

Docket Item # 1
BAR CASE # 2015-00129

BAR Meeting
June 3, 2015

ISSUE: Certificate of Appropriateness - Signage

APPLICANT: Teaspoon, LLC (Blueprint Chocolatier's)

LOCATION: 1001 King Street

ZONE: KR/ King Street Retail Zone

STAFF RECOMMENDATION

Staff recommends approval of the Certificate of Appropriateness application, 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 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 Virginia Department of Historic Resources (VDHR) prior to initiating any work to determine whether the proposed project may qualify for such credits.



BAR2015-00129



I. ISSUE

The applicant is seeking approval of a Certificate of Appropriateness application to install painted wall sign with 12' high, 8" wide letters and a 4' square logo (21.28 sq. ft.) on the building's North Patrick Street elevation, as shown below:

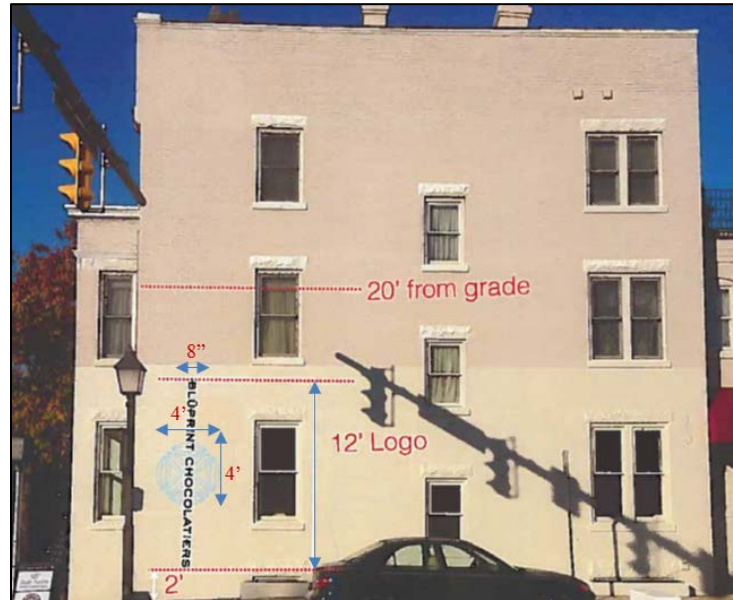


Figure 1. Proposed Signage on North Patrick Street

II. HISTORY

1001 King Street is a series of three buildings that are of contiguous construction, designed as a single composition. They reflect Second Empire influences and were constructed between 1902 and 1907. The buildings were originally constructed as separate residential dwellings. They were consolidated into one building in the latter part of the 20th century and served as a drug rehabilitation facility. The three buildings were renovated in 2004, restored to their original configurations as three, separate structures and converted to the current commercial use.

The building is located on the northwest corner of King and North Patrick Streets and has 17' of frontage along King Street and 57' of frontage along North Patrick Street.

Previous BAR Approvals

Demolition and alterations (BAR Case #2004-0009, 2/18/2004, & BAR Case #2004-0010, 3/3/2004).

Signage for retail tenants (BAR Case #2006-0009, 2/1/06)

Signage for retail tenants (BAR Case 2007-0021)

****Note:** Blueprint Chocolatiers recently received administrative approval for a hanging sign (2.16 sq. ft.) and a window decal (2.12 sq. ft.) on the King Street elevation. (BAR Case #2015-0011, 1/21/15.)

III. ANALYSIS

The Board's *Criteria and Standards for Administrative Approval of Signs within the Historic Districts* permits staff to administratively approve two signs for a commercial business and up to three signs if the building is located on a corner. Staff has currently reviewed and approved two signs for this corner building, a hanging sign (2.16 sq. ft.) and a window decal (2.12 sq. ft.) located on the King Street elevation. The subject proposal is to locate a painted wall sign on the Patrick Street frontage. The *Criteria and Standards* supports painted wall signs, provided that they are "painted on a frieze board or directly on an already painted building." In addition, the *Design Guidelines* state that "Signs painted directly on a building are permitted."

Although the proposed wall sign meets the Board's *Criteria and Standards* and *Design Guidelines*, staff determined that due to the uniqueness of the sign and its high visibility, the proposed sign should be subject to further review and consideration by the BAR. While staff has recommended that the Board review this sign through its public hearing process, staff finds it unique and historically appropriate, as painted wall signs have been previously approved by the Board in the district, and were a common feature on historic commercial businesses, as shown in the illustrations below. Some, such as the one at Virtue Feed and Grain on Wales Alley, are protected historic features.



121 S Union



123 S Union

Figure 1. Mid-20th century photos of historic painted wall signs within District



BAR2005-0005 2/2/05



BAR93-171 10/6/93

Figure 2. Examples of Previous BAR approvals of wall signs

Furthermore, due to the location of this business on North Patrick Street, staff finds that this is also one of the few areas in the Old and Historic Alexandria District where there is both an active pedestrian and vehicular environment. As such, staff finds that the design of the proposed wall sign will be observable to both pedestrians walking along King Street and the vehicular environment on King and North Patrick Street (Route 1.)

Staff recommends that the BAR approve the Certificate of Appropriateness application, finding that the wall sign and the previously approved window decal and hanging signs (total 25.56 sq. ft. of sign area) are modest and appropriate for this business and proposed size and location of the wall sign is pedestrian scaled.

STAFF

Michele Oaks, 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 sign complies with zoning.

Code Administration

No code comment for painting of sign on side of existing structure.

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)

C-1 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (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)

V. ATTACHMENTS

1 – Supplemental Materials

2 – Application for BAR2015-00129; 1001 King Street



SUP #2014-0108
1001 King Street

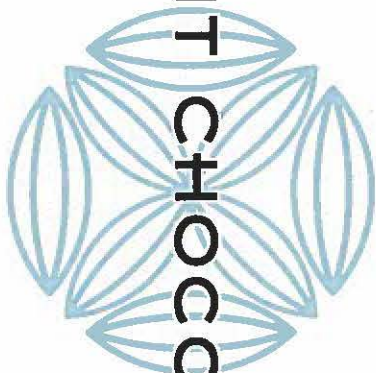








BLÜPRINT CHOCOLATIERS



BLÜPRINT CHOCOLATIERS





106 N LEE ST HICKMANA



BAR Case # 2015-00129

ADDRESS OF PROJECT: 1001 KING ST, ALEXANDRIA VA
 TAX MAP AND PARCEL: 06A.03-07-39 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: TEASPOON LLC dba BLÜPPINT CHOCOLATESAddress: 954 N WASHINGTON STCity: ALEXANDRIA State: VA Zip: 22314Phone: 202-735-7333 E-mail: TEASPOONLLC@GMAIL.COMAuthorized Agent (if applicable): ☐ Attorney ☐ Architect ☐ _____

Name: _____

Phone: _____

E-mail: _____

Legal Property Owner:

Name: MICHAEL ROSSAddress: 1001 B KING STCity: ALEXANDRIA State: VA Zip: 22314Phone: 703-932-5126 E-mail: MICHA7898@AOL.COM

- ☐ 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
☐ doors
☐ lighting
☐ other _____

☐ fence, gate or garden wall
☐ windows
☐ pergola/trellis

☐ HVAC equipment
☐ siding
☐ painting unpainted masonry

☐ shutters
☐ shed
- ☐ ADDITION
☐ DEMOLITION/ENCAPSULATION
☒ SIGNAGE

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

APPLY A PAINTED LOGO AND BUSINESS NAME ON
SIDE OF BUILDING FACING PATRICK ST. N.

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: ~17' Secondary front (if corner lot): ~5A'
- ☐ ☒ Square feet of existing signs to remain: 0
- ☒ ☐ 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: _____

Date: _____

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. KIM GUSTAFSON	954 N WASHINGTON	67%
2. BRUCE GUSTAFSON	954 N WASHINGTON	33%
3.	ALEXANDRIA, VA 22314	

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 1001 KING ST (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. MIKE ROSS	1001 B KING ST ALEXANDRIA VA 22314	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. KIM GUSTAFSON	NONE	NONE
2. BRUCE GUSTAFSON	NONE	NONE
3. MIKE ROSS	NONE	NONE

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.

05/01/2015
Date

BRUCE GUSTAFSON
Printed Name


Signature