

Docket Item # 3
BAR CASE # 2015-00244

BAR Meeting
September 2, 2015

ISSUE: Certificate of Appropriateness for Signage and Alterations

APPLICANT: Hanks Oyster Bar by Alexandra Stoller

LOCATION: 600 Montgomery Street

ZONE: CDX / Commercial Zone

STAFF RECOMMENDATION

Staff recommends approval of the application with the condition that the brightness of the exterior illumination be approved by BAR staff at night in the field to insure that the light level is equal to or less than the surrounding businesses prior to final approval.

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.



BAR2015-00244



I. ISSUE

The applicant requests approval of a Certificate of Appropriateness for exterior alterations and signage at 600 Montgomery Street to include:

Signs

- Installation of a painted wall sign reading “FRESH PASTA, ITALIAN EATS, RESTAURANT” to be applied to the right of the North St. Asaph Street entrance, measuring 29 sq. ft. in area (128.39 linear feet of frontage);
- Installation of a door decal with operational hours and address measuring 1 sq. ft in area;

Alterations

- Replacement of fifteen (15), down lights with fifteen (15) new fixtures that allow for both up and down lighting to illuminate the building wall surface; and
- Removal of the window awnings and entry canopy on the building.

****Note:** BAR staff administratively approved the installation of two, round logo signs at this business, each measuring 18.4 sq. ft. in area, on the North St. Asaph and Montgomery Street elevations. (Montgomery Street has 38.98 linear feet of frontage);

II. HISTORY

The brick two-story commercial Colonial Revival building was constructed **c1941** according to Sanborn Fire Insurance Maps and Real Estate Records, as part of the war effort. The 1958 Sanborn Fire Insurance Map indicates that the building was occupied by the U.S. Government.

This building was included as part of the historic district boundaries in the 1984 expansion of the district.

Previous Approvals

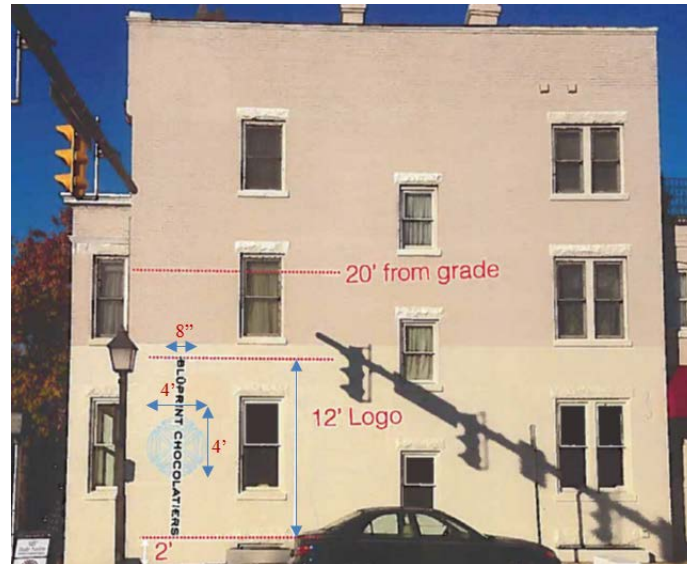
The BAR approved second floor window replacement for the building in 2012; (BAR Case2012-0169, 06/20/12.)

III. ANALYSIS

Signs

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 reviewed and approved two, round painted logo signs for this corner building, one sign on the facades facing North St Asaph and Montgomery Streets, through the BAR’s administrative process. The current proposal before the Board is to locate a painted wall sign to the right of the entrance door on the North St. Asaph Street frontage. Although the *Criteria and Standards* supports painted wall signs, provided that they are “painted on a frieze board or directly on an already painted building.” The *Criteria and Standards* currently do not permit two signs of a similar type to be installed on the same building frontage. Therefore, this proposed second painted wall sign on North St. Asaph Street requires further review and consideration by the BAR. While the Board requires that this third sign be

reviewed 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 common features 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. Additionally, in June, the Board approved a large painted wall sign at the King and North Patrick Street, shown below.



Signage Approved for 1001 King Street

Furthermore, due to the warehouse design character of this building, staff finds the design of the proposed wall sign architecturally compatible and 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 66.8 sq. ft. of sign area) are modest and appropriate for this business and the scale of its frontage.

Exterior lighting

Staff supports the proposed replacement of the lights on the building. These utilitarian lighting fixtures will blend in with the new paint scheme of the building and do not form prominent visual components of the façade. However, care must be taken not to produce inappropriate or misdirected light, which uses excessive brightness as advertising or may cause direct or indirect glare to shine in the eyes of pedestrians or automobile drivers. The Board's previous direction to staff in these cases is that the lighting should not make this building the brightest in the area and overwhelm its architectural features.

Awnings

The existing window awnings and entry canopy do not contribute to the architectural design of the building and staff supports their removal. Furthermore, the BAR's Design Guidelines do not support marquee style canopies at individual retail/restaurant entrances which encroach into the public ROW. Staff strongly supports their removal.

STAFF

Michele Oaks, Urban Planner, Historic Preservation Section, 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 Administration

C-1 Proposed signs, lighting and removal of existing awnings comply with zoning.

Code Administration

No comments received to date.

Transportation & Environmental Services

R1. 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 A sign may be erected or displayed flat against a building wall or at an angle thereto, so long as the sign does not project more than four feet from the building wall or within one foot of an established curb line and the bottom of the sign is at least eight feet above a sidewalk or parking area and at least 14.5 feet above any alley. (Sec. 5-2-29(c)) (T&ES)

C-3 If any portion of the signage encroaches in the right of way, 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 named insured. (Sec. 5-29 (h)(1)) (T&ES)

C-4 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

C-5 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-6 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)

Archaeology

- F-1 There is low potential for significant archaeological resources to be disturbed by this project. No archaeological action is required.

V. ATTACHMENTS

1 – Supporting Materials

2 – Application BAR2015-00244 at 600 Montgomery Street



SWATCHROOM

1527 9TH STREET NW // DC 20001

APPLICATION MATERIAL
BAR2015-00244
600 Montgomery St.
8/3/2015

CURRENT BUILDING PHOTOS - APPROACH PHOTOS



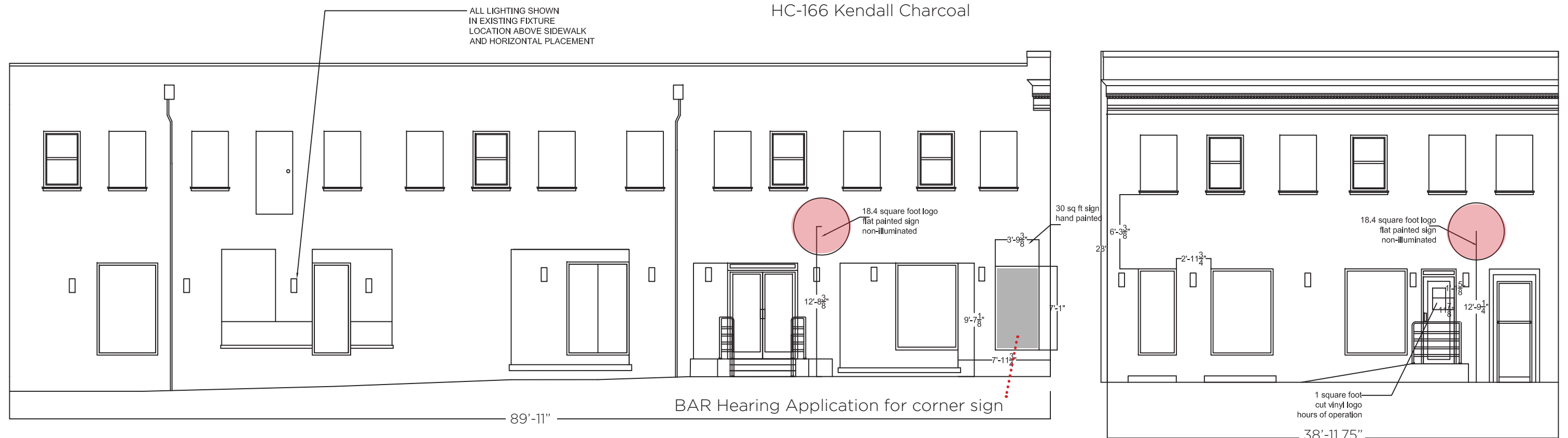
existing brick painted - proposal to repaint brick, excluding any existing stonework



exterior building to change
to Benjamin Moore
HC-166 Kendall Charcoal



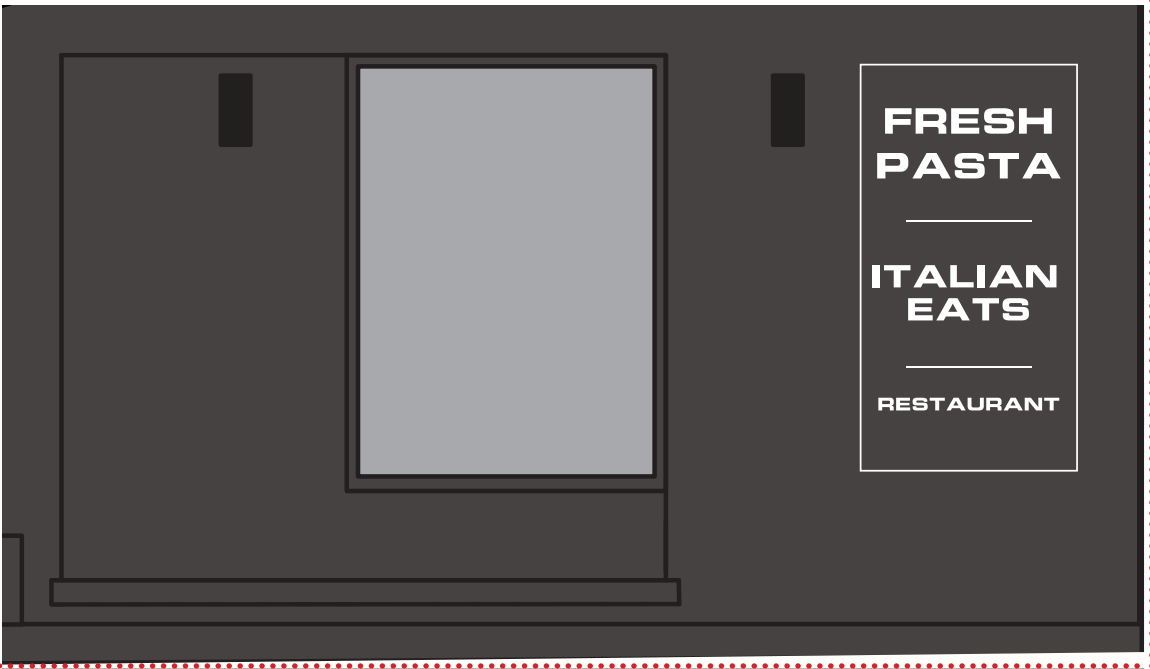
existing menu holder to be repainted facade color;
display one copy of menu on solid background



BUILDING ELEVATION WITH DIMENSIONS - see following page for colorized elevation



COLORIZED BUILDING ELEVATION



DETAIL - BAR HEARING APPLICATION - CORNER PAINTED SIGN



29 ft² area professionally painted, sign; inspired by Old Town historic painted signage - application is non-daming and non-permanent

(2) 18.4 ft² area professionally painted brand logos applied to each side of building - application is non-daming and non-permanent (staff level submission)

1 ft² area white cut vinyl window sign with operational hours and address (staff level submission)

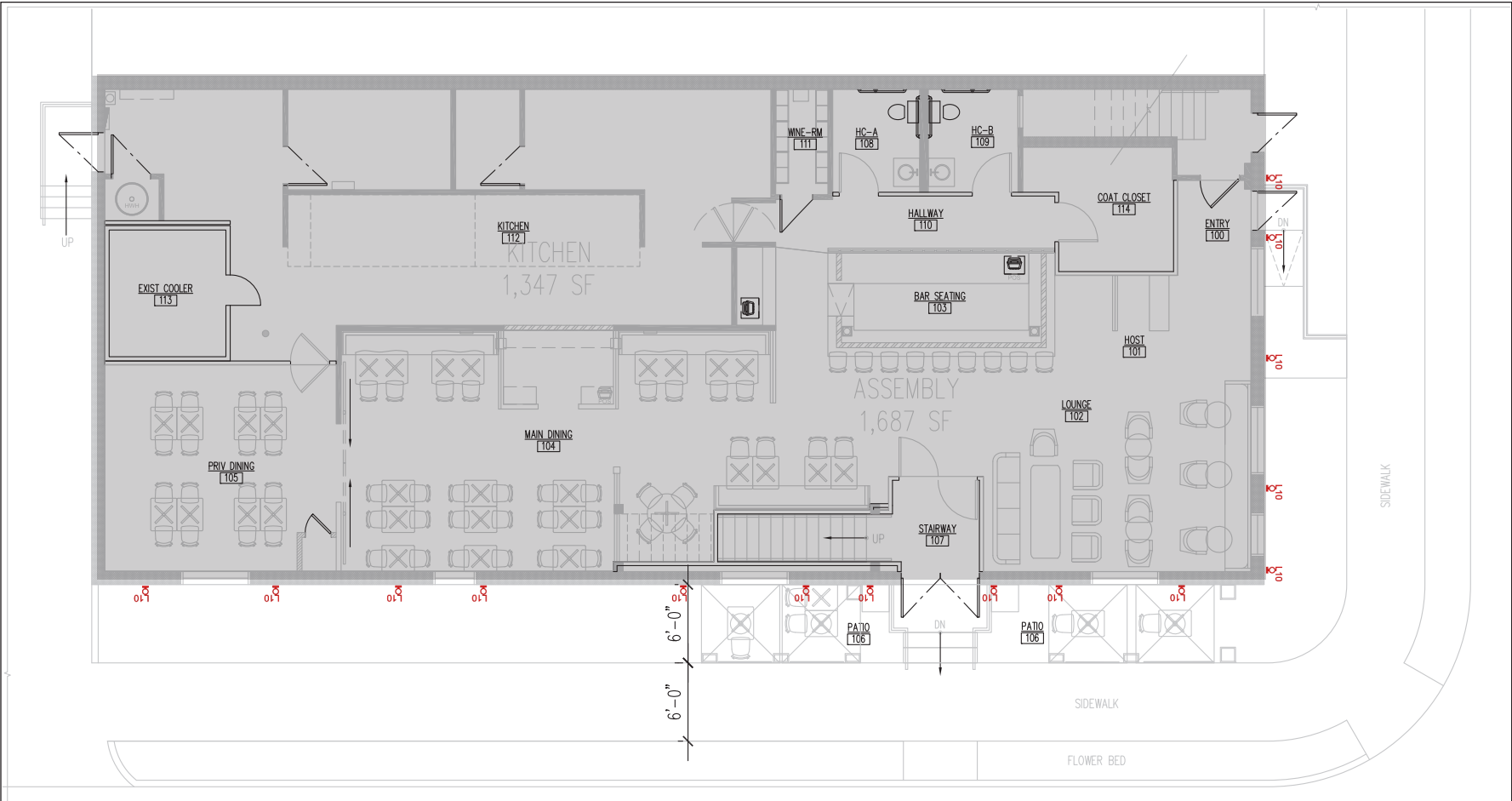
- NOTES:
- 1. awnings to be removed without replacement; see following page for umbrella specifications
 - 2. the building will retain the same number of windows
 - 3. a single, permanent window decall will be located on the front door detailing hours and address; cut white vinyl applied directly to exterior of glass, not exceeding 1 square foot of surface area

APPLICATION MATERIAL
BAR2015-00244
600 Montgomery St.
8/3/2015



ADDITIONAL EXTERIOR PHOTOS

APPLICATION MATERIAL
BAR2015-00244
600 Montgomery St.
8/3/2015



VENDOR/ MANUFACTURER: FILAMENT DESIGN

ITEM NUMBER: CLI- SS756510/ 205522732

DESCRIPTION: ELDRIDGE 2-LIGHT OUTDOOR WALL LANTERN

FINISH: OIL RUBBED BRONZE

DIMENSIONS: 15”H X 7.13”D X 5”W

FINISHED HEIGHT/ LENGTH: TBD

WEIGHT: 13.9 LBS

ASSEMBLY REQUIREMENTS: TBD

LIGHT BULBS INCLUDED: NO

WATTAGE: 32 W- FLORESCENT 2 BULBS

NOTES: Original placement retained - fixtures will replace existing downlights of same overall size

EXTERIOR LIGHTING PLAN



EXISTING FIXTURES

APPLICATION MATERIAL
BAR2015-00244
600 Montgomery St.

REPLACEMENT LIGHT FIXTURE - 15 existing fixtures replaced with 15 new fixtures that allow for both up + downlighting to illuminate building signage 8/3/2015



Filament Design | Model # CLI-SS756510 | ★★★★★ (0)
Eldridge 2-Light Oil Rubbed Bronze Outd...

\$98.94 /each



RECOMMENDED ITEMS ▾ | PRODUCT OVERVIEW ▾ | SPECIFICATIONS ▾ | CUSTOMER REVIEWS ▾ | SHIPPING & DELIVERY ▾

SPECIFICATIONS

DIMENSIONS

Assembled Depth (in.)	7.13 in	Product Height (in.)	15
Assembled Height (in.)	15 in	Product Length (in.)	7.13
Assembled Width (in.)	5 in	Product Width (in.)	5

DETAILS

Bulb Type	Fluorescent	Number of Bulbs Required	2
Bulb(s) Included	Yes	Outdoor Lighting Features	Weather Resistant
Dusk to Dawn	No	Power Type	Hardwired
Exterior Lighting Product Type	Outdoor Sconces	Product Weight (lb.)	13.9 lb
Fixture Color/Finish	Oil Rubbed Bronze	Returnable	90-Day
Glass/Lens Type	No glass/lens	Style	Modern
Light Source	Fluorescent	Wattage (watts)	32
Motion Sensor	No	Weather Resistant	Yes

WARRANTY / CERTIFICATIONS

Certifications and Listings	1-UL Listed	Manufacturer Warranty	There is a limited one year warranty on this item
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APPLICATION MATERIAL
BAR2015-00244
600 Montgomery St.
8/3/2015

ADDRESS OF PROJECT: _____

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: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail : _____

Authorized Agent *(if applicable)*: ☐ Attorney ☐ Architect ☐ _____

Name: _____ Phone: _____

E-mail: _____

Legal Property Owner:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

- | | | |
|------------------------------|-----------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Is there an historic preservation easement on this property? |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | If yes, has the easement holder agreed to the proposed alterations? |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | Is there a homeowner's association for this property? |
| <input type="checkbox"/> Yes | <input 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.*
- | | | | |
|---|---|---|-----------------------------------|
| <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 checked="" type="checkbox"/> lighting | <input type="checkbox"/> pergola/trellis | <input type="checkbox"/> painting unpainted masonry | |
| <input checked="" type="checkbox"/> Other: <u>Signage</u> <i>OK</i> | | | |
- ☐ ADDITION
- ☐ DEMOLITION/ENCAPSULATION
- ☒ SIGNAGE

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

- (2) painted wall logo signs - (1) per elevation
- (1) painted white text sign - not considered 'special advertising' at staff level
- swap 15 existing light fixture in same location (uplights)
- change color of existing exterior painted brick

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
- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Survey plat showing the extent of the proposed demolition/encapsulation. |
| <input type="checkbox"/> | <input type="checkbox"/> | Existing elevation drawings clearly showing all elements proposed for demolition/encapsulation. |
| <input type="checkbox"/> | <input type="checkbox"/> | Clear and labeled photographs of all elevations of the building if the entire structure is proposed to be demolished. |
| <input type="checkbox"/> | <input type="checkbox"/> | Description of the reason for demolition/encapsulation. |
| <input type="checkbox"/> | <input type="checkbox"/> | 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: 128.39 Secondary front (if corner lot): 38.93
 - ☒ ☐ 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:

Mailed
8-3

- ☒ 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: Alexandra Stoller

Date: 8-3-15

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. Jamie Leeds	1624 Q Street NW Washington DC 20009	100
2. Jamie Leeds		
3. Jamie Leeds		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 600 Montgomery 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. Jamie Leeds	1624 Q Street NW Washington DC 20009	100
2. Jamie Leeds		
3. Jamie Leeds		

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. Jamie Leeds		
2. Jamie Leeds		
3. Jamie Leeds		

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.

8/11/15

Date

Jamie Leeds

Printed Name

Signature