

Docket Item #3
BAR CASE # 2017-0087

BAR Meeting
April 5, 2017

ISSUE: Certificate of Appropriateness – Signage

APPLICANT: 950 North Washington Level Office LLC

LOCATION: 950 North Washington Street

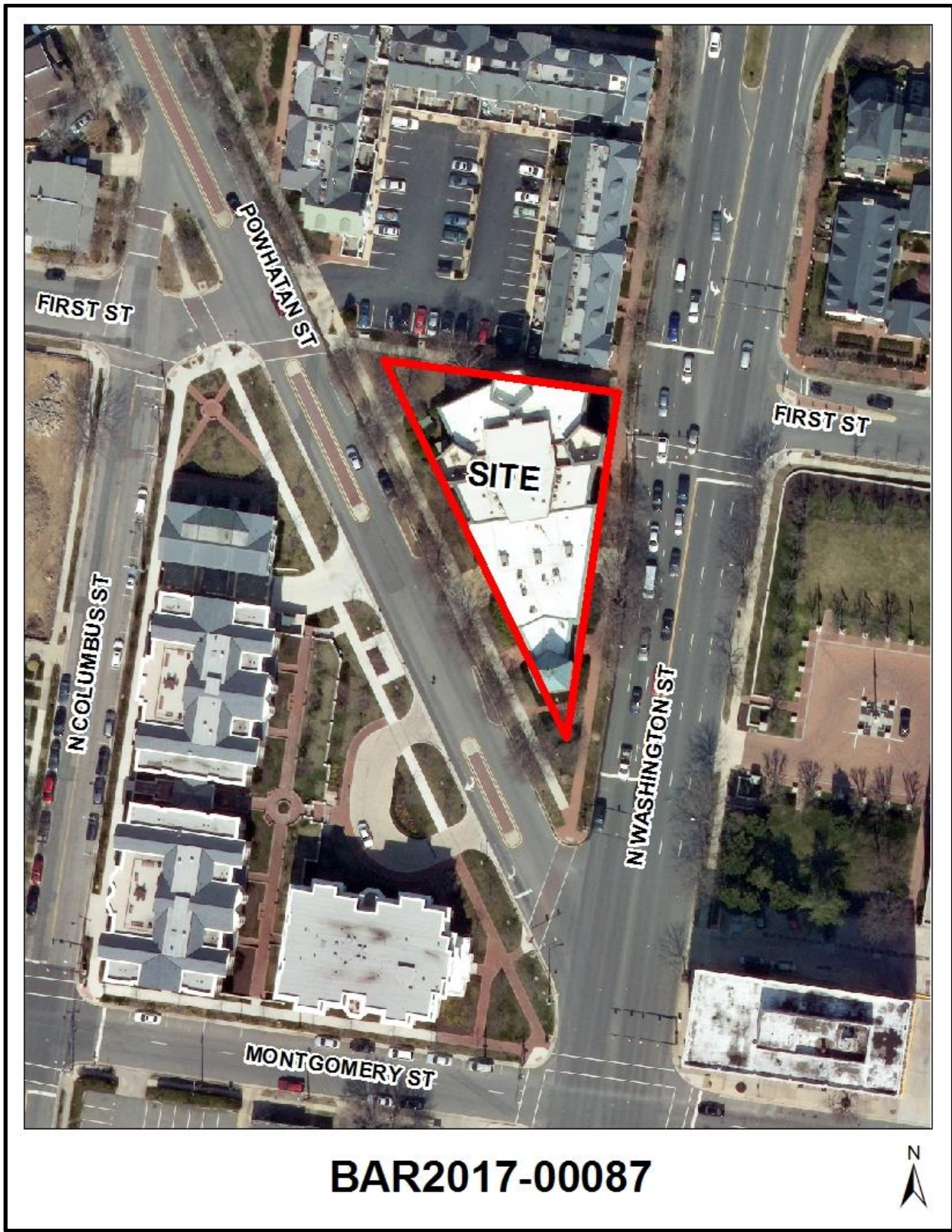
ZONE: OCM (50)/Office Commercial Medium

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, 703-746-4200 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.



I. ISSUE

The applicant is requesting approval of a Certificate of Appropriateness for a 24 square foot projecting sign (approximately 2.33 feet by 10.25 feet) at 950 North Washington Street. The sign will project from the east elevation of the tower feature and will be located between the second and third floors. The sign back and business name, **LEVEL OFFICE.COM**, will be opaque, while the 1" thick projecting letters will have translucent sides to allow for subtle halo illumination at night.

II. HISTORY

950 North Washington Street is multi-story office building constructed in **1987** and approved by the Board on October 17, 1986 (BAR Case #86-111). In November **1995**, the Board approved a two story addition to the north with underground parking for the building (BAR Case #95-170, 11/16/95). On May 7, 1997, the Board approved two signs for the building tenant, one facing North Washington Street the other facing Powhatan Street (BAR Case #1997-0088).

III. ANALYSIS

Staff has worked with the applicant over the past few months to find a signage solution for this building that both complied with the zoning ordinance and was acceptable to the building owner. While the zoning ordinance allows for up to 178 square feet of signage on the east elevation of the building, the applicant has proposed a modest and subtle 24 square foot projecting sign. No additional signage is proposed. Staff initially suggested that the applicant pursue administrative approval of a sign or signs, but the halo lit projecting sign is consistent with the Level Office company's nationwide branding, and the BAR's sign policy only permits administrative approval of externally illuminated signs and projecting signs seven square feet or less.

Staff has no objection to the proposed halo lit projecting sign. The *Design Guidelines* note, regarding halo or back-lit signs, that "the appropriateness of these signs is considered by the Boards on a case-by-case basis." The Board does not support back-lit plastic box signs, but has often approved halo illuminated signs on modern buildings, including: the CVS/pharmacy at 503 King Street, the Chart House, and Washington First Bank at 115 North Washington Street. The 1" projection of the LEVELOFFICE.COM letters from the backing on the projecting sign provides only a limited area for light transmittance, much less than a typical halo lit sign where each letter is individually lit and the light floods the entire sign backing.

With respect to signage on Washington Street, the *Design Guidelines* specifically state that "The Board is particularly concerned with the maintenance and memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. Therefore, requests for signage on Washington Street must be compatible with the memorial nature of the parkway." Given that the Board has approved halo lit signs on Washington Street before, John Marshall Bank and Capitol One being two recent examples, as well as the age of the property and the minimal amount of signage proposed, staff supports the proposed signage.

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

F-1 The proposed projecting sign complies with the zoning ordinance.

V. ATTACHMENTS

1 – Supplemental Materials

2 – Application for BAR2017-0089: 950 North Washington Street.



Application Package
BAR2017-00087
950 N Washington Street
3/6/2017



Application Package
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950 N Washington Street
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Application Package
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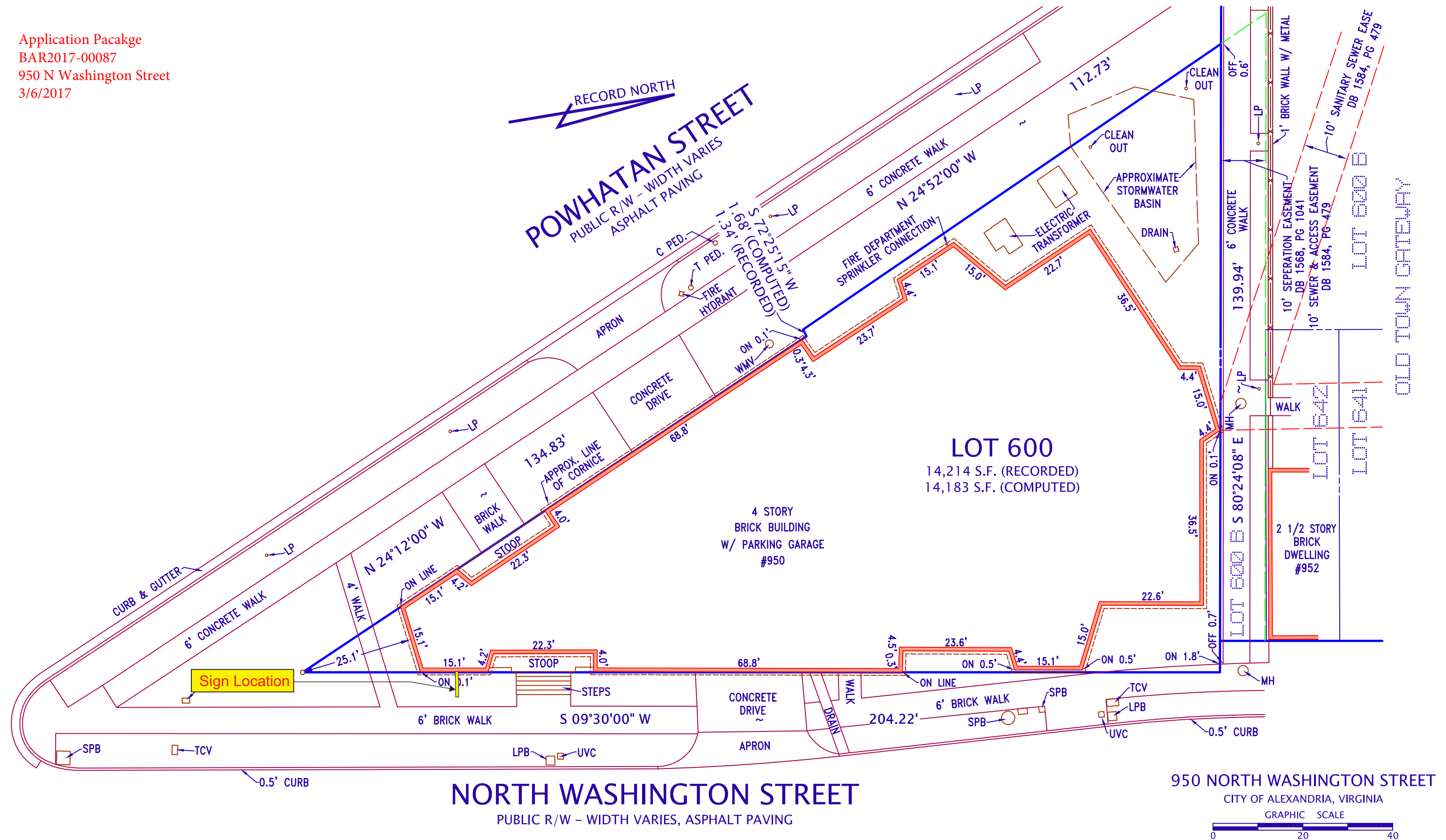





Application Package
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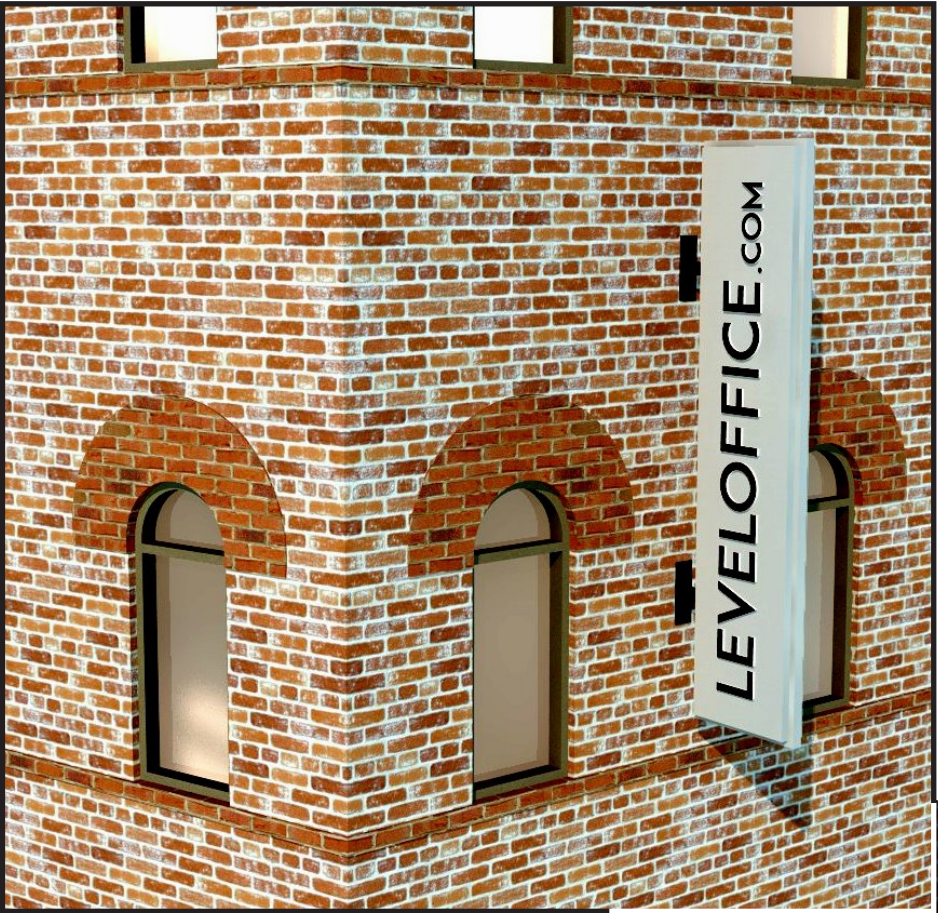
Application Pacakge
BAR2017-00087
950 N Washington Street
3/6/2017



CLIENT:	LevelOffice.com		THIS DESIGN AND RELATED SPECIFICATIONS ARE SUBMITTED AS PART OF OUR PROPOSAL AND IS TO REMAIN OUR PROPERTY EXCLUSIVELY UNTIL ACCEPTED AND APPROVED BY PURCHASE.	#6	Revised Sign Location	03-27-17	DJG	 	THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND / OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.	CUSTOMER APPROVAL:		IMPORTANT: PERMANENT ACCESS TO THE BACK SIDE OF THE WALL IS REQUIRED FOR INSTALLATION, AND WIRING OF THE SIGN. IF IT IS NOT AVAILABLE IT MUST BE PROVIDED BY THE CUSTOMER BEFORE INSTALLATION.	 A Division of United Advantage Sign Companies, Inc.	206 Tower Drive Oldsmar, Florida 34677 unitedsignsystems.com 813-855-3300 A Division of United Advantage Sign Companies, Inc.
LOCATION:	Alexandria, VA			#5	Revised Sign locations	03-22-17	DJG			SIGNATURE _____				
DATE:	2-15-2017	STORE # X		#4	Revised Sign Locations	03-20-17	DJG			DATE: _____				
DRAWING #	LEV-Alexandria-101			#3	Revised Sign Location	03-15-17	DJG			DATE: _____				
DRAWN BY:	DJG	SHEET SIZE 11 x 17		#1	Revised letter construction	01-10-17	DB			DATE: _____				
			REV #	DESCRIPTION	DATE	BY								

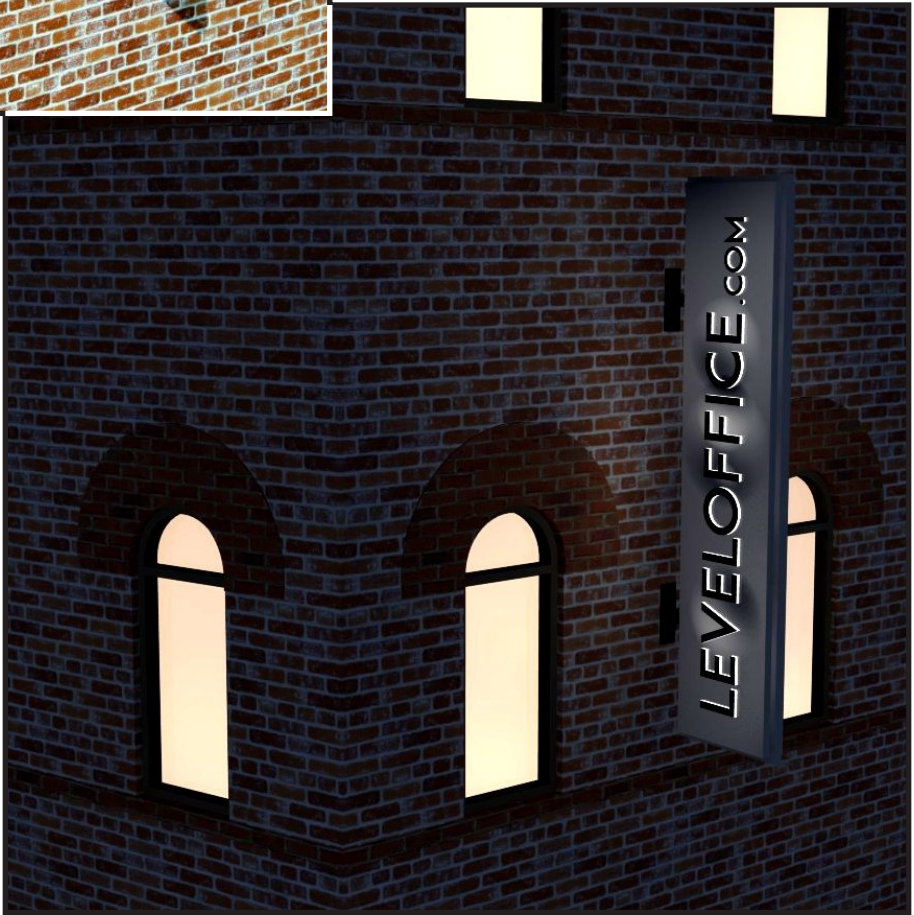


Doubled Sided
Blade Sign Centered
Between Brick Solider
Courses and Adjacent
Windows (24 SF)



Day Rendering

Scale: N.T.S.



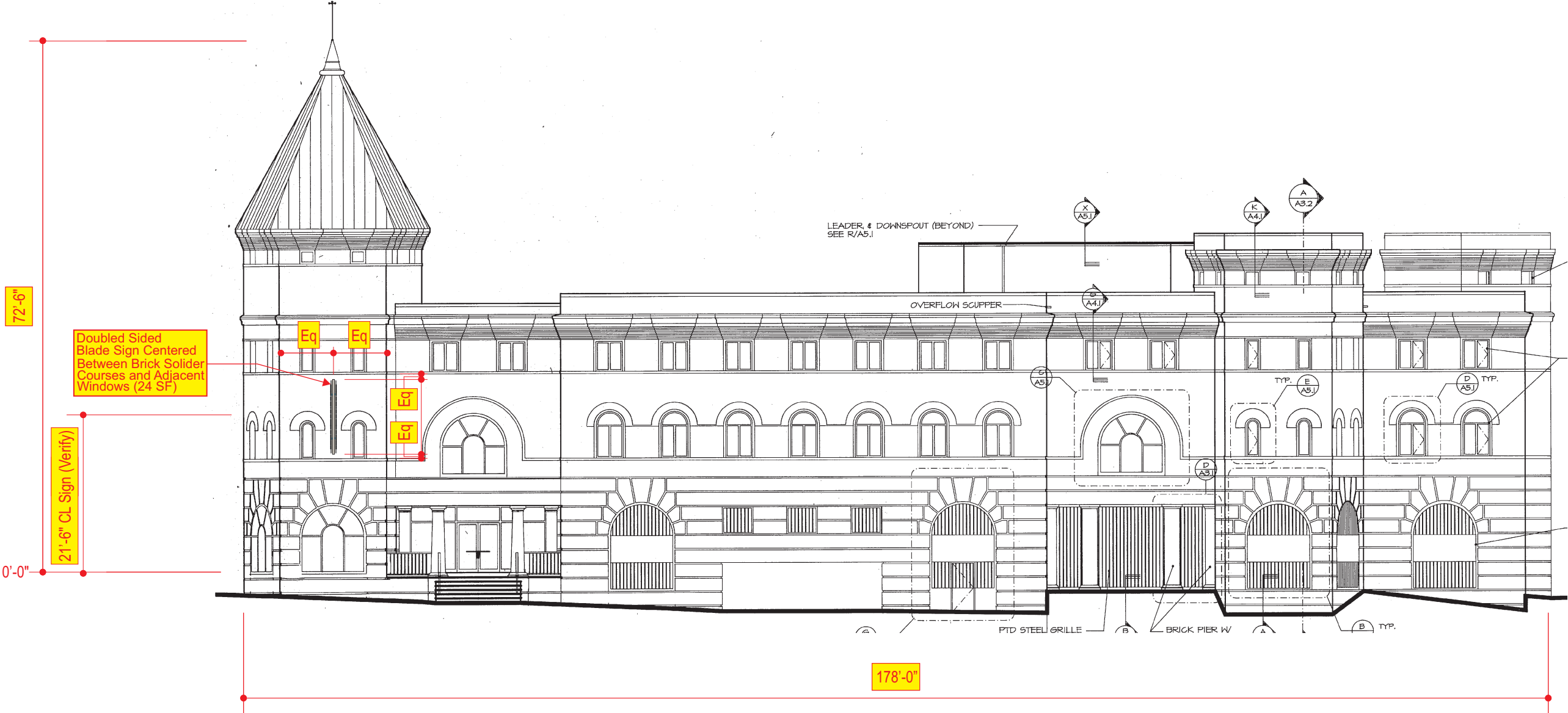
Night Rendering

Scale: N.T.S.

Center Mounted Blade Sign 24SF

Scale: N.T.S.

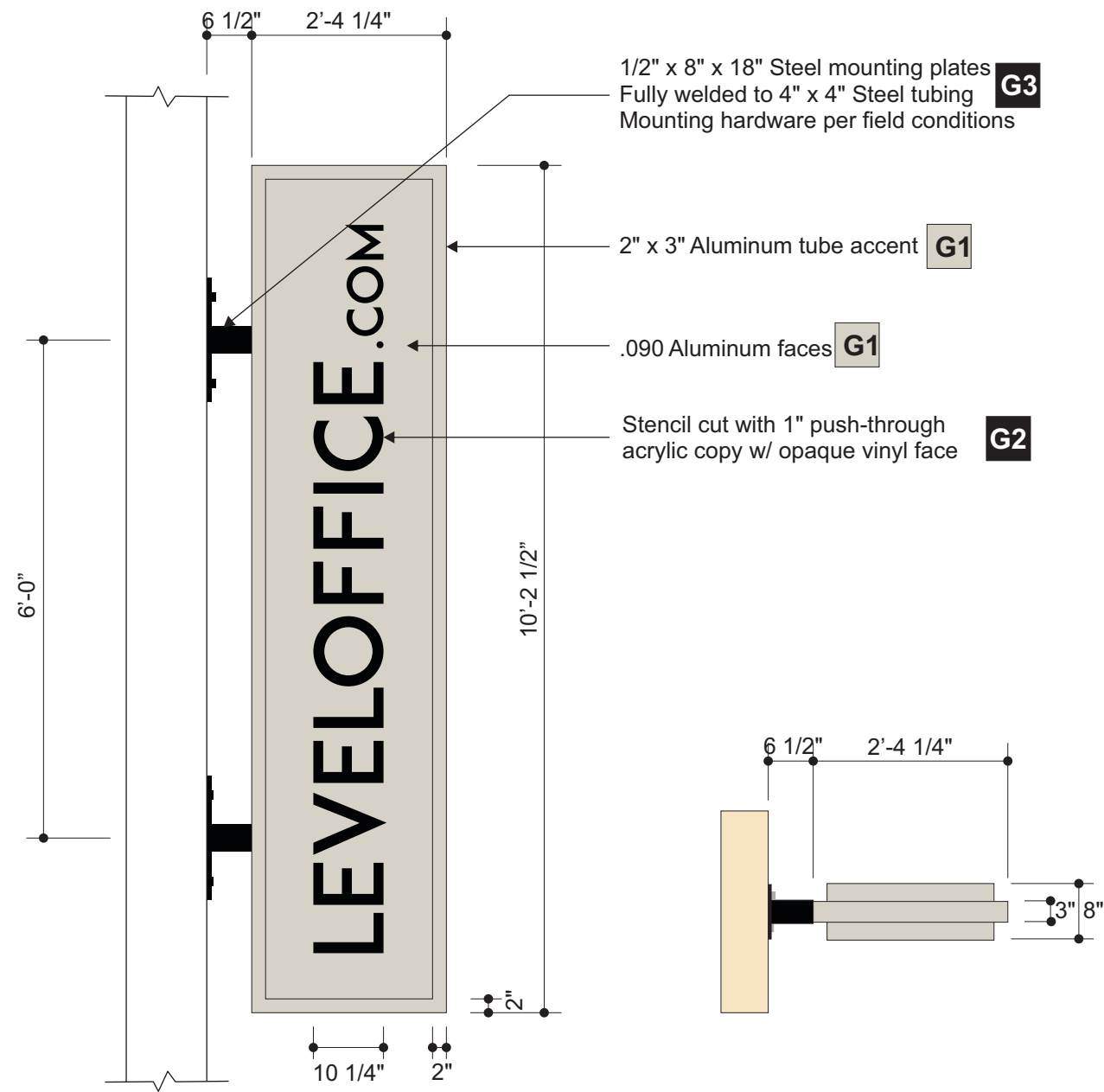
CLIENT:	LevelOffice.com		THIS DESIGN AND RELATED SPECIFICATIONS ARE SUBMITTED AS PART OF OUR PROPOSAL AND IS TO REMAIN OUR PROPERTY EXCLUSIVELY UNTIL ACCEPTED AND APPROVED BY PURCHASE.	#6	Revised Sign Location	03-27-17	DJG	<div><div><div></div><div>SP</div><div>US</div></div><div><div>THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND / OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.</div></div></div>	<div>CUSTOMER APPROVAL:</div> <div>SIGNATURE</div> <div>DATE:</div> <div>APPROVAL RECEIVED BY UNITED</div> <div>DATE:</div>	<div>IMPORTANT:</div> <div>PERMANENT ACCESS TO THE BACK SIDE OF THE WALL IS REQUIRED FOR INSTALLATION, AND WIRING OF THE SIGN. IF IT IS NOT AVAILABLE IT MUST BE PROVIDED BY THE CUSTOMER BEFORE INSTALLATION.</div>	<div><div><div></div><div>united</div><div>sign systems</div></div><div>A Division of United Advantage Sign Companies, Inc.</div></div> <div>206 Tower Drive Oldsmar, Florida 34677 unitedsignsystems.com 813-855-3300 A Division of United Advantage Sign Companies, Inc.</div>
LOCATION:	Alexandria, VA			#5	Revised Sign locations	03-22-17	DJG				
DATE:	2-15-2017	STORE # X		#4	Revised Sign Locations	03-20-17	DJG				
DRAWING #	LEV-Alexandria-201			#3	Revised Sign Location	03-15-17	DJG				
DRAWN BY:	DJG	SHEET SIZE 11 x 17		#1	Revised letter construction	01-10-17	DB				
			REV #	DESCRIPTION	DATE	BY					



East Architectural Elevation
Scale: 1/16"=1'-0" @ 11x17

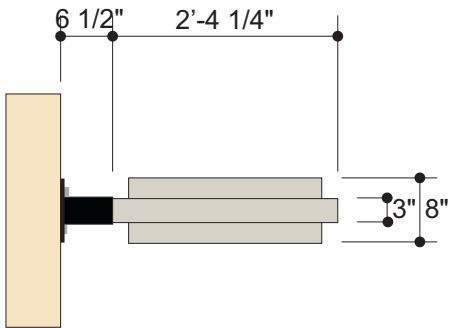
Square Feet: 2'-4 1/4" x 10'-2 1/2" = 24

CUSTOM Double Face Blade Sign LED Illumination
.090 Aluminum faces w/ 1" acrylic Push through copy
Opaque vinyl overlay
Approximate weight :340 lbs



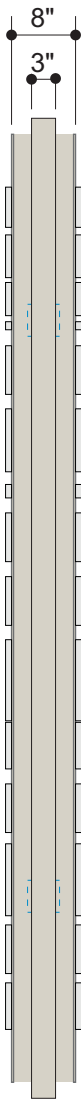
Elevation

Scale: 1/2"=1'-0" @ 11x17 QTY (1)



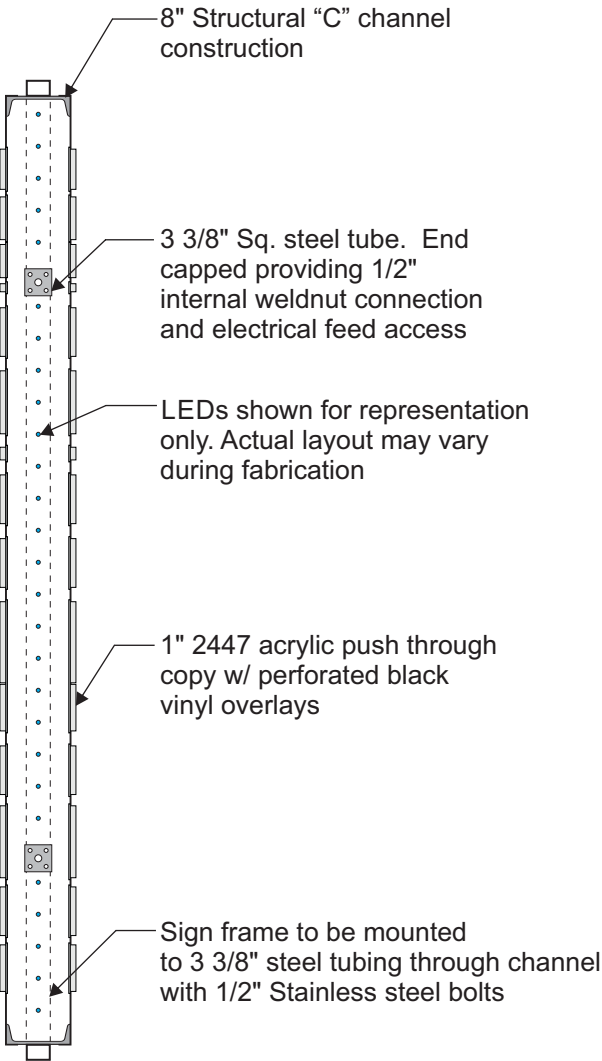
Plan View

Scale: 1/2"=1'-0" @ 11x17



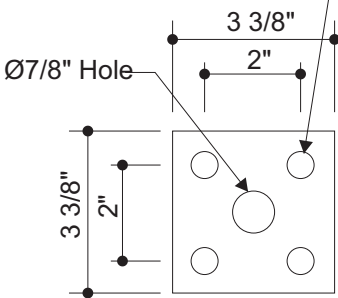
End View

Scale: 1/2"=1'-0" @ 11x17



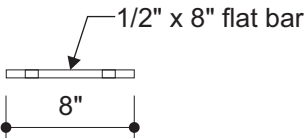
End Section

Scale: 1/2"=1'-0" @ 11x17



End Cap

Scale: 3"=1'-0" @ 11x17



1/2" Steel Fabricated Bracket Detail

Scale: 1"=1'-0" @ 11x17

Electrical Specifications	
Power Supply: 12V/60W Qty Req'd: 2 @ 1.10 Amps Ea	
White LEDs	
Max Amps Req'd: 2.20	
Voltage Req'd: 120V/277V	
Color Specifications	
G1 RAL 9006	G2 Black Opaque vinyl
G3 Satin Black	



206 Tower Drive
Oldsmar, Florida 34677
unitesignsystems.com
813-855-3300
A Division of United Advantage
Sign Companies, Inc.

CLIENT:	LevelOffice.com		
LOCATION:	Alexandria, VA		
DATE:	2-15-2017	STORE #	X
DRAWING #	LEV-Alexandria-501		
DRAWN BY:	DJG	SHEET SIZE	11 x 17

THIS DESIGN AND RELATED SPECIFICATIONS ARE SUBMITTED AS PART OF OUR PROPOSAL AND IS TO REMAIN OUR PROPERTY EXCLUSIVELY UNTIL ACCEPTED AND APPROVED BY PURCHASE.

REV #	DESCRIPTION	DATE	BY
#3	Revised Sign Size	03-27-17	DJG
#2	Revised size of Pan	02-15-17	DJG
#1	Revised letter construction	01-10-17	DB



THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND / OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

CUSTOMER APPROVAL:	
SIGNATURE	DATE:
APPROVAL RECEIVED BY UNITED	DATE:

IMPORTANT:

PERMANENT ACCESS TO THE BACK SIDE OF THE WALL IS REQUIRED FOR INSTALLATION, AND WIRING OF THE SIGN. IF IT IS **NOT** AVAILABLE IT MUST BE **PROVIDED BY THE CUSTOMER** BEFORE INSTALLATION.

ADDRESS OF PROJECT: 950 NORTH WASHINGTON ST. ALEXANDRIA, VA 22314TAX MAP AND PARCEL: 054.02-04-02 ZONING: OCM (50)APPLICATION FOR: *(Please check all that apply)*☐ CERTIFICATE OF APPROPRIATENESS☐ PERMIT TO MOVE, REMOVE, ENCAPSULATE OR DEMOLISH
(Required if more than 25 square feet of a structure is to be demolished/impacted)☐ WAIVER OF VISION CLEARANCE REQUIREMENT and/or YARD REQUIREMENTS IN A VISION
CLEARANCE AREA (Section 7-802, Alexandria 1992 Zoning Ordinance)☐ WAIVER OF ROOFTOP HVAC SCREENING REQUIREMENT
(Section 6-403(B)(3), Alexandria 1992 Zoning Ordinance)Applicant: ☒ Property Owner ☐ Business *(Please provide business name & contact person)*Name: 950 N WASHINGTON LEVEL OFFICE LLCAddress: 950 N WASHINGTON ST.City: ALEXANDRIA State: VA Zip: 22314Phone: 312-375-9787 E-mail: JOE@LEVELOFFICE.COMAuthorized Agent *(if applicable)*: ☐ Attorney ☐ Architect ☒ EXPEDITERName: KEN PADGETT Phone: 301-370-2126E-mail: KEN@MID-ATLANTICPERMITS.COM

Legal Property Owner:

Name: 950 N WASHINGTON LEVEL OFFICE LLCAddress: 73 W MONROE, SUITE 507City: CHICAGO State: IL Zip: 60603Phone: 312-375-9787 E-mail: JOE@LEVELOFFICE.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 _____
☐ ADDITION
☐ DEMOLITION/ENCAPSULATION
☒ SIGNAGE

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

APPLICANT IS SEEKING TO INSTALL ONE WALL MOUNTED ILLUMINATED SIGN
 READING "LEVEL OFFICE.COM".

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.

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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: 178' Secondary front (if corner lot): 178'
- ☐ ☒ 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: KEN PADGETTDate: 02/27/2017

Application Package
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950 N Washington Street
3/6/2017

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. WILLIAM BENNETT	75 W. MONROE, STE 507 CHICAGO, IL 60603	76.08%
2. KARLOV STREET LEVEL INVESTOR OPPROTUNITY 2 LLC	280 CEDAR AVE HIGHLAND PARK, IL 60035	23.92%
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 950 N 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. WILLIAM BENNETT	75 W MONROE, STE 507 CHICAGO, IL 60603	76.08%
2. KARLOV STREET LEVEL INVESTOR OPPROTUNITY 2 LLC	280 CEDAR AVE HIGHLAND PARK, IL 60035	23.92%
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. WILLIAM BENNETT	NONE	N/A
2. KARLOV STREET LEVEL INVESTOR OPPROTUNITY 2 LLC	NONE	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.

02/27/2017 KEN PADGETT _____
Date Printed Name Signature