

ISSUE: Certificate of Appropriateness for alterations (signage)

APPLICANT: Bloomers LLC, Nicole White

LOCATION: Old and Historic Alexandria District
706 King Street

ZONE: KR / King Street Urban Retail Zone

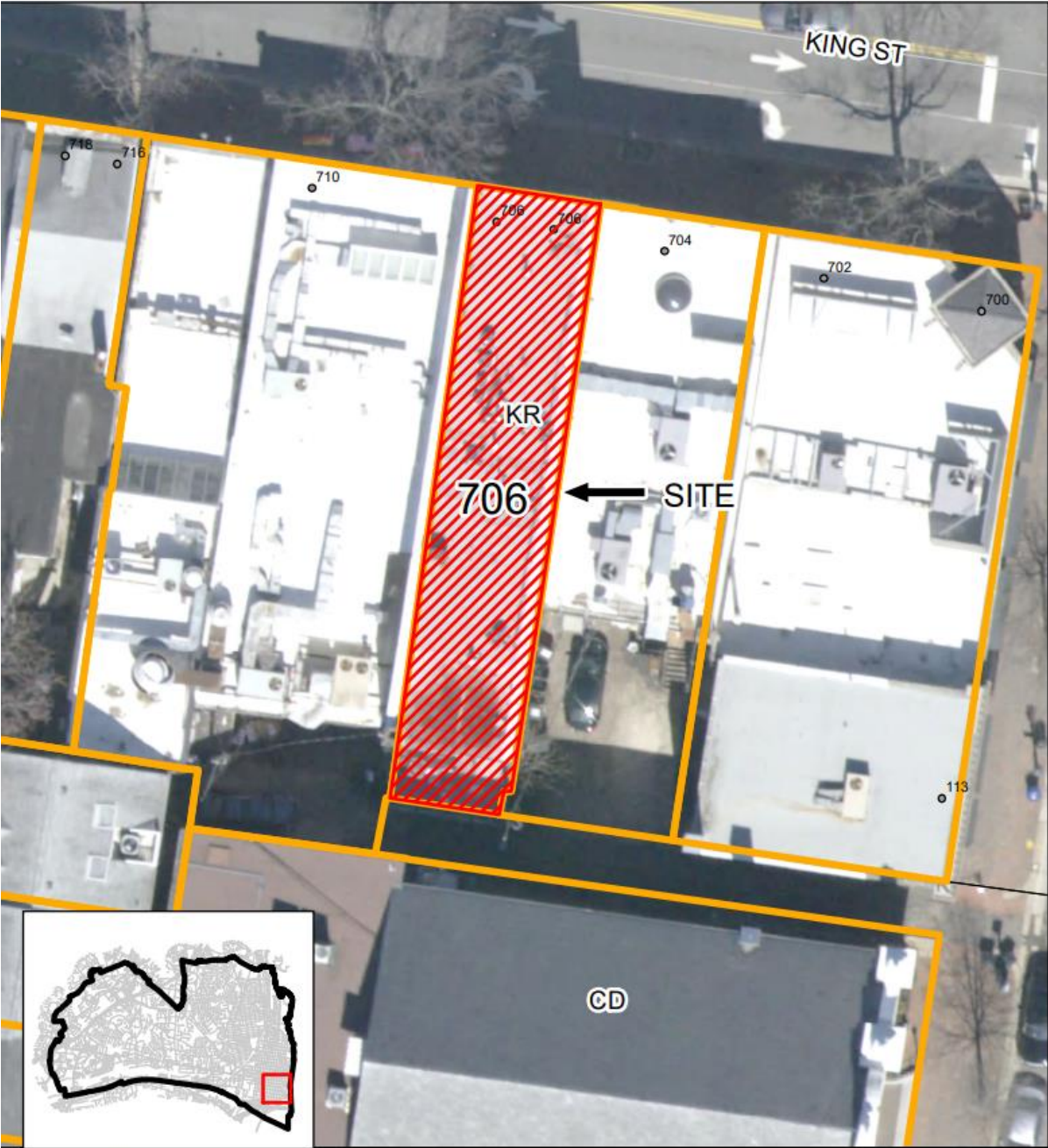
STAFF RECOMMENDATION

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

- Anchors for the signs should be installed into the mortar joints on the masonry to avoid damage.
- The signs must comply with the conditions provided by Zoning.

GENERAL NOTES TO THE APPLICANT

1. **APPEAL OF DECISION:** In accordance with the Zoning Ordinance, if the Board of Architectural Review denies or approves an application in whole or in part, the applicant or opponent may appeal the Board's decision to City Council on or before 14 days after the decision of the Board.
2. **COMPLIANCE WITH BAR POLICIES:** All materials must comply with the BAR's adopted policies unless otherwise specifically approved.
3. **BUILDING PERMITS:** Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Department of Code Administration (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Administration, Room 4200, City Hall, 703-746-4200 for further information.
4. **ISSUANCE OF CERTIFICATES OF APPROPRIATENESS AND PERMITS TO DEMOLISH:** Applicants must obtain a copy of the Certificate of Appropriateness or Permit to Demolish PRIOR to applying for a building permit. Contact BAR Staff, Room 2100, City Hall, 703-746-3833, or preservation@alexandriava.gov for further information.
5. **EXPIRATION OF APPROVALS NOTE:** In accordance with Sections 10-106(B), 10-206(B) and 10-307 of the Zoning Ordinance, any Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month period.
6. **HISTORIC PROPERTY TAX CREDITS:** Applicants performing extensive, certified rehabilitations of historic properties may separately be eligible for state and/or federal tax credits. Consult with the Virginia Department of Historic Resources (VDHR) prior to initiating any work to determine whether the proposed project may qualify for such credits.



BAR #2023-00108
706 King Street



0 10 20 40 Feet

I. APPLICANT'S PROPOSAL

The applicant requests a Certificate of Appropriateness for alterations to install two signs, which will both be taken down from the current storefront at 924 King Street and reinstalled at 706 King Street. The first sign is a 3.12 square foot non-lit blade sign, which has already been administratively approved by Staff. The second sign is an 18.2 square foot wall sign with gooseneck lighting. Although the blade sign has already received BAR approval, it is discussed here in conjunction with the wall sign as their combined square footage exceeds the permitted sign area for administrative approval.

Site context

The 700 block of King Street consists mainly of commercial and mixed-use buildings with storefronts on the ground level. The proposed signage will be highly visible as it lies along the main commercial corridor of Old Town.

II. HISTORY

According to Sanborn maps, the three-story brick building at 706 King Street was constructed sometime between 1912 and 1921. On April 3, 1947, the Board approved significant alterations to the commercial storefront. On February 17, 1999 (BAR99-00009), Staff recommended approval of a Certificate of Appropriateness for a maximum of two signs for the building, such as one wall sign and one blade sign. On February 16, 2023 (BAR2023-00082), Staff administratively approved alterations to the commercial storefront, including glass, metal casing, trim, front door replacement, and repainting of the exterior wall tiles.

Previous BAR Approvals

4/3/47	Storefront alterations
812/54	Signage
2/10/65	Temporary signage
5/14/69	Signage
BAR Case #98-00124	Replacement windows
BAR Case #99-00009	Signage
BAR Case #2023-00082	Storefront alterations

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 proposed blade sign, which has already been approved by Staff, will be 8.5 feet above the sidewalk (Figure 1). The proposed wall sign is constructed of Komacel, which is a compressed PVC material (Figure 2).

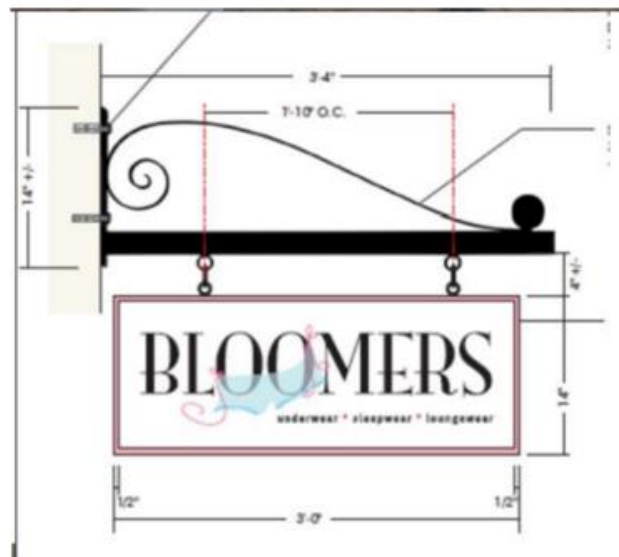


Figure 1: Proposed blade sign (already approved)

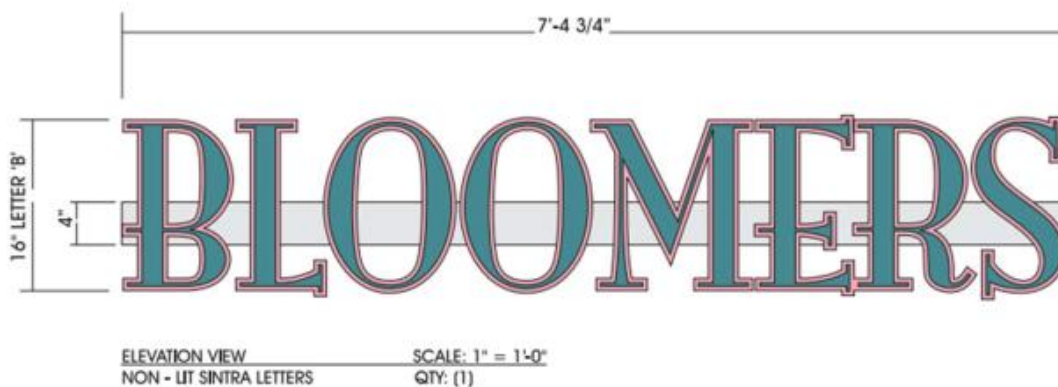


Figure 2: Proposed wall sign

The wall sign will be centered on the exterior wall above the door and will be illuminated by new black metal gooseneck lighting. The lettering is 1 inch thick and will be mounted by lag bolts with silicone to be drilled into the mortar. The color of the sign will be repainted with tutti frutti Behr S-G-100. Figure 3 shows what the proposed wall sign looks like as previously installed at 924 King Street. Figures 4-5 show the existing and proposed storefront at 706 King Street.



Figure 3: Proposed wall sign previously installed at 924 King Street



Figure 4: Existing storefront at 706 King Street



Figure 5: Rendering of storefront at 706 King Street with proposed wall sign and blade sign

The combined square footage of the two signs exceeds the permitted total sign area allowed for administrative approval. However, Staff believes that the size is appropriately proportioned and would not visually overwhelm the building. Two signs are appropriate for this commercial building, as recommended in the 1999 BAR hearing.

Staff also believes that the proposed gooseneck lighting is appropriate as it is consistent with the architectural character of the 700 block of King Street. While this building was constructed in the early 20th century, the alterations to the commercial storefront in 1947 significantly modified the façade and detract from the historic integrity. Gooseneck lighting can be found on several similar storefronts on the block, including 711 King Street (Verizon), 719 King Street (Pita House) and 725 King Street (Five Guys).

Staff therefore has no objections to the current proposal and recommends approval of the Certificate of Appropriateness, with the following conditions: the proposed signage must comply with the conditions provided by Zoning, and the anchors for the signs should be installed into the mortar joints on the masonry to avoid damage.

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.
- C-2 Proposed sign will need to follow the zoning regulations in Sec. 9-202 III in terms of mounting, location, and illumination.

Code Administration

- C-1 A sign permit is required for review.

Transportation and Environmental Services

- R-1 The building permit must be approved and issued prior to the issuance of any permit for demolition, if a separate demolition permit is required.
- R-2 Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity.
- R-3 No permanent structure may be constructed over any existing private and/or public utility easements. It is the responsibility of the applicant to identify any and all existing easements on the plan.
- F-1 After review of the information provided, an approved grading plan is not required at this time. Please note that if any changes are made to the plan it is suggested that T&ES be included in the review.
- F-2 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.
- F-3 The applicant shall comply with the City of Alexandria's Solid Waste Control, Title 5, Chapter 1, which sets forth the requirements for the recycling of materials (Sec. 5-1-99).
- C-1 The applicant shall comply with the City of Alexandria's Noise Control Code, Title 11, Chapter 5, which sets the maximum permissible noise level as measured at the property line.
- C-2 Roof, surface and sub-surface drains be connected to the public storm sewer system, if available, by continuous underground pipe. Where storm sewer is not available applicant must provide a design to mitigate impact of stormwater drainage onto adjacent properties

and to the satisfaction of the Director of Transportation & Environmental Services. (Sec.5-6-224)

- C-3 All secondary utilities serving this site shall be placed underground. (Sec. 5-3-3)
- C-4 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2)
- C-5 All improvements to the city right-of-way such as curbing, sidewalk, driveway aprons, etc. must be city standard design. (Sec. 5-2-1)

Alexandria Archaeology

No comments received.

V. ATTACHMENTS

1 – Application Materials

2 – Supplemental Materials

BAR Case # _____

ADDRESS OF PROJECT: 706 King Street

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

TAX MAP AND PARCEL: _____ ZONING: _____

APPLICATION FOR: *(Please check all that apply)*

☒ CERTIFICATE OF APPROPRIATENESS

☐ PERMIT TO MOVE, REMOVE, ENCAPSULATE OR DEMOLISH
(Required if more than 25 square feet of a structure is to be demolished/impacted)

☐ WAIVER OF VISION CLEARANCE REQUIREMENT and/or YARD REQUIREMENTS IN A VISION
CLEARANCE AREA (Section 7-802, Alexandria 1992 Zoning Ordinance)

☐ WAIVER OF ROOFTOP HVAC SCREENING REQUIREMENT
(Section 6-403(B)(3), Alexandria 1992 Zoning Ordinance)

Applicant: ☐ Property Owner ☒ Business *(Please provide business name & contact person)*

Name: Bloomers LLC Nicole White

Address: 706 King Street

City: Alexandria State: VA Zip: 22314

Phone: 2072425348 E-mail: nicolemmwhite@gmail.com

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

Name: _____ Phone: _____

E-mail: _____

Legal Property Owner:

Name: Hansan Lee Trading Corporation

Address: 5815 Governors View Lane

City: Alexandria State: VA Zip: 22310

Phone: 3102109389 E-mail: lily.partnership@gmail.com

- ☐ Yes ☒ No Is there an historic preservation easement on this property?
☐ Yes ☐ No If yes, has the easement holder agreed to the proposed alterations?
☐ Yes ☒ No Is there a homeowner's association for this property?
☐ Yes ☐ No If yes, has the homeowner's association approved the proposed alterations?

If you answered yes to any of the above, please attach a copy of the letter approving the project.

NATURE OF PROPOSED WORK: *Please check all that apply*

- ☐ NEW CONSTRUCTION
- ☐ EXTERIOR ALTERATION: *Please check all that apply.*
- | | | | |
|--------------------------------------|---|---|-----------------------------------|
| <input type="checkbox"/> awning | <input type="checkbox"/> fence, gate or garden wall | <input type="checkbox"/> HVAC equipment | <input type="checkbox"/> shutters |
| <input type="checkbox"/> doors | <input type="checkbox"/> windows | <input type="checkbox"/> siding | <input type="checkbox"/> shed |
| <input type="checkbox"/> lighting | <input type="checkbox"/> pergola/trellis | <input type="checkbox"/> painting unpainted masonry | |
| <input type="checkbox"/> other _____ | | | |
- ☐ ADDITION
- ☐ DEMOLITION/ENCAPSULATION
- ☒ SIGNAGE

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

Installing store signs which will be taken down from current store at 924 King Street and installed per plan at 706 King Street. 2 signs total. The first sign is a non-lit blade sign that is 3.12 square feet, which has already been administratively approved. The second sign for which we are seeking approval is an 18.2 square foot sign, which will be lit.

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: ²⁰_____ Secondary front (if corner lot): _____.
- ☒ ☒ Square feet of existing signs to remain: ⁰_____.
- ☒ ☒ Photograph of building showing existing conditions.
- ☒ ☒ Dimensioned drawings of proposed sign identifying materials, color, lettering style and text.
- ☒ ☒ Location of sign (show exact location on building including the height above sidewalk).
- ☒ ☒ Means of attachment (drawing or manufacturer's cut sheet of bracket if applicable).
- ☒ ☒ Description of lighting (if applicable). Include manufacturer's cut sheet for any new lighting fixtures and information detailing how it will be attached to the building's facade.

Alterations: *Check N/A if an item in this section does not apply to your project.*

- ☐ ☒ ^{N/A} Clear and labeled photographs of the site, especially the area being impacted by the alterations, all sides of the building and any pertinent details.
- ☐ ☒ Manufacturer's specifications for materials to include, but not limited to: roofing, siding, windows, doors, lighting, fencing, HVAC equipment and walls.
- ☐ ☒ Drawings accurately representing the changes to the proposed structure, including materials and overall dimensions. Drawings must be to scale.
- ☐ ☒ An official survey plat showing the proposed locations of HVAC units, fences, and sheds.
- ☐ ☒ Historic elevations or photographs should accompany any request to return a structure to an earlier appearance.

ALL APPLICATIONS: *Please read and check that you have read and understand the following items:*

- ☒ I have submitted a filing fee with this application. (Checks should be made payable to the City of Alexandria. Please contact staff for assistance in determining the appropriate fee.)
- ☒ I understand the notice requirements and will return a copy of the three respective notice forms to BAR staff at least five days prior to the hearing. If I am unsure to whom I should send notice I will contact Planning and Zoning staff for assistance in identifying adjacent parcels.
- ☒ I, the applicant, or an authorized representative will be present at the public hearing.
- ☒ I understand that any revisions to this initial application submission (including applications deferred for restudy) must be accompanied by the BAR Supplemental form and revised materials.

The undersigned hereby attests that all of the information herein provided including the site plan, building elevations, prospective drawings of the project, and written descriptive information are true, correct and accurate. The undersigned further understands that, should such information be found incorrect, any action taken by the Board based on such information may be invalidated. The undersigned also hereby grants the City of Alexandria permission to post placard notice as required by Article XI, Division A, Section 11-301(B) of the 1992 Alexandria City Zoning Ordinance, on the property which is the subject of this application. The undersigned also hereby authorizes the City staff and members of the BAR to inspect this site as necessary in the course of research and evaluating the application. The applicant, if other than the property owner, also attests that he/she has obtained permission from the property owner to make this application.

APPLICANT OR AUTHORIZED AGENT:

Signature: 

Printed Name: Nicole White

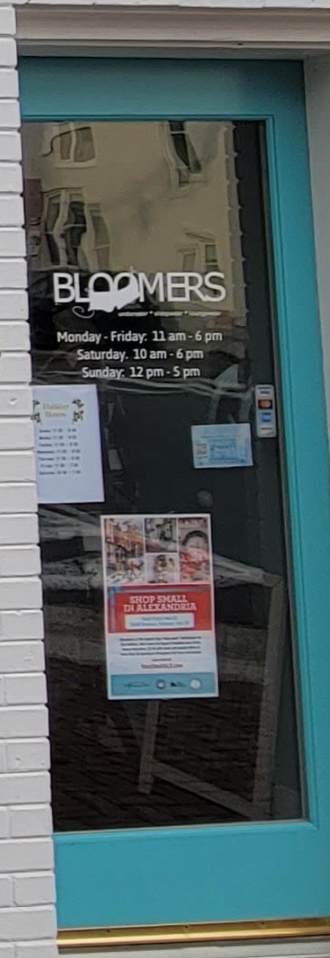
Date: 3/5/2023

BLOOMERS

922



924





BLOOMERS

underwear * sleepwear * loungewear





BLOOMERS sign is constructed of a material called Komacel which is a compressed PVC material. The lettering is 1" thick and will be mounted by lag bolts with silicone to be drilled into the mortar. The color of the sign will be repainted with tutti frutti Behr S-G-100 Th sign will be centered on the exterior wall above the door which is 8' 1" in from the left wall when facing the store and 11' 9" from the right wall. The bottom of the sign will be 148" above the sidewalk.

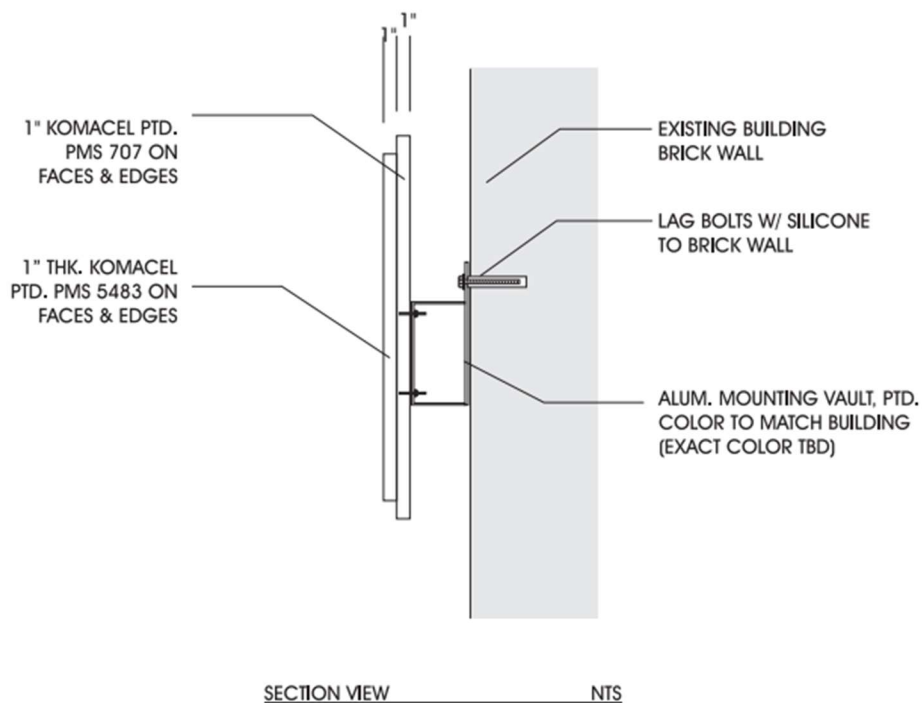
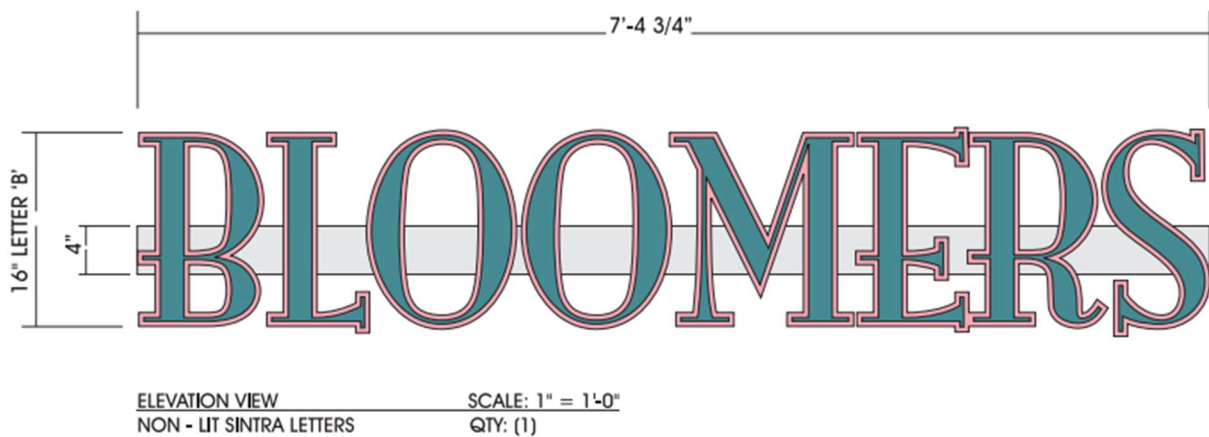


Bloomers Exterior

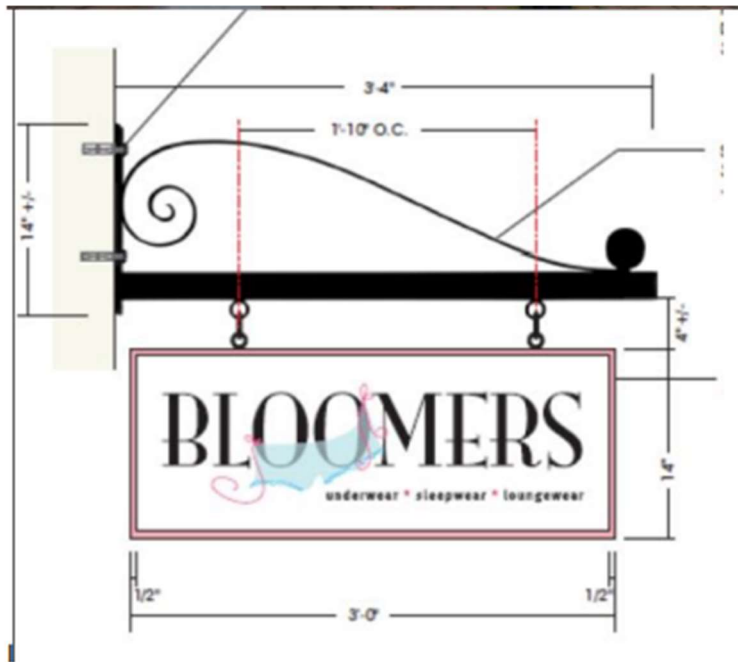
Both signs will be repurposed from original Bloomers location at 924 King Street

BLOOMERS sign is constructed of a material called Komacel which is a compressed PVC material. The lettering is 1" thick and will be mounted by lag bolts with silicone to be drilled into the mortar. The color of the sign will be repainted with tutti frutti Behr S-G-100

Th sign will be centered on the exterior wall above the door which is 8' 1" in from the left wall when facing the store and 11' 9" from the right wall. The bottom of the sign will be 148" above the sidewalk.



Blade sign will be mounted approx. 8.5 feet from the ground.



Specifications

Dimensions: H 11 in, W 9 in, D 12 in



Number of Lights

1 Light

[See Similar Items](#)

Power Source

Hardwired

[See Similar Items](#)

Light Direction

Down

[See Similar Items](#)

Fixture Material

Metal

[See Similar Items](#)

Durability

Rust Resistant
Weather Resistant

Sconce Type

Barn

[See Similar Items](#)

Compatible Bulb Type

Eco-Incandescent
Incandescent
LED

Dimensions

Mounting Deck Height (in.)	5	Mounting Deck Width (in.)	5
Product Depth (in.)	12 in	Product Height (in.)	11 in
Product Width (in.)	9 in		

Details

Compatible Bulb Type	Eco-Incandescent, Incandescent, LED	Damp/Wet Rating	Damp Rated
Durability	Rust Resistant, Weather Resistant	Exterior Lighting Product Type	Outdoor Sconce
Fixture Color/Finish	Black	Fixture Material	Metal
Included	Hardware Included	Indoor/Outdoor	Indoor, Outdoor
Light Bulb Base Code	E26	Light Bulb Type Included	No Bulbs Included
Light Direction	Down	Maximum Bulb Wattage	60 W
Number of Lights	1 Light	Outdoor Lighting Features	Dimmable
Package Quantity	1	Power Source	Hardwired
Product Size	Medium	Product Weight (lb.)	1.74
Recommended Light Bulb Shape Code	A19	Returnable	90-Day
Sconce Type	Barn	Shade Material	Metal
Shape	Bowl	Style	Farmhouse
Voltage Type	Line Voltage		