

Docket Item # 4
BAR CASE # 2017-0401

BAR Meeting
November 15, 2017

ISSUE: Coordinated Sign Master Plan

APPLICANT: Founders Hall, LLC

LOCATION: 106 North Lee Street

ZONE: CD / Commercial

STAFF RECOMMENDATION

Staff recommends approval of a Certificate of Appropriateness for a coordinated sign master plan, with the condition that if the applicant pursues a pin mounted building identification sign that it be installed into the mortar joints and not the masonry units.

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 coordinated sign master plan at 106 North Lee Street. The building is currently undergoing extensive renovation in order to convert the former retail bridal shop to a mixed-use building with revolving retail and restaurant uses on the first floor and office uses on the second floor.

The applicant proposes to paint four signs on the previously painted masonry building, specifically on the southeast corner of the building which is now painted black. On the south elevation, the maximum sign area will be 3' wide by 13.5' tall (40.5 square feet), although the proposed tenant, South Block, utilizes a smaller area. Three painted signs are also proposed on the south end of the east elevation, measuring no more than 30.25 square feet, 16.5 square feet and 16.5 square feet, respectively. A building identification pin mounted sign measuring 11.22 square feet is also proposed over the entrance facing North Lee Street.

Although the applicant also specifies window and door graphics, since the zoning ordinance and sign policy were amended in 2016, the BAR does not have purview over these signs, although the area used for them counts toward the maximum allowable signage. For the Board's information, the applicant proposes five window graphics, four on the windows fronting North Lee Street and a fifth in the recessed entry.

II. HISTORY

The mid-century commercial building at 106 North Lee Street was constructed in **1945** by local real-estate developers James Juliano and Mildred E. Koplin.¹ On February 15, 2017, the BAR approved limited demolition and alterations for the subject property (BAR Case # 2017-0020 & 0021). The Board approved lighting for the signs at that time but asked that the applicant return with a sign master plan as the building was closer to completion.

III. ANALYSIS

As the Board is aware, commercial signs change frequently and the majority of commercial tenants in the historic districts receive BAR staff administrative approval for signs. As the subject property is envisioned as a multi-tenant incubator for local businesses, it is likely that their need for signage will change frequently over time, so a coordinated sign package is the ideal solution because future signage can be approved quickly by staff, so long as it complies with the adopted guidelines of this building's sign master plan.

Staff finds the proposed signs to be appropriate for a mid-20th century building one-half block from King Street and agrees that it will help to identify this former warehouse building as a retail designation. These signs will have a secondary effect of leading people toward the retail in historic warehouses in the 200 block of North Lee Street. While the applicant's mock up is helpful, the applicant's bold rendering suggests that the signs will be much more obvious than they will be in reality, as Figure 1 shows.

¹ City of Alexandria building permit #3689 from June 15, 1945 issued to J. Juliano and M.E. Koplin, owners and developers, for Ramsey Alley and Lee Street.



Figure 1: proposed corner sign location viewed from King Street

Staff typically does not recommend the installation of pin mounted signs in masonry buildings because even though the Board conditions that the sign lettering supports must be installed through the mortar joints and not the masonry units, frequent pin mounted sign changes can result in an unattractive pocked wall (Figure 2). While staff does not have serious objections to the proposed pin mounted sign on this modern structure because a building identification sign is unlikely to change frequently, staff suggests that the applicant consider either mounting the letters on a backer board, painting a wall sign, or installation of the individual sign letters on the I-beam above the building entrance to minimize long term damage to the masonry.



Figure 2: masonry damage caused by pin mounted signs

Staff recommends approval of the application for a Coordinated Sign Master Plan for 106 North Lee Street, with the suggestion that the applicant consider relocating the building identification sign to the metal I-beam on the front façade or installing it as a wall or painted sign instead of a pin mounted sign.

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

C-1 Proposed signage complies with zoning.

Code Administration

No comment.

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)
- F1. Previously reviewed under BAR2017-00020;0021. (T&ES)
- F2. 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)
- F3. If the alley located at the rear of the parcel is to be used at any point of the construction process the following will be required:
For a Public Alley - The applicant shall contact T&ES, Construction Permitting & Inspections at (703) 746-4035 to discuss any permits and accommodation requirements that will be required.
For a Private Alley - The applicant must provide proof, in the form of an affidavit at a minimum, from owner of the alley granting permission of use. (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. Roof, surface and sub-surface drains be connected to the public storm sewer system, if available, by continuous underground pipe. Where storm sewer is not available applicant must provide a design to mitigate impact of stormwater drainage onto adjacent properties and to the satisfaction of the Director of Transportation & Environmental Services. (Sec.5-6-224) (T&ES)
- C4. Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C5. 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 – Application for BAR 2017-0401: 106 North Lee Street*
- 2 – Supplemental Materials*

ADDRESS OF PROJECT: 106 North Lee StreetTAX MAP AND PARCEL: 075.01-02-10ZONING: 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: FOUNDERS HALL, LLCAddress: 221 SOUTH PITT STREETCity: ALEXANDRIA State: VA Zip: 22314Phone: 703-362-2901 E-mail: sshaw@alexrestpart.comAuthorized Agent *(if applicable)*: ☐ Attorney ☒ Architect ☐ _____Name: Paul Beckmann Phone: 571-327-1723E-mail: pbeckmann@beck-arch.com

Legal Property Owner:

Name: FOUNDERS HALL, LLCAddress: 221 SOUTH PITT STREETCity: ALEXANDRIA State: VA Zip: 22314Phone: 703-362-2901 E-mail: sshaw@alexrestpart.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).*
NEW MULTIPLE SIGNAGE FOR RENOVATED BUILDING ON SOUTH AND EAST FACADE

-4 PAINTED ON BRICK SIGNS

-5 WINDOW GRAPHIC LOCATIONS

-1 BUILDING SIGNAGE SIGN

NOTE: ALL REQUIRED SIGNAGE LIGHTING HAS BEEN PREVIOUSLY APPROVED PER EARLIER APPROVED BAR APPLICATION

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" and be approved by staff. All plans must be folded and collated into 3 complete 8 1/2" x 11" sets 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: 93'-0" Secondary front (if corner lot): 80'-0"
- ☐ ☒ 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 folk*

- ☒ 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: _____

Date: _____

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. SCOTT SHAW	221 S. PITT ST	100%
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 _____ (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. Scott Shaw	221 S. Pitt St	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. Scott Shaw	None	None
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.

11/17/16 Scott Shaw [Signature]
Date Printed Name Signature

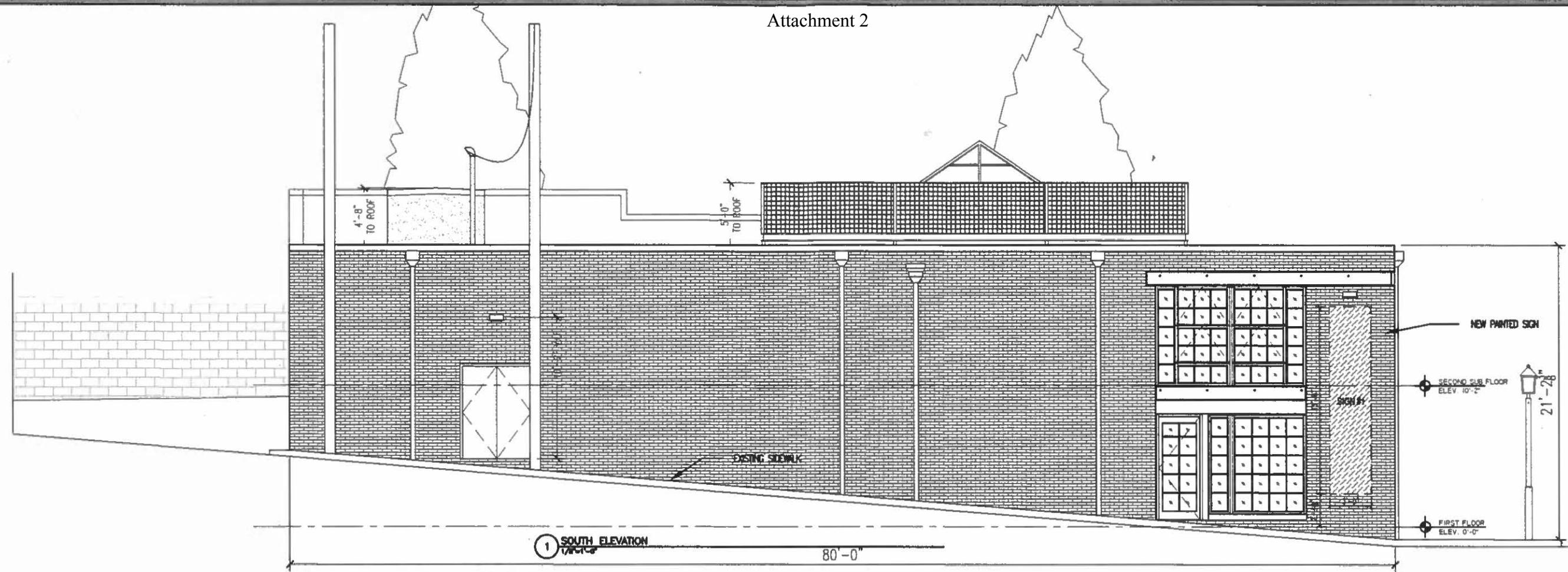
ALEXANDRIA OFFICE
911 King Street
Alexandria, Virginia 22314
ph: 571-327-1723
tc: 703-548-4305

PROJECT TITLE
FOUNDERS HALL

106 North Lee Street
Alexandria, VA 22314

CONSULTANTS

Application Materials
BAR2017-00401
106 N Lee
Date Routed: 10.19.2017



SEAL

REVISIONS
NO. DATE DESCRIPTION

PROJECT NUMBER
16-015

DATE
10-02-2017

SHEET TITLE
EXTERIOR ELEVATIONS

SHEET NUMBER
A2.01



1 CROSS SECTION
1/8" = 1'-0"

BA

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SHEET TITLE
EXTERIOR
ELEVATIONS

SHEET NUMBER
A2.02

SIGN #1

SIGN #2

SIGN #3

SIGN #4



SIGN #5

SIGN #6

SIGN #7

SIGN #8

SIGN #9

106 NORTH LEE STREET - SIGNAGE SUMMARY

	AREA	DESCRIPTION	PURPOSE/TENANT
SOUTH FAÇADE			
TOTAL LENGTH	80'-0"		
TOTAL ALLOWABLE SIGN AREA (SF)	80		
PROPOSED SIGNAGE (UNDER 20'-0" ABOVE SIDEWALK)			
SIGN #1	40.5	PAINTED ON BRICK	SOUTH BLOCK JUICE CO.
REMAINING SIGNAGE AREA (SF)	39.5		
PROPOSED SIGNAGE (ABOVE 20'-0" ABOVE SIDEWALK)	NONE		
EAST FAÇADE			
TOTAL LENGTH	93'-0"		
TOTAL ALLOWABLE SIGN AREA (SF)	93		
PROPOSED SIGNAGE (UNDER 20'-0" ABOVE SIDEWALK)			
SIGN #2	30.25	PAINTED ON BRICK	OFFICE SPACE
SIGN #3	16.5	PAINTED ON BRICK	YOGA STUDIO TENANT
SIGN #4	16.5	PAINTED ON BRICK	RETAIL TENANT
SIGN #5	3.7	FILM ON GLASS	SOUTH BLOCK JUICE CO.
SIGN #6	3.7	FILM ON GLASS	SOUTH BLOCK JUICE CO.
SIGN #7	13.4	FILM ON GLASS	RETAIL TENANT
SIGN #8	3.7	FILM ON GLASS	RETAIL TENANT
SIGN #9	3.7	FILM ON GLASS	RETAIL TENANT
TOTAL PROPOSED SIGNAGE AREA (SF)	91.45		
REMAINING SIGNAGE AREA (SF)	1.55		
PROPOSED SIGNAGE (ABOVE 20'-0" ABOVE SIDEWALK)			
TOTAL ALLOWABLE SIGN AREA (SF)	93		
SIGN #10	11.22	PAINTED METAL LETTERS	BUILDING SIGNAGE
REMAINING SIGNAGE AREA (SF)	81.78		
WEST FAÇADE			
NO SIGNAGE PROPOSED			
NORTH FAÇADE			
NO SIGNAGE PROPOSED			

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A2.03