



***Docket Item # 5***  
***Special Use Permit # 2022-00106***  
***3701 Mount Vernon Avenue***  
***The Birchmere - Signage***

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<b>Application</b>	<b>General Data</b>	
<b>Request:</b> Public Hearing and consideration of a request for a Special Use Permit to waive the sign requirements of Article IX of the Zoning Ordinance.	<b>Planning Commission Hearing:</b>	March 7, 2023
	<b>City Council Hearing:</b>	March 18, 2023
<b>Address:</b> 3603, 3605, 3607, 3609, and 3701 Mount Vernon Avenue	<b>Zone:</b>	CDD #6 / Coordinated Development District #6
<b>Applicant:</b> Just a Honky Tonk, LC	<b>Small Area Plan:</b>	Arlandria - Chirilagua

**Staff Recommendation:** APPROVAL subject to compliance with all applicable codes and ordinances and the recommended conditions found in Section III of this report.

**Staff Reviewers:**

Rachel Drescher, Urban Planner, [rachel.drescher@alexandriava.gov](mailto:rachel.drescher@alexandriava.gov)  
Ann Horowitz, Principal Planner, [ann.horowitz@alexandriava.gov](mailto:ann.horowitz@alexandriava.gov)



## I. DISCUSSION

The applicant, Just a Honky Tonk, L.C., requests Special Use Permit approval for a waiver of sign requirements per Section 9-104(D) of the Zoning Ordinance.

### SITE DESCRIPTION

The subject property is a parcel associated with five lots of record addressed as 3701 Mount Vernon Avenue, otherwise known as “The Birchmere.” The site is developed with parking areas and an industrial building used as a music hall with live music entertainment and micro brewery. The property has approximately 300 feet of frontage along Mount Vernon Avenue, a depth that varies from 243 to 915 feet, and an area of square feet (4.1 acres). The parcels are bounded by Four Mile Run Park to the northeast, commercial uses to the northwest and southwest. Residential townhomes and multifamily dwellings abut the property to the east and southeast.

### BACKGROUND

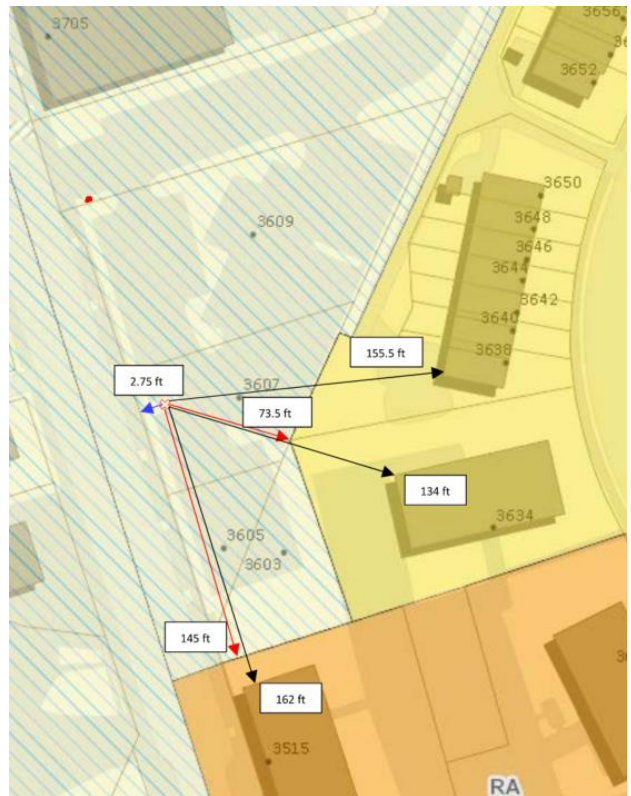
The property at 3701 Mount Vernon Avenue was developed with a warehouse building around 1954. The Birchmere music hall, restaurant and brewery has operated from the subject property since 1997 pursuant to special use permit, SUP #95-00211. On March 18, 2000, City Council approved special use permit SUP #99-00160 to renovate the interior of the building to expand the music hall within the existing building.

In 1997, a changeable copy freestanding sign was constructed with a sign permit approval. In July 2022, this sign was removed, and a new sign was constructed with a digital pole sign. A notice of violation was issued on November 10, 2022, as it did not comply with Section 9-104(B)(7) of the Zoning Ordinance which prohibits digital signs. The SUP holder was informed that it required SUP approval to allow for a sign that did not conform to the Zoning Ordinance.

### PROPOSAL

The applicant requests SUP approval to waive the sign requirements related to digital display, pole signs, sign height and size, and location of the signs. The signs were erected in the same location as the previous signs.

The requested digital sign is located approximately 2.75 feet from the property line abutting Mount Vernon Avenue (Figure 1) and is approximately 19.5 feet above grade. The digital display measures 150 inches by 75 inches with a sign face of about 78 square feet. The digital display would take the form of still images, which would be programmed to change content no



*Figure 1: Location of signage and proximity to residential properties*

more than one time a day and would not include an audio component. The sign is mounted on existing sign poles with the addition of one other supporting pole (Figure 2). The applicant is also requesting an internally illuminated translucent rectangular pole sign at the entrance into the parking lot. This sign is 7.80 feet in height and with 21.4 square foot sign face. (Figure 3)

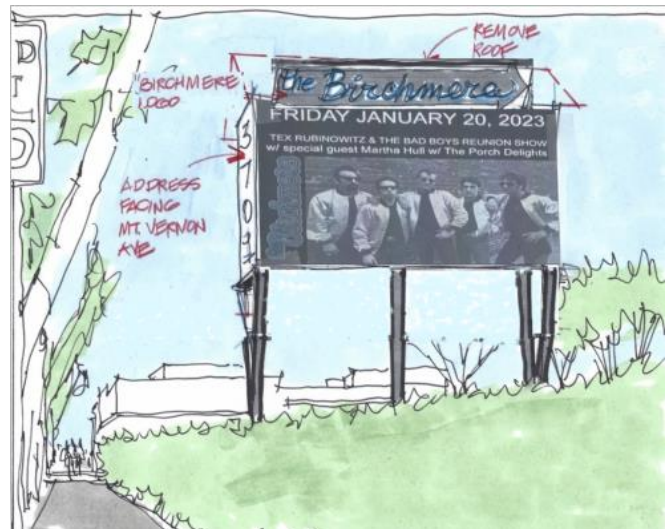


*Figure 2 and 3: Requested signage*

After discussion with staff, the applicant has proposed to alter the digital sign with the addition of the original 'Birchmere' sign (Figure 4) and removal of the gable roof. Figure 5 provides a staff recommended concept of the alteration, which was submitted to the applicant for consideration.



*Figure 4: Original sign*



*Figure 5: Concept drawing*

### ZONING/MASTER PLAN DESIGNATION

Zoning Ordinance section 9-102(L) of the Zoning Ordinance defines digital text and graphic signs as, “Any sign that can change its content by way of electronic or mechanical means but maintains a consistent image and does not flash or display any animation or movement other than the occasional changing of text or graphics occurring no more than two times per day. Digital text and graphic signs can be in the form of televisions, monitors, and other screens.” In addition, Section 9-104(B)(7) states that such signs are prohibited in all zones. Given that the proposed sign meets the aforementioned definition, the proposed digital text and graphic sign is prohibited.

Section 9-105(2) states that lighted signs facing and in close proximity to a residential zone shall not be illuminated between 10:30 p.m. and 6:30 a.m. The applicant is requesting the sign to be illuminated between 6:30 a.m. to midnight.

Zoning Ordinance Section 9-202(A)(iii)(a) allows for a maximum of one freestanding sign with a maximum area of 32 square feet and maximum height of six feet above grade to the top of the sign. This section also allows the increase of the number signs and allowable sign area with special use permit, if the street frontage for the property exceeds 300 feet.

Section 9-104 (B) (8) Pole signs are prohibited.

Section 9-104 (B)(13) Internally illuminated translucent rectangular panel signs are prohibited.

The subject property is zoned CDD#6/ Coordinated Development District #6. The subject property is located within the Arlandria-Chirilagua Small Area Plan which calls for retention of key buildings and facades in the commercial core of the neighborhood and preservation of the area’s unique history and culture.

## **II. STAFF ANALYSIS**

Staff supports the applicant’s request for a Special Use Permit to waive the sign ordinance requirements for the signage located in front of 3701 Mount Vernon Avenue, subject to conditions stated in Section III of this report. The proposal satisfies the criteria of Section 9-104(D) with the applicant’s adoption of staff’s proposed changes in Figure 6.

Section 9-104 (D) indicates that a waiver of requirements can be obtained based on satisfying the following criteria:

- a. The proposed signage has an exceptional design or approach that cannot be accomplished within the existing regulations.**

The signage supports a specific use that could not be accomplished within the existing regulations, as the advertising on the changing digital displays provides the ability to showcase the daily changing performers while also providing a clear signage for people

who are unfamiliar with the neighborhood and how to access the parking area.

Other established legacy businesses in Arlandria, such as the Waffle Shop and RT's Restaurant (Figures 7 and 8), have larger signage that do not comply with the current sign regulations because they were constructed prior to the current regulations, however, add to the unique character of the neighborhood. Utilization of the original Birchmere sign contributes to this character, along with keeping the historical signage of this legacy business.



Figures 6 and 7: Legacy business signage

**b. The proposed signage will not have an adverse impact on the nearby neighborhood.**

The location of the signs is nearby to a number of commercial establishments, where the illumination will not distract drivers or appear visually unpleasant. There are residential apartments and townhomes within the proximity of the signage. Staff is conditioning the signs be turned off between the hours of 10:30 pm and 6:30 am, which are the same hours that have been consistently applied for other illuminated signs approved through SUP in other neighborhoods where residential properties are located a similar distance away. Shows typically begin prior to 8 p.m., so the 10:30 p.m. cut off time does not interfere with patrons utilizing the signage to access the site. Noise impacts are not relevant as the signage does not include sound.

**c. The signs comply with the applicable standards for approval of a Special Use Permit set forth in section 11-504.**

The proposed signs would not adversely affect the health or safety of the residents within the neighborhood or be detrimental to the public welfare. Because there is no change in the

footprint or the use of the subject property, the use of the property will continue to conform to the City's Master Plan. The sign will not impact traffic and will not have an adverse effect on any adjacent properties. The proposed signs would not dominate the immediate vicinity as the height and mass of the proposed signage is appropriate to its context with over 300 feet of street frontage.

Staff has received no comments from either of the nearby residential communities or neighboring commercial businesses. Staff has received letters of support from performers at the Birchmere.

Subject to the conditions stated in Section III of this report, staff recommends approval of the Special Use Permit request.

### **III. RECOMMENDED CONDITIONS**

Staff recommends approval subject to compliance with all applicable codes and ordinances and the following conditions:

1. The Special Use Permit shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. (P&Z)
2. The design of the digital sign shall incorporate the original Birchmere logo, and the gable roof of the sign must be removed and replaced with a flat roof (consistent with Figure 5). The placement of the sign shall be consistent with plans and diagrams submitted on December 13, 2022. (P&Z)
3. The digital display shall change text or graphics no more than twice per day. (P&Z)
4. The signs will not be illuminated between 10:30 p.m. and 6:30 a.m. (P&Z)
5. The Director of Planning and Zoning shall review the Special Use Permit one year after approval and shall docket the matter for consideration by the Planning Commission and City Council if (a) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; (b) the Director has received a request from any person to docket the permit for review as a result of a complaint that rises to the level of a violation; or (c) the Director has determined that there are problems with the operation of the use and that new or revised conditions are needed. (P&Z)

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Staff Note: In accordance with section 11-506(c) of the zoning ordinance, construction or operation shall be commenced and diligently and substantially pursued within 18 months of the date of granting of a Special Use Permit by City Council or the special use permit shall become void.

#### **IV. CITY DEPARTMENT COMMENTS**

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

Transportation & Environmental Services:

No comments.

Code Enforcement:

Freestanding signs may need building and sign permits.

Fire:

No comments.

Parks and Recreation:

No comments.

Police Department:

No comments.

STAFF: Tony LaColla, AICP, Division Chief, Land Use Services, Department of Planning and Zoning;  
Ann Horowitz, Principal Planner  
Rachel Drescher, Urban Planner



## APPLICATION

# SPECIAL USE PERMIT

**SPECIAL USE PERMIT #** \_\_\_\_\_

**PROPERTY LOCATION:** 3603, 3605, 3607, 3609, and 3701 Mount Vernon Avenue

**TAX MAP REFERENCE:** 015.01-05-01, -15, -16, -17; 07.03-09-05 **ZONE:** CDD #6

**APPLICANT:**

Name: Just a Honky Tonk, LC

Address: 3607 N. Abingdon Street Arlington, Virginia 22207

**PROPOSED USE:** Waiver of sign requirements by SUP per Section 9-103(D)

- ☒ THE UNDERSIGNED, hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 4-11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.
- ☒ THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria staff and Commission Members to visit, inspect, and photograph the building premises, land etc., connected with the application.
- ☒ THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article IV, Section 4-1404(D)(7) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.
- ☒ THE UNDERSIGNED, hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Director of Planning and Zoning on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

M. Catharine Puskar, Attorney/Agent

Print Name of Applicant or Agent

2200 Clarendon Blvd, Ste. 1300

Mailing/Street Address

Arlington, Virginia 22201

City and State

Zip Code

mcPuskar

Signature

(703) 528-4700

Telephone #

cpuskar@thelandlawyers.com

Email address

11/29/22

Date

Revised  
2/13/2023

### PROPERTY OWNER'S AUTHORIZATION

As the property owner of See attached authorization letter., I hereby  
(Property Address)  
grant the applicant authorization to apply for the \_\_\_\_\_ use as  
(use)  
described in this application.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Please Print

Address: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- 1.** Floor Plan and Plot Plan. As a part of this application, the applicant is required to submit a floor plan and plot or site plan with the parking layout of the proposed use. The SUP application checklist lists the requirements of the floor and site plans. The Planning Director may waive requirements for plan submission upon receipt of a written request which adequately justifies a waiver.

☒ **Required floor plan and plot/site plan attached.**

☐ **Requesting a waiver. See attached written request.**

- 2.** The applicant is the (check one):

☒ Owner

☐ Contract Purchaser

☐ Lessee or

☐ Other: \_\_\_\_\_ of the subject property.

State the name, address and percent of ownership of any person or entity owning an interest in the applicant or owner, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent.

See attached.

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Just A Honky Tonk, LC

Karl Moritz  
301 King Street  
City Hall, Room 2100  
Alexandria, Virginia 22314

Re: Consent and Authorization to File Application for an SUP to Waive Signage  
Requirements  
3603, 3605, 3607, 3609, and 3701 Mt. Vernon Avenue; Tax Map ID: 015.01-05-01, -15, -  
16, -17; 07.03-09-05 (the "Property")

Dear Mr. Moritz:

Just A Honky Tonk, LC consents to the filing of a Special Use Permit to waive signage requirements and any related requests on the Property. Just A Honky Tonk, LC hereby authorizes Walsh, Colucci, Lubeley & Walsh, P.C. to act as agent on our behalf for the filing and representation of applications for an SUP for a digital sign and any related requests on the Property.

Very truly yours,

By: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

*Jan Mathis*  
*managing member*  
*11/28/22*



**Narrative Description**  
**3701 Mount Vernon Avenue**  
**Birchmere Music Hall (Just a Honky Tonk, LC)**

Revised February 13, 2023

Just a Honky Tonk, LC (the “Applicant”) requests a waiver of sign requirements by Special Use Permit (“SUP”) pursuant to section 9-103 (D) of the Zoning Ordinance to permit a freestanding sign with a digital display and a freestanding directional sign with internal illumination in the parking lot of the Birchmere music hall located at 3603, 3605, 3607, 3609, and 3701 Mount Vernon Avenue (the “Property”). The Property is zoned CDD #6 and consists of approximately 4.1 acres located along Mount Vernon Avenue in the Arlandria/Chirilagua neighborhood. The Property is developed with a music hall and associated uses consisting of approximately 56,000 square feet and associated surface parking lots.

The Birchmere first opened as a restaurant in 1966 in the Shirlington neighborhood in Arlington. Live music was added in 1975 with a concert space that held up to 200 people. In 1981, the Birchmere relocated to 3901 Mount Vernon Avenue as a restaurant and music venue, with capacity for at least 300 patrons. In 1996, the Birchmere obtained approval of a Special Use Permit (SUP95-00211) to operate 1) an amusement enterprise (Birchmere music club); 2) a restaurant (Birchmere restaurant); and 3) a noncomplying use (Birchmere micro-brewery) at 3701 Mount Vernon Avenue, its current location. The application originally included a request for a coordinated sign program, which was withdrawn after staff determined that the desired signage, including the freestanding signs, could be approved administratively based on the Zoning Ordinance provisions in effect at that time. Finally, on March 18, 2000, City Council approved a Special Use Permit (SUP99-0160) to convert the restaurant space to an additional music hall bringing the Birchmere’s total capacity to 500 patrons.

The Birchmere opened its doors in its current location in 1997. A sign permit (SGN97-00036) was issued in May 1997 for a freestanding, illuminated, changeable copy sign (as defined in Section 9-102 of the Zoning Ordinance), which was installed by-right in the Birchmere parking lot adjacent to Mount Vernon Avenue. The sign measured 144 inches in length by 92 inches in height, and was erected on a pole that was 110 inches tall for a total height of 202 inches. Over the years, the sign, while serving the necessary purpose of announcing the upcoming show/artist, posed a hazard and a problem, as it required that one person climb a ladder and have assistance to manually change out the letters to announce the next performance on an almost daily basis, regardless of the weather. A freestanding directional sign was also installed at the same time at the driveway entrance to the Birchmere to direct patrons into the parking lot.

In July 2022, after having trouble finding people willing to do the manual labor of changing out the sign, trying to think of ways to enhance the Birchmere and attract additional business coming out of a devastating pandemic that severely impacted its revenues, and looking at the modern technology employed by other successful music venues in the region and beyond, the owner of the music venue replaced the changeable copy sign with a digital freestanding sign in the exact same location along Mount Vernon Avenue. The current sign utilizes the same sign pole as the original sign, with an additional pole added on either side of the center pole for stability. The

current sign measures 150 inches in length by 75 inches in height, slightly larger than the previous sign, and was erected on three poles that are 110 inches tall, the same pole height as the previous sign. The total height of the sign, including the 37-inch decorative canopy to protect the digital sign from water damage, is 222 inches tall. However, a more accurate measurement of the canopy would be similar to how building height with a gable roof is measured, by calculating the midpoint between the eaves and the ridge. The midpoint measurement of the sign's canopy is 18.5 inches in height, for an effective height of 203.5 inches. The digital sign display changes a maximum of one time per day to announce upcoming performers.

At the same, the Applicant replaced the old freestanding directional sign with a new freestanding internally illuminated directional sign at the entrance to the parking lot along Mount Vernon Avenue. The current entrance sign has been placed in the same location as the previous sign and measures 85 inches in length, 10 inches in width, and 40 inches in height. The total height of the sign, including the sign poles, is 94 inches.

Although the digital sign is constructed using the same sign poles as the original sign and is only slightly larger, the current sign can no longer be approved administratively due to the 2016 revisions to the Zoning Ordinance pertaining to signage requirements. Consequently, on November 10, 2022, Staff issued a warning notice for a violation of section 9-104(B)(7) and instructed the Applicant to come into compliance with the Zoning Ordinance. In addition, on January 9, 2023, staff made the Applicant aware that the directional sign they had installed was also in violation of the Ordinance, because, although it is in the same location as the previous directional sign, it does not meet the Zoning Ordinance requirements for permitted signage. Staff then instructed the Applicant to add the directional sign to this SUP request. In order to permit both signs currently located on the Property, the Applicant is requesting an SUP, pursuant to Section 9-103(D) of the Zoning Ordinance, to allow a waiver of requirements from the following Zoning Ordinance sections:

- Section 9-202(A)(iii)(5)(a): to permit a height of more than six feet and to exceed the size limit for two signs;
- Section 9-104(B)(8): to permit two pole signs;
- Section 9-104(B)(7): to permit an electronic/digital sign;
- Section 9-104(B)(13): to permit an internally illuminated translucent rectangular panel sign.
- Section 9-105(A)(2)(a): to permit an illuminated sign in close proximity to a residential zone and with illumination 24 hours per day; and
- Section 9-105(A)(2)(b): to permit a freestanding sign less than ten feet from the front lot line.

The proposed signs are consistent with the intent of Article IX, and meet the criteria set forth in Section 9-103(D), including the applicable standards for SUP approval set forth in Section 11-504 of the Zoning Ordinance. The modern digital sign, which allows for the digital change of copy, is consistent with the use of the Property as a music venue. The Birchmere is an iconic venue that has been attracting major artists and their fans to the City of Alexandria, celebrating music and contributing to the City's tax base, for over forty years. In music circles, the reputation of the Birchmere is legendary as many careers have been launched from the internationally recognized music hall. In fact, in recognition of its longstanding presence and commitment to Alexandria and

the region, the Virginia Senate issued a proclamation in March 2022, commending the Birchmere for its contributions to cultural life in Northern Virginia. prevalent

The illuminated signs fit in with the context of the Arlandria neighborhood, where neon, flashing, portable, internally illuminated translucent rectangular panel, and other illuminated signs are prevalent. The new Birchmere signs are in the same locations and just slightly larger than the previous signs, with the added advantage of the digital change sign adequately communicating upcoming artists through a modern, aesthetically pleasing design in an approach that cannot be accomplished within the existing zoning regulations. Similarly, the new directional sign provides much needed announcement of the entry to the Birchmere's parking lot with an aesthetically pleasing design which utilizes the iconic Birchmere logo. Artists who perform at the Birchmere and patrons who have visited in the past few months have shared positive reviews of the new signs. In addition, the Birchmere is set back significantly from Mount Vernon Avenue, so the proposed signs along Mount Vernon Avenue, like the previous signs, are also necessary to let patrons traveling to the venue know that they have arrived. Given that the old signs and new signs are similar in size, in the same locations, and illuminated (albeit through different mechanisms) there will be no negative impact of the new signs on pedestrians, drivers, adjacent residences or the surrounding area. Finally, the proposed sign is a critical component of the Birchmere's continued success as an arts and cultural venue, the value of which has been emphasized in the City's Master Plans and economic development initiatives.

For the above reasons, approval of the requested special use permit is appropriate and should be granted.

## USE CHARACTERISTICS

4. The proposed special use permit request is for (*check one*):

- ☐ a new use requiring a special use permit,  
☐ an expansion or change to an existing use without a special use permit,  
☐ an expansion or change to an existing use with a special use permit,  
☒ other. Please describe: Waiver of sign requirements by SUP per Section 9-103(D)

5. Please describe the capacity of the proposed use:

A. How many patrons, clients, pupils and other such users do you expect?  
Specify time period (i.e., day, hour, or shift).

N/A

B. How many employees, staff and other personnel do you expect?  
Specify time period (i.e., day, hour, or shift).

N/A

6. Please describe the proposed hours and days of operation of the proposed use:

Day:

The digital sign and the backlit sign will be operational 24/7

Hours:

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7. Please describe any potential noise emanating from the proposed use.

A. Describe the noise levels anticipated from all mechanical equipment and patrons.

N/A

B. How will the noise be controlled?

N/A

- 8.** Describe any potential odors emanating from the proposed use and plans to control them:

None.

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- 9.** Please provide information regarding trash and litter generated by the use.

- A. What type of trash and garbage will be generated by the use? (i.e. office paper, food wrappers)

None

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- B. How much trash and garbage will be generated by the use? (i.e. # of bags or pounds per day or per week)

None

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- C. How often will trash be collected?

N/A

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- D. How will you prevent littering on the property, streets and nearby properties?

N/A

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- 10.** Will any hazardous materials, as defined by the state or federal government, be handled, stored, or generated on the property?

☐ Yes.

☒ No.

If yes, provide the name, monthly quantity, and specific disposal method below:

N/A

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- 11.** Will any organic compounds, for example paint, ink, lacquer thinner, or cleaning or degreasing solvent, be handled, stored, or generated on the property?

☐ Yes.      ☒ No.

If yes, provide the name, monthly quantity, and specific disposal method below:

N/A

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- 12.** What methods are proposed to ensure the safety of nearby residents, employees and patrons?

N/A

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## **ALCOHOL SALES**

**13.**

- A. Will the proposed use include the sale of beer, wine, or mixed drinks?

☐ Yes      ☒ No

If yes, describe existing (if applicable) and proposed alcohol sales below, including if the ABC license will include on-premises and/or off-premises sales.

N/A

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## PARKING AND ACCESS REQUIREMENTS

14. A. How many parking spaces of each type are provided for the proposed use:

N/A Standard spaces  
           Compact spaces  
           Handicapped accessible spaces.  
           Other.

<p>Planning and Zoning Staff Only</p> <p>Required number of spaces for use per Zoning Ordinance Section 8-200A <u>          </u></p> <p>Does the application meet the requirement?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
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- B. Where is required parking located? (*check one*)

☐ on-site  
☐ off-site

If the required parking will be located off-site, where will it be located?

N/A

**PLEASE NOTE:** Pursuant to Section 8-200 (C) of the Zoning Ordinance, commercial and industrial uses may provide off-site parking within 500 feet of the proposed use, provided that the off-site parking is located on land zoned for commercial or industrial uses. All other uses must provide parking on-site, except that off-street parking may be provided within 300 feet of the use with a special use permit.

- C. If a reduction in the required parking is requested, pursuant to Section 8-100 (A) (4) or (5) of the Zoning Ordinance, complete the PARKING REDUCTION SUPPLEMENTAL APPLICATION.

☐ **Parking reduction requested; see attached supplemental form**

15. Please provide information regarding loading and unloading facilities for the use:

- A. How many loading spaces are available for the use? N/A

<p>Planning and Zoning Staff Only</p> <p>Required number of loading spaces for use per Zoning Ordinance Section 8-200 <u>          </u></p> <p>Does the application meet the requirement?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>
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- B. Where are off-street loading facilities located? N/A
- C. During what hours of the day do you expect loading/unloading operations to occur?  
N/A
- D. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate?  
N/A

- 16.** Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?

N/A

## **SITE CHARACTERISTICS**

- 17.** Will the proposed uses be located in an existing building? ☐ Yes ☒ No
- Do you propose to construct an addition to the building? ☐ Yes ☒ No
- How large will the addition be? N/A square feet.

- 18.** What will the total area occupied by the proposed use be?

N/A sq. ft. (existing) + \_\_\_\_\_ sq. ft. (addition if any) = \_\_\_\_\_ sq. ft. (total)

- 19.** The proposed use is located in: (*check one*)

- ☐ a stand alone building
- ☐ a house located in a residential zone
- ☐ a warehouse
- ☐ a shopping center. Please provide name of the center: \_\_\_\_\_
- ☐ an office building. Please provide name of the building: \_\_\_\_\_
- ☒ other. Please describe: The proposed signs are an in-kind replacement of two previous signs in the same location

**End of Application**

## 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. See attachment.		
2.		
3.		

**2. Property.** State the name, address and percent of ownership of any person or entity owning an interest in the property located at 3701 Mount Vernon Avenue (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. See attachment.		
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. See attachment.		
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.

November 29, 2022

Date

M. Catharine Puskar

Printed Name

Signature

**Ownership & Disclosure Breakdown  
3701 Mount Vernon Avenue  
Birchmere Music Hall (Just a Honky Tonk, LC)**

Owner / Applicant: Just a Honky Tonk, LC

Ownership Interests:

Name

James Matthews

Joan Matthews

Patsy Norton

Julie Howard

James Matthews III

Christine Matthews

Katherine Matthews

Ralph Capobianco Residual Trust

None of the above parties has any business or financial relationship, as defined by Section 11-350 of the Zoning Ordinance, with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review.



## APPLICATION - SUPPLEMENTAL

### SIGNS

1. How many signs exist on the property?

Two freestanding signs replacing the prior freestanding signs are on the property.

2. Please provide the size of each existing sign(s), including, length, width and square footage of the sign face, and the height of the sign above grade.

The digital sign is 150 in. (12.5 ft) in length, 42 in. (3.4 ft) in width, and 75 in. (6.25 ft) in height. The total height of the sign from base to top of canopy is 222 in. (18.5 ft). The internally illuminated sign is 85 in. (7.08 ft) in length, 10 in. in width, and 40 in. (3.3 ft) in height. The total height is 94 in. (7.8 ft).

3. Provide the length of frontage for every street that the subject property touches.

Mount Vernon Ave = Approx. 314 feet

4. How many businesses are located on the property?

The Birchmere venue is main tenant; a mill-working shop also operates on site.

5. How many signs are proposed?

Approval is requested for the digital and internally illuminated signs (2 signs total).

6. Provide the size of each proposed sign(s), including, length, width and square footage of the sign face, and the height of the sign above grade.

See response to question #2.

7. How will the sign(s) be illuminated?

Digital sign: LED back lighting system; directional sign: internally illuminated.



Attach a sign image drawn to scale of the sign you propose. Include color and placement on the building or site.



1: 1,128



188.1 0 94.04 188.1 Feet

WGS\_1984\_Web\_Mercator\_Auxiliary\_Sphere  
City of Alexandria, VA

This map is a User generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

### Legend

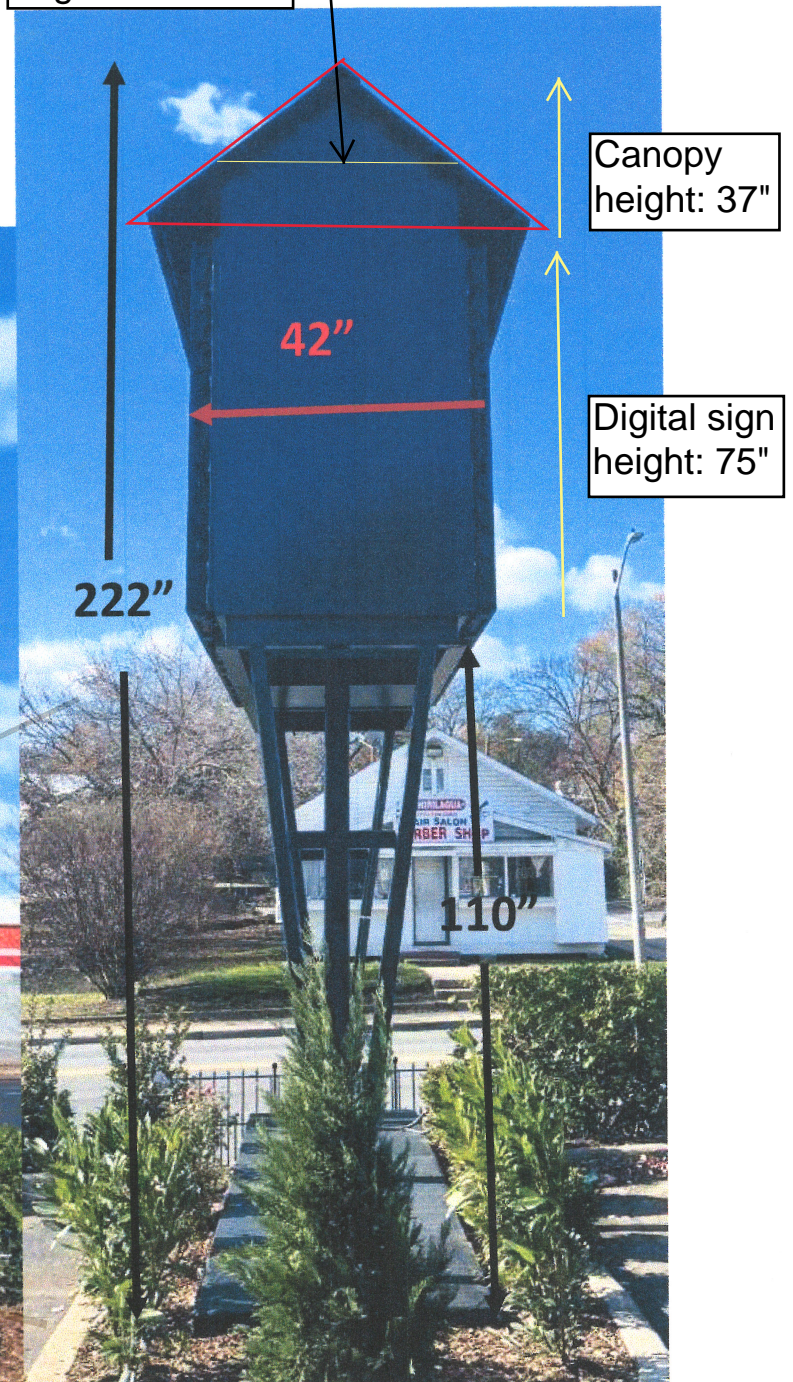
- Tax Map Index
- Parcels
- Blocks
- Fire Stations
- Addresses
- Metro Stations
- Metro Lines**
  - Blue
  - Yellow
  - Yellow Blue
- City Boundary
- Rail Lines
- Parcels
- Buildings
- Surface Water
- Streams
- Parks
- City of Alexandria

### Notes

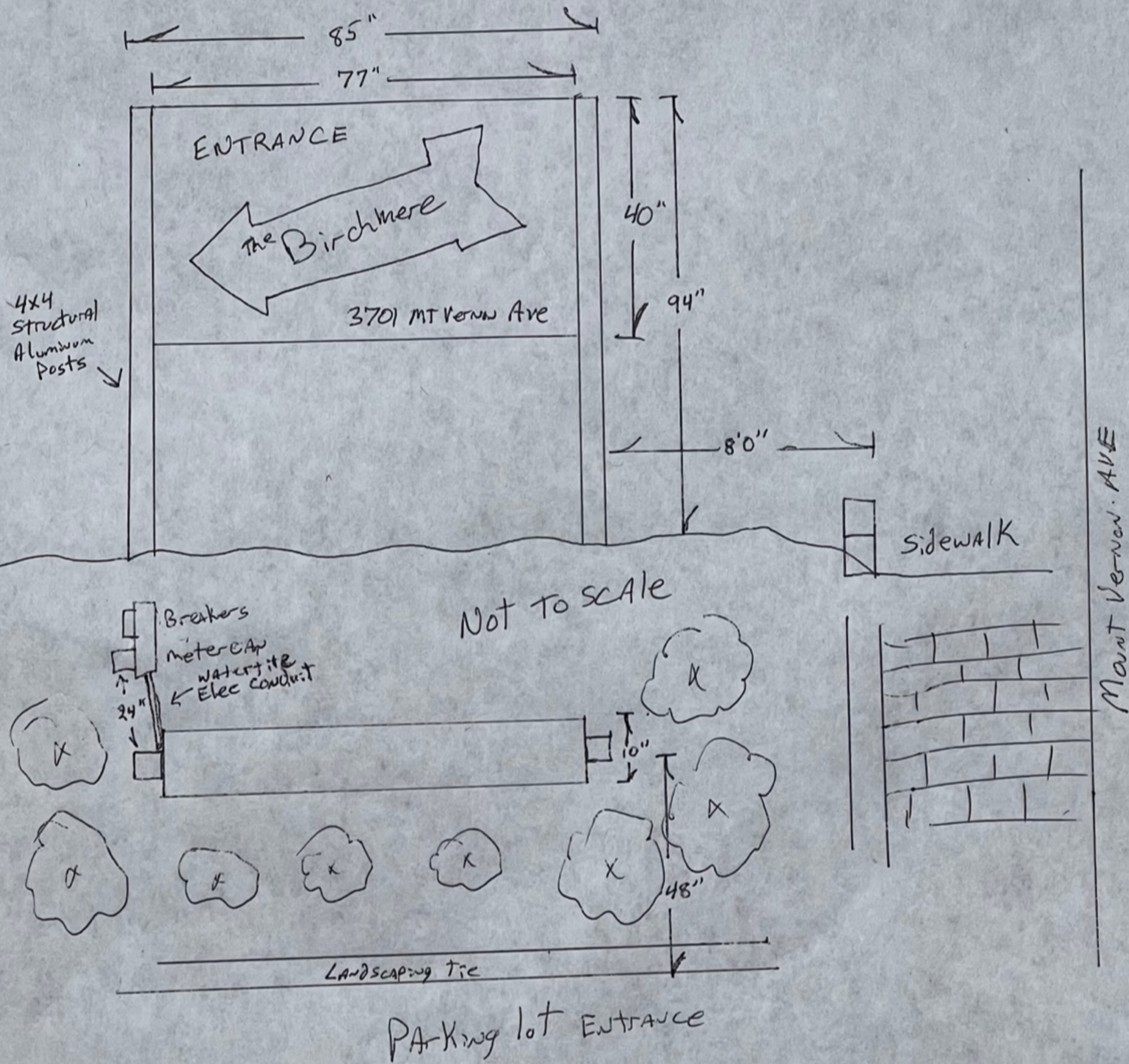
→ location of sign



Midpoint  
between the  
eaves and the  
ridge: 18.5"











The Birchmere Former Entrance Sign  
Revised February 10, 2023

