

Docket Item # 1  
BAR CASE # 2015-0122

BAR Meeting  
May 20, 2015

**ISSUE:** Request for Signage

**APPLICANT:** Whim Pop

**LOCATION:** 1309 King Street

**ZONE:** KR/King Street Retail

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### **STAFF RECOMMENDATION**

Staff recommends approval, as submitted.

### **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](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.



BAR2015-00122



## **I. ISSUE**

The applicant requests a Certificate of Appropriateness to install five additional signs for the first floor retail tenant at the building located at 1309 King Street. There currently exists one hanging sign for the upstairs tenant, Aida Spa. Due to the quantity and total square footage proposed for the building, staff cannot administratively approve the application.

The applicant requests approval of the following signs:

1. One metal wall sign of 4.4 square feet to be mounted in the existing sign band above the storefront window;
2. One 2.65 hanging sign shaped like a popsicle and constructed out of wood to be attached beneath the existing Aida Spa sign, in accordance with the *BAR Sign Policy* section for buildings with two or three tenants, and;
3. A series of three window decals, one square foot each centered on each of the glass panes of the storefront window.

## **II. HISTORY**

The subject building was constructed in **2008** and approved by the BAR under case #2008-00040. There have been numerous BAR approvals for signage at this property.

## **III. ANALYSIS**

The *Design Guidelines* chapter on signs state that generally only one sign per business is appropriate, however, the Board's practice has been to evaluate the quantity, size, and design of signs on a case by case basis. Staff finds that the request for both a wall and hanging sign is consistent with other signage approvals within the district and on King Street. Staff has no objection to the addition of small window decals, as they are minimal in size and design and contain no verbiage. Staff recommends that the Board find the proposed signage appropriate in scale, color, and design for the building and consistent with the types of signs previously approved by the Board on King Street.

Staff recommends approval, as submitted.

## **STAFF**

Mary Catherine Collins, 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**

C-1 Proposed hanging, window and wall signs comply with zoning.

##### **Code Administration**

F-1 No comments.

##### **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 BAR2014-00051. (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 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 BAR2015-00122: 1309 King Street*

## PROPOSED BUILDING SIGNAGE

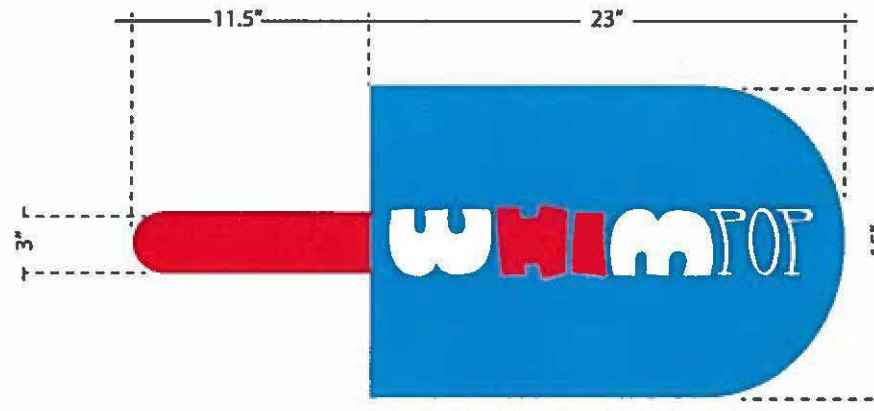


Building frontage (linear feet): 16ft

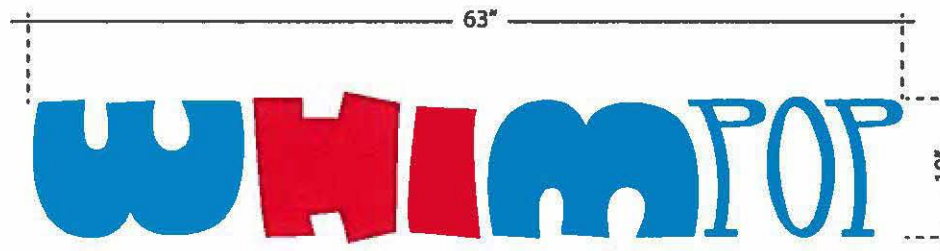
Area of proposed sign including current sign (square feet): 13.35 sqf

- Current hanging sign (Aida Spa): 3.3 sqf
- Hanging sign (popsicle): 2.65 sqf
- Top (Logo): 4.4 sqf
- Bottom (decorative artwork): 3 sqf

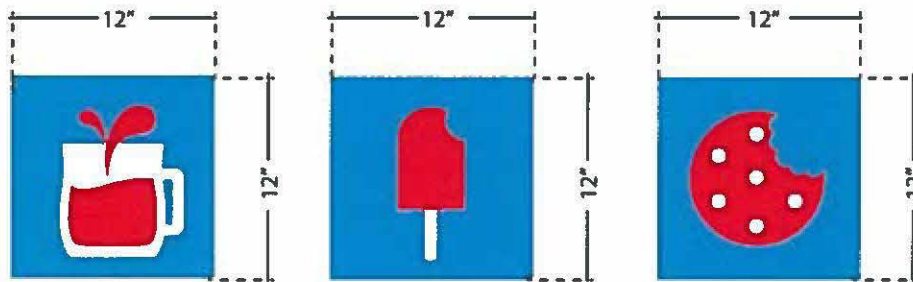
## DETAILED MODEL



$$= 2.65\text{sqf}$$



$$= 4.4\text{sqf}$$



$$= 3\text{sqf}$$

## CURRENT FRONT ENTRANCE



VIEW

ADDRESS OF PROJECT: 1309 King Street  
 TAX MAP AND PARCEL: 064-03-10-35 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: Whim Pop / Maria Romano

Address: 2304 Glade Bank Way

City: Reston State: VA Zip: 20191

Phone: 571-830-4336 E-mail: maria@whimpop.com

Authorized Agent (if applicable): ☐ Attorney ☐ Architect ☐ \_\_\_\_\_

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

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

## Legal Property Owner:

Name: Cloverdale LLC

Address: 216 S. Payne St

City: Alexandria State: VA Zip: 22314

Phone: 703-836-8801 E-mail: cloverdaleLLC@verizon.net

- ☐ 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.  
     ☐ 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)

Show the Company's logo on the top of the front windows, and a graphic of decorative popsicles on the bottom of the windows

Add a popsicle with the logo as a sign below the current SPA sign.

Pictures are attached

Logo = ~~4.4 ft x 1.25 ft = 5.5 SQF~~ 4.4 SQF    hanging 2.65 SQF    Sign = ~~3.4 ft x 1.7 ft = 5.8 SQF~~  
~~7.9 ft x 3.1 ft = 24.5 SQF~~ Icons - 3 SQF

**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.

- ☐ ☒ <sup>N/A</sup> 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.

- ☒ ☐ <sup>N/A</sup> Linear feet of building: Front: 16 Ft Secondary front (if corner lot): N/A.
- ☒ ☐ Square feet of existing signs to remain: 1500.
- ☒ ☐ 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.

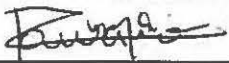
- ☒ ☐ <sup>N/A</sup> Clear and labeled photographs of the site, especially the area being impacted by the alterations, all sides of the building and any pertinent details.
- ☒ ☐ Manufacturer's specifications for materials to include, but not limited to: roofing, siding, windows, doors, lighting, fencing, 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: Maria Romano

Date: 4/20/2015

## 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. Maria Romano	2304 Glade Bank Way	100%
2.		
3.		

**2. Property.** State the name, address and percent of ownership of any person or entity owning an interest in the property located at 1309 King Street (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. Maria Romano	2304 Glade Bank Way	100%
2.		
3.		

**3. Business or Financial Relationships.** Each person or entity indicated above in sections 1 and 2, with an ownership interest in the applicant or in the subject property are 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. All fields must be filled out completely. Do not leave blank. (If there are no relationships please indicate each person or entity and "None" in the corresponding fields).

For a list of current council, commission and board members, as well as the definition of business and financial relationship, [click here](#).

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. Maria Romano		
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.

4/20/2015      Maria Romano      [Signature]  
 Date                      Printed Name                      Signature