

Docket Item # 6
BAR CASE #2015-0279

BAR Meeting
September 16, 2015

ISSUE: Certificate of Appropriateness (Coordinated Sign Program)

APPLICANT: Virginia Tech Foundation

LOCATION: 1021 Prince Street

ZONE: CD/Commercial

STAFF RECOMMENDATION

Staff recommends approval of the Certificate of Appropriateness, as submitted.

GENERAL NOTES TO THE APPLICANT:

1. **ISSUANCE OF CERTIFICATES OF APPROPRIATENESS AND PERMITS TO DEMOLISH:** Applicants must obtain a stamped copy of the Certificate of Appropriateness or Permit to Demolish PRIOR to applying for a building permit. Contact BAR Staff, Room 2100, City Hall, 703-746-3833, or preservation@alexandriava.gov for further information.
2. **APPEAL OF DECISION:** In accordance with the Zoning Ordinance, if the Board of Architectural Review denies or approves an application in whole or in part, the applicant or opponent may appeal the Board's decision to City Council on or before 14 days after the decision of the Board.
3. **COMPLIANCE WITH BAR POLICIES:** All materials must comply with the BAR's adopted policies unless otherwise specifically approved.
4. **BUILDING PERMITS:** Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by Building and Fire Code Administration (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Administration, Room 4200, City Hall, 703-838-4360 for further information.
5. **EXPIRATION OF APPROVALS NOTE:** In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month period.
6. **HISTORIC PROPERTY TAX CREDITS:** Applicants performing extensive, certified rehabilitations of historic properties may separately be eligible for state and/or federal tax credits. Consult with the Virginia Department of Historic Resources (VDHR) prior to initiating any work to determine whether the proposed project may qualify for such credits



BAR2015-00279



NOTE: The applications at 1101 and 1021 are separate addresses and, therefore, must be separate cases but the applicant's attached graphics packages for the two sites are combined for clarity and are repeated with each case.

I. ISSUE

The applicant, Virginia Tech Foundation, requests approval of a Certificate of Appropriateness for a coordinated sign program at 1021 Prince Street. The new signs are consistent with the university signage in Blacksburg, Virginia, where the main campus is located. The applicant is concurrently requesting the approval of the same sign program at their adjacent building at 1001 Prince Street. The building at 1021 Prince Street is occupied by Virginia Tech's School of Public & International Affairs. The color scheme for the signs is a brown background with white letters and maroon background with the street address and the Virginia Tech name and logo. The following four signs are proposed:

- New signage on the existing freestanding sign (2 sided) located to the east of the building and adjacent to the stair leading to the courtyard entrance. The sign will measure 1'- 4" by 4'.
- A pin mounted Virginia Tech sign with the school's logo installed on the southwest corner of the building facing North Henry Street. The sign will measure 3.17' by 7'.
- A wall sign measuring roughly 1'- 7" by 1'- 6" adjacent to the courtyard entrance.
- A window decal on the door facing Prince Street.

II. HISTORY

The three-story brick office building 1021 Prince Street was constructed in **1984** according to the Sanborn Fire Insurance Maps. Shortly after the construction of the building on March 3, 1985, the BAR approved signage for the former owner (BAR Case #1985-0037). In 2009, the BAR approved a glass and steel canopy at the courtyard entrance (BAR Case #2009-0187, September 16, 2009) for the university, who purchased the property in 2002.

III. ANALYSIS

The proposed coordinated sign plan complies with the zoning ordinance.

The intention of a comprehensive sign plan is to accommodate signage for a larger building with multiple tenants or for multiple buildings within a campus setting. A comprehensive sign plan provides a holistic scheme that allows for an adequate amount of signs that do not compete with one another and that complement the architecture of the building. The proposed signs are attractive, modest for a building this size, and they will help to unify this urban campus, providing consistency with Virginia Tech's university-wide way finding.

Staff recommends that the comprehensive sign plan be approved, as submitted.

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

Code Administration

No comments.

Transportation And Environmental Services

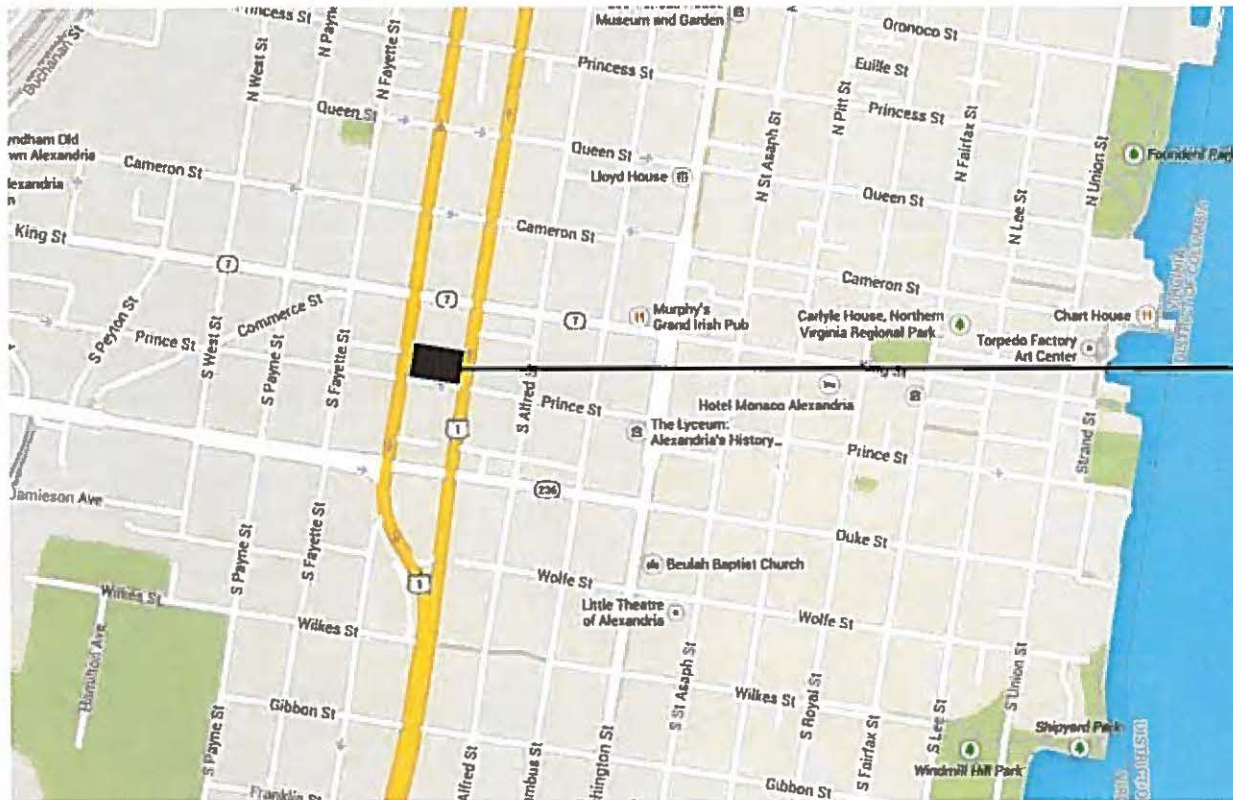
- R-1 Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
- C-1 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C-2 A sign may be erected or displayed flat against a building wall or at 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 – Supporting Materials

2 – Application BAR2015- 0279 at 1021 Prince Street



PROJECT SITE

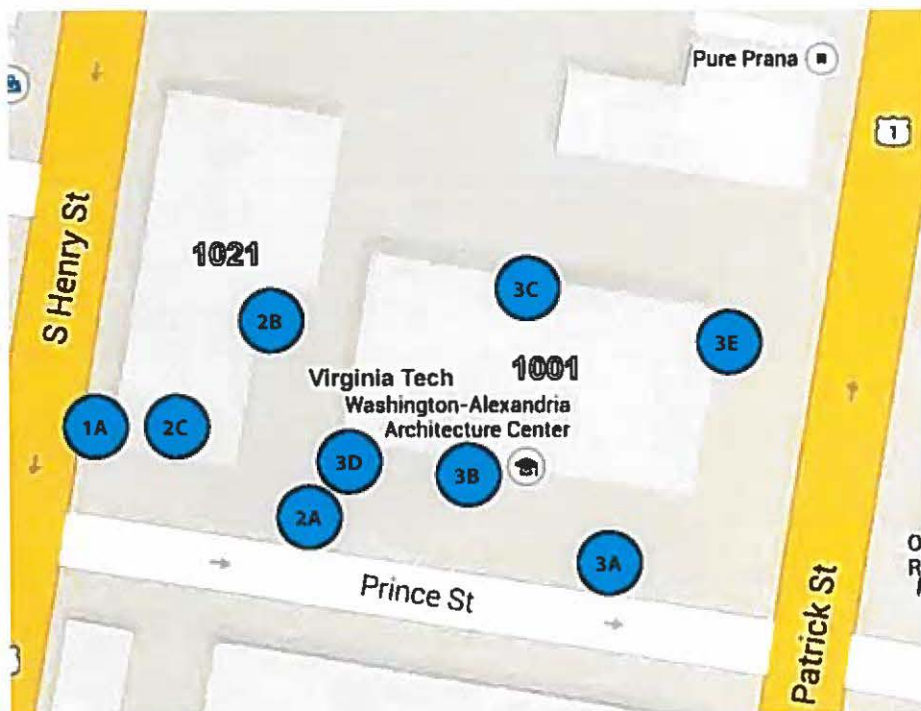


**1001 & 1021 Prince Street
Alexandria, Virginia**

**OVERALL SITE MAP
COMPREHENSIVE SIGN PLAN**
ORIGINAL SUBMISSION: June 9, 2015

PAGE 1

APPLICATION MATERIALS
BAR2015-00279
1021 Prince St.
8/17/2015




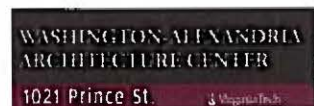
SIGNAGE MATRIX

SIGN NUMBER	LIGHTING	QUANTITY	SIGNAGE TO REMAIN	SF NEW SIGNAGE	TOTAL SF
1021 PRINCE STREET					
1A	N/A	1	None	24	24
2A	N/A	1	None	3.75	3.75
2B	N/A	1	None	6.25	6.25
2C	N/A	1	None	2.25	2.25
				Total SF	36.25
1001 PRINCE STREET					
3A	N/A	1	None	3.75	3.75
3B	N/A	1	None	6.25	6.25
3C	N/A	1	None	6.25	6.25
3D	N/A	1	None	2	2
3E	N/A	1	None	3	3
				Total SF	21

KEY

1. VIRGINIA TECH CAMPUS:
WASHINGTON-ALEXANDRIA ARCHITECTURE CENTER
 - A. WALL MOUNTED DIMENSIONAL VT LOGO
2. 1021 PRINCE STREET
 - A. POST/ PANEL BUILDING ID/ ADDRESS SIGN
 - B. WALL MOUNTED PLAQUE BUILDING TENANT ID SIGN
 - C. DOOR MOUNTED VINYL DIRECTIONAL SIGN
3. 1001 PRINCE STREET
 - A. POST/ PANEL BUILDING ID/ ADDRESS SIGN
 - B. WALL MOUNTED PLAQUE BUILDING TENANT ID SIGN
 - C. WALL MOUNTED PLAQUE BUILDING TENANT ID SIGN
 - D. WALL MOUNTED PLAQUE DIRECTIONAL SIGN
 - E. WALL MOUNTED METAL PARKING LOT SIGN

	Name	Specification	Process
	V1	Wagon White	3M 7725C-40
	V2	Black	3M 9430-21
	V3	Dark Night Steel Gray	3M 9435-0171
	V4	Orange VT Orange	3M Custom Match Pant 150
	V5	Silver	Acrylic 90097
	V6	Bronze	Acrylic 92067
	V7	Dark Brown	3M Custom Match pant 150
	B0	White	Custom color background and characters 3M Custom to be direct to 3536, with 3M graphics overlaminate
	B0	Maroon	Individual letters are overlaminate clear, etched engraving aluminum and overlaminate
	P3	Blue	Maroon Acrylic Polycarbonate with Clear Cast Self-Finish
	P4	Black Brown	Maroon Acrylic Polycarbonate with Clear Cast Self-Finish
	P5	Red	Maroon Acrylic Polycarbonate with Clear Cast Self-Finish
	P10	Light Silver	Maroon Acrylic Polycarbonate with Clear Cast Self-Finish



S1- PRIMARY BUILDING IDENTIFICATION SIGN
GRAPHIC LAYOUT



B5- SECONDARY BUILDING ID SIGN
GRAPHIC LAYOUT



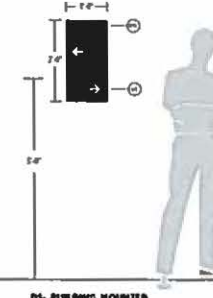
C1- CAMPUS ID SIGN
GRAPHIC LAYOUT



S1- PRIMARY BUILDING ID / ADDRESS SIGN
DOUBLE 3000K / 1000 ALUMINUM



B5- SECONDARY BUILDING ID SIGN
OPTIONAL ADA DIRECTIONAL BAND



D1- BUILDING MOUNTED
DIRECTIONAL SIGNAGE



P5- PARKING SPACE ID SIGN

SPECIFICATIONS

NOT TO SCALE



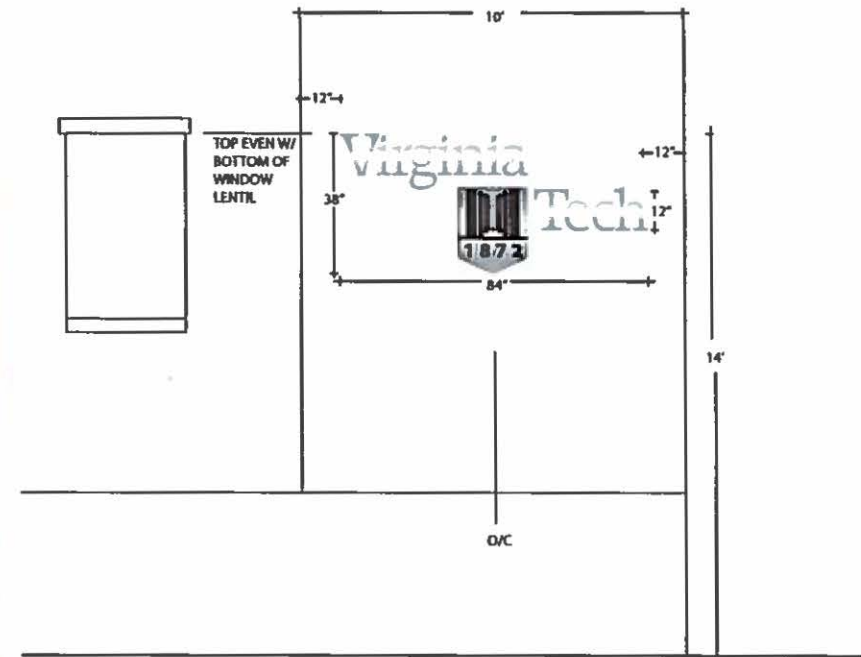
1001 & 1021 Prince Street
Alexandria, Virginia

SIGN TYPES & SPECIFICATIONS
COMPREHENSIVE SIGN PLAN
ORIGINAL SUBMISSION: June 9, 2015

PAGE 3



HENRY ST VIEW



C1- CAMPUS ID SIGN
GRAPHIC LAYOUT
24 SF

Name	Specification	Process
 00	Aluminum	Vertical
	Paint	Horizontal

Paint shall be semi-gloss. Aluminum shall be anodized clear. Extrusion-grained aluminum is permitted. Black.

SPECIFICATIONS

NOT TO SCALE



1001 & 1021 Prince Street
Alexandria, Virginia

1021 PRINCE- SIGN 1A
COMPREHENSIVE SIGN PLAN
ORIGINAL SUBMISSION: June 9, 2015

PAGE 4



1021 PRINCE STREET- STREET SIGN

SIGN 2A



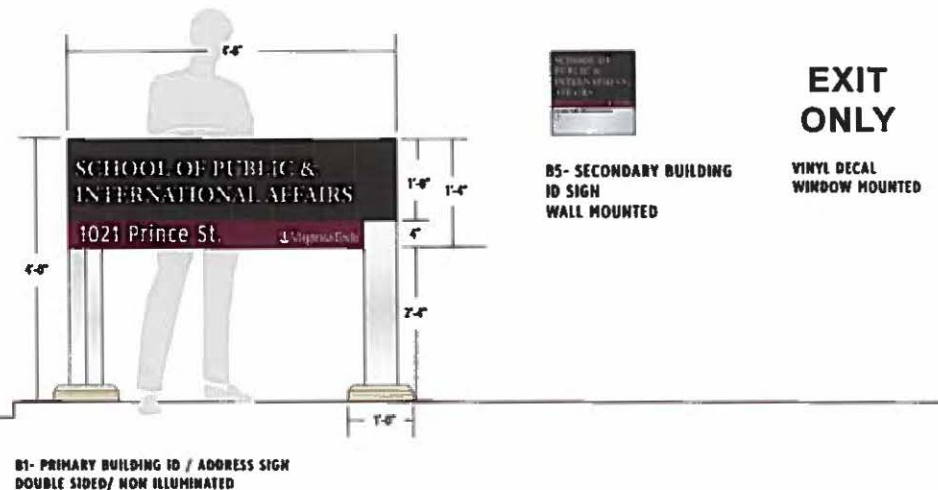
1021 PRINCE STREET- COURTYARD ENTRANCE

SIGN 2B



1021 PRINCE STREET- EXIT ONLY

SIGN 2C





1001 PRINCE STREET- STREET SIGN

SIGN 3A



1001 PRINCE STREET- MAIN ENTRANCE

SIGN 3B



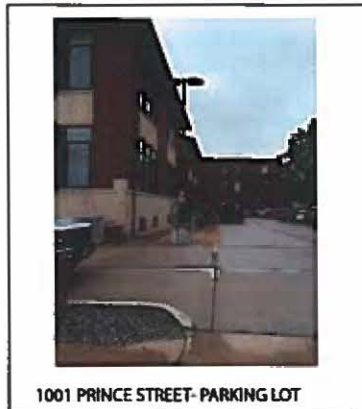
1001 PRINCE STREET- PARKING LOT ENTRANCE

SIGN 3C



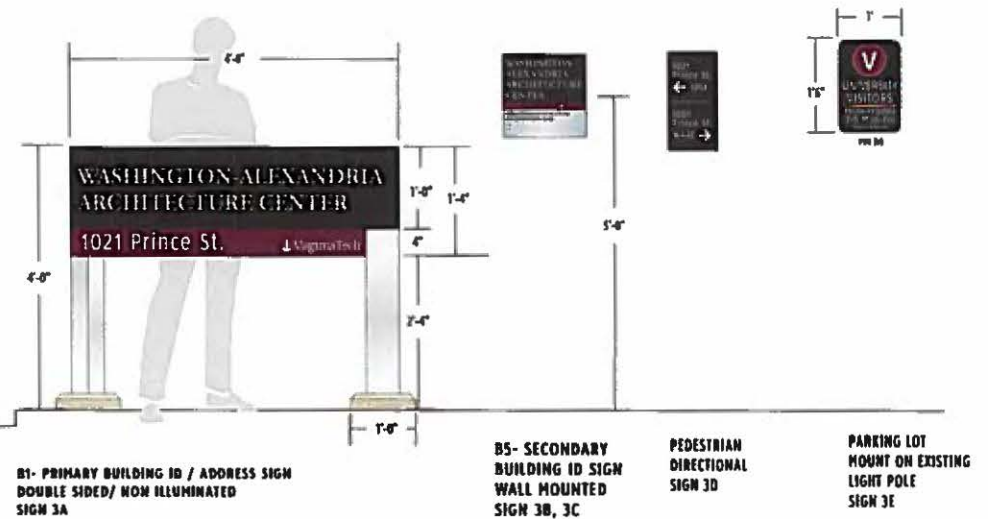
1001 PRINCE STREET- BUILDING CORNER

SIGN 3D



1001 PRINCE STREET- PARKING LOT

SIGN 3E



BAR Case # 2015-00279ADDRESS OF PROJECT: 1021 Prince St Alexandria VA 22314TAX MAP AND PARCEL: 074.01-05-17 ZONING: CDAPPLICATION 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: Capitol Property ManagementAddress: 3914 Centreville Rd Suite 300City: Chantilly State: VA Zip: 20151Phone: (703) 707-6404 E-mail: wplasterer@capitolcorp.comAuthorized Agent *(if applicable)*: ☐ Attorney ☐ Architect ☒ property managerName: Wayne Pflasterer II, CMCAPhone: (703) 707-6404E-mail: wplasterer@capitolcorp.com

Legal Property Owner:

Name: Virginia Tech Foundation IncAddress: 902 Prices Ford RdCity: Blacksburg State: VA Zip: 24061Phone: (540) 231-4141 E-mail: awells@exchange.vt.edu

- ☐ 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 _____
☐ ADDITION
☐ DEMOLITION/ENCAPSULATION
☒ SIGNAGE

DESCRIPTION OF PROPOSED WORK: *Please describe the proposed work in detail (Additional pages may be attached).* Adding new signage that matches Virginia Tech's Blacksburg campus signage.

1. a. Wall mounted dimensional VT logo
2. a. Post/Panel building ID/Address sign
- b. Wall mounted plaque building tenant ID sign
- c. Door mounted vinyl directional sign.

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: 135ft Secondary front (if corner lot): 75ft
 - ☒ ☐ 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: Printed Name: Wayne Plasterer II, CMCADate: 10 Aug 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. Capital Property Management	3914 Centreville Rd Ste 300 Chantilly VA 20151	0%
2.		
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 1071 Prince 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. Virginia Tech Foundation Inc.	902 Prides Ford Rd Ste 4200 Blacksburg VA 24061	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.

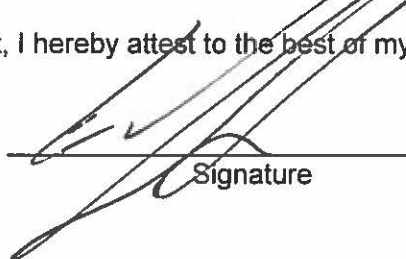
Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1. N/A		
2.		
3.		

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.

10 Aug 2015
Date

Wayne P. Plasterer II, CMCA
Printed Name


Signature