

ISSUE: Certificate of Appropriateness for signage

APPLICANT: Jessica Moak - Eries Interiors, LLC

LOCATION: Old and Historic Alexandria District
101-A South Saint Asaph Street

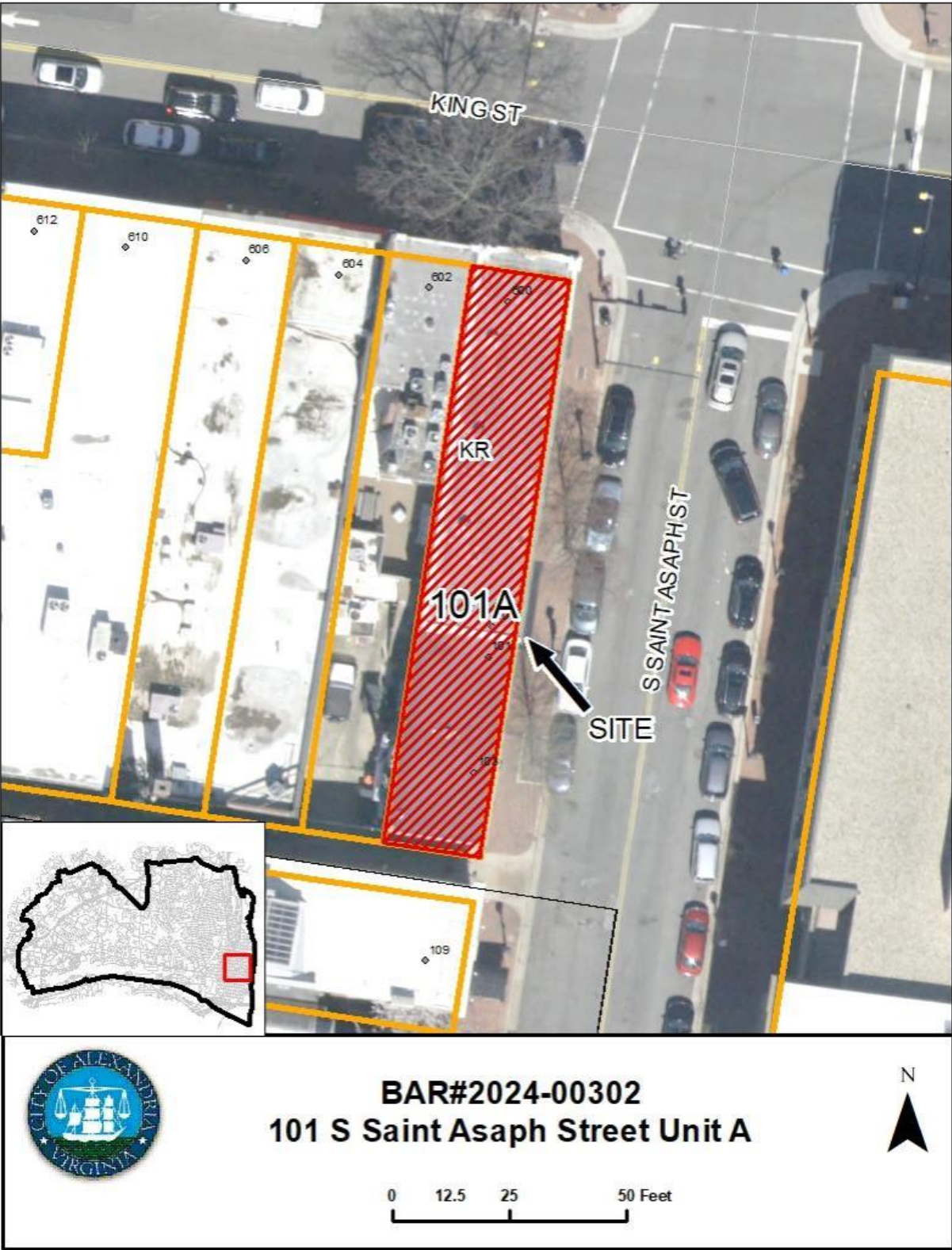
ZONE: KR / King Street Urban Retail Zone

STAFF RECOMMENDATION

Staff recommends approval of the Certificate of Appropriateness for signage with the condition that the anchors for the sign bracket must 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, Permit Center, 4850 Mark Center Drive, Suite 2015, 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 one additional projecting sign, at 101-A South Saint Asaph Street.

Site context

The subject building sits on the southwest corner of the intersection of King and South Saint Asaph streets.

II. HISTORY

The three-story, three-bay masonry commercial building at the corner of King Street and South Saint Asaph Street was constructed in the late 19th century in the Italianate architectural style. The subject storefront is located at 101 – A South Saint Asaph Street, on the building's secondary elevation which features more simplistic detailing than the primary façade at 600 King Street. Multiple tenants occupy the second and third levels of this building.

Previous BAR Approvals

In 1990, the Board approved alterations to the entire building. (BAR Case #1990-0031 & 1990-0101). Most recently, on 07/20/2020, approval for signage (BAR2020-00344).

III. ANALYSIS

The application calls for the installation of one additional projecting sign, by the business entrance at 101-A South Saint Asaph Street. The HDU (high-density urethane) projecting sign will be 24" x 18" (3.2 SF) mounted on stainless steel bracket anchored to the masonry wall.

As per the BAR Sign Policy for Administrative Approval, a corner building can have up to four signs, with one being a changeable copy sign. As of today, the building already has the maximum number of three wall signs (Figure 1 and 2).



Figure 1 – Corner of King and South Saint Asaph streets



Figure 2 - South Saint Asaph business frontage

The total square footage allowed for wall and projecting signs in the Historic District is 75% of the length of the wall on which the signs are installed. In this case, the South Saint Asaph Street elevation length is approximately 84 feet, thus, the maximum signage square footage for this elevation is approximately 63 square feet. The two existing signs together add 32 square feet, and the new proposed projecting sign is only 3.2 square feet. The total signage square footage on this building's east elevation, including the new proposed sign, will be approximately 35.2 square feet which is a little over half of the allowed square footage for this elevation.

Therefore, staff has no objection to the additional projecting sign since the proposed sign is small in size and would not overwhelm any architectural feature of the subject building.

However, the BAR *Design Guidelines* requires that “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.”

With the conditions above, staff recommends approval of the project.

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 blade sign will comply with zoning.

Code Administration

C-1 A sign permit is 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 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)

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 request will be required for projections into the public right of way unless allowable under City Code section 5-2-29. (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
- Sign shop drawing and material specifications
- Photographs

BAR CASE# _____

(OFFICE USE ONLY)

ADDRESS OF PROJECT: 101 S Saint Asaph Street, Alexandria VA 22314

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

TAX MAP AND PARCEL: 11911500 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: Jessica Moak / Eries Interiors, LLC

Address: 8420 Crowley Place

City: Alexandria State: VA Zip: 22314

Phone: 804-347-9459 E-mail: eriesinteriors@gmail.com

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

Name: _____ Phone: _____

E-mail: _____

Legal Property Owner:

Name: 600 King Street Associates, LLC

Address: P.O. Box 508

City: Fulton State: MD Zip: 20759

Phone: 301-346-3504 E-mail: cforrest196511@gmail.com

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).*

Adding blade hanging sign to the exterior of storefront at 101 S Saint Asaph Street, Unit A.

Sign will be located just above existing black awning to the right of white molding.

Sign will be black with gold lettering with new retail stores name, "ERIES", and will be hung on bracket as shown in photo.

Photos of both sign storefront, sign location, and sign itself are included.

Store is to open in mid-September 2024 and will carry home decor and housewares.

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.

BAR CASE# _____

(OFFICE USE ONLY)

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: 12 Inft storefront 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 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: Jessica Moak

Printed Name: Jessica Moak

Date: 08-02-2024

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. Jessica Moak	8420 Crowley Place, Alexandria, VA 22308	75
2. Elena Rall	637 S Columbus Street, Alexandria, VA 22314	25
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at _____ (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. 600 King Street Associate	P.O. Box 508, Fulton, MD 20759	100
2.		
3.		

3. Business or Financial Relationships. Each person or entity listed above (1 and 2), with an ownership interest in the applicant or in the subject property is required to disclose any business or financial relationship, as defined by Section 11-350 of the Zoning Ordinance, existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review.

Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1.		
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.

08-02-2024
Date

Jessica Moak
Printed Name

Jessica Moak
Signature



We'll Save You
A Bunch!

Banana Banner Sign Proof

REV#2

Job No: #

Est: #629085

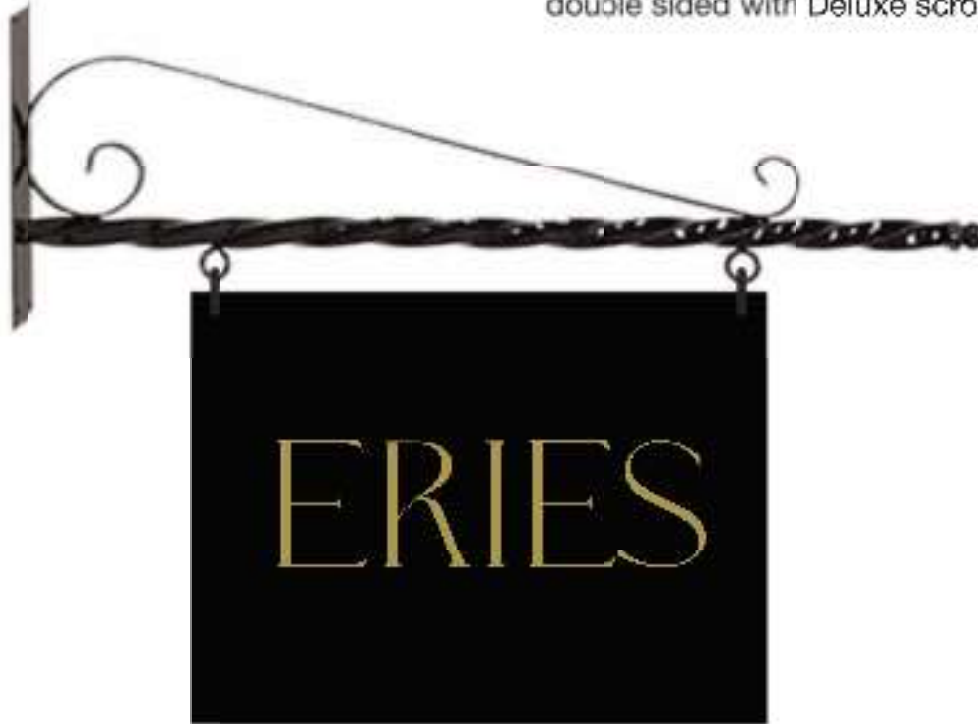
Salesperson: SE

Disk: 2024/07

Artist: SC

Client: Eries Interiors
Contact: Elena Rall
Phone: (315) 877-8511
Cell:
Fax:
Email: elenarall@gmail.com

ITEM 1 - 24"Wx18"H HDU exterior hanging sign
double sided with Deluxe scroll bracket (Item 1A)



By signing this document, you are stating that you have reviewed and approved all size, image, color, content, layout, substrate and quantity specifications.
Any further changes will be subject to charge.

Approval Signature:

BB USE ONLY
PROOFING (initials needed for all jobs): ☐ PRINT ☐ CUTTING ☐ FINISHING ☐ FINAL

BANANA BANNER

3148 Duke Street

Alexandria, VA 22314

PHONE: 703-823-5933

FAX: 703-823-5631



**We'll Save You
A Bunch!**

Banana Banner Sign Proof

REV 2

Job No: #

Est: #629085

Salesperson: SE

Disk: 2024/07

Artist: SC

Client: Eries Interiors
Contact: Elena Rall
Phone: (315) 877-8511
Cell:
Fax:
Email: elenarall@gmail.com

ITEM 2 - 46.2"Wx22.2"H Metallic gold RTA vinyl
for 2nd surface application.
(pink outline shows total window area)

ERIES
INTERIORS



By signing this document, you are stating that you have reviewed and approved all size, image, color, content, layout, substrate and quantity specifications.
Any further changes will be subject to charge.

Approval Signature:

BB USE ONLY
PROOFING (initials needed for all jobs): ☐ PRINT ☐ CUTTING ☐ FINISHING ☐ FINAL

BANANA BANNER

| 3148 Duke Street

| Alexandria, VA 22314

| **PHONE: 703-823-5933**

| **FAX: 703-823-5631**

Mock-up of hanging blade sign – sign will be composite wood – black with gold lettering:



Storefront – yellow arrow indicates
where the sign will be hung:



View of storefront from left:



View of storefront from King Street corner:

