Docket Item # 3 BAR CASE # 2015-00062

BAR Meeting April 15, 2015

ISSUE:	Alterations and Signage
APPLICANT:	Olea Restaurant DBA Magnolia's on King
LOCATION:	703 King Street
ZONE:	KR/King Street Retail

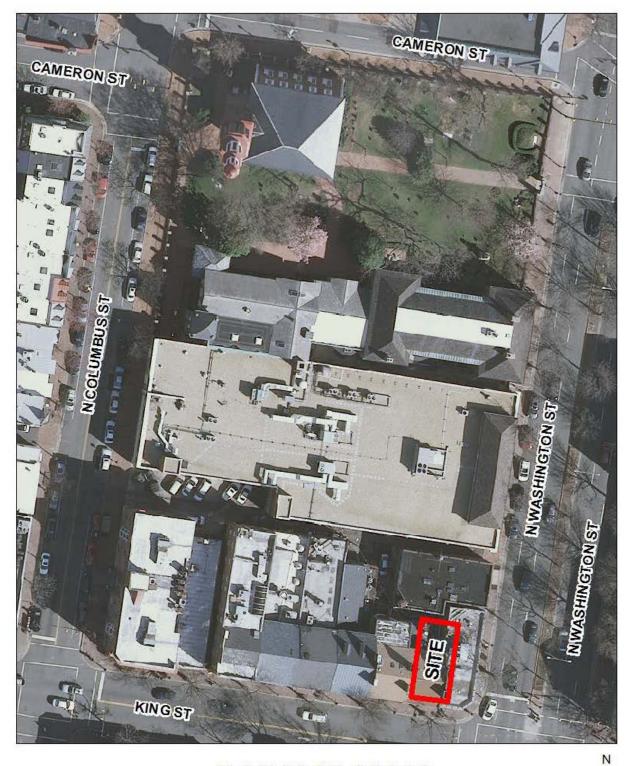
STAFF RECOMMENDATION

Staff recommends approval of the application with the conditions that:

- 1. The front window feature is redesigned, in consultation with staff, to reflect the proportions of the former use of this opening as a door, using historic photos as reference;
- 2. All the window and door decals are eliminated;
- 3. That staff verify an appropriate level of lighting in the field, so that this is not the brightest store on the block face;
- 4. The pin mounted wall sign is installed on a backing board, to limit damage to the historic brick façade with numerous holes; and,
- 5. The conduit for the mini-spot lights illuminating the pin mounted sign is internal or integrated with the backing board and conduit is not applied to the surface on the exterior of the building.

GENERAL NOTES TO THE APPLICANT

- 1. ISSUANCE OF CERTIFICATES OF APPROPRIATENESS AND PERMITS TO DEMOLISH: Applicants must obtain a stamped 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.
- 2. 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.
- 3. COMPLIANCE WITH BAR POLICIES: All materials must comply with the BAR's adopted policies unless otherwise specifically approved.
- 4. BUILDING PERMITS: 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.
- 5. 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.
- 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 <u>Virginia Department of Historic Resources (VDHR)</u> prior to initiating any work to determine whether the proposed project may qualify for such credits.



BAR2015-00062

I. <u>ISSUE</u>

The applicant requests approval of a Certificate of Appropriateness for alterations and signage at 703 King Street for a new restaurant.



Figure 1: existing awning and elliptical arch above the present entry. (NOTE: the large fan light shown above the front door on the application materials is a drafting error. There is a single glass panel in this location which will remain)

The proposed alterations include the following:

- Removal of the existing awning and frame.
- Removal of the existing center door and sidelights.
- Addition of a fixed storefront window (7' by 10') above wood panels.
- Replacement of the existing multi-light windows adjacent to the front entrance with fulllight, simulated-divided-light wood windows measuring 2'3" by 4'3".
- Replacement of the existing six-panel wood door on the west with a new full-light wood and glass door.
- Replacement of the existing light fixtures with black metal light fixtures with seed glass.

The following signage – MAGNOLIA'S ON KING – is proposed in the following locations:

- 20" by 26" menu board adjacent to the single front door.
- Hanging sign (24" by 30") on a decorative black metal bracket with integrated and targeted spotlights.

- Black, pin-mounted sign between the first and second floor (6' x 1'6'').
- Installation of three black aluminum spot lights to illuminate the pin mounted sign.
- Window graphics on the front storefront window (5 square feet) and glass door (2 square feet). *Graphics shown on the side windows are not longer proposed.*

II. <u>HISTORY</u>

The three-story, three-bay brick commercial townhouse with side gable roof at 703 King Street was most likely constructed by Benjamin Baden **ca. 1816-1817**, according to Ethelyn Cox in *Historic Alexandria Street By Street*. It is a prototypical early 19th century, side-hall Alexandria vernacular Federal style townhouse with a Flemish bond facade.

Staff has been unable to conclusively determine whether the elliptical arch over the entry door is first period, though is it appropriate to the period and appears in the earliest photos. In the 20th century, the first floor of the building was altered a number of times. In 1949, the Board approved the addition of small metal bay windows on either side of the center door. In 1965, the Board approved a new design for the first floor of the building which included the removal of the 15 year old bay windows and infill of the existing openings with brick, as well as changes to the entrance threshold.

As part of BAR Case#2006-0157, the Board approved an awning over the front entrance, as well as two new fixed windows that flank the front entrance, as well as signage. In 2007, the Board approved the demolition of the rear elevation of the building due to a lack of structural stability; it was subsequently rebuilt (BAR Case #2007-0071). More recently, BAR Staff has administratively approved two exterior light fixtures on January 5, 2012 (BAR Case#2012-0008) and signage and a new awning on April 11, 2014 (BAR Case #2014-0110).

III. <u>ANALYSIS</u>

As the Board may be aware, this retail space has turned over numerous times over the last few decades. The applicant believes that the failure of these establishments was, in part, due to the lack of transparency into the building, the amount of floor area required to use the present large entry doors, and that the proposed alterations will help to make the proposed restaurant more successful. Given the numerous alterations to the first floor of the building since its construction and the lack of remaining historic fabric in this area, staff is generally supportive of the proposed modifications to this portion of the building. Staff strongly supports removal of the present awning, as this was out of scale and hid the elliptical arch, one of the primary character defining features of the building. However, staff has two concerns: the design of the new front window and the amount of signage proposed for such a small building.

Front picture window

While staff does not object to the removal of the center door and the installation of a fixed window, the current configuration is incongruous with the historic building and does not give any indication to the opening's prior use as an entrance. Fortunately, a number of historic photos exist of this building (see two early 20^{th} century examples below), providing ideas for modern solutions which recall the building's past.

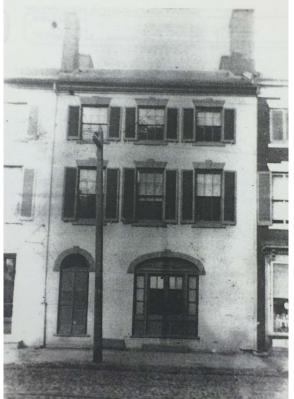


Figure 2: Historic photo of 703 King Street



Figure 3: Historic photo of 703 King Street with bay windows

Using the photo in Figure 3 as a guide, staff has sketched one potential alternative in Figure 4 which provides additional glazing area and recalls the proportions of the Lure Café's prior door and sidelights. Regardless of the solution desired by the applicant, this redesigned feature should reflect the past use as an entrance.

Staff also recommends extending both the single door and the fixed window up to the existing transom bar to avoid the awkward dual transom appearance and to provide additional light into the space. A matching wood panel is also suggested below the single door to balance the fixed window and recall the prior doors.

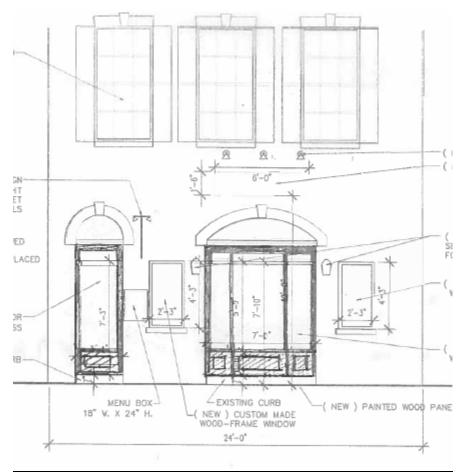


Figure 4: Staff alternative suggestion for door and window panel proportions

Signage

Because the amount of signage originally proposed by the applicant exceeds what is permitted by the zoning ordinance, the applicant has elected to delete the window signs on the small windows adjacent to the proposed fixed window. While the *Design Guidelines* recommend only one sign per business, the Board's Sign Policy allows for up to two signs per business. Staff finds that three different sign types – a wall sign, hanging sign and window/door decals - are excessive given the relatively small amount of street frontage. Instead, staff recommends approval of the wall sign and the hanging sign. The hanging sign will provide visibility for pedestrians, while the wall sign will provide visibility for vehicles. The deletion of the window signs will also allow for greater visibility into the proposed restaurant, which is a stated goal of the applicant. While Staff does not object to the installation of a wall sign, on brick buildings the guidelines generally recommend that they be mounted on a backing board so as not to create numerous holes in the historic brick and mortar.

Staff is also concerned that the cumulative amount of proposed lighting on this small façade may be excessive and recommends that it be examined by staff at night in the field to verify that it is uniform and does not become the brightest store on the block face. This can be adjusted easily, if necessary, by using bulbs with lower lumens or a different temperature range. The applicant should also install the conduit for the wall lighting through the building wall so it is not affixed to the outside of the building.

With the conditions recommended above, staff recommends approval of the application, as amended.

STAFF

Stephanie Sample, Historic Preservation Planner, Planning & Zoning Al Cox, FAIA, Historic Preservation Manager, Planning & Zoning

IV. <u>CITY DEPARTMENT COMMENTS</u>

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

Zoning Comments

- C-1 Proposed exterior lighting and bracket comply with zoning.
- C-2 The removal, replacement and reconfiguration of the windows and doors complies with zoning.

The following issues must be addressed prior to the hearing before staff can determine zoning compliance:

- C-3 SUP2014-00039 was issued to Mehrnoosh Rajabi. Condition #1 states the SUP shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. According to page 5 of the BAR application Mehrnoosh Rajabi only owns 40% of the business. Applicant should consult with the SUP staff to determine if a change of ownership SUP is required.
- C-4 In addition to the wall and hanging signs, the applicant must submit dimensions for all window and door signs.

Code Administration

No comments provided.

Transportation and Environmental Services

- R-1 Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
- R-2 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 Previously reviewed under BAR2014-00110. (T&ES)
- F-2 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)
- F-3 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 Management & 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. (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 All secondary utilities serving this site shall be placed underground. (Sec. 5-3-3) (T&ES)
- C-4 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- 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) (T&ES)
- C-6 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 / Permit Section Attn: Kimberly Merritt 301 King Street, Room 4130 Alexandria, VA 22314

V. ATTACHMENTS

- *I Supplemental Materials*
- 2 Application for BAR2015-00062: 703 King Street



Existing Facade' condition



Board of Architectural Review - Old & Historic Alexandria District

Project: Magnolia's On King Address: 703 King Street Alexandria VA, 22314 Date: March 16th 2015



ATTACHMENT #1

Proposed Facade' Design

Studio Ideya°



Board of Architectural Review - Old & Historic Alexandria District

Project: Magnolia's On King Address: 703 King Street Alexandria VA, 22314 Date: March 16th 2015



Proposed Facade' Design

Studio Ideya°

— (Ne



(New) Window — 2'-3"w x 4'-3" h. (New) Window 5′93″w x 7′-0″ h.

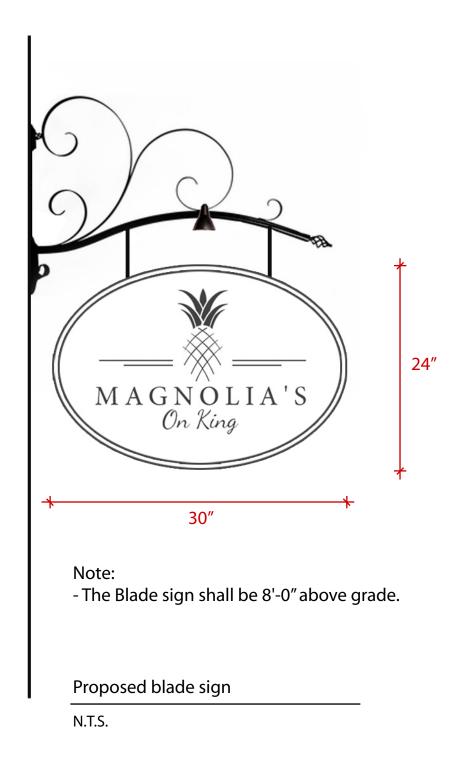
Board of Architectural Review - Old & Historic Alexandria District

Project: Magnolia's On King Address: 703 King Street Alexandria VA, 22314 Date: March 16th 2015



(New) Sign - Spot light

Studio Ideya°





72″

Note: - The Main sign shall be 12'-0" above grade. - Metal channel letter sign and Blade Sign shall be installed over existing brick.

Board of Architectural Review - Old & Historic Alexandria District

Project: Magnolia's On King Address: 703 King Street Alexandria VA, 22314 Date: March 16th 2015

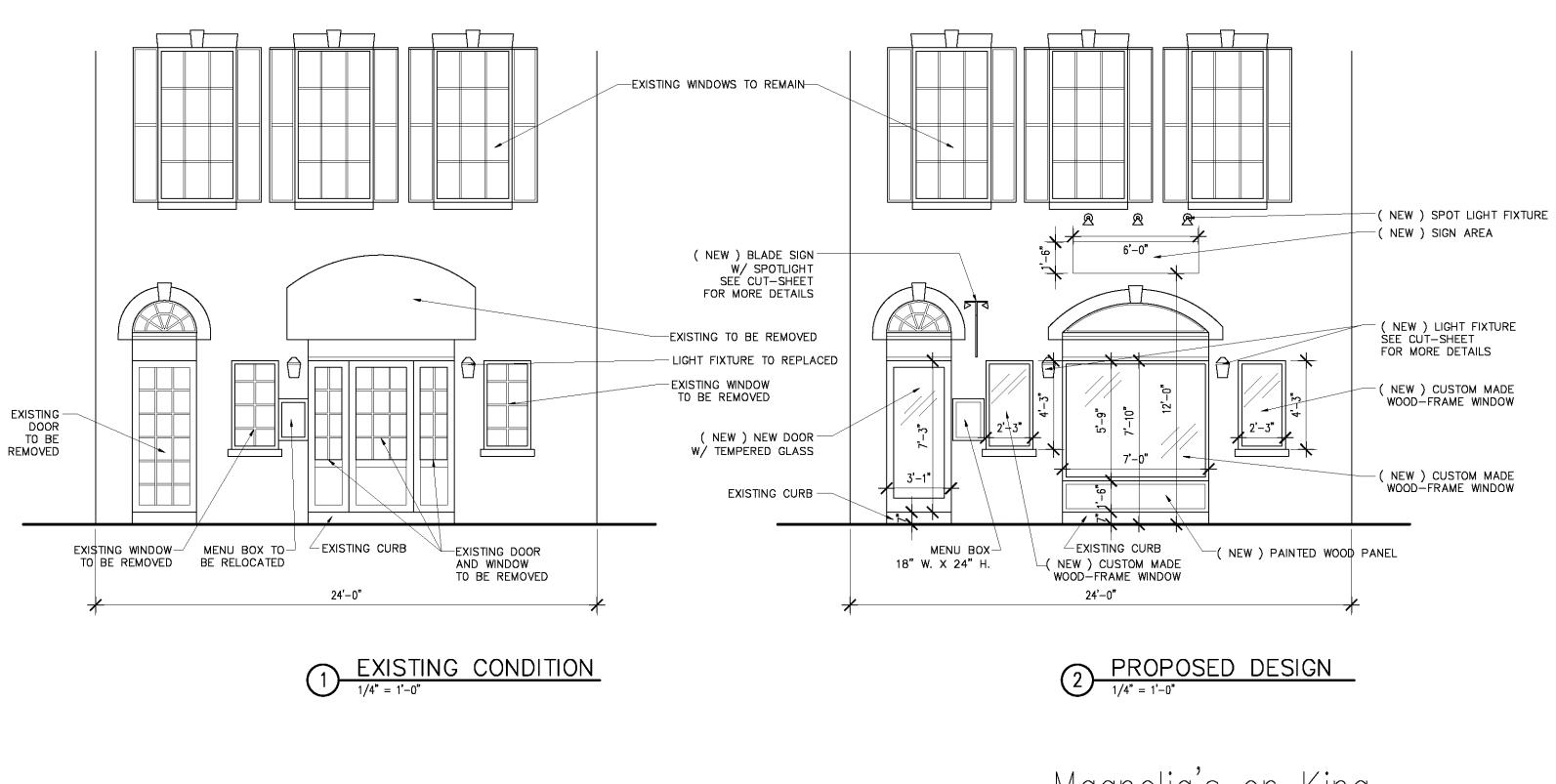


ΙA	1	S		* 18″
	,			*

Proposed main sign

N.T.S.





Magnolia's on King





- Clear seedy glass.
- Textured black finish.

- Wrought iron bracket with finial
- (2) Extension arms
- (2) Aluminum bullet style lights
- Finish: Black powder coat finish

Blade sign with Build-in spot light

N.T.S.



- 4" round or octagonal j-box
- Finish: Black powder coat finish

Exterior Sconce

N.T.S.

Board of Architectural Review - Old & Historic Alexandria District

Project: Magnolia's On King Address: 703 King Street Alexandria VA, 22314 Date: March 16th 2015





- Construction: Extruded aluminum floodlight body with adjustable cast aluminum swivel legs - Lens: Clear Glass (ring w/glass lens is removable from fixture housing) - Wiring: Standard 120 volt leads (W, B, Gr) approx 4' past mounting plate - Mounting: 4.5" Diameter round mounting plate designed to fit over standard flush mount

Sign spot light

N.T.S.



ATTACHMENT #2 BAR Case # 2015-00062
ADDRESS OF PROJECT: 703 Fing Street
TAX MAP AND PARCEL: 074.02-02-08 ZONING: (489) <(310)
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 Zoring 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: Ofen Restauraut, Inc. DBA Magnolia's on King
Address: 703 King Street
City: Alexandria State: MA zip: 22314
Phone: (703) 836-9090 E-mail: infor of carestallantinc.com
Authorized Agent (if applicable): Attorney
Name: Sucha Khamsuwan Phone: (671) 215.4848
E-mail: SUCHA @ Studioideya.com
Legal Property Owner:
Name: ANTONIO ON BLATVIZ FLONES
Address: 9030 Lucia LA.
City: <u>Alexandria</u> State: <u>VA</u> Zip: <u>22308</u>
Phone: (571) 236 · 548B E-mail:
 Yes No Is there an historic preservation easement on this property? Yes No If yes, has the easement holder agreed to the proposed alterations? Yes No Is there a homeowner's association for this property? 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.

(see attached "Upgrade Permission")

BAR Case # 2015-00062

NATURE OF PROPOSED WORK: Please check all that apply

NEW CONSTRUCTION EXTERIOR ALTERATION: Please check all that apply. awning fence, gate or garden wall doors windows lighting pergola/trellis other
DESCRIPTION OF PROPOSED WORK: Please describe the proposed work in detail (Additional pages may be attached) Remove Awing - Existing opening to vernain, vernove existing window - All new windows and door will be tempered glass - Install new custom (1) window 7'-0" w x 10'-0" H Iscated in the mindle: Large - pane Low - E glass with - Mstall new custom (2) window 7 "W x 17" H. Island an - Mstall new custom (2) window 7 "W x 17" H. Island an - Both sldes - Remove existing stud wood door 3'-0" x 1-0", and veptace SUBMITTAL REQUIREMENTS: When the glass door 1", and veptace

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	/
-	5

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 3 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.

1	N/A	
1		Linear feet of building: Front: <u>73-0</u> Secondary front (if corner lot): <u>NA</u> .
	-	Square feet of existing signs to remain:
2		Photograph of building showing existing conditions.
1		Dimensioned drawings of proposed sign identifying materials, color, lettering style and text.
1		Location of sign (show exact location on building including the height above sidewalk).
1		Means of attachment (drawing or manufacturer's cut sheet of bracket if applicable).
Z		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.

earlier appearance.

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.
Z		Drawings accurately representing the changes to the proposed structure, including materials and
		overall dimensions. Drawings must be to scale.
	7	An official survey plat showing the proposed locations of HVAC units, fences, and sheds.
	X	Historic elevations or photographs should accompany any request to return a structure to an

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 3 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:

1

Signature: PHAN W Printed Name: 572 Date:

OWNERSHIP AND DISCLOSURE STATEMENT Use additional sheets if necessary

<u>1. Applicant.</u> 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 ten 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
STEPHAN W FOGLEMAN	2400 CLARENDON BLUDPH ARLINGTON VA 2220,	9 60%
2. MEHENDOSH RAJABI	703 KING JT ALEUANDRIA VA 22314	407.
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at <u>703 King struct</u> (address), unless the entity is a corporation or partnership, in which case identify each owner of more than ten 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.

Address	Percent of Ownership	
9030 LUSERLANE ALEXANDRIA VA 2230	8 100%	
	Address 9030 LourtANE Alexanona VA 2230	

<u>3. Business or Financial Relationships.</u> 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 the12-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.	ILK	
2.	Pur I.	
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.

ate STAPHAN W FOOLEMAN Printed Name

Upgrade Permission

Mehrnoosh Rajabi and Olea Restaurant Inc wish to make changes to the signage, storefront, and other renovation/upgrades at 703 King St. Alexandria VA.

Accordingly, pursuant to the Sub-Lease Agreement, dated April 1, 2014, between Sub-Lessor, Setareh, LLC, Managing Member, Sayed Hossein Shojae Maddahi, and Sub-Lessee, Mehrnoosh Rajabi, the Sub-Lease Agreement, subsequently amended to include Olea Restaurant, Inc as a an additional Tenant, the Sub-Lessee is hereby approved to make changes to the signage, storefront, and other renovations/upgrades at 703 King St, Alexandria, VA 22314.

It is understood that the Sub-Lessee will obtain the appropriate approvals of the City of Alexandria, including the Board of Architectural Review, if required. Tenant warrants that it will comply with all necessary licensing and permit requirements to affect the improvements.

Approved:	Т. Т.	
Setareh LLC	Shin	
Ву:		

Sayed Hossein Shojae Maddahi,

Managing Member

Date: 01-29-15 Owner By: Antonio Flores,

Date: 01- 79-15