

Docket Items #3  
BAR CASE # 2018-00008

BAR Meeting  
February 7, 2018

**ISSUE:** Alterations (signage)

**APPLICANT:** Maurice Brenton Jr. LLC

**LOCATION:** 200 King Street

**ZONE:** KR/ King Street Retail

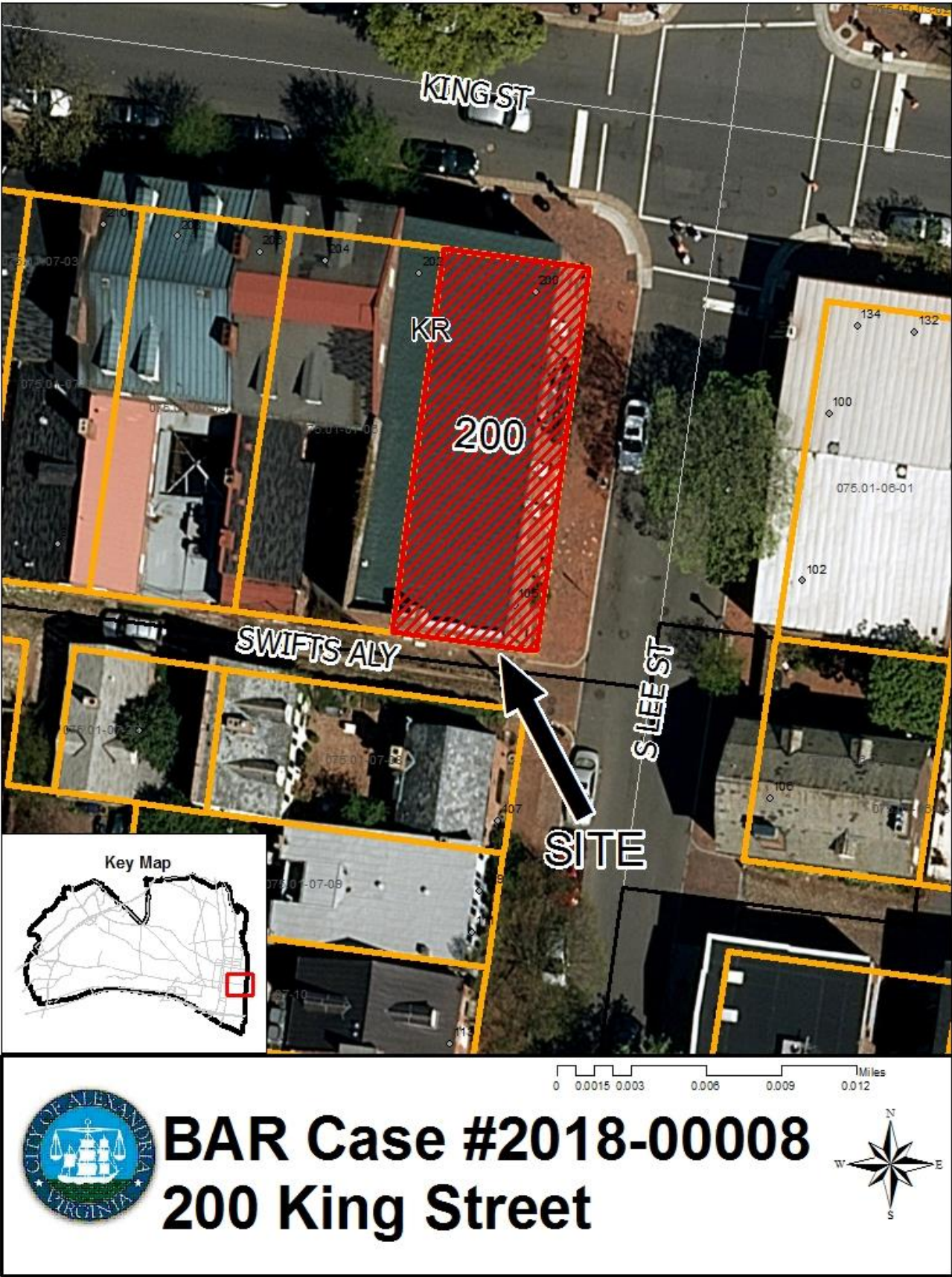
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### **STAFF RECOMMENDATION**

Staff recommends approval of the Certificate of Appropriateness with the condition that a projecting sign of up to 7 square feet in area may be installed only on the King Street façade, should the applicant wish to install one in the future.

### **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](mailto: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.





## **ISSUE**

The applicant is requesting approval of a Certificate of Appropriateness for signage at 200 King Street. Two wall signs measuring 14'-8" by 1'-6" (22.25 square feet each) are proposed: one centered on the King Street façade and the other on the north end of the South Lee Street elevation. The sign will have gold foil lettering on a black background and each wall sign will be illuminated by three black gooseneck light fixtures.

## **I. HISTORY**

The brick, 3½-story commercial building at 200 King Street was built by Jacob Hoffman between **1802 and 1810**.<sup>1</sup> With the exception of sign requests, there were few documented modifications to this building in the 20<sup>th</sup> century. On July 20, 2016, the Board approved new storefront windows, replacement windows throughout and repointing as part of an extensive renovation of the property (BAR Case #2016-0221 & 0222). Figure 1 below shows the building following the recent renovation.



**Figure 1: Renovated building with approximate location and sign area proposed**

<sup>1</sup> Ethelyn Cox, Historic Alexandria Virginia Street by Street: A Survey of Existing Early Buildings (McLean, VA: Historic Alexandria Foundation with EPM Publications, 1976) p. 65.

## **II. ANALYSIS**

As the Board is aware, the majority of signs in the historic districts are approved administratively by staff in accordance with the BAR's Administrative Approval of Signs Policy. Although staff discussed this quicker and less expensive administrative alternative with the applicant, they are interested in seeking Board approval for two reasons. First, the wall sign facing King Street exceeds the square footage administratively approvable for a single wall sign by over 7 square feet (22.25 square feet versus the allowable 15 square feet). Second, while staff may approve very small "lipstick" LED lights on an arm bracket, staff cannot approve gooseneck light fixtures administratively because these utilitarian, industrial style fixtures are only architecturally appropriate in certain applications.

Staff supports the design and location of both wall signs and, while the square footage of the King Street sign exceeds what can be approved administratively, it is tastefully designed and still a relatively modest for a building this size. However, staff notes that the majority of businesses in the district use hanging signs to attract pedestrian traffic walking below a wall sign. While a projecting sign would not be appropriate on the quiet, largely residential South Lee Street elevation, staff suggests that the BAR proactively approve a future projecting sign on King Street as part of a coordinated sign master plan for this building. Staff recommends that a hanging sign not exceed 7 square feet, in keeping with the typical size of hanging signs in the district. Staff reminds the applicant that while window/door signage is no longer subject to BAR review and approval, the area devoted to these graphics does count toward the maximum allowable sign area permitted by zoning, which is one square foot of signage for every linear foot of building width.

When the Board first adopted the sign policy they specifically noted that modern LED lighting fixtures could be more visually subtle than external lighting fixtures previously available and that these new small fixtures did not compete for attention with the historic building features. For that reason, the Board allowed for administrative approval of only small, targeted light fixtures, often referred to as "lipstick" LED lights. While staff does not typically support the installation of gooseneck lights, they are historically appropriate on this former warehouse on King Street and staff has no objections to their installation in this location.

With the condition discussed above, Staff recommends approval of the application.

### **STAFF**

Stephanie Sample, Historic Preservation Planner, Planning & Zoning  
Al Cox, FAIA, Historic Preservation Manager, Planning & Zoning

## II. CITY DEPARTMENT COMMENTS

Legend: C- code requirement R- recommendation S- suggestion F- finding

### Zoning Comments

C-1 Proposed work complies with zoning.

### Code Administration

No comments received.

### Transportation & 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. Previously reviewed under [BAR2001-00300, BAR2010-00240, BAR2014-00156, BAR2016-00221, BAR2016-00222, BAR2017-00245] (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)
- F4. Permitted encroachment per Section 5-2-29 of the City Code. (T&ES)
- F5. The property is located in Resource Protection Area. Storm reviewed it and has no comments on this submission. (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. 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)
- C7. The owner shall obtain and maintain a policy of general liability insurance in the amount of \$1,000,000 which will indemnify the owner (and all successors in interest); and the City as an Additional Insured, against claims, demands, suits and related costs, including attorneys' fees, arising from any bodily injury or property damage which may occur as a result of the encroachment. (Sec. 5-29 (h)(1)) (T&ES)

**V. ATTACHMENTS**

- 1 – Application for BAR 2018-00008, 200 King Street*
- 2 – Supplemental Materials*

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: Maurice BrantonAddress: 8905 Reb Yank DriveCity: Manassas State: VA Zip: 20110Phone: 571-229-1203 E-mail: Signs@sticosigns.com**Authorized Agent** *(if applicable):* ☐ Attorney ☐ Architect ☐ \_\_\_\_\_Name: Nicole WilsonPhone: 301-948-8088E-mail: Signs@sticosigns.com**Legal Property Owner:**Name: Maurice BrantonAddress: 8905 Reb Yank DriveCity: Manassas State: VA Zip: 20110Phone: 571-229-1203 E-mail: Signs@sticosigns.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.

Application Materials  
 BAR2018-0008  
 200 King Street  
 Date Routed: 01.09.18



**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).

Installing one sign on front of building and one the same size on the side of building. Both signs with 3 gooseneck lights on each sign

**SUBMITTAL REQUIREMENTS:**

Items listed below comprise the **minimum supporting materials** for BAR applications. Staff may request additional information during application review. Please refer to the relevant section of the *Design Guidelines* for further information on appropriate treatments.

Applicants must use the checklist below to ensure the application is complete. Include all information and material that are necessary to thoroughly describe the project. Incomplete applications will delay the docketing of the application for review. Pre-application meetings are required for all proposed additions. All applicants are encouraged to meet with staff prior to submission of a completed application.

Electronic copies of submission materials should be submitted whenever possible.

**Demolition/Encapsulation :** All applicants requesting 25 square feet or more of demolition/encapsulation must complete this section. Check N/A if an item in this section does not apply to your project.

- N/A
- ☐ ☐ Survey plat showing the extent of the proposed demolition/encapsulation.  
☐ ☐ Existing elevation drawings clearly showing all elements proposed for demolition/encapsulation.  
☐ ☐ Clear and labeled photographs of all elevations of the building if the entire structure is proposed to be demolished.  
☐ ☐ Description of the reason for demolition/encapsulation.  
☐ ☐ Description of the alternatives to demolition/encapsulation and why such alternatives are not considered feasible.

Application Materials  
 BAR2018-0008  
 200 King Street  
 Date Routed: 01.09.18



**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: 30' Secondary front (if corner lot): 60'
- ☐ ☐ Square feet of existing signs to remain: 22.25
- ☐ ☐ 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.

Application Materials  
BAR2018-0008  
200 King Street  
Date Routed: 01.09.18

**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: \_\_\_\_\_

Nicole Wilson

Printed Name: \_\_\_\_\_

Nicole Wilson

Date: \_\_\_\_\_

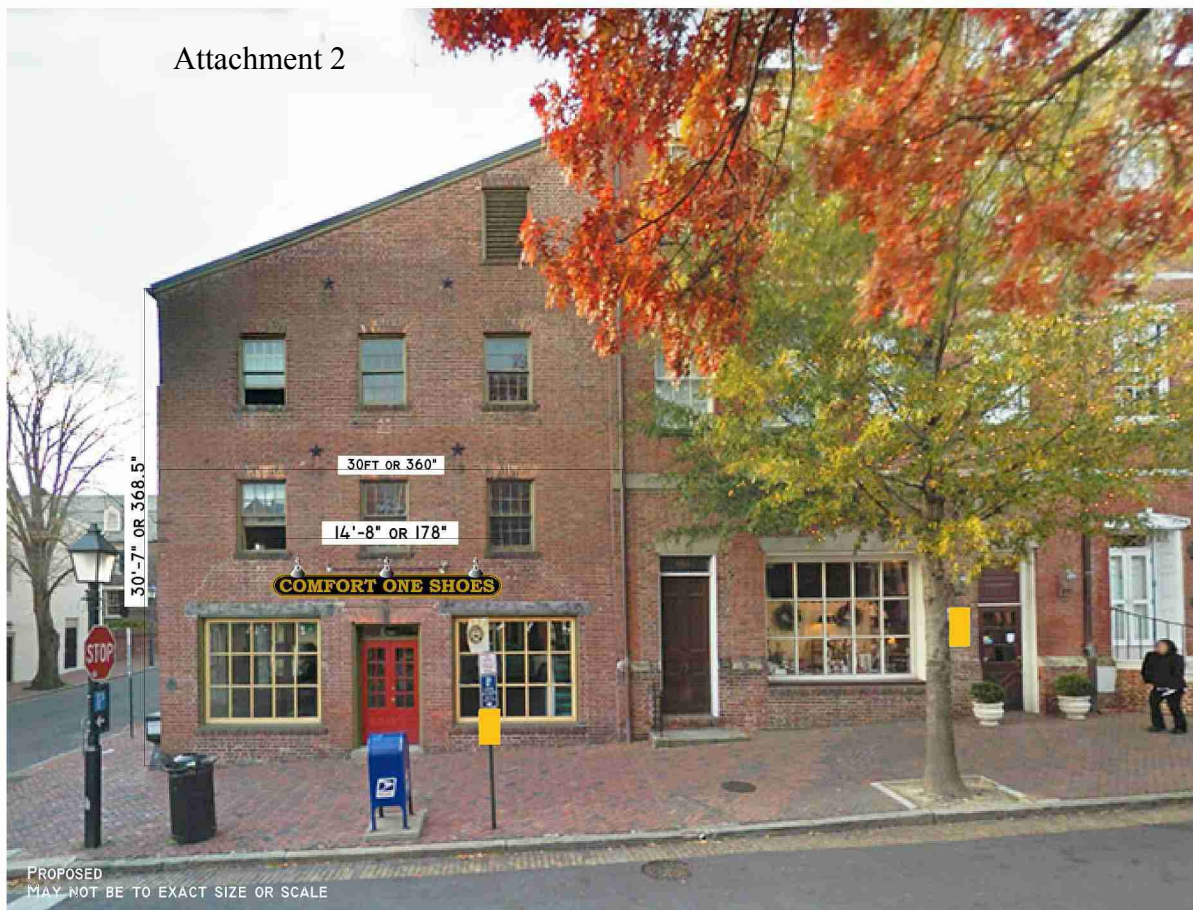
1-8-18

Application Materials  
BAR2018-0008  
200 King Street  
Date Routed: 01.09.18




## Attachment 2

200 KING ST, ALEXANDRIA, VA 22314  
CORNER OF KING & LEE ST



### HDU MATERIAL SPECIFICATIONS

FABRICATE NEW & INSTALL  
FRONT SIGNAGE: HDU  
MOUNTING: BLIND  
QTY: 1

 BLACK, QTY: 3 PER SIGN

LIGHTING 10" ANGLE SHADE  
(BLACK FINISHES)



### HDU MATERIAL SPECIFICATIONS

FABRICATE NEW & INSTALL  
1" D PRECISION BOARD HDU  
(HIGH DENSITY POLYURETHANE)

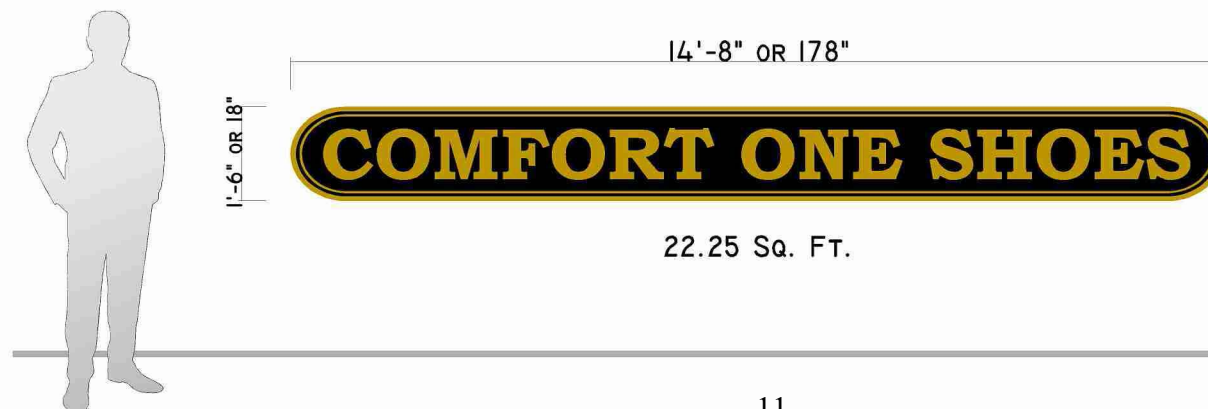


HDU IS THE MOST RELIABLE AND ENDURING MATERIAL ON THE MARKET FOR DIMENSIONAL SIGN MAKING, ENVIRONMENTAL GRAPHICS, 3-D DISPLAYS AND MODEL MAKING. THIS PROVEN, HIGH-DENSITY URETHANE (HDU) FOAM BOARD DELIVERS EXCEPTIONAL VERSATILITY AND OUTSTANDING VALUE. WHETHER CARVED, ROUTED, SANDBLASTED OR MACHINED, IT IS IDEAL WHEREVER A UNIFORM, GRAIN-FREE, DIMENSIONALLY STABLE MATERIAL IS DESIRED.

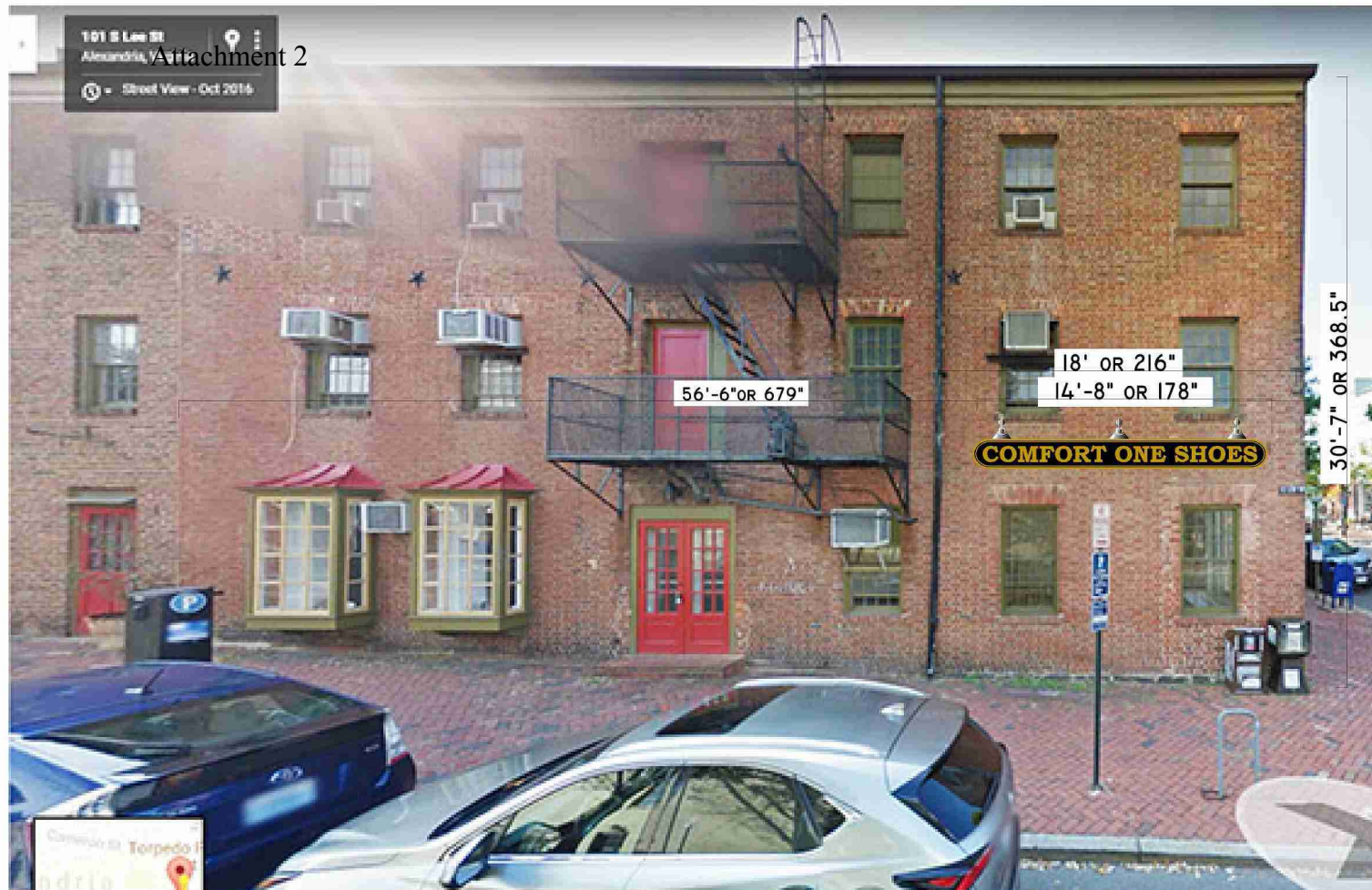
### COLOR SPECIFICATIONS

 BLACK BACKGROUND

 GOLD FOIL







200 KING ST, ALEXANDRIA, VA 22314  
CORNER OF KING & LEE ST



#### HDU MATERIAL SPECIFICATIONS

FABRICATE NEW & INSTALL  
FRONT SIGNAGE: HDU  
MOUNTING: BLIND  
QTY: 1

BLACK, QTY: 3 PER SIGN

LIGHTING 10" ANGLE SHADE  
(BLACK FINISHES)



#### HDU MATERIAL SPECIFICATIONS

FABRICATE NEW & INSTALL  
1"D PRECISION BOARD HDU  
(HIGH DENSITY POLYURETHANE)



HDU IS THE MOST RELIABLE AND ENDURING MATERIAL ON THE MARKET FOR DIMENSIONAL SIGN MAKING, ENVIRONMENTAL GRAPHICS, 3-D DISPLAYS AND MODEL MAKING. THIS PROVEN, HIGH-DENSITY URETHANE (HDU) FOAM BOARD DELIVERS EXCEPTIONAL VERSATILITY AND OUTSTANDING VALUE. WHETHER CARVED, ROUTED, SANDBLASTED OR MACHINED, IT IS IDEAL WHEREVER A UNIFORM, GRAIN-FREE, DIMENSIONALLY STABLE MATERIAL IS DESIRED.

#### COLOR SPECIFICATIONS

BLACK BACKGROUND

GOLD FOIL

