

BAR Meeting  
September 2, 2015

**ISSUE:** Signage

**APPLICANT:** 1201 Parkway Center LLC

**LOCATION:** 1201 E. Abingdon Drive

**ZONE:** OCM (50)

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**STAFF RECOMMENDATION**

Staff recommends denial of the Certificate of Appropriateness due to the fact that the building already has one building identification sign, reading “Harris”. Alternatively, staff recommends approval with the condition that the two existing Harris signs be removed.

**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 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.



BAR2015-00226





## I. ISSUE

The applicant requests approval of the following signs:

1. an additional building identification sign on the south elevation of the building located at 1201 E. Abingdon Drive. The sign location is above the fourth floor windows and will be individual pin mounted aluminum reverse channel letters and logo, three inches thick. The existing Harris sign will remain on the adjacent façade, shown in the right image below.
2. an additional entrance sign above the south facing doors at ground level made on 2 inch deep reverse channel aluminum letters to match the logo and style of the proposed building identification sign. This sign will replace the current and unapproved bronze lettering reading, “Parkway Center”, shown in the left image below. The existing Harris sign will remain.



Figure 1: Existing signage at 1201 E. Abingdon Drive

## II. HISTORY

The five-story, brick veneer office building at 1201 East Abingdon Drive was constructed in **1983-84**. The Board approved the existing “Harris” building sign in 1998, as an after-the-fact approval (BAR Case #1998-0171, 10/7/89) to replace an earlier sign for the same company. The BAR approval required that the sign be unilluminated and the “no trucks” free standing sign situated just north of the building, be removed. The free standing sign has not been removed.

In 2007, an application for a waiver of rooftop screening was deferred four consecutive times by the applicant due to lack of proper public notice (BAR Case #2007-00266). The application was ultimately administratively approved for mechanical equipment rising four inches above the existing screening.

In 2014, the Board approved new EIFS screening for rooftop mechanical equipment, with the condition that the EIFS be painted a light gray color, with final approval of color and material finish by staff. Since that time, staff has responded to concerns from the community regarding the color of the screening walls and the applicant is working with the building owner to select a color warmer tan or dusty rose (not pink) color to better blend with the brick below so that the mechanical screening will appear to be an architecturally integral part of the building.

Should the Board approve the building signage, staff recommends that the approval again require the applicant to remove the no truck sign and to complete the painting of the EIFS prior to the release of a sign permit.

### **III. ANALYSIS**

The *Design Guidelines* for signs states that an application for signage must be viewed in the larger context of the historic district, especially along Washington Street. While individual signs may each be appropriate in scale and design, the cumulative effect of multiple signs convey much about the quality and character of the historic district. Additionally, the Board is “particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway” and “requests for certificates of appropriateness for signs on Washington Street must be compatible with the memorial nature of the Parkway”, as dictated in the zoning ordinance.

While the individual signs proposed for the top of the building and above the entrance are individually tasteful, staff questions the cumulative effect of having four signs on this building. The Board has reviewed sign plans for similar sized buildings, such as the Saul Center at 615 N Washington Street (BAR Case #2013-00051, 03/20/2013). This approval was for one building identification sign per building and individual retail signs on the first floor. The signs are all of the same design, color, and material creating a cohesive and intentional appearance for the building. The hierarchy of signs in this example also provides clarity to the passerby which is the building identification sign and which are tenants signs. Some large commercial buildings on N. Washington Street have only one building identification sign and in most cases, there is none.

The proposal at 1201 E Abingdon Drive essentially creates two building identification signs, which the Board has strongly opposed in past cases. With the existing Harris sign and proposed Parkway Center signs, it becomes unclear which is the building identification sign and which is simply advertisement. Staff supports one building identification sign located near the top of the building wall and one building sign at the primary south entrance. Any other tenants that desire signage should be placed on a directory inside the entrance of the building, consistent with the Design Guidelines for Signage and the BAR Sign Policy.

For the reasons stated above, Staff recommends denial, or approval with the removal of the existing Harris signs.

### **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 signs comply with zoning.

##### **Code Administration**

No comments provided.

##### **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 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-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)

##### **Alexandria Archaeology**

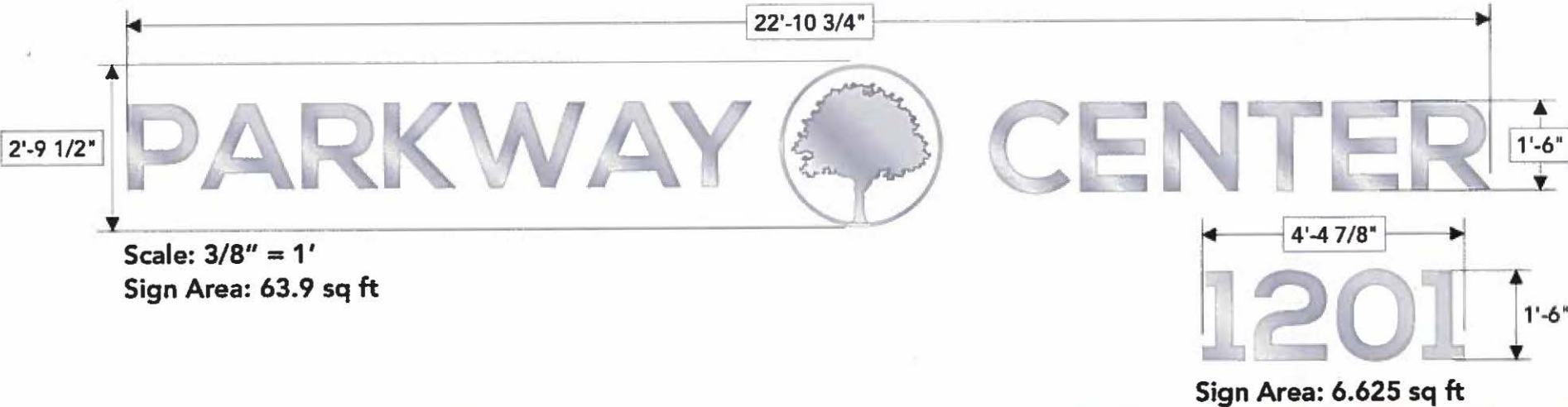
F-1. There is low potential for significant archaeological resources to be disturbed by this project. No archaeological action is required.

#### **V. ATTACHMENTS**

*1 – Supplemental Materials*

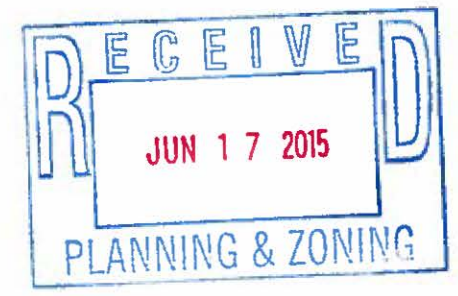
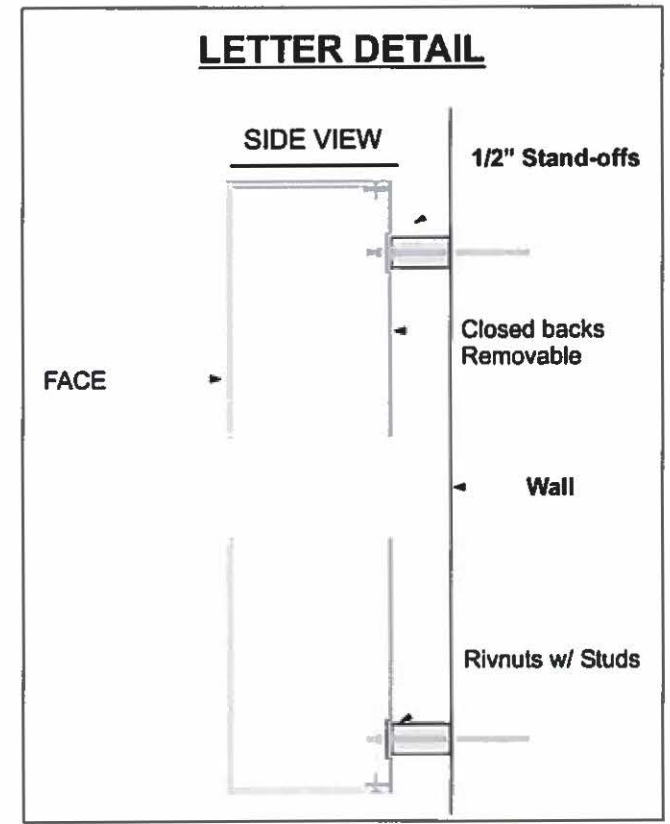
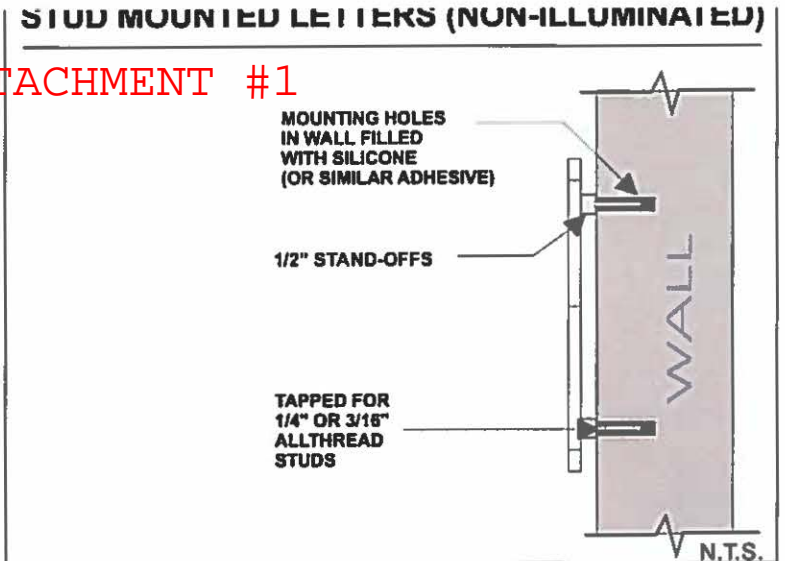
*2 – Application for BAR2015-00226 : 1201 E. Abingdon Drive*

Material: 3" thick brushed aluminum reverse channel letters and logo (shoe-box style backs)  
 Mounting: 1/2" stainless steel stand-offs  
 installation holes will be drilled to mortar, not brick  
 Quantity: 1



Scale: 1/16" = 1'

ATTACHMENT #1



APPLICATION MATERIALS  
 1201 E Abingdon Drive  
 BAR2015-00226  
 6/17/2015

PROJECT  
 PARKWAY CENTER

DRAWING NAME  
 Building Sign Detail 1.cdr/pg1

DATE  
 03/20/15

SCALE  
 Multi

DRAWN BY  
 DH

NOTES

☒ CLIENT APPROVED  
 CLIENT SIGNATURE:

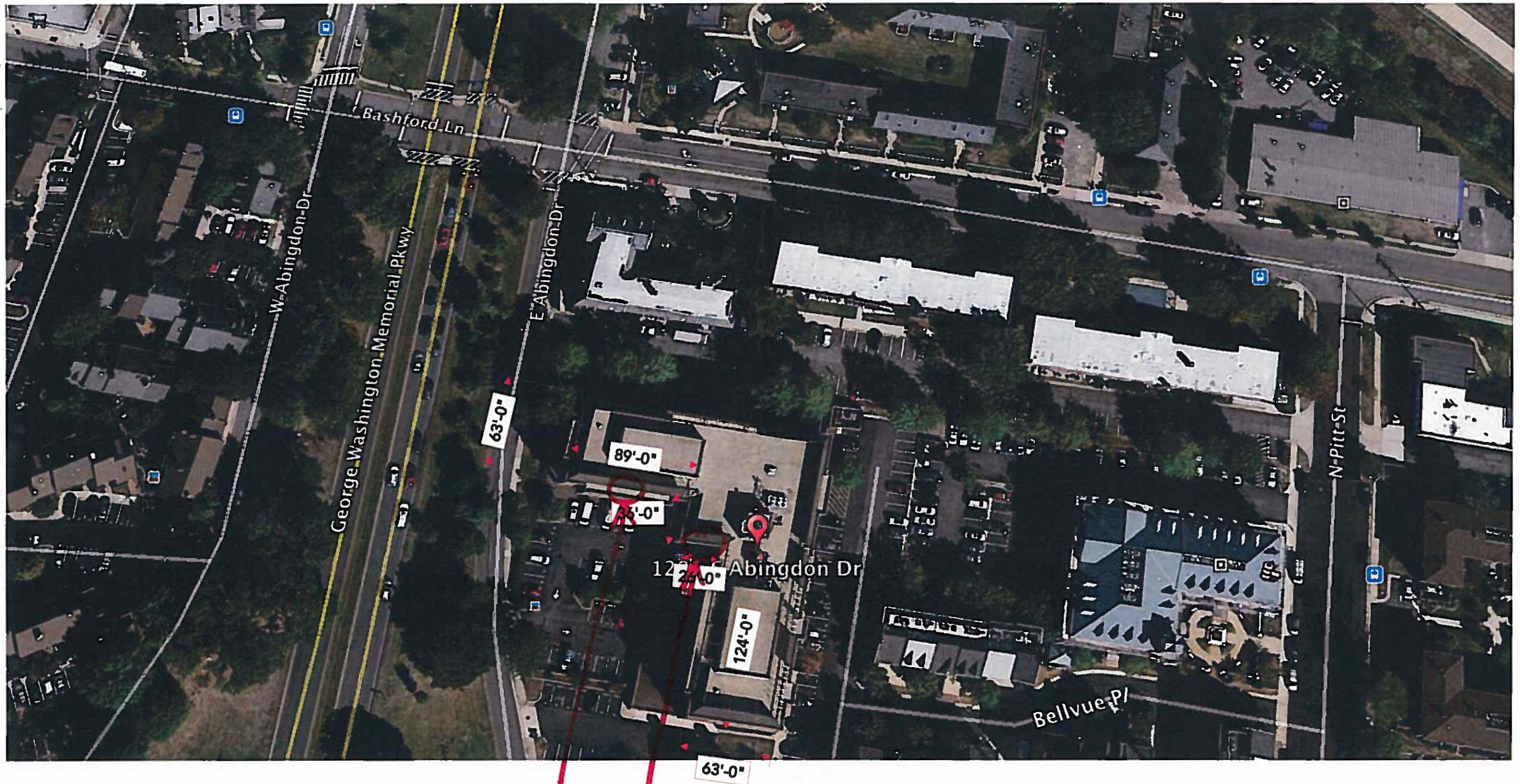
DATE:

IF APPROVED, PLEASE CHECK THE GREEN BOX ABOVE, SIGN & DATE, THEN SEND BY EMAIL OR FAX TO YOUR SALES REPRESENTATIVE.

REVISION  
 06/03/15\_DH03

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Location  
of Sign

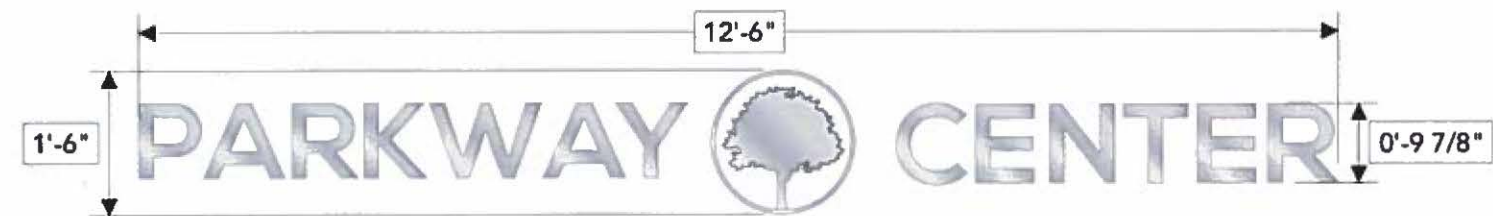
Total linear foot: 400'

Location of  
2nd Sign

APPLICATION MATERIALS  
1201 E Abingdon Drive  
BAR2015-00226  
6/17/2015



Non illuminated sign  
Quantity: 1  
Logo/Letters: 2" deep reverse channel fabricated aluminum logo/letters  
flushed mounted to wall.



Scale: 1/2" = 1'  
Sign Area: 18.75 sq ft

MOUNTING HOLES  
IN WALL FILLED  
WITH SILICONE  
(OR SIMILAR ADHESIVE)

FLUSH MOUNTED  
TO WALL

2" DEEP REVERSE  
ALUMINUM  
LOGO/LETTERS

PVC DRILLED  
& TAPPED FOR  
1/4" OR 3/16"  
ALLTHREAD  
STUDS



Scale: 3/32" = 1'



PROJECT  
PARKWAY CENTER

DRAWING NAME  
Building Sign Detail 2.cdr/pg1

DATE  
03/20/15

SCALE  
Multi

DRAWN BY  
DH

NOTES

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CLIENT SIGNATURE:

DATE:

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REVISION  
05/15/15\_DH02

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APPLICATION MATERIALS  
1201 E Abingdon Drive  
BAR2015-00226  
6/17/2015





**x = Existing Harris sign, to remain.**

**x = Existing 'Harris' and '1201' sign, to remain.**

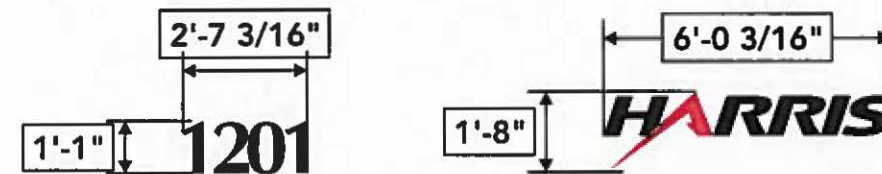
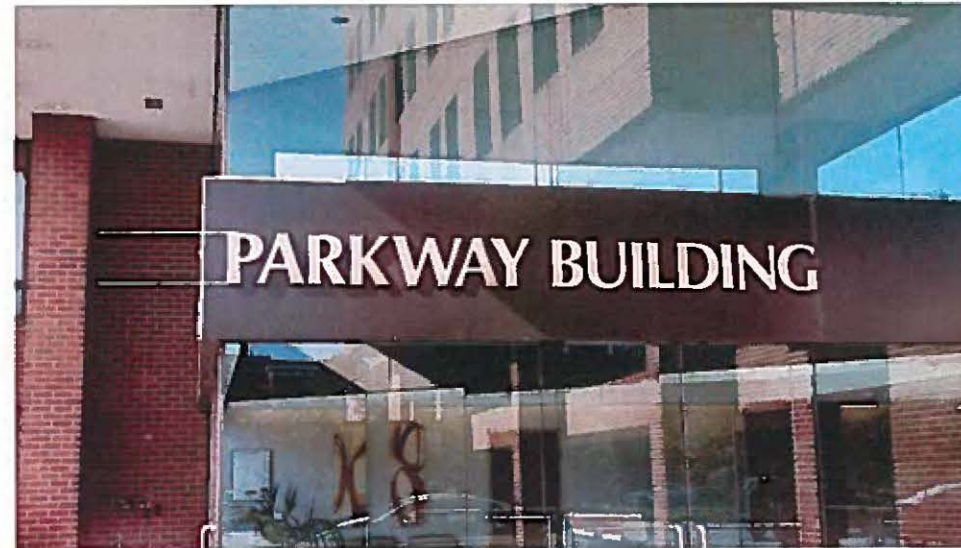
**x = Existing 'Parkway Center' sign, to remain.**

**Proposed signs are not illuminated.**

**Total linear foot: 400'**

APPLICATION MATERIALS  
1201 E Abingdon Drive  
BAR2015-00226  
7/10/2015





PROJECT  
PARKWAY CENTER

DRAWING NAME  
Existing Sign Sizes.cdr/pg1

DATE  
07/10/15

SCALE  
NTS

DRAWN BY  
BL

NOTES

☐ CLIENT APPROVED  
CLIENT SIGNATURE:

DATE:

IF APPROVED, PLEASE CHECK  
THE GREEN BOX ABOVE, SIGN  
& DATE, THEN SEND BY EMAIL  
OR FAX TO YOUR SALES  
REPRESENTATIVE.

REVISION  
xx/xx/xx

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written approval.

APPLICATION MATERIALS  
1201 E Abingdon Drive  
BAR2015-00226  
7/10/2015



ADDRESS OF PROJECT: 1201 E. Abingdon Drive  
 TAX MAP AND PARCEL: 044.04-05-01 ZONING: OCM(50)

## 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: Signs Unlimited

Address: 8403 - J Richmond Hwy.

City: Alexandria State: VA Zip: 22309

Phone: 703-799-8840 E-mail: \_\_\_\_\_

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

Name: Permit Express

Phone: 571-339-9499

E-mail: info@permit-express.com

## Legal Property Owner:

Name: CBRE

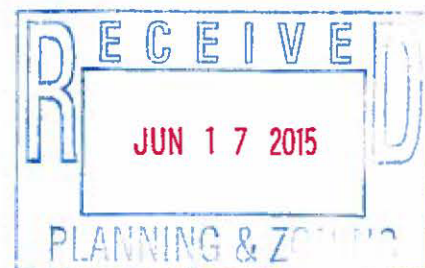
Address: 750 9th St. NW

City: Washington State: DC Zip: 20001

Phone: 202-783-8200 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).

Add 3" thick brushed aluminum reverse channel letters & logo (shoe-box style backs). Mounting: 1/2" stainless steel stand-offs. Installation holes will be drilled to mortar, not brick.

**SUBMITTAL REQUIREMENTS:**

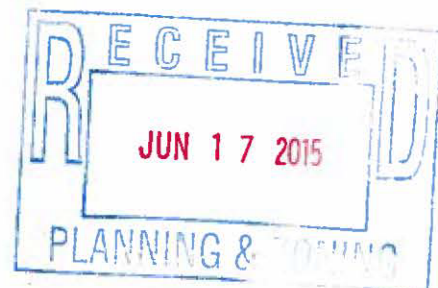
Items listed below comprise the minimum supporting materials for BAR applications. Staff may request additional information during application review. Please refer to the relevant section of the *Design Guidelines* for further information on appropriate treatments.

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
- ☐ ☐ 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 5 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.

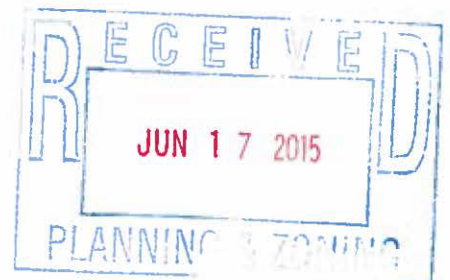
- ☐ ☐ N/A
- ☐ ☐ Scaled survey plat showing dimensions of lot and location of existing building and other structures on the lot, location of proposed structure or addition, dimensions of existing structure(s), proposed addition or new construction, and all exterior, ground and roof mounted equipment.
- ☐ ☐ 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: 223' Secondary front (if corner lot): \_\_\_\_\_
- ☐ ☐ 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.





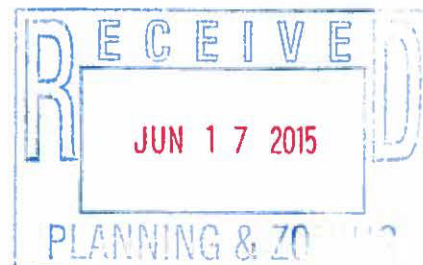
**ALL APPLICATIONS:** *Please read and check that you have read and understand the following items:*

- ☒ 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 5 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: Leigh Dukatt  
 Printed Name: Leigh Dukatt  
 Date: 6/16/15



## 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. Permit Express	4000 Legato Road Ste 1100 Fairfax VA 22033	0%
2. Signs Unlimited Inc	8403 J Richmond Hwy Alexandria VA 22309	0%
3. CBRE, Inc.	750 9th St NW St 900 Washington DC 20001	0%

**2. Property.** State the name, address and percent of ownership of any person or entity owning an interest in the property located ~~1201~~ 201 E Abingdon Drive (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. CBRE, Inc.	750 9th St NW St 900 Washington DC 20001	0%
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. Permit Express	4000 Legato Road Ste 1100 Fairfax VA 22033	N/A
2. Signs Unlimited Inc	8403 J Richmond Hwy Alexandria VA 22309	N/A
3. CBRE, Inc.	750 9th St NW St 900 Washington DC 20001	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.

08 / 06 / 2015  
Date

Kamol Farid  
Printed Name

*Kamol Farid*  
Signature