

Docket Item # 7
BAR CASE # 2016-00253

BAR Meeting
September 7, 2016

ISSUE: Signage

APPLICANT: Barre3 Old Town

LOCATION: 277 South Washington Street

ZONE: CD/Commercial

STAFF RECOMMENDATION

Approval of a Certificate of Appropriateness for the door graphic, 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.



BAR2016-00253



I. ISSUE

The applicant is requesting approval of a Certificate of Appropriateness for a door graphic at Barre3, which is located on the Duke Street elevation of the Atrium Building, located at 277 South Washington Street. The 2.5 square foot door graphic will have the words “Barre3 and Exercise Studio” and will be located on the single storefront door immediately adjacent to the Duke Street Atrium Building entrance.

II. HISTORY

The Atrium Building at 277 South Washington Street was constructed in **1977** and was the former headquarters of Time-Life publishing group. It was a postmodern effort to use historicist references on a large-scale commercial building, designed by the Alexandria architectural firm of Michael and Michael. The original design was not approved by the Board (BAR Minutes 10/1/1974), but the compromise design ultimately built was approved by City Council on appeal.

There have been multiple applications for signs on the Atrium Building since its construction. The Board approved a coordinated sign plan for this building in January 1999 (BAR Case #98-0223, January 20, 1999), which allowed for six bronze plaques to be administratively approved at the Washington Street entrance. The sign plan was never fully executed because most of the ground floor tenant spaces have been reconfigured so that they now open onto the street, rather than the interior of the atrium space. In recent years, the Board has approved signage for the street facing tenants – Society Fair, Ethiopian Airlines, Pompanoosuc Mills and Eagle Bank. As part of the BAR report for Pompanoosuc Mills, staff recommended that the Board approve a building-wide coordinated sign plan but the Board deferred action on this portion of the report.

The applicant received BAR administrative approval to convert one bay of the storefront entry system facing Duke Street to a single storefront door to provide direct access to the Barre3 studio space (BAR Case #2016-0090, May 13, 2016). Staff approved this new door administratively because entrance locations often change on large buildings with multiple ground floor tenants and these storefront system elements are designed to be interchangeable with no discernable effect on the overall building design.

III. ANALYSIS

The applicant’s original proposal included a request for a pin mounted sign installed on the brick arch, a projecting sign, and window and door graphics. Upon receipt of the application, Staff contacted the applicant about concerns related to the pin mounted sign in the brick arch, as the BAR has strongly discouraged this practice due to the virtually irreparable damage to the masonry when the tenant leaves. While staff finds most of the signs on the building to be appropriate, the signs at Eagle Bank, in particular the pin mounted sign on the character-defining brick arch and the projecting sign, also installed in the brick arch, should not be considered a precedent for signs at this building. In response to those conversations, the applicant revised their materials and was able to receive administrative approval of two signs - a wall sign and a hanging sign (BAR Case #2016-00286, August 16, 2016).

As staff was unable to administratively approve a third sign for this tenant, the applicant is now requesting approval for the modest door graphic. The door graphic will clearly identify the

building entrance, which can be confusing since it is immediately adjacent to the Atrium Building's Duke Street entrance.

The *Design Guidelines* specifically recommend that sign plans be developed for large, multi-tenant buildings to "...prevent a jumbled appearance with uncoordinated signs". The sign master plan is not up to date on this building but staff believes that is better to address changing ground floor tenants with exterior entrances in the updates to the BAR's administrative approval of signs policy, which will be brought to the BAR for review this fall, so that small signs like this that comply with the BAR's policies may be approved administratively without unduly burdening small businesses.

Finally, the Board is particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. Therefore, requests for certificates of appropriateness for signs on Washington Street must be compatible with the memorial nature of the Parkway. Although the Barre3 space faces Duke Street, and is slightly visible from Washington Street, staff finds that the proposed Barre3 door graphic, as well as the previously-approved wall and projecting signs, meet the intent of the *Design Guidelines* with respect to Washington Street signage and are appropriate in this location.

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

C1. Proposed signs comply with zoning based on 44.5' of frontage:

Hanging sign ~~3.24 square feet~~

Wall Sign ~~4.06 square feet~~

Door Sign 2.5 square feet (approximate)

Code Administration

No comments received.

Transportation and Environmental Services

R1. The building permit must be approved and issued prior to the issuance of any permit for demolition. (T&ES)

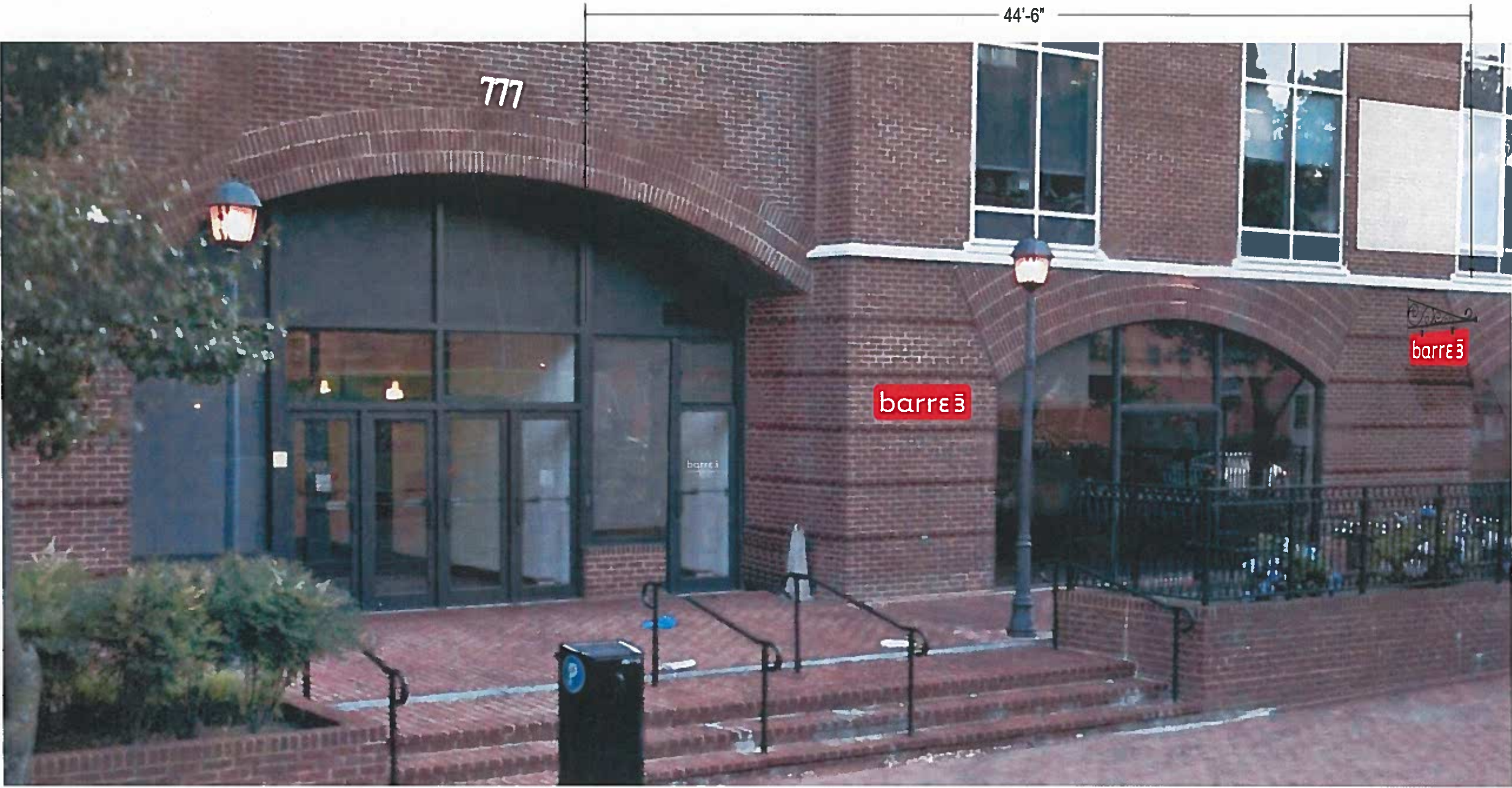
R2. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)

- R3. No permanent structure may be constructed over any existing private and/or public utility easements. It is the responsibility of the applicant to identify any and all existing easements on the plan. (T&ES)
- F1. After review of the information provided, an approved grading plan is not required at this time. Please note that if any changes are made to the plan it is suggested that T&ES be included in the review. (T&ES)
- F2. After review, the signage is within the property line. (T&ES)
- C1. The applicant shall comply with the City of Alexandria's Solid Waste Control, Title 5, Chapter 1, which sets forth the requirements for the recycling of materials (Sec. 5-1-99). (T&ES)
- C2. 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)
- C3. Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C4. 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)

V. ATTACHMENTS

1 – Supplemental Materials

2 – Application for BAR 2016-0253: 277 South Washington Street



BOARD OF ARCHITECTURAL REVIEW

PROPOSED OVERALL SIGN APPEARANCE
SCALE: NTS

PHOTO LAYOUT IS REPRESENTATIONAL ONLY

PHOTO LAYOUT IS REPRESENTATIONAL ONLY

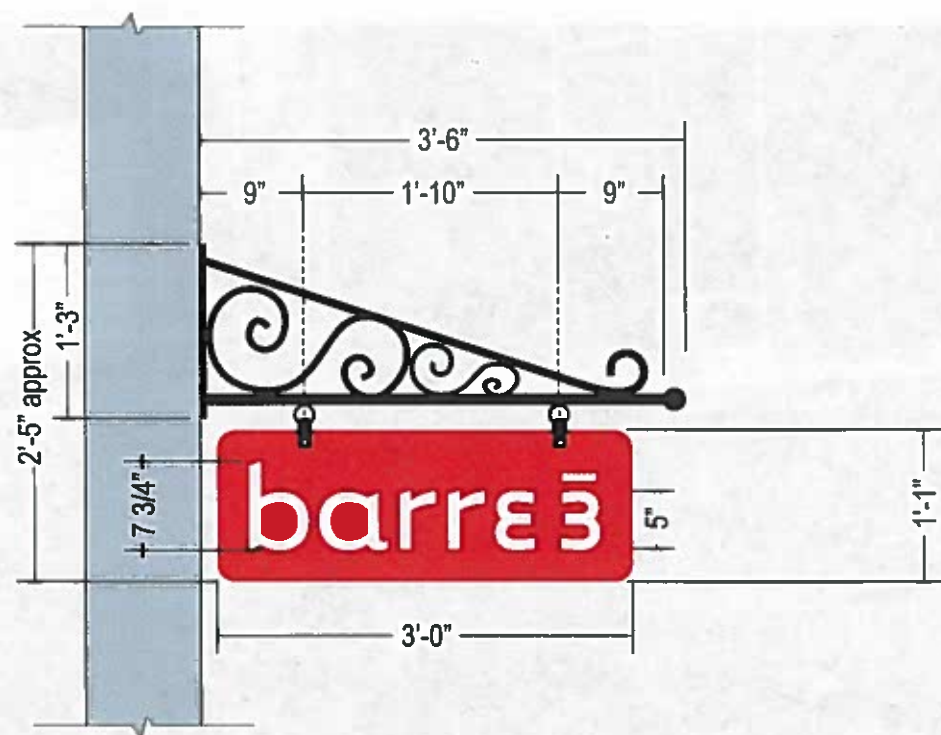
Client: Barre 3, 277 S. Washington St. Alexandria, VA				Rev #	Date	Description of Revision
Contract No: 71758					8/17/16	original drawing
Date: 8/18/16 r5						
Approved by:				Salesperson:	Pam	
Design No: 27051 (composite)				Approval date:		
Sign type:				Designer:	F Daharsh	
Sign Area:						

SIGNWORKS INC

4713 F Street Omaha, NE 68117 402-346-5447 402-346-9250 fax signworksomaha.com

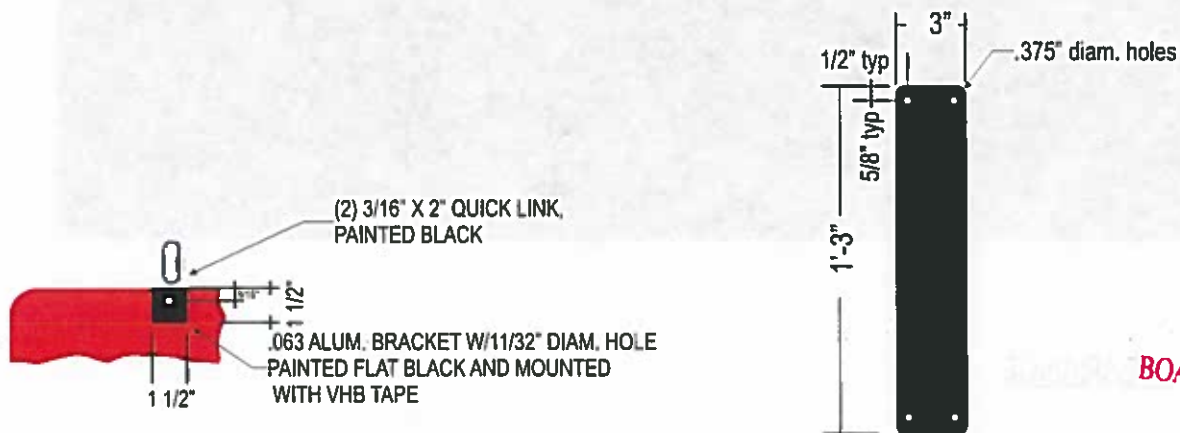
A Family Tradition of Quality Signs Since 1935

centered



D/F PROJECTING SIGN
SCALE: 3/4" = 1'-0"

(1) D/F WHITE PREFINISHED .080" thick aluminum sign painted to match PMS 172 (gloss)
Provide two (2) sets of 1/4" thick flat cut out acrylic letters painted gloss white and mounted to alum. panel.
Mount on one (1) provided 42" wide black scroll bracket as shown with screws in mortar joints



HANGING DETAIL
SCALE: 3" = 1'-0"

MOUNTING PLATE
SCALE: 1 1/2" = 1'-0"



PROPOSED OVERALL SIGN APPEARANCE
SCALE: NTS

PHOTO LAYOUT IS REPRESENTATIONAL ONLY

PROPOSED SIGN APPEARANCE

PHOTO LAYOUT IS REPRESENTATIONAL ONLY

Client: Barre 3, 277 S. Washington St. Alexandria, VA				Rev #	Date	Description of Revision
Contract No 71758				1	1/29/16	original drawing
Date 8/18/16 r5				2	4.15.16	chg bracket and overall specs HC
Approved by				3	5/23/16	reduce bracket & sign per ML
Salesperson Pam				4	8/9/16	add bracket details
Design No 27051a				5	8/17/16	design intent drawing
Sign Type Projecting Sign					8/18/16	specs
Approval date						
Designer F Daharsh						

SIGNWORKS INC

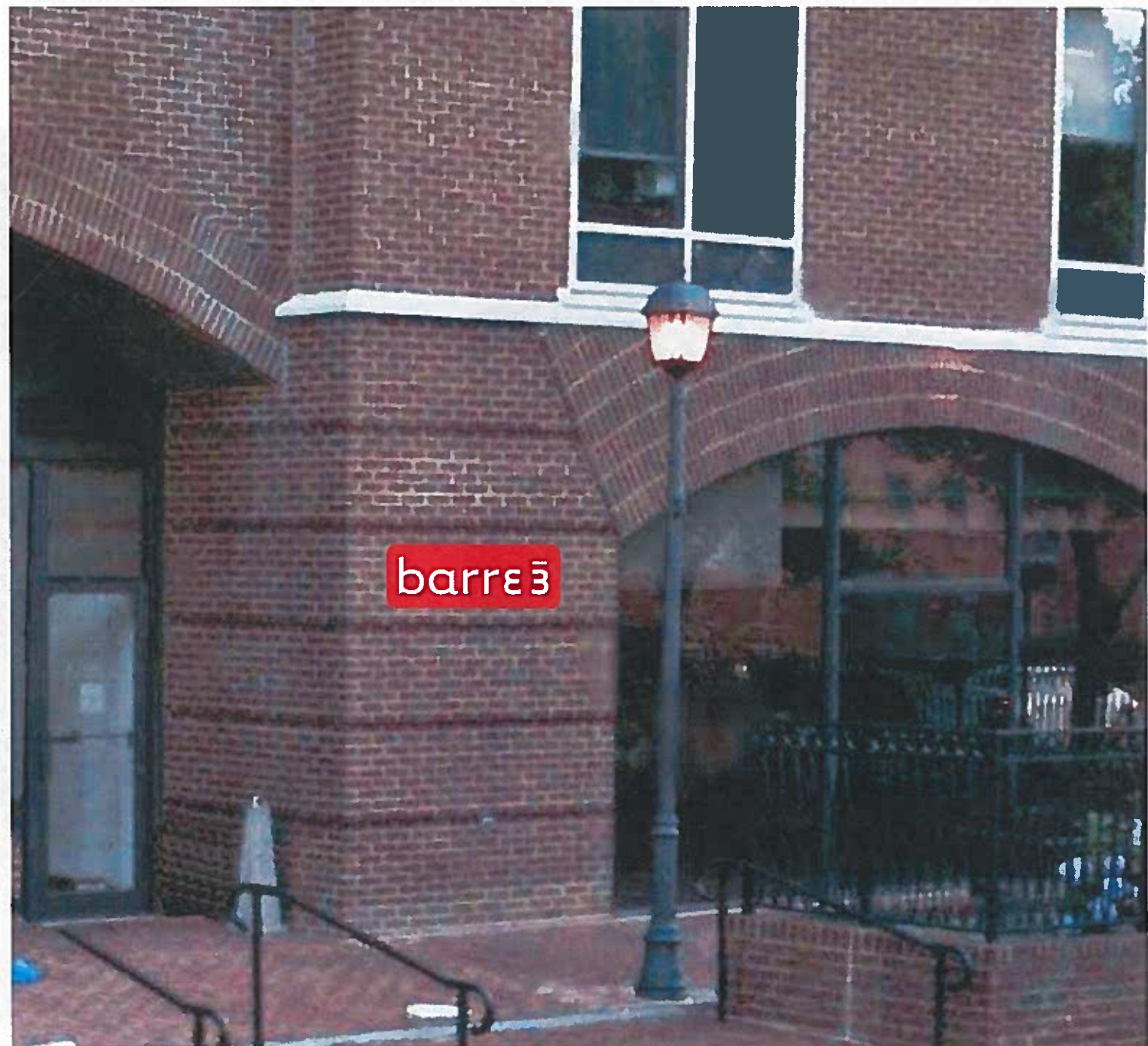
4713 F Street Omaha, NE 68117 402-346-5447 402-346-9250 fax signworksomaha.com

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S/F FLAT WALL SIGN WITH FLAT CUT OUT LETTERS
SCALE: 1" = 1'-0"

(1) S/F 1" thick PVC sign painted to match PMS 172 (gloss)
Provide one (1) set of 1/4" thick FCO acrylic letters painted gloss white and mounted to PVC.
Mount on brick wall as shown with screws in mortar joints



PROPOSED SIGN APPEARANCE

PHOTO LAYOUT IS REPRESENTATIONAL ONLY

BOARD OF ARCHITECTURAL REVIEW

Client Barre 3, 277 S. Washington St. Alexandria, VA				Rev #	Date	Description of Revision original drawing (add as new sign type) specs
				1	8/17/16 8/18/16	
Contract No 71758		Date 8/18/16 r2	Approved by	Salesperson Pam		
Design No 27051b	Sign type	Wall Sign	Approval date	Designer F Daharsh		
	Sign Arts					

SIGNWORKS INC

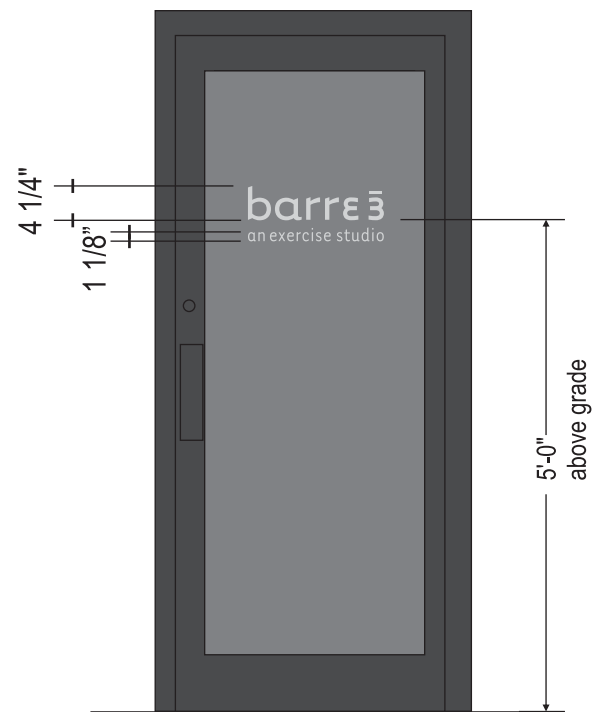
4713 F Street Omaha, NE 68117 402-346-5447 402-346-9250 fax signworksomaha.com

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A Family Tradition of Quality Signs Since 1935



VINYL ON DOOR
SCALE: 1/2"=1'-0"

(1) Make & overlay 1st surface vinyl centered on door glass.

 **Vinyl:** Light Grey Orafol 072 series 751



PROPOSED SIGN APPEARANCE
SCALE: APPROX. 3/8"=1'-0"

PHOTO LAYOUT IS REPRESENTATIONAL ONLY

Client	Barre 3, 277 S. Washington St. Alexandria, VA			Rev #	Date	Description of Revision	<div><div>SIGNWORKS</div><div>INC</div></div> <div>4713 F Street Omaha, NE 68117 402-346-5447 402-346-9250 fax signworksomaha.com</div> <div>A Family Tradition of Quality Signs Since 1935</div>
Contract No	71758	Date	Approved by	Salesperson	Pam	1	
Design No	27051c	Sign Type	Vinyl on Glass	Approval date	Designer	F Daharsh	
				2	1/29/16	original drawing	
					2/3/16	remove dusted crystal vinyl	
					8/11/16	remove existing photo, add new	

BAR Case # 2016-00253

ADDRESS OF PROJECT: _____

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: Barre3 old Town - Meredith KaufmanAddress: 277 S. Washington Street, Ste 110City: Alexandria State: VA Zip: 22314Phone: 6035082148 E-mail: meredith.kaufman@barre3.comAuthorized Agent (if applicable): ☐ Attorney ☐ Architect ☒ ContractorName: Frank CavanaghPhone: 301 384 1300E-mail: FCAVANAGH@AAK SIGNS.COM

Legal Property Owner:

Name: 277-S Washington St LLCAddress: 41701 Sangamore Rd ste 5135City: Bethesda State: MD Zip: 20816

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.

Applications & Materials

BAR2016-00253

277 S Washington St

8/1/2016

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).*

Install (1) blade sign 2'-3³/₈" x 10", Install
 (1) pin mount set of letters 1'-6" x 5'-11¹/₄"
 Installing window vinyl

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 12 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: 200 ft ~~000000~~ Secondary front (if corner lot): 150 ft
- ☒ ☐ 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 12 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: Frank CavanaughDate: 7-29-16

Applications & Materials
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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. Meredith Kaufman	1125 Madison St, #324 Alexandria, VA 22314	50%
2. Roshan Patel	1125 Madison St, #324 Alexandria, VA 22314	50%
3.		

2. **Property.** State the name, address and percent of ownership of any person or entity owning an interest in the property located at 277 S Washington St (address), unless the entity is a corporation or partnership, in which case identify each owner of more than ten percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.


Name	Address	Percent of Ownership
1. 277 S Washington St LLC	4701 Sangamore Rd 5135 Bethesda MD 20816	
2. WC and An Miller		100%
3. Development Corp		

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. Meredith Kaufman	N/A	N/A
2. Roshan Patel	N/A	N/A
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.

7/22/16 Meredith Kaufman 
 Date Printed Name Signature