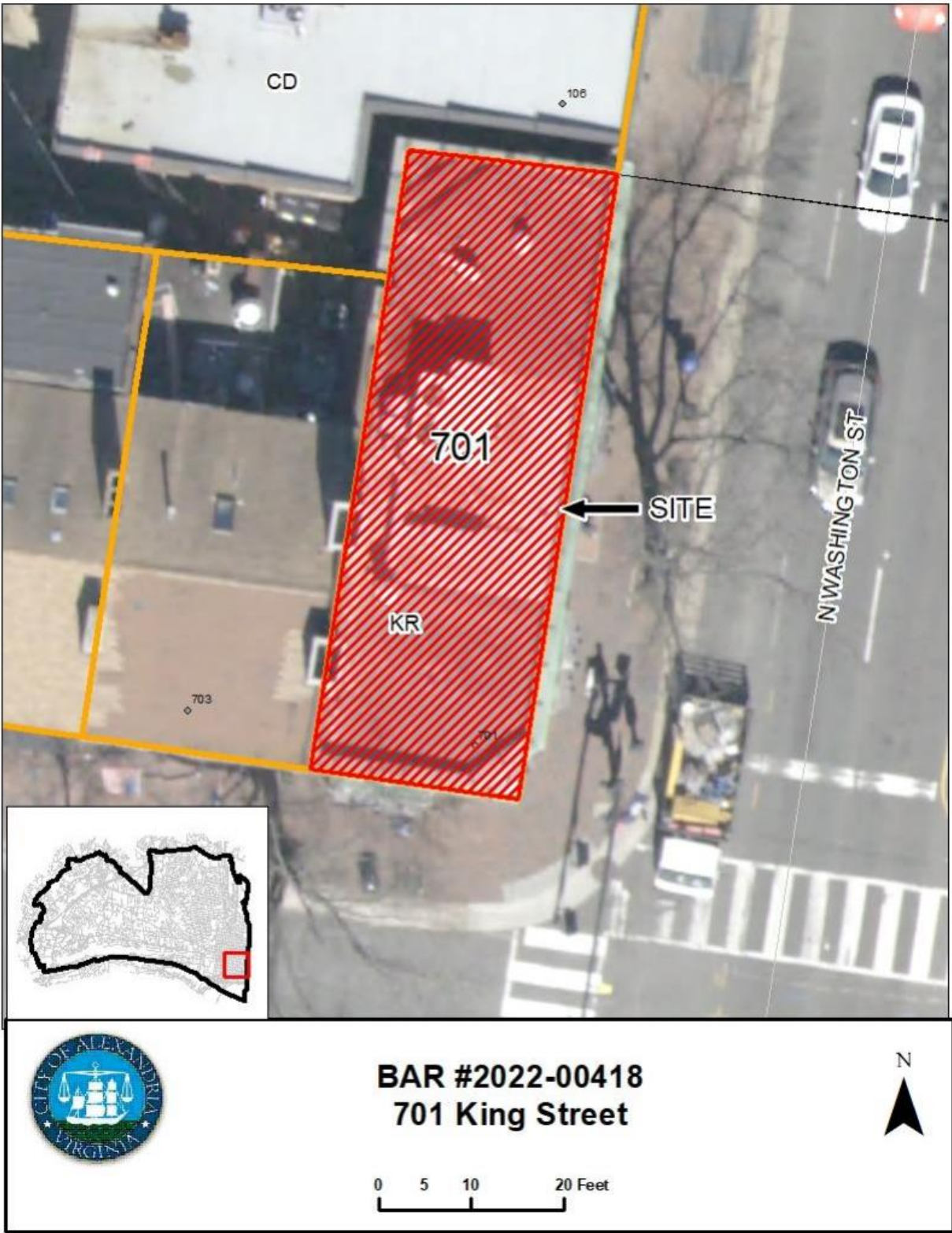
ZONE: KR/King Street Urban Retail Zone

STAFF RECOMMENDATION

Staff recommends approval of the Certificate of Appropriateness for signage with the condition that the sign brackets be installed into the mortar joints to avoid damage to the brick.

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 install two projecting signs at 701 King Street.

Certificate of Appropriateness

The project calls for the installation of two, four square feet in size each, cedar, non-illuminated projecting signs. These proposed blade signs will be installed one on each façade, King, and Washington streets.

Site context

The subject property sits on the northwest corner of the intersection of King and Washington streets.

II. HISTORY

The two-story, brick, corner commercial building was built ca. **1954**. The Board approved the demolition of the prior building and the construction of the existing in 1954.

Previous BAR Approvals

The subject property has several BAR applications approved throughout the years, most recently BAR2002-00026, on 02/13/2002, for a menu case, BAR2007-00108, on 07/18/2007, for signage and alterations, and BAR2021-00539, on 10/05/2021, for signage.

III. ANALYSIS

The *Design Guidelines* state that “Signs inform the public as to the nature of the business in a particular building and can quickly and easily transmit a business image to a passerby and create a potential customer or client. Businesses often use large signs in order to attract attention. Overly large signs are not appropriate in most areas of the historic districts because they detract from the architectural integrity of the districts.” Furthermore, “Signs should blend with and not detract from the historic architecture of the districts. When signs distract, shout out to the pedestrian, are not sensitively placed on the architecture or obscure it, a negative image of the historic commercial streetscape is created. High quality signs that complement the historic building help maintain the quality of the historic districts, attracting tourists, residents, and businesses.”

The current BAR policy for signs allows up to four signs for a corner building. To be approved for the maximum number of signs administratively, one must be a changeable copy sign, the other three, a combination of wall and projecting signs. In addition, the maximum square footage area of all signs combined cannot exceed 75% of the linear footage of the building wall where the sign(s) will be installed. Even though window signage doesn't count towards the total number of signs, they are included in the total square footage area allowed.

Currently, 701 King Street has two, individual letter, pin-mounted signs on the window frieze; one on each façade, King, and Washington streets. As per the policy, staff could approve one additional sign. However, the applicant is requesting two new signs, one on each frontage, which exceeds the number of signs allowed to be approved administratively. Although this application cannot be approved administratively, the total signage area complies with the BAR sign policy.

Staff has no objection to an extra projecting sign as it is small in size, only four-square feet, and it will neither overwhelm nor detract from the building's architecture features. However, as a general requirement, anchors for all signs and sign brackets must be installed into the mortar joints on masonry buildings to avoid damage to the brick or stone.

Therefore, with the condition discussed above, staff recommends approval of the Certificate of Appropriateness for signage.

STAFF

Marina Novaes, 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 revised sign plan submitted on 1.5.23 will comply with zoning.

Code Administration

C-1 A sign permit is required for review

Transportation and Environmental Services

No comments received

Alexandria Archaeology

F-1 No archaeological oversight is required for this project.

V. ATTACHMENTS

1 – Supplemental Materials

ADDRESS OF PROJECT: _____

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: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail : _____

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

Name: _____ Phone: _____

E-mail: _____

Legal Property Owner:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

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
☐ doors
☐ lighting
☐ other _____

☐ fence, gate or garden wall
☐ windows
☐ pergola/trellis

☐ HVAC equipment
☐ siding
☐ painting unpainted masonry

☐ shutters
☐ shed

☐ ADDITION
☐ DEMOLITION/ENCAPSULATION
☐ SIGNAGE

DESCRIPTION OF PROPOSED WORK: *Please describe the proposed work in detail (Additional pages may be attached).*

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: _____ Secondary front (if corner lot): _____.
- ☐ ☐ 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: *Jason Alexander*

Printed Name: _____

Date: _____



Department of Planning and Zoning

Floor Area Ratio and Open Space Calculations

as of 12/20/18

B

A. Property Information

A1. 701 king st RB
 Street Address Zone

A2. 1,632.00 x 2.00 = 3,264.00
 Total Lot Area Floor Area Ratio Allowed by Zone Maximum Allowable Floor Area

B. Existing Gross Floor Area

<u>Existing Gross Area</u>		<u>Allowable Exclusions**</u>		
Basement	<input type="text"/>	Basement**	<input type="text"/>	B1. 0.00 <input type="text"/> Sq. Ft.
First Floor	<input type="text"/>	Stairways**	<input type="text"/>	Existing Gross Floor Area*
Second Floor	<input type="text"/>	Mechanical**	<input type="text"/>	B2. 0.00 <input type="text"/> Sq. Ft.
Third Floor	<input type="text"/>	Attic less than 7***	<input type="text"/>	Allowable Floor Exclusions**
Attic	<input type="text"/>	Porches**	<input type="text"/>	B3. 0.00 <input type="text"/> Sq. Ft.
Porches	<input type="text"/>	Balcony/Deck**	<input type="text"/>	Existing Floor Area Minus Exclusions
Balcony/Deck	<input type="text"/>	Lavatory***	<input type="text"/>	(subtract B2 from B1)
Lavatory***	<input type="text"/>	Other**	<input type="text"/>	Comments for Existing Gross Floor Area <input type="text"/>
Other**	<input type="text"/>	Other**	<input type="text"/>	
B1. <u>Total Gross</u>	0.00 <input type="text"/>	B2. <u>Total Exclusions</u>	0.00 <input type="text"/>	

C. Proposed Gross Floor Area

<u>Proposed Gross Area</u>		<u>Allowable Exclusions**</u>		
Basement	<input type="text"/>	Basement**	<input type="text"/>	C1. 0.00 <input type="text"/> Sq. Ft.
First Floor	<input type="text"/>	Stairways**	<input type="text"/>	Proposed Gross Floor Area*
Second Floor	<input type="text"/>	Mechanical**	<input type="text"/>	C2. 0.00 <input type="text"/> Sq. Ft.
Third Floor	<input type="text"/>	Attic less than 7***	<input type="text"/>	Allowable Floor Exclusions**
Attic	<input type="text"/>	Porches**	<input type="text"/>	C3. 0.00 <input type="text"/> Sq. Ft.
Porches	<input type="text"/>	Balcony/Deck**	<input type="text"/>	Proposed Floor Area Minus Exclusions
Balcony/Deck	<input type="text"/>	Lavatory***	<input type="text"/>	(subtract C2 from C1)
Lavatory***	<input type="text"/>	Other**	<input type="text"/>	
Other	<input type="text"/>	Other**	<input type="text"/>	
C1. <u>Total Gross</u>	0.00 <input type="text"/>	C2. <u>Total Exclusions</u>	0.00 <input type="text"/>	

D. Total Floor Area

D1. 0.00 Sq. Ft.
 Total Floor Area (add B3 and C3)

D2. 3,264.00 Sq. Ft.
 Total Floor Area Allowed by Zone (A2)

E. Open Space

E1. Sq. Ft.
 Existing Open Space

E2. Sq. Ft.
 Required Open Space

E3. Sq. Ft.
 Proposed Open Space

Notes

*Gross floor area is the sum of all areas under roof of a lot, measured from the face of exterior walls, including basements, garages, sheds, gazebos, guest buildings and other accessory buildings.

** Refer to the Zoning Ordinance (Section 2-145(B)) and consult with Zoning Staff for information regarding allowable exclusions. Sections may also be required for some exclusions.

***Lavatories may be excluded up to a maximum of 50 square feet, per lavatory. The maximum total of excludable area for lavatories shall be no greater than 10% of gross floor area.

The undersigned hereby certifies and attests that, to the best of his/her knowledge, the above computations are true and correct.

Signature: **Jason Alexander** Digitally signed by Jason Alexander
 Date: 2022.09.06 14:09:27 -04'00'

Date: **09 06 2022**

Jemal's 701 King L.L.C.
655 New York Avenue, NW, Suite 830
Washington, DC 20001

July 21, 2022

Foxtrot Ventures
440 N. Wells Street
Chicago, IL 20654

Re: Blade Signage Approval
701 King Street, Alexandria, Virginia

To whom it may concern:

As owner/landlord of the Building located at 701 King Street, Alexandria, Virginia, I hereby approve the proposed blade signage as shown on Exhibit A (attached).

Should you have any questions, please call me at (202) 638-6300.

Sincerely,



Morris M. Jemal
Owner/Landlord – 701 King Street, Alexandria, Virginia

EXHIBIT A – APPROVED BLADE SIGNAGE





45945 Trefoil Lane #184 Sterling, VA 20166
E:Accounting@visionsign.net • www.visionsign.net
P: 703.707.0858

Prepared by: Jason Alexander
P: (703) 707-0858
F: (866) 838-0286
jason@visionsign.net

FOXTROT

701 N. King St Alexandria, VA 22314

NON-LIT PROJECTING SIGN PLAN

Cover page

Installation Address:
701 N. King St Alexandria, VA 22314
Zoning: CD
Parcel #: 11519000

Occupancy Permit #: OCC2021-00284
Building Permit #: N/A
Frontage: 70 ln/ft west, south 24.75ln/ft
Allowable: 70 sqft West, 24.75 sq ft south
Sq ft of proposed new Signs: 4 sq ft west, 4 sq ft south = 8 Sf
West
 $2.55 + .33 + .33 + .51 + 7 = 10.72 \text{ sf}$
South
 $2.55 + 7 = 9.55 \text{ sf}$
New total signs if approved:
West $10.72 + 4 = 14.72 \text{ sf}$ South $9.55 + 4 = 13.55 \text{ sf}$

PROJECT DESCRIPTION:

FoxTrot CO. proposes to place (2) CNC routed and 2 color painted cedar signs suspended from a straight blade sign pole bracket on the west and south elevation. Currently signage totals computed on page 5 .

Sign overview:



- ① Non lit Projecting suspended blade sign
4 Sq Ft
- ② Non lit Projecting suspended blade sign
4 Sq Ft

NO SCALE

①

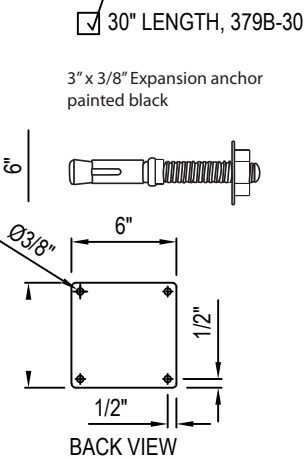
(2) 1.5" cedar sign flat routed white raised, black recessed double sided custom hanger bar with 10" on center mounts, 6 x 6 plate predrilled sign attached with predrilled holes, D-rings and black chain link texture of background (black) pebble.



DETAILS

- A** .25" sched 40 aluminum bracket - BLACK
- B** 1.5" suspension post - BLACK
- C** .375 x 3" expansion anchors
- D** chain link-BLACK
- E** 1.5" cedar cnc routed blac recessed cream (pms 468) raised
- F** chain link-BLACK
- G** 1.5" cedar cnc routed blac recessed cream (pms 468) raised

Sideview



- NOTES:
1. FINISH: POWDER - COATED BLACK
 2. INSTALLATION TO BE COMPLETED IN ACCORDANCE WITH MANUFACTURER'S SPECIFICATIONS.
 3. DO NOT SCALE DRAWING.
 4. THIS DRAWING IS INTENDED FOR USE BY ARCHITECTS, ENGINEERS, CONTRACTORS, CONSULTANTS AND DESIGN PROFESSIONALS FOR PLANNING PURPOSES ONLY. THIS DRAWING MAY NOT BE USED FOR CONSTRUCTION.
 5. ALL INFORMATION CONTAINED HEREIN WAS CURRENT AT THE TIME OF DEVELOPMENT BUT MUST BE REVIEWED AND APPROVED BY THE PRODUCT MANUFACTURER TO BE CONSIDERED ACCURATE.
 6. CONTRACTOR'S NOTE: FOR PRODUCT AND COMPANY INFORMATION VISIT www.CADdetails.com/info AND ENTER REFERENCE NUMBER 3407-051.

COLORS

- Sign: WHite raised elements
- Sign: Black recessed elements
- Mounting bracket
- Hardware

scale 1" = 1'

2



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P: 703.707.0858

Prepared by: Jason Alexander
P: (703) 707-0858
F: (866) 838-0286
jason@visionsign.net

FOXTROT

701 N. King St Alexandria, VA 22314

WALL MOUNT RENDERING

Before page

BEFORE



frontage 24'

BEFORE



frontage 66'

scale: NTS

3



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jason@visionsign.net

FOXTROT

701 N. King St Alexandria, VA 22314

WALL MOUNT RENDERING

Before page

AFTER



scale 1/4" = 1'

4

AFTER



EXISTING SIGNAGE

Gold Dimensional letters (name)
7 1/2" x 4' 1" = 2.55 SF
South

Gold Dimensional letters (address)
6" x 1' 1 5/16" = .58 SF
Building #'s do not count towards allowable signage sf.

Gold Dimensional letters (name)
7 1/2" x 4' 1" = 2.55 SF
West

White Vinyl logo form
6.5" x 4.5" = .33
West

White Vinyl logo form
6.5" x 4.5" = .33 SF
West

White Vinyl Open, delivered, web
5.27" x 14" = .51 SF
West

White Vinyl pick up delivery/hours
22.5" x 45" = 7 SF each
Duplicate signs on each frontage
West 7 sf South 7 sf

Total existing signage

West
2.55+.33+.33+.51+7 = **10.72 sf**

South
2.55+7 = **9.55 sf**

scale 1/4" = 1'

5

Certificate of Occupancy

City of Alexandria, Virginia
Department of Code Administration
301 King Street, Room 4200
Alexandria, Virginia 22314

Permit No.: OCC2021-00284 **Issued Date:** 03/10/2022 **Max. Occupancy:** 58

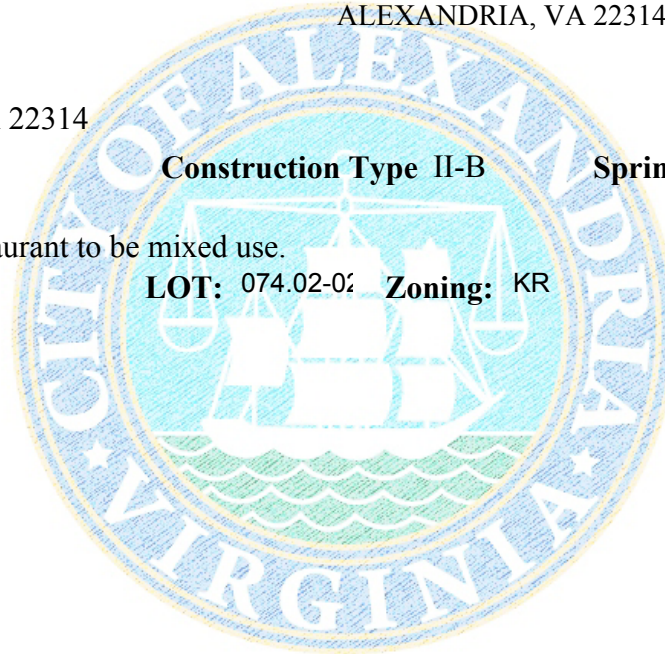
Owner: JEMALS 701 KING LLC **Property Address:** 701 KING ST
ALEXANDRIA, VA 22314 **Parcel No:** 11519000

Owner Address: 701 KING ST
ALEXANDRIA, VA 22314

Proposed Use: Commercial **Construction Type:** II-B **Sprinkled:** Yes **Modification:** Yes
Restaurant

USBC2015. Adding Grocery store to restaurant to be mixed use.

MAP: **Block:** **LOT:** 074.02-02 **Zoning:** KR



Signed:

Building Official

Mailing Address:

701 KING ST
ALEXANDRIA, VA
22314

Post In a Conspicuous Place