

Docket Item # 2  
BAR CASE # 2015-0276

BAR Meeting  
September 16, 2015`

**ISSUE:** Signage

**APPLICANT:** The Grille at Morrison House

**LOCATION:** 116 South Alfred Street

**ZONE:** CD / Commercial Downtown

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**STAFF RECOMMENDATION**

Staff recommends approval of a blade sign with the following conditions to be worked out with staff as part of the permitting process:

1. That a more simple bracket be selected; and
2. That the overall area for the sign be no more than 20 square feet.

**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.



BAR2015-00276



## **I. ISSUE**

The applicant requests a blade sign with external illumination measuring 3 feet by 8 feet (24 square feet) to be installed at the second story on the west elevation. The sign will have two metal brackets and will include the name of the hotel and restaurant as well as a logo.

## **II. HISTORY**

116 South Alfred Street is a four-story brick hotel in a Colonial Revival style that was approved by the BAR and constructed in **1985** as the Morrison House (BAR 85-49 and BAR 86-56, 4/8/85 and 4/16/85). The front door of the hotel fronts onto a small courtyard on the north elevation of the building adjacent to an alley. There is no building entrance on the street frontage on South Alfred Street. The BAR previously approved a sign for a former restaurant in 1995 (BAR95-157, 10/18/95) that no longer exists.

## **III. ANALYSIS**

The proposed sign is in conformance with zoning ordinance requirements.

As the BAR is now aware, recent decisions by the United States Supreme Court will impact to some extent how the BAR will review signage in the future. This likely means that portions of the City's sign chapter in the zoning ordinance, as well as the BAR's Design Guidelines, will be amended and rewritten. Based on guidance from the City Attorney's office at this time, the City and BAR cannot review the content of a sign, but can review the location, design, illumination and the like.

Staff notes that the only existing signage for this four and one-half story, mid-block hotel and restaurant located on a side street is a small brass wall plaque on the courtyard entrance wall. Additionally, as there is not significant retail or commercial enterprises on this block, there is minimal signage in the vicinity. Staff has no objection to a large blade sign in this location, noting that due to the presence of large street trees, the sign will not be as visible as the submitted plans suggest. The Board has consistently held that external sign illumination is appropriate, particularly for newer construction. The Design Guidelines do not offer a maximum sign area for hanging or blade signs. The City Code requires that they not project more than four feet from the building face and must be located at least eight feet above the sidewalk. The BAR's administrative sign criteria only permits approval of hanging signs up to seven square feet in area. A hanging sign of that size would look disproportionately small and awkward on a building this size.

The BAR has approved blade signs of a more substantial size such as at the Lorient (9 feet by 2.5 feet = 22.5 square feet) on upper King Street and at Balducci's on South Washington Street (8 feet by 1.5 feet = 12 square feet). Staff finds these blade signs to be appropriately scaled to the buildings to which they are attached as well as well-designed. Therefore, staff recommends that the overall size of the sign be reduced somewhat, to no more than 20 square feet total, with a more simplified bracket. The dimensions of the sign can be refined with staff and could be 8 feet by 2.5 feet or an equivalent size that meets the applicant's needs.

**STAFF**

Catherine K. Miliaras, 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 24 square foot sign, at least 8' above the sidewalk will comply with zoning.

**Code Administration**

F-1 The following comments are for BAR only. Once the applicant has filed for a building permit and additional information has been provided, code requirements will be based upon the building permit plans and the additional information submitted. If there are any questions, the applicant may contact Charles Cooper, Plan Review Division at Charles.cooper@alexandriava.gov or 703-746-4197.

C-1 A building permit is required for this project.

C-2 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).

**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-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)

## **V. ATTACHMENTS**

*1 – Supplemental Materials*

*2 – Application for BAR 2015-0276: 116 South Alfred Street*

# Quote Contract



**The Grille at Morrison House**  
 116 S. Alfred Street  
 Alexandria, VA 22314  
 Attn: Patrick McNally  
 Phone: 703.838.8000  
 Email: [Patrick.McNally@kimptonhotels.com](mailto:Patrick.McNally@kimptonhotels.com)

Project: The Grille  
 Date: March 26, 2014  
 Page: 1 of 1

We are pleased to submit the following quotation based upon specifications listed below:

## Illuminated Blade Sign

Quantity: 1 (double-sided)  
 Sizes: 8' high x 3' wide  
 Material: aluminum cabinet with acrylic letters and routed copy  
 Illumination: externally lit with white LED bulbs hidden in the perimeter frame  
 Copy: *MORRISON HOUSE (logo) THE GRILLE restaurant piano bar A KIMPTON HOTEL*  
 Mounting: bolted to building side with 1/2" steel plates and sign supports  
 Drawing Ref: Blade Sign Pictured.pdf  
 Note: This sign will require approval by the Alexandria BAR. Permitting costs are not included in this quotation.

Furnish & Install ..... \$10,788.00

Taxes ..... \$545.28

## Terms

- 50% deposit required for order process to begin
- Balance due within 30 days of completion
- This quotation is firm for 30 days unless specified otherwise.

Accepted by: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_

Signs Unlimited, Inc.

Jason Johnson

\*Furnished & Installed price is based upon installation during normal business hours and based upon (1) trip to site. Additional trips to the site due to delay by the client and/or others will be charged accordingly.

8403-J Richmond Highway Alexandria, VA 22309  
 T: (703) 799-8840 F: (703) 799-8870 [www.signsui.com](http://www.signsui.com)

APPLICATION MATERIALS

BAR2015-002276

116 S Alfred St.

8/17/2015

Size approximately: 8' x 3'  
 Night Scene  
 8" deep sign cabinet

# APPLICATION MATERIALS

BAR2015-002276

116 S Alfred St.

8/17/2015



Sign Area: 24 sq ft

Field measurements to be verified



PROJECT: MORRISON HOUSE

DATE: 09/24/09

DRAWING NAME: Blade Sign Pictured/Page 3

SCALE: 3/16" = 1'

REVISION #: 03/25/14 - JBK 07

CLIENT APPROVED ☒

CLIENT SIGNATURE:

DATE:

DRAWN BY: JBK

This drawing and design shown are the property of Signs Unlimited, Inc. They are supplied on a proprietary basis. No transmittal or disclosure shall be made to any person, firm or corporation without prior written approval.

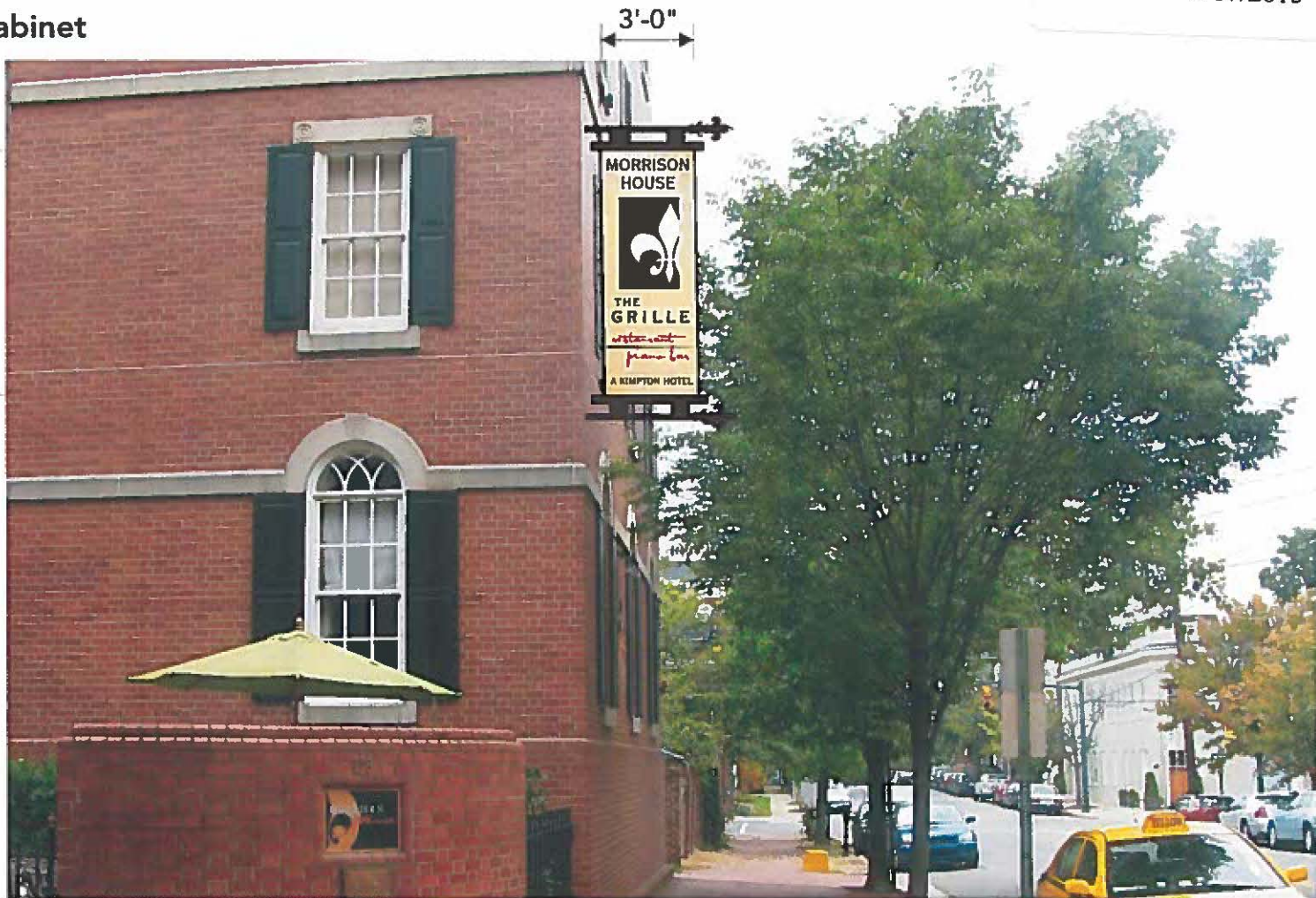
IF APPROVED, PLEASE CHECK THE GREEN BOX ABOVE, SIGN & DATE, THEN SEND BY EMAIL OR FAX TO YOUR SALES REPRESENTATIVE.



Size approximately: 8' x 3'  
Day Scene  
8" deep sign cabinet

APPLICATION MATERIALS  
BAR2015-002276  
116 S Alfred St.  
8/17/2015

1. Sign is  
mounted over 8'-0"  
8 feet above  
side walk.



Sign Area: 24 sq ft

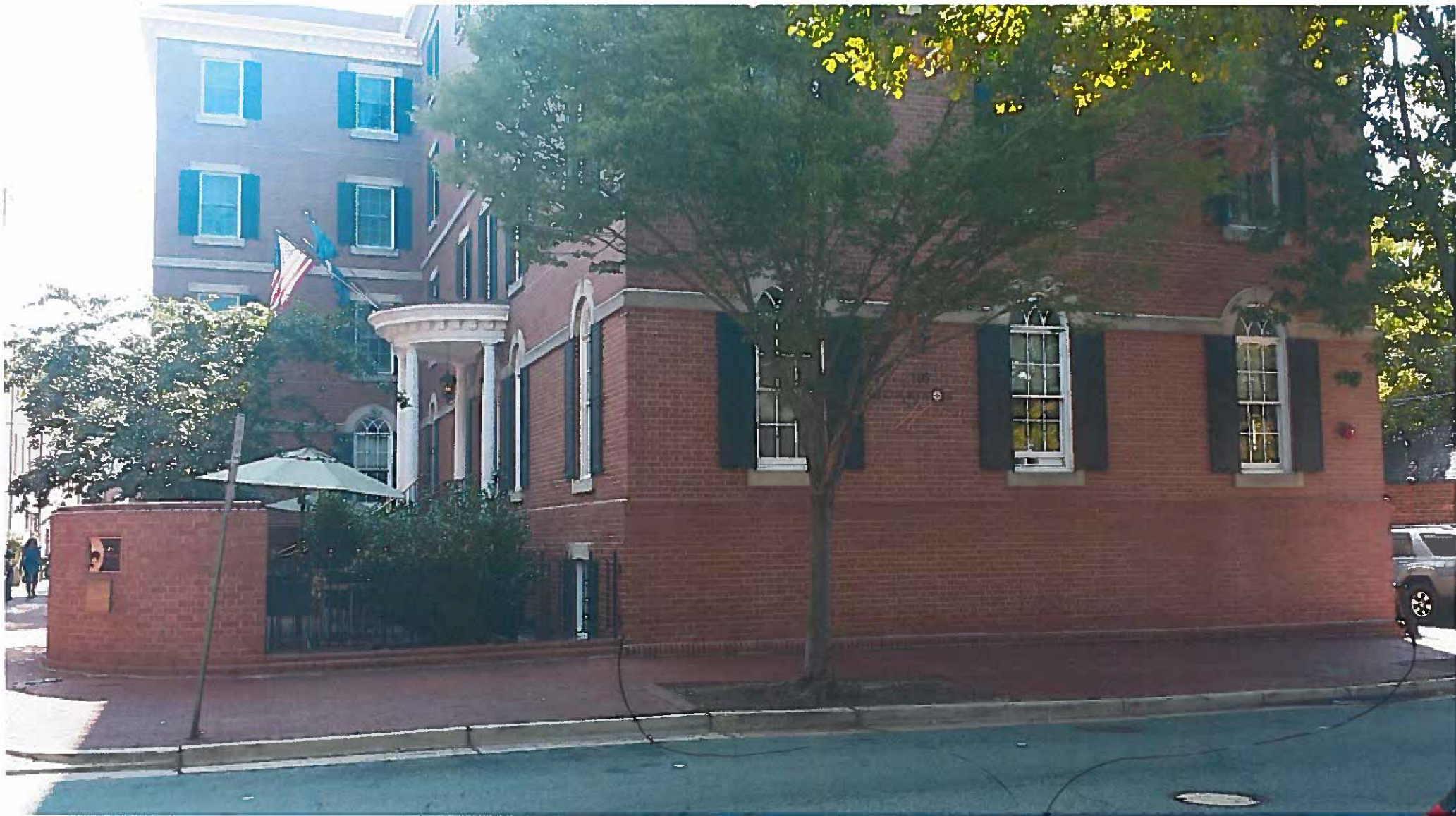
Field measurements to be verified



PROJECT: <b>MORRISON HOUSE</b>		DATE: <b>09/24/09</b>	This drawing and design shown are the property of Signs Unlimited, Inc. They are supplied on a proprietary basis. No transmittal or disclosure shall be made to any person, firm or corporation without prior written approval.
DRAWING NAME: <b>Blade Sign Pictured/Page 2</b>		SCALE: <b>3/16" = 1'</b>	
REVISION #: <b>03/25/14 - JBK 07</b>	<div> <div>CLIENT APPROVED <input checked="" type="checkbox"/></div> <div>CLIENT SIGNATURE: _____</div> <div>DATE: _____</div> </div>	DRAWN BY: <b>JBK</b>	

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





**APPLICATION MATERIALS**  
BAR2015-002276  
116 S Alfred St.  
8/17/2015



MORRISON



*House*

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

THE  
GRILLE

RESTAURANT • PIANO BAR

Existing 10

APPLICATION MATERIALS

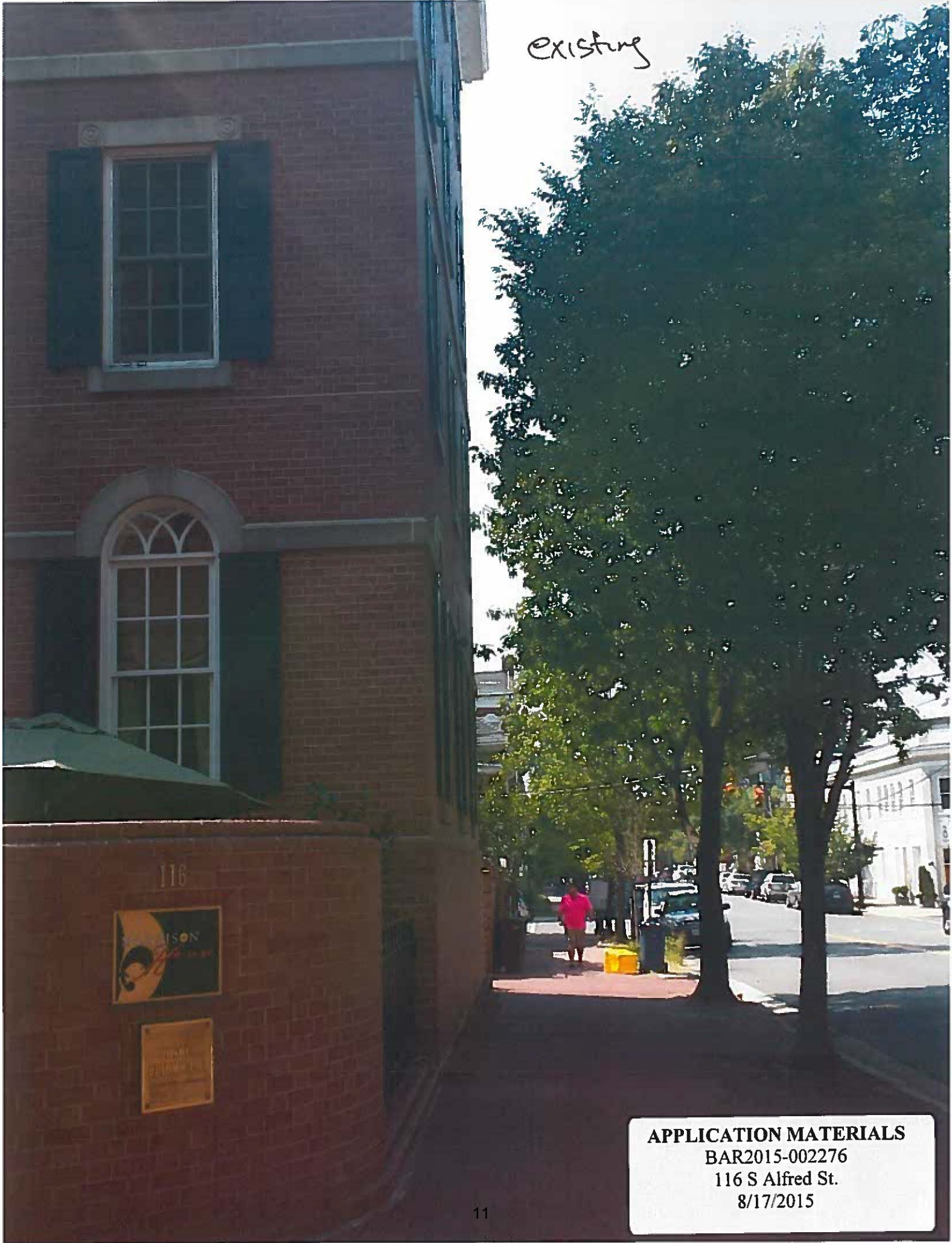
BAR2015-002276

116 S Alfred St.

8/17/2015



existing



**APPLICATION MATERIALS**  
BAR2015-002276  
116 S Alfred St.  
8/17/2015

BAR Case # 2015-00274ADDRESS OF PROJECT: 116 S. Alfred St.TAX MAP AND PARCEL: 074.02-11-23 ZONING: CD

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: The Grille at Morrison House (Kaine Gish)Address: 116 S. Alfred St.City: Alexandria State: VA Zip: 22314Phone: 703 838-8000 E-mail: Kaine.gish@morrisonhouse.comAuthorized Agent (if applicable): ☐ Attorney ☐ Architect ☐ \_\_\_\_\_

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

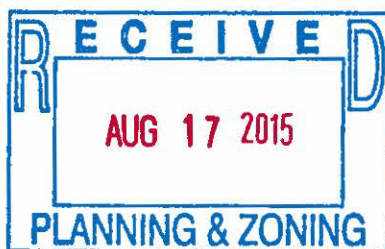
E-mail: \_\_\_\_\_

Legal Property Owner:

Name: Clarion PartnersAddress: ~~290 Park Ave~~ 1717 McKinney Ave Suite 1900City: ~~ATX~~ Dallas State: ~~TX~~ TX Zip: ~~75201~~ 75202Phone: 214-647-4944 E-mail: Lisa.Swain@clarionpartners.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                      ☐ fence, gate or garden wall    ☐ HVAC equipment                      ☐ shutters  
     ☐ doors                        ☐ windows                              ☐ siding                                      ☐ shed  
     ☐ lighting                      ☐ pergola/trellis                      ☐ painting unpainted masonry  
     ☒ other Sign  
☐ ADDITION  
☐ DEMOLITION/ENCAPSULATION  
☐ SIGNAGE

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

We would like to attach an illuminated sign to our building front. See attached sheet.

**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: 40 ft. Secondary front (if corner lot): 40 ft.
- ☐ ☐ Square feet of existing signs to remain: 1.5
- ☐ ☒ 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: Kaine GishPrinted Name: Kaine GishDate: 8/17/15



# 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. <del>Karine Gish</del>		
2. Lisa Swain	1717 McKinney Ave-Suite 1900	100%
3. (Clarion Partners)	Dallas TX 75202	

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at \_\_\_\_\_ (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. Lisa Swain (Clarion Partners)	1717 McKinney Ave Suite 1900 Dallas TX 75202	
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. Lisa Swain	N/A	N/A
2. (Clarion Partners)		
3.		

**NOTE:** Business or financial relationships of the type described in Sec. 11-350 that arise after the filing of this application and before each public hearing must be disclosed prior to the public hearings.

As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct.

8/17/15 Date Karine Gish Printed Name Karine Gish Signature  
(rcp)