

BAR Meeting  
May 6, 2015

**ISSUE:** Signage

**APPLICANT:** PMA Properties, 805, LLC

**LOCATION:** 805 King Street

**ZONE:** KR / King Street Retail

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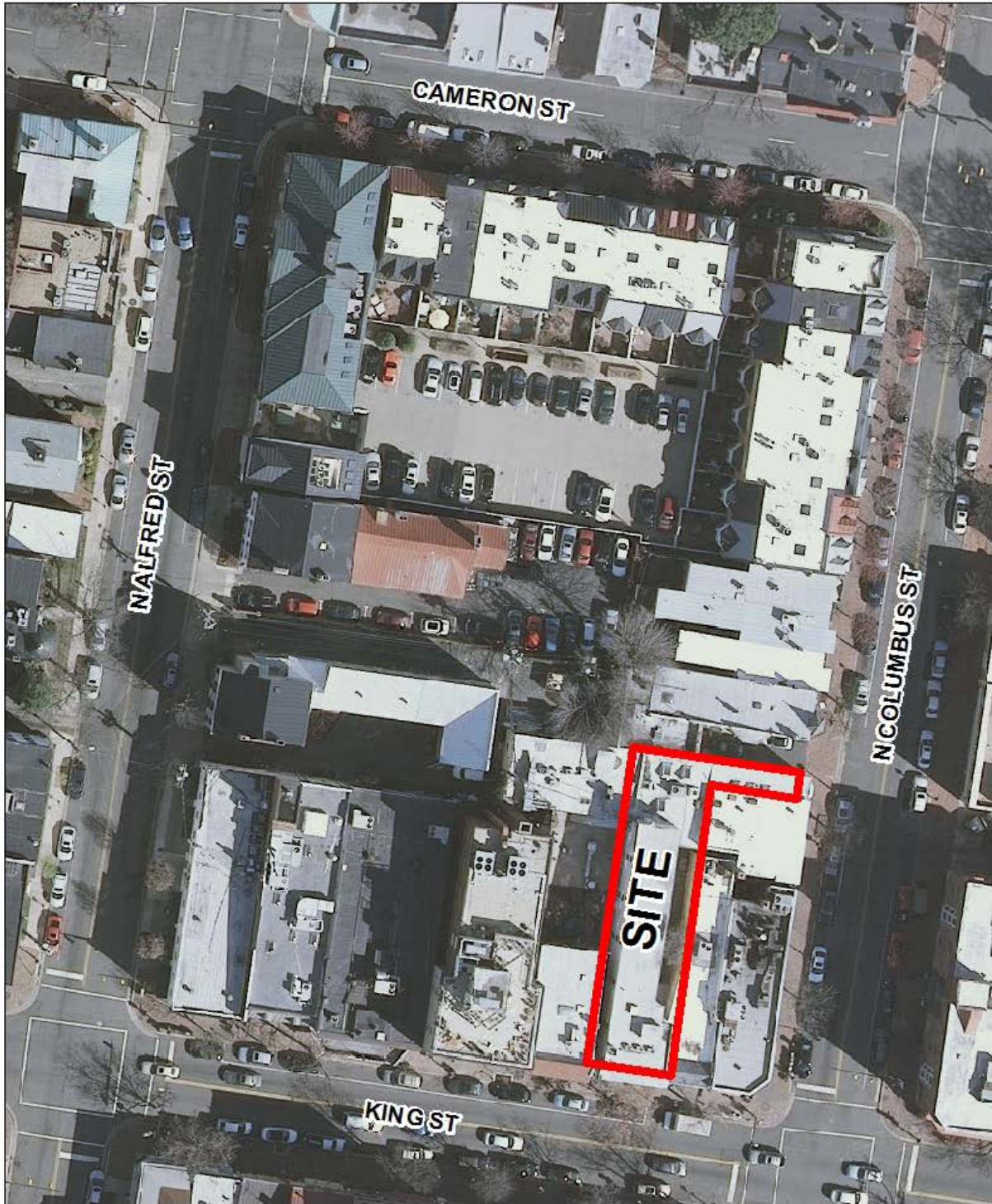
**STAFF RECOMMENDATION:**

Staff supports the sign plan for this building with the following conditions:

1. The bottom bracket shall be removed from the hanging sign.
2. No leasing signs or similar shall be allowed on the hanging sign.

**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](mailto: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 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.
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 Virginia Department of Historic Resources (VDHR) prior to initiating any work to determine whether the proposed project may qualify for such credits.



BAR2015-00090



## **I. ISSUE**

The applicant is requesting approval of a sign plan for multiple tenants at 805 King Street. The request includes a total of three signs for the first floor tenant: two window decals (10 square feet total) and one wall sign in the storefront frieze, measuring 4.6 square feet. The request includes a single hanging sign for the upper story tenants, with a maximum of three individual signs on the hanging sign, each measuring 1 foot by 2 feet (total of 6 square feet). The total sign area requested is 20.6 square feet.

## **II. HISTORY**

805 King Street is a four-story, three-bay brick commercial building, constructed in the early-mid 19th century, according to Ethelyn Cox in *Historic Alexandria, Virginia, Street by Street*.

In 1969, the Board approved a sign at this location (6/11/69). In 1979, the Board approved alterations to the façade (11/7/79, 11/21/79, 12/5/79, 12/19/79). In 1980, the Board denied an application for inharmonious color samples and the applicant later withdrew an application for the same (3/5/80 and 3/19/80). The Board approved a sign in 1982 (4/7/82). In 2013, BAR staff administratively approved window replacement for upper story windows (BAR 2013-00282). Also in 2013, the Board approved renovation of the storefront and new entry doors (BAR 2013-00322, 10/2/13).

## **III. ANALYSIS**

The sign proposal complies with zoning ordinance requirements. The maximum sign area allowed by the zoning ordinance is 26.2 square feet, based on the frontage of the building. This application is beyond what can be approved administratively due to the number of signs. While the applicant has submitted specific designs for most of the signs, staff recommends approving this as a sign plan so that future tenants' signs may be approved so long as they are consistent with this overall design and size as well as any limitations on materials, lighting and the like outlined in the administrative sign approval criteria.

Staff supports the proposal finding that the number and arrangement of signs is appropriate and does not overwhelm the building. The first floor retail signs are appropriate to the scale of that storefront and similar in size. Staff has no objection to three signs for this space noting that the decals still provide significant transparency through the windows and the two decals balance the dual window storefront.

As many upper floor tenant spaces in Old Town are being used for uses other than office, there has been an increase in the requests for signs for these spaces that offer personal services and small-scale retail. The administrative sign criteria has been amended to allow for multi-tenant hanging signs which successfully allow these tenants sign space but also do not visually clutter buildings. Therefore, staff supports the proposed hanging sign that will permit up to three tenant signs, each no larger than 2 square feet. However, Staff finds the bottom bracket necessary and conditions approval on removal of the bracket. It should also be noted that the hanging sign may not be used to advertise space for lease.

**STAFF**

Catherine K. Miliaras, Historic Preservation Planner, Planning & Zoning  
Al Cox, FAIA, Historic Preservation Manager, Planning & Zoning

**IV. CITY DEPARTMENT COMMENTS**

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

**Zoning Comments**

1. Hanging sign is not located more than 20' above the sidewalk and must be included in the first floor signage calculations. Based frontage of the building (26.16') and the proposed sign dimensions below, the signs will comply with zoning.
  - 1- Hanging sign 6 sq. ft.
  - 2- Window signs total 10 sq. ft.
  - 1- Wall sign 4.6 sq. ft.Total 20.6 sq. ft.

**Code Administration**

No comments received.

**Transportation and Environmental Services**

- R-1 The building permit must be approved and issued prior to the issuance of any permit for demolition. (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 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**

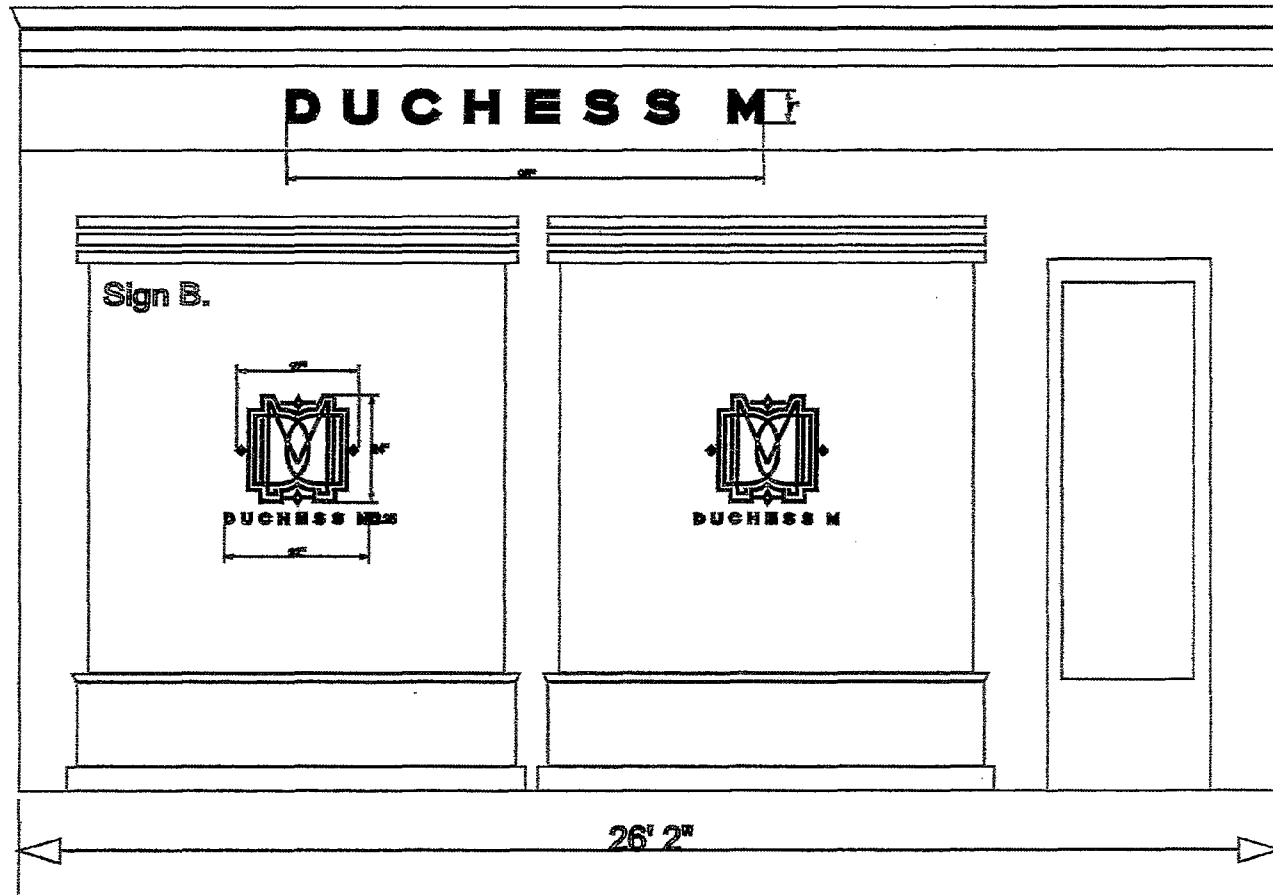
*1 – Supplemental Materials*

*2 – Application for BAR 2015-00090: 805 King Street*

# 805 King St.



**Sign A.** Custom Flat Cut Out Dimensional Lettering 7"H X 95"W X 1/2"D  
Stud Mounted to Wooden Facade using Constuction Adhesive



**Sign A.**

Custom Flat Cut Out  
Dimensional Letters  
Painted Custom  
PMS Color

7"H X 95"W X 1/2"D

Total 4.6 Sq Ft

**Sign B.**

Custom Window  
Lettering  
White Vinyl Graphics

(2) Logo 24"H x 27"W

Total 9 Sq Ft

(2) Name 2.25"H x 32"W

Total 1 SqFt

**Sign Space in Use**

14.6 Sq Ft

**OLD TOWN SIGN**

*Quality Service. Design. & Production*  
1021 QUEEN ST. ALEXANDRIA, VA 22304  
703.548.7446 OLDTOWNSIGN.COM



Date:  
4/1/2015

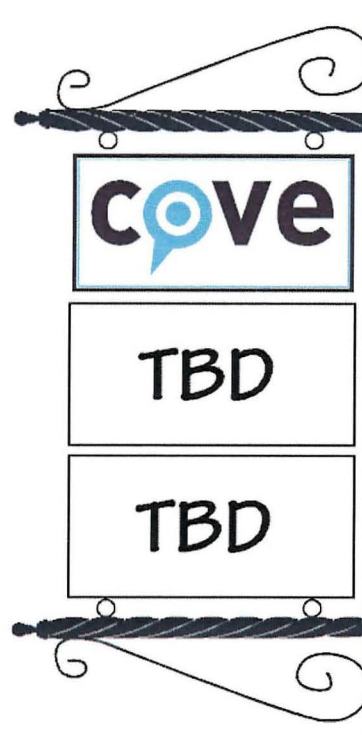
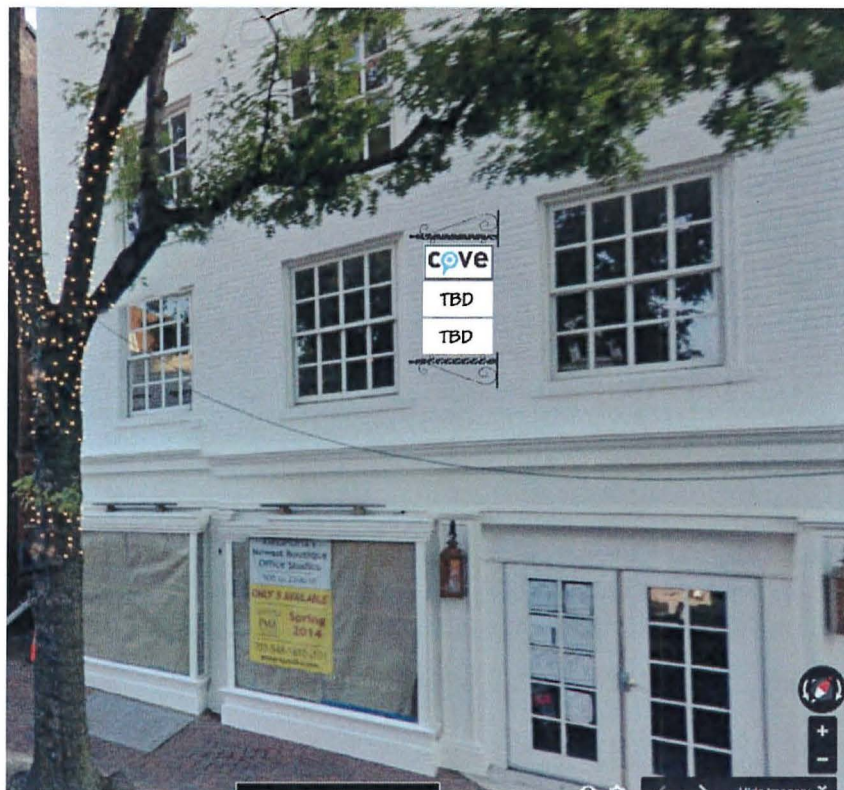
Representative:

Estimate:  
\$0.00

Shipping:

(Please note: Estimate does not include any applicable sales tax or shipping charges.)

Thank you very much for your order. Below is the artwork for your approval. Your approval indicates that you have reviewed all size, image, content, layout, substrate & quantity specifications. If acceptable, please reply with payment information. Production will not commence until we have approval and payment information. Please note that if we are shipping your items, we will not have a shipping cost until the shipment is processed.



x3  
12" x 24"  
Painted Wood  
Mounted in between  
(2) 30" scroll brackets

Customer:

Company:

Address:

City:

Phone:

Email:

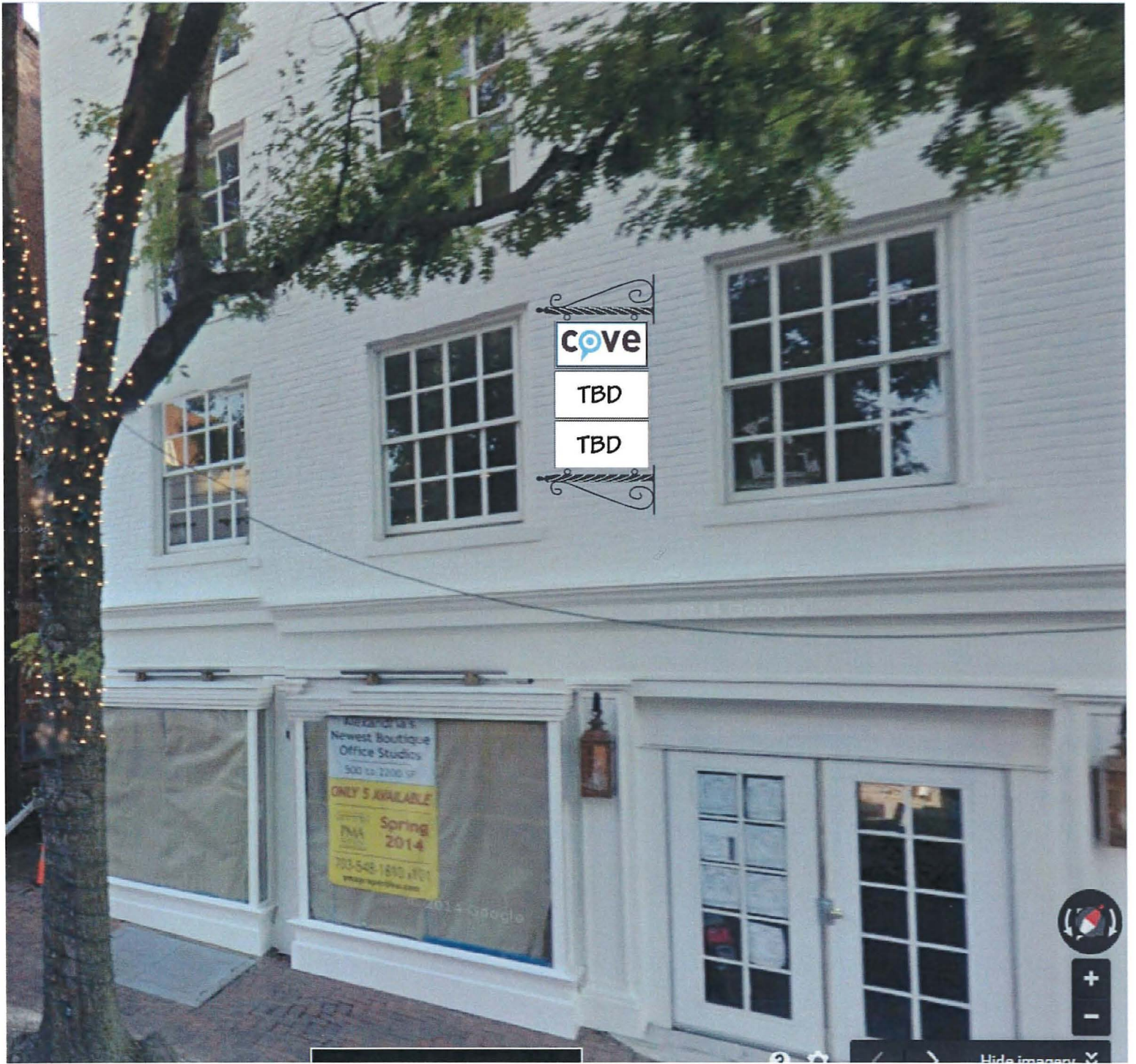


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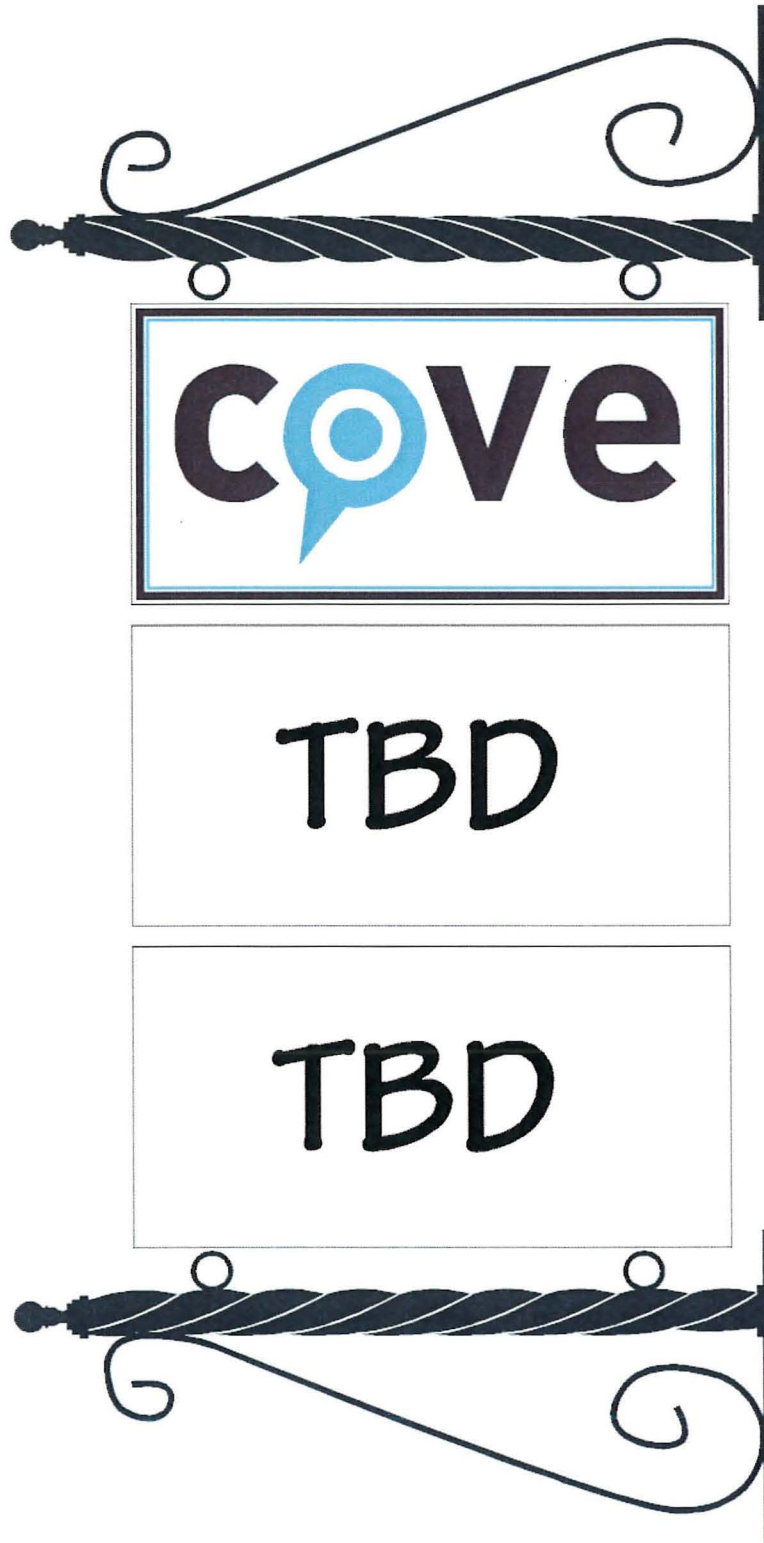
423 Calvert Ave  
Alexandria, VA 22301  
703-836-4199 (v)  
703-836-4645 (f)  
AffordableSigns.com

Comments:









ADDRESS OF PROJECT: 805 KING ST ALEXANDRIA, VA 22314  
 TAX MAP AND PARCEL: 074.02-01.06 ZONING: KR

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: PMA PROPERTIES, 805, LLCAddress: 815 KING STCity: ALEXANDRIA State: VA Zip: 22314Phone: 703.548.1810 E-mail: ROBC@PMAPROPERTIES.COMAuthorized Agent *(if applicable)*: ☐ Attorney ☐ Architect ☐ \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

## Legal Property Owner:

Name: PMA PROPERTIES, 805, LLCAddress: SAME

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ 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?  
☐ 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).*

DIMENSIONAL LETTERING ABOVE DISPLAY WINDOWS  
 WINDOW GRAPHICS APPLIED TO 1ST FLOOR GLASS  
 BRACKETS AT 2ND FLOOR WINDOW LEVEL HOUSING  
 ONE TO THREE 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 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.

- N/A
- ☐ ☐ Linear feet of building: Front: 26.2' Secondary front (if corner lot): \_\_\_\_\_
- ☐ ☐ Square feet of existing signs to remain: 14.6 (IN THIS APPLICATION ALSO)
- ☒ ☒ 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 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:**Signature: Printed Name: Rob KaufmanDate: 4.2.15



# 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 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
1. ROBERT KAUFMAN	1609 RUSSELL RD ALEXANDRIA 22301	51 <del>60</del> %
2. JENNIFER KAUFMAN	209 W MASONIC VIED ALEXANDRIA 22301	49 <del>40</del> %
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 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
1. SAME		
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.

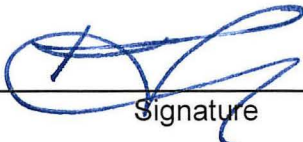
Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1.		
2.		
3.		

**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.

4.2.15  
Date

ROB KAUFMAN  
Printed Name

  
Signature