

Docket Item # 2
BAR CASE # 2014-00111

BAR Meeting
May 21, 2014

ISSUE: Signage
APPLICANT: 1008 King St
LOCATION: PR at Partners
ZONE: KR / King Street Retail

STAFF RECOMMENDATION

Staff recommends that the BAR deny the existing, second hanging sign and advise the applicant to work with staff for restudy of an appropriate alternative. Appropriate alternatives may include:

1. Replace the glazing in the existing multi-light storefront bay window with a single lights window and install a window decal; or
2. Restudy the hanging signs to devise a secondary, smaller yet related hanging sign for the secondary entrance to the upper floor salon space; or
3. Select a second sign type in accordance with the policies approved for administrative approval.

***EXPIRATION OF APPROVALS NOTE:** In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official 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.

****BUILDING PERMIT NOTE:** Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Building and Fire 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, 703-838-4360 for further information.

****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.



BAR2014-00111



I. ISSUE

The applicant requests approval of a Certificate of Appropriateness for signs at 1008 King Street for the salon PR at Partners. The applicant proposes two hanging signs. Each hanging sign is to measure 24 inches by 36 inches (6 square feet). Each sign will have the PR at Partners Your Fresh Look logo and will also read PR Fresh Look Store. The signs will be hung from existing brackets, one at the entrance to the first-story salon space and the second adjacent to the secondary door which leads to the upper floor. The applicant has indicated that the second door is an entrance to the second story salon space.

The applicant has 21 feet of linear building frontage.

II. HISTORY

The two story, three bay wide, pressed brick building may have been constructed prior to **1877**, as a building of similar footprint appears in this location on that map. The building at 1008 and 1008 ½ King Street features arched window heads and a bracketed Italianate cornice and door surround. The 1885 Sanborn map labels the building as a “dwelling.” It is not until the 1921 Sanborn map that the building is shown as having a commercial use, housing a florist. A shop window may have been added when it was converted in use. An earlier shop window is evident in a circa 1976 photograph of the building in Historic Alexandria: Street by Street (page 72). The current vaguely Colonial style shop window probably dates to 1986 when the BAR approved two signs, one at 1008 and one at 1008 ½ King Street, and alterations for this property (BAR Case #s 86-128 & 148, 8/13/1988). The BAR again approved signs at both these addresses in 1987 and 1988 (BAR Case #87-145, 8/19/1987 for 1008 King Street and BAR Case #88-5, 1/16/1988 for 1008 ½ King Street). In 2007 the BAR approved signage (BAR Case #2007-0144, 8/1/2007). Staff administratively approved a hanging sign in 2012 (BAR Case # 2012- 0193, 6/7/2012).

III. ANALYSIS

The proposed application is in conformance with zoning ordinance requirements.

Most stores and restaurants typically feature a combination of hanging, wall and door/window signs which can usually be approved administratively by BAR staff. In this particular case, the BAR’s Administrative Approval of Signs Policy would have allowed staff to administratively approve one hanging sign and as well as a second sign, either a wall sign or decal. However, due to the bay window on the building, the applicant is requesting two hanging signs, one at each building entrance on either side of the bay, in order to provide clear sight lines to the sign from both directions on King Street.

The BAR’s *Design Guidelines* state that “Generally, only one sign per business is appropriate.” Staff is concerned that the second hanging sign is redundant on such a small building and believes that multiple hanging signs for other businesses in similar buildings would result in substantial visual clutter and “...detract from the architectural characteristics of historic structures.” The location of the second hanging sign is adjacent to the upper floor tenant entrance which, at this time, is part of the downstairs tenant’s salon space. If there were a different second floor tenant, a second hanging sign for this building could be approved by BAR staff administratively.

Generally, a building such as this for one tenant would have two signs but they would be two different sign types, for example, a hanging sign paired with a window decal or a wall sign. This building is challenging because there is no good location for a wall sign and window decals do not work well with the multi-light storefront window.

Staff does not support the current proposal for two identical hanging signs but offers suggestions for alternatives. First, the applicant could replace the multi-light storefront bay window sashes with single light bay window that could feature a window decal or be used to better showcase merchandise. A single light storefront window, without muntins, is also more historically appropriate for this late 19th century building. A second option could be a smaller and different-but-related hanging sign to avoid repetition on the sidewalk. For example, if the second-story space were used for spa services and the first-story space for hair salon, the two signs could feature a similar business logo but then differentiate the purpose/use of the entrances, with the sign by the secondary entrance being smaller. That would also clarify for customers which entrance should be used for which services. The applicant could also revise the proposal to select a second sign type (wall or decal) that could be approved administratively in accordance with the *Criteria & Standards for Administrative Approval of Signs within the Historic Districts*.

Staff recommends that the BAR not support a second, identical hanging sign but allow the applicant to pursue one of the staff recommended alternatives, with final approval by staff.

STAFF

Catherine Miliaras, Urban Planner, Historic Preservation Section, Planning & Zoning
Al Cox, FAIA, Manager, Historic Preservation Section, Planning & Zoning

IV. CITY DEPARTMENT COMMENTS

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

Code Administration

No comments received.

T & ES

RECOMMENDATIONS

- R1. The building permit must be approved and issued prior to the issuance of any permit for demolition. (T&ES)
- R2. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
- R3. 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)

FINDINGS

- F1. 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)

CITY CODE REQUIREMENTS

- C1. 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)
- C2. 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)
- C3. All secondary utilities serving this site shall be placed underground. (Sec. 5-3-3) (T&ES)
- C4. Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C5. The owner shall obtain and maintain a policy of general liability insurance in the amount of \$1,000,000 which will indemnify the owner (and all successors in interest); and the City as an Additional Insured, against claims, demands, suits and related costs, including attorneys' fees, arising from any bodily injury or property damage which may occur as a result of the encroachment. (Sec. 5-29 (h)(1)) (T&ES)

Please submit Insurance Certificate:

**City of Alexandria
T&ES / Site Plans
Attn: Shanna Austin
301 King Street, Room 4130
Alexandria, VA 22314**

V. ATTACHMENTS

- 1 – Supporting Materials*
- 2 – Application BAR2014-00111 at 1008 King Street*



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

Banana Banner Sign Proof

REV 2

Job No: 706080

Client: PR at Partners
 Contact: Reginald Laws
 Phone: 703-868-1444
 Cell:
 Fax:
 Email: reginaldlaws@gmail.com

Est: #

Salesperson: KP

Disk: 2013/OCT

Artist: JB

QTY 2- 24"H x 36"W DOUBLE SIDED - print on 3.7 mil vinyl
 mount on MDO 3/4"
 gloss lamination



PR Fresh Look Store

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:





BAR Case # <u>2014-00111</u>

ADDRESS OF PROJECT: 1008 King Street

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: PR at Partners / Reginald LawsAddress: 7306 Old Dominion DriveCity: McLean State: VA Zip: 22101Phone: (703) 893-7121 E-mail: amanda@pratpartners.com**Authorized Agent** *(if applicable):* ☐ Attorney ☐ Architect ☐ _____

Name: _____ Phone: _____

E-mail: _____

Legal Property Owner:Name: Forty Oaks Spa LLCAddress: 26 Forty Oaks RoadCity: Whitehouse Station State: NJ Zip: 08889Phone: _____ E-mail: ron@arlingtonhouses.com

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | Is there an historic preservation easement on this property? |
| <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, has the easement holder agreed to the proposed alterations? |
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | Is there a homeowner's association for this property? |
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> 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 ☐ fence, gate or garden wall ☐ HVAC equipment ☐ shutters
 ☐ doors ☐ windows ☐ siding ☐ shed
 ☐ lighting ☐ pergola/trellis ☐ painting unpainted masonry
 ☒ other _____
☐ ADDITION
☐ DEMOLITION/ENCAPSULATION
☒ SIGNAGE

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

We would like to have two signs installed (picture attached). When walking from one either end of the sidewalk the bay window on the building blocks the signs so two of them one each side of the window will ensure that you can properly view our signs.

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.

Electronic copies of submission materials should be submitted whenever possible.

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. All plans must be folded and collated into 12 complete 8 1/2" x 11" sets. Additional copies may be requested by staff for large-scale development projects or projects fronting Washington Street. 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: See attached Secondary front (if corner lot): See attached
- ☒ ☐ 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 12 sets of 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: Reginald LawsDate: 04/14/2014

FORTY OAKS SPA LLC

Memorandum By Electronic Delivery

Date: March 25, 2014

To: City of Alexandria, Virginia

From: Ron Temple, Forty Oaks SPA LLC

Subject: Building Signage

By this memorandum, Forty Oaks SPA LLC gives permission for the tenant, PR at Partners, to install signage on the front of 1008 King Street, Alexandria, Va.

If you have any questions, please call me at 703-861-1563.