

Docket Item # 2016-0131
BAR CASE # 4

BAR Meeting
May 18, 2016

ISSUE: Signage
APPLICANT: Anthony Bianucci
LOCATION: 1101 King Street, suite 110A
ZONE: KR / King Street Retail

STAFF RECOMMENDATION

1. Staff recommends approval of a Certificate of Appropriateness for the proposed Orange Theory signs with the condition that the wall sign is mounted with anchors into the mortar joints and not the brick.
2. In addition, Staff recommends approval of a coordinated sign program for 1101 King Street that includes administrative approval of the following:
 - a. A consistent awning style and color for all ground floor windows/doors;
 - b. Allowance for white sign graphics on the awning valances;
 - c. A wall sign or projecting sign for all ground floor retail tenants;
 - d. Limited window and door graphics;
3. As part of a coordinated sign program, if a large portion of the building is leased to a primary or anchor tenant staff recommends Board approval of only one building identification sign for the building, to be installed on the wall at the _____ level of the façade. The sign may either be externally or halo illuminated.

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.



BAR2016-00131



I. ISSUE

The applicant is requesting approval of a Certificate of Appropriateness for a 28” by 98” (approximately 19 square foot) wall sign to be mounted above a new retail business, Orange Theory Fitness, at 1101 King Street, Suite 110A. The business occupies the three westernmost bays of the King Street elevation of the building (Figure 1). The sign will have the business name and logo with orange, red and grey lettering on a black PVC background. The sign will be centered on the brick pier above the door and first window, in the same general area as the existing temporary banner. Additionally, the applicant has already installed door graphics which include the logo, phone number and hours of operation. This sign measures 1.62 square feet.



Figure 1: King Street elevation showing Orange Theory tenant space

The applicant has indicated that the posters advertising Orange Theory in two windows adjacent to the business will be removed.

II. HISTORY

The commercial building at 1101 King Street was designed by the architectural firm of Zinser & Dunn and was “cast in the design of numerous other Colonial-style buildings in Old Town Alexandria...”, according to the Washington Post (New Crown for King Street, by Beth Bateman, October 19, 1985). When the building was designed in **1983** this part of King Street was not located in the historic district, but the following year the district boundaries were expanded and the King Street portion of the building was included in the district (Figure 2). It is

the Board's practice to review the entire building if any portion of the building is located within the boundaries of the district in order to maintain the architectural integrity of the overall design.

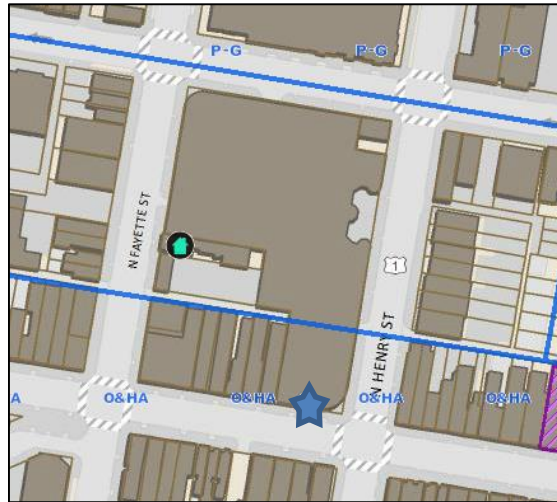


Figure 2: Site map showing the building footprint and the historic district boundary

Since its construction, the Board has approved a number of signs at the subject property, including signs for two tenants occupying large portions of the building, HDR and the American Society of Travel Agents. Those two signs, shown in the figure below (Figure 3), have since been removed. Staff could find no Board approval of the large projecting illuminated sign for Lasik, which is located on the North Henry Street elevation of the building; it's likely that this sign was never routed to BAR staff. BAR staff has also administratively approved a number of cellular antennas on the roof.

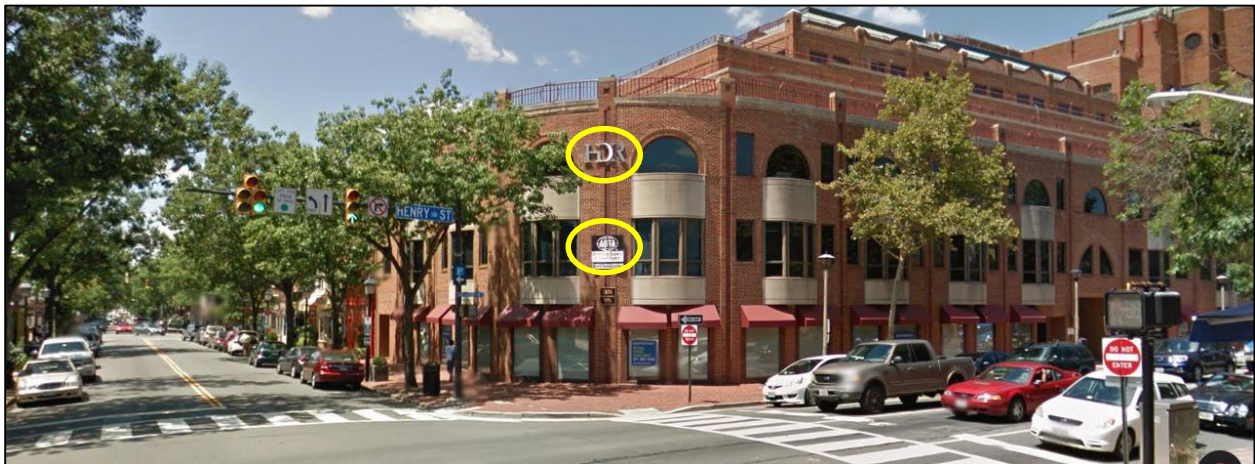


Figure 3: Google map photo showing two previous BAR-approved signs.

III. ANALYSIS

Although staff could not locate a coordinated sign program for this building, the use of consistent maroon awnings with white valance signage is clearly intended to create a unified streetscape. In working with the owner of Orange Theory, staff sought the building owner's involvement in the creation of a coordinated sign program. The building owner, 1101 King Street Condominium, is not interested in participating in that process at this time. Given the lack of an overall sign plan

for this building, Staff is recommending that the Board approve the proposed wall sign for Orange Theory, as well as a coordinated sign program for future tenants in the building, in order to guide staff for future administrative sign approval.

While the awnings with signage provide a level of consistency and unity on this large building, Staff is supportive of additional signage for a number of reasons. First, the frontage of the building allows for much greater sign area, based on the zoning ordinance allowance for one square foot of signage for every linear foot of building width. Second, the monolithic building with repetitive street-level architecture provides little variety and interest and is not pedestrian friendly. Third, additional signage would help to further animate the building, especially for pedestrians at the ground level. Staff recommends that in addition to the allowance for signage on the exiting awnings, that ground floor tenants be permitted to install either a wall or projecting signproj, and limited window graphics, provided that the signage does not exceed the zoning allowance for each business' street frontage. Further, should the majority of the building be leased to a large tenant, Staff would support the installation of a single, building identification sign.

After years of vacant retail storefronts, particularly around the King and North Henry Street corner, the owner has begun to aggressively market the building. Staff has no objection to the proposed Orange Theory wall sign, provided that it is installed into the mortar joints and not the brick, and is hopeful that other ground-floor retail uses will soon join Orange Theory.

With those conditions, Staff recommends approval of the application, as well as a coordinated sign program for 1101 King Street.

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 Comments

C-1 Based on 28 feet of frontage, the two proposed signs will comply with zoning. All other signs must be removed.
Wall Sign: 2.33' by 8.17' = 19.03 sq ft
Door Decal: 1.08' by 1.5' = 1.62 sq ft

Code Administration

No comments received.

Transportation and Environmental Services

R1. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)

- C-1 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C-2 A sign may be erected or displayed flat against a building wall or at an angle thereto, so long as the sign does not project more than four feet from the building wall or within one foot of an established curb line and the bottom of the sign is at least eight feet above a sidewalk or parking area and at least 14.5 feet above any alley. (Sec. 5-2-29(c)) (T&ES)
- C-3 If any portion of the signage encroaches in the right of way, the owner shall obtain and maintain a policy of general liability insurance in the amount of \$1,000,000 which will indemnify the owner (and all successors in interest); and the city as an additional named insured. (Sec. 5-29 (h)(1)) (T&ES)
- C-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 2016-0131: 1101 King Street

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Images shown are for reference only and may be screen captures of the actual files as displayed in their native programs, raster images of the file or reduced versions and do not represent the actual file printing resolution.

P.O #: _____

Date: 3/18/16

Sales: John McManus

Artist: Karolyn Chaillet

Design: _____ Production: _____ Quality Control: _____

STOREFRONT LOGO

98"x28" x1/2" black PVC background

Raised custom formed plastic letters

PMS 165 orange, PMS 1797 red & PMS cool gray 11

Stud mount installation with pattern

Application Materials

BAR2016-00131 1101

King St

4/25/2016



☒ **APPROVED**
proceed with production
no further proof required

☐ **NOT APPROVED**
CHANGES AS NOTED
NEW PROOF REQUIRED

Approved By: _____ Date: _____

☐ RUSH ☒ INSTALL ☐ DELIVERY ☐ SHIPPING ☐ PICK-UP

Install/Delivery Address: _____



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Design: _____ Production: _____ Quality Control: _____

STOREFRONT LOGO



Application Materials

BAR2016-00131 1101

King St

4/25/2016

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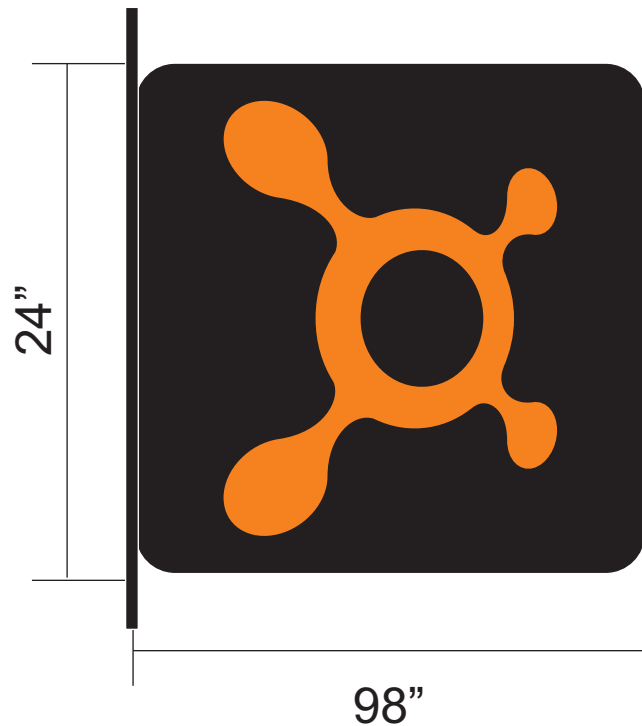
WALL MOUNT FLAG SIGN

24"x24" .063 Aluminum sign blade
with wall mounted bracket

Application Materials

BAR2016-00131 1101 King St

4/25/2016



APPROVED
proceed with production
no further proof required

NOT APPROVED
CHANGES AS NOTED
NEW PROOF REQUIRED

Approved By: _____ Date: _____

RUSH **INSTALL** **DELIVERY** **SHIPPING** **PICK-UP**

Install/Delivery Address: _____

BAR Case # 2016-00131ADDRESS OF PROJECT: 1101 King Street 110A(Suite)

TAX MAP AND PARCEL: _____ ZONING: _____

APPLICATION FOR: (Please check all that apply)

☒ CERTIFICATE OF APPROPRIATENESS☐ PERMIT TO MOVE, REMOVE, ENCAPSULATE OR DEMOLISH
(Required if more than 25 square feet of a structure is to be demolished/impacted)☐ WAIVER OF VISION CLEARANCE REQUIREMENT and/or YARD REQUIREMENTS IN A VISION
CLEARANCE AREA (Section 7-802, Alexandria 1992 Zoning Ordinance)☐ WAIVER OF ROOFTOP HVAC SCREENING REQUIREMENT
(Section 6-403(B)(3), Alexandria 1992 Zoning Ordinance)Applicant: ☐ Property Owner ☒ Business (Please provide business name & contact person)Name: Anthony BianucciAddress: 1101 King Street Suite 110ACity: Alexandria State: VA Zip: 22314Phone: (941) 204-4859 E-mail: aAuthorized Agent (if applicable): ☐ Attorney ☐ Architect ☐ _____

Name: _____

Phone: _____

E-mail: _____

Legal Property Owner:

Name: RONNIE FRANKAddress: 1950 OLD GALLOWES RDCity: VIENNA State: VA Zip: 22182

Phone: _____ 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).

20 sq ft black background above my store front on a brick fire wall.
 "Orangetheory Fitness" is the words that would be placed on the
 exterior signage in Orange & Red letters as shown in attached paper.

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: 205 ft 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: [Signature]

Printed Name: Anthony Bilucci

Date: 4/18/16

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. Anthony Bianca	42661 Redeemer Terrace Ashburn VA 20146	51%
2. Barbara Bianca	21014 Cresset Lane Leesburg VA 20175	44%
3.		

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. Ronnie Frank (Southern Management)	14500 Gallows Road Vienna, VA 22182	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. N/A		
3. 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.

4/8/16
Date

Anthony Bianca
Printed Name


Signature