

BAR Meeting
September 2, 2015

ISSUE: Certificate of Appropriateness (signage)

APPLICANT: Old Town Ace Hardware

LOCATION: 809 South Washington Street

ZONE: CRMU/L – Commercial/Residential Mixed Use Low

STAFF RECOMMENDATION

Staff recommends approval of the application with the conditions that:

1. A sign of the same size may be installed on the glass as a vinyl decal and not integral with the solar shade; and,
2. That signs of similar size may be installed in the center of both the north and south storefront windows.

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



BAR2015-00230



I. ISSUE

The applicant is requesting approval of a Certificate of Appropriateness for a roller shade with an integral logo in the northernmost front picture window. The store was recently remodeled and the cash registers and check-out area has been relocated to the area just behind the glass window where the heat and sun glare are an unattractive nuisance.

The proposed roller shade will fill only the center portion of the storefront window (5.1' by 8.6'), and the 1.4' by 3.1' (4.35 square feet) logo will be centered on the shade. The applicant has not specified the color of the proposed shade but has expressed a willingness to install any color shade the Board desires.

The building has 51 linear feet of frontage, allowing for a maximum of 51 square feet of signage under the zoning ordinance. There is 16.5 square feet of signage existing on the building.

II. HISTORY

According to the Sanborn Fire Insurance maps, 809 South Washington Street is part of a commercial strip built between **1955 and 1958** in a simple, Colonial Revival style.

The Board has approved a number of alterations and signage applications for this commercial strip over the years. At this particular space, the Board approved façade alterations and signage for Storehouse Home Furnishings on December 21, 1994 (BAR Case #1994-0205), and signage for the current tenant on July 9, 2008 (BAR Case #2008-0065).

III. ANALYSIS

The zoning ordinance permits only 20% of a window area to be occupied by signage and the applicant limited the amount of signage on the proposed roller shade to 20%. However, because solar shades are not transparent from the exterior, the entire shade area is considered part of the sign and is therefore not in compliance with the zoning ordinance.

While the *Design Guidelines* recommend only one sign per business, the Board's more recent Sign Policy allows for up to three signs for corner businesses. In this instance, because the business has two street frontages (the store occupies the entire second floor of the building, which fronts on both Washington Street and Jefferson Street) and because it is in an area of the historic district that is both pedestrian and vehicular in nature, Staff has no objection to the installation of additional signs for this business. The proposed ACE logo measures only 4.35 square feet and when combined with the existing signage is still modest. To balance the façade, Staff would not object to the installation of another vinyl sign of similar size and location on the southernmost storefront window. Installing the signage on the window and not the shade will allow the owner greater flexibility in selecting a shade, which then becomes an interior feature and would not be subject to the zoning ordinance provisions for signage.

STAFF

Stephanie Sample, 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

- F-1 16.5 square feet of signs are existing. The business frontage is 51.00 feet.
Above door- 10" by 20" (1.66 sq ft)
Above south window- 120" by 10" (8.33 sq ft)
Above north window- 78" by 10" (6.5 sq ft)
- C-1 Proposed shades with signs do not comply with zoning. The entire area of the shade is included in the sign calculation and exceeds the maximum allowable sign area and 20% of the window. Just the logos (2- 8.85 square feet each) applied to the window would comply with zoning. Zoning staff would not review a pull down shade with no signs on it.

Code Administration

No comments received to date.

Transportation & 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 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- 0230 at 809 South Washington Street

ATTACHMENT #1

Existing Ace hardware signs – BAR approved.

Sign over door:	10" x 2"
Sign over south window:	10' by 10"
Sign over north window:	7.8' x 10"

SHADE

Fabric Specifications:

EconoScreen 3%

Openness Factor: ±3%

UV Blockage: ±97%

Standard Roll Widths:

78", 98"

Composition:

25% Polyester / 75% Vinyl

Mesh/Inch: 47 Warp / 47 Fill

Mesh Weight: 12.00 oz./yd

2

Fabric Thickness (inch): 0.022

Breaking Strength (lbs):

169 Warp / 169 Fill

Environmental Certification:

GREENGUARD Indoor Air Quality Certified for low emissions (LEED™

)

GREENGUARD for Children and Schools Certified

Fire Classification:

California U.S. Title 19 (small scale), NF

PA 701

-

1999 TM#1 (small scale), NFPA 101 (Class A

Rating), UBC

(Class I), and BS 5867

Bacteria & Fungal Resistance: ASTM

-

G21, ASTM

-

G22

Sidewalk
to Roof
15' 2"



Top of
window
to sidewalk
9' 5"

51 feet

8' 6"



14"
Sidewalk
to bottom
of window

Benjamin Moore **PAINTS**

14.5"x22"

14.5"x103"

14.5"x22"

61"x22"

46"x100" (white shade)



61"x22"

17"x37.5" (logo)

61"x103" (window)

14.5"x22"

14.5"x103"

14.5"x22"



ADDRESS OF PROJECT: 809 S Washington St. Alexandria VA 22314TAX MAP AND PARCEL: 080.04-03-25 ZONING: CRMU/LAPPLICATION 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: Old Town Ace Hardware - Courtney Belew (contact)Address: 809 S. Washington St.City: Alexandria State: VA Zip: 22314Phone: (703) 566-7040 E-mail: courtney@charmcityacehardware.comAuthorized Agent *(if applicable)*: ☐ Attorney ☐ Architect ☐ _____

Name: _____ Phone: _____

E-mail: _____

Legal Property Owner:

Name: WRIT Limited Partnership c/o Washington REITAddress: 1775 Eye Street NWCity: Washington State: DC Zip: 20006Phone: (202) 774-3200 E-mail: erodrigues@washreit.com

- | | | |
|------------------------------|--|--|
| <input type="checkbox"/> Yes | <input checked="" 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 checked="" 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*

- | | | | |
|---|---|---|-----------------------------------|
| <input type="checkbox"/> NEW CONSTRUCTION | | | |
| <input type="checkbox"/> EXTERIOR ALTERATION: <i>Please check all that apply.</i> | | | |
| <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 _____ | | | |
| <input type="checkbox"/> ADDITION | | | |
| <input type="checkbox"/> DEMOLITION/ENCAPSULATION | | | |
| <input checked="" type="checkbox"/> SIGNAGE | | | |

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

Proposed work is a white window shade in the front right window of our establishment. Shade will be used to block the sun from the register so our cashiers can work comfortably. The shade will feature a printed "Ace Hardware" 2 color logo in the center of the shade. Please refer to attached document for example of shade with logo and sizing. Sketch featured in application shows the maximum size of logo that would be used on the shade. A smaller logo can be used upon recommendation.

Shade will be professionally installed by Budget Blinds of Silver Spring.

Shade will be mounted inside the store using steel brackets that will not be visible from the street view of store window. Dimensions of shade are 100"x46" ; dimensions of window where shade will be displayed is 103"x61".

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.*

- | |
|---|
| <div style="display: flex; align-items: center;"> <div style="margin-right: 5px;"><input type="checkbox"/></div> <div style="font-size: small;">N/A</div> </div> <div style="margin-top: 5px;"> <input type="checkbox"/> <input checked="" type="checkbox"/> Survey plat showing the extent of the proposed demolition/encapsulation. </div> <div> <input type="checkbox"/> <input checked="" type="checkbox"/> Existing elevation drawings clearly showing all elements proposed for demolition/encapsulation. </div> <div> <input type="checkbox"/> <input checked="" type="checkbox"/> Clear and labeled photographs of all elevations of the building if the entire structure is proposed to be demolished. </div> <div> <input type="checkbox"/> <input checked="" type="checkbox"/> Description of the reason for demolition/encapsulation. </div> <div> <input type="checkbox"/> <input checked="" type="checkbox"/> Description of the alternatives to demolition/encapsulation and why such alternatives are not considered feasible. </div> |
|---|

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: 51 feet Secondary front (if corner lot): _____.
 - ☐ ☒ Square feet of existing signs to remain: _____.
 - ☒ ☐ 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: CabeleuPrinted Name: Courtney BelewDate: 07/31/2015

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. Gina Schaefer	809 S. Washington St.	50%
2. Marc Friedman	809 S. Washington St.	50%
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 801-833 S. Washington 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. WRIT Limited Partnership	1775 Eye St, NW Ste 1000 Washington, DC 20006	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. Gina Schaefer	n/a	n/a
2. Marc Friedman	n/a	n/a
3. WRIT Limited Partnership	n/a	n/a

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.

8/7/15
Date

Courtney Belew

Printed Name

Courtney Belew

Signature

Digitally signed by Courtney Belew
DN: cn=Courtney Belew, o=Alexandria City Council
Reason: I am the Signatory
cn=Belew, email=Courtney.Belew@alexandriavirginia.gov
c=US
Date: 2015.08.07 17:28:21 -0400