

Docket Item #4
BAR CASE # 2018-00184

BAR Meeting
May 16, 2018

ISSUE: Certificate of Appropriateness for Signage

APPLICANT: Bellacara

LOCATION: 1000 King Street

ZONE: KR: King Street Urban Retail zone

STAFF RECOMMENDATION

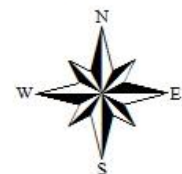
Staff recommends approval of the Certificate of Appropriateness, as submitted.

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, 703-838-4360 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.



BAR2018-00184
1000 King Street



I. ISSUE

The applicant is seeking approval of a Certificate of Appropriateness for two changeable copy signs adjacent to the King and Patrick street entrances to the Bellacara shop at 1000 King Street. The signs have already been installed and are constructed of a wood frame around two layers of clear plexiglass, allowing the sign copy to be changed manually.

The applicant, Bellacara, knowing that A-frame signs and other outdoor display of merchandise was not permitted in the zoning ordinance, installed the two changeable copy signs thinking that they are considered temporary signs because they are removed nightly. In the zoning ordinance these signs do not meet the definition for temporary signs and are instead considered wall signs.

Staff was made aware of the signs after receiving a complaint.

II. HISTORY

The two-story, brick commercial building at 1000 King Street dates from the **mid-19th century**, according to Ethelyn Cox in her book *Historic Alexandria, Virginia, Street by Street*. The Board has approved numerous signs for the subject property over the years, most recently in the mid-2000s. The current tenant received BAR administrative approval for the existing signs, which include wall signs fronting on Patrick and King streets, and a hanging sign on King Street.

III. ANALYSIS

Staff supports the applicant's after-the-fact request for two changeable copy signs for several reasons and is making a recommendation to the Board under Other Business at the May 16, 2018 hearing to consider a change to the BAR Administrative Approval of Signs policy to allow for administrative approval of **one** additional sign, beyond the present two, if it is a changeable copy sign. The details of the proposed language are described separately in the memo attached to the revised sign policy.

Even if staff's proposed amendment to the administrative approval policy had already been adopted, the applicant would still require Board approval for the installation of a second changeable copy sign. However, in this case, given the location of the business on very busy corner (for both pedestrians and vehicles), staff supports the applicant's request. The sign is subtle and made of quality materials and does not draw unnecessary attention to the building. Also, while most businesses have a single entrance, Bellacara has two prominent entrances which are open to the public, therefore two changeable copy signs are appropriate.

Staff recommends approval of the application as submitted.

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

- F-1 The corner property currently has 18.5 square feet of signage along King Street and 12.5 square feet of signage along South Patrick Street.
- F-2 The proposed signs are changeable copy wall signs are 3 square feet total along King Street and 6 square feet total along South Patrick Street.
- C-1 Proposed changeable copy wall signs comply with zoning.

Code Administration

- C-1 A building permit is not required for signs described in application material.

Transportation and Environmental Services

- R-1 The building permit must be approved and issued prior to the issuance of any permit for demolition, if a separate demolition permit is required. (T&ES)
- R-2 Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
- R-3 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)
- F-1 Previously reviewed under [BAR2008-00068, BAR2010-00222, BAR2011-00283, BAR2018-00184, BAR96-00215] (T&ES)
- F-2 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)
- F-3 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)
- C-1 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)

- C-2 The applicant shall comply with the City of Alexandria's Noise Control Code, Title 11, Chapter 5, which sets the maximum permissible noise level as measured at the property line. (T&ES)
- C-3 All secondary utilities serving this site shall be placed underground. (Sec. 5-3-3) (T&ES)
- C-4 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C-5 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)
- C-6 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)

Please submit Insurance Certificate:

City of Alexandria

T&ES

Attn: Shanna Austin

301 King Street, Room 4130

Alexandria, VA 22314

V. ATTACHMENTS

1 – Application for BAR2018-0184: 1000 King Street

2 – Supplemental Materials

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ADDRESS OF PROJECT: 1000 KING STREET

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: BELLACARA INCAddress: 1000 KING STREETCity: ALEXANDRIA State: VA Zip: 22314Phone: 703.299.9652 E-mail: Info@bellacara.comAuthorized Agent (if applicable): ☐ Attorney ☐ Architect ☐ _____

Name: _____ Phone: _____

E-mail: _____

Legal Property Owner:

Name: HOPKINS INVESTMENT CO.Address: P.O. BOX 947City: ANNAPOLIS State: MD Zip: 21404Phone: 410-263.0441 E-mail: val.collins@comcast.net

- | | | |
|------------------------------|--|--|
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | Is there an historic preservation easement on this property? |
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | If yes, has the easement holder agreed to the proposed alterations? |
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | Is there a homeowner's association for this property? |
| <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> 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.

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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).

I WOULD LIKE TO HANG TWO SMALL SIGNS ~~FROM~~ NEAR EACH DOOR WITH INTERCHANGEABLE COPY. THESE SIGNS ALERT CUSTOMERS TO EVENTS AND OFFERINGS IN STORE.

I DESIGNED THESE SIGNS AFTER THE CITY REQUESTED THAT A FRAMES AND CHALKBOARD SIGNAGE BE REMOVED. RATHER THAN IGNORE THE CITY REQUIREMENTS AS MANY BUSINESSES HAVE DONE, I SET OUT TO FIND AN ATTRACTIVE SOLUTION. I ERRONEOUSLY BELIEVED (see attach)

SUBMITTAL REQUIREMENTS: IVE SOLUTION. I ERRONEOUSLY BELIEVED (see attach)

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: 24 Secondary front (if corner lot): 60
- ☒ ☐ Square feet of existing signs to remain: 10' REFR EACH SIDE
- ☒ ☐ Photograph of building showing existing conditions. ATTACHED
- ☒ ☐ 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.

BLOWN SALON
6" H x 2" WIDE
BELLACARA
HANG SIGN
BELLACARA
2H x 3W
(2) WALL SIGNAGE
60"

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.

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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: _____

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. ANGELA STILDES	1000 KING 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 1000 KING 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. SPENCER HOPKINS, JR	163 CONDUIT ST ANNAPOLIS, MD 21401	100%
2.		
3.		

3. **Business or Financial Relationships.** Each person or entity listed above (1 and 2), with an ownership interest in the applicant or in the subject property is required to disclose any business or financial relationship, as defined by Section 11-350 of the Zoning Ordinance, existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review.

Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
1. N/A		
2.		
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.

4/17/18 ANGELA STILDES 
 Date Printed Name Signature

THAT THE SIGNS I CREATED WOULD BE LEGAL IF THEY HAD CHANGEABLE COPY AND WERE BROUGHT OUT AND IN EACH DAY AND NIGHT. IT WAS NEVER MY INTENTION TO ACT CONTRARY TO THE CITY'S RULES AND REGULATIONS IN HANGING THE SIGNS. I ACTUALLY BELIEVE THEY ARE SAFER THAN MUCH OF WHICH IS STILL BEING DONE BY OTHER BUSINESSES.

AS BUSINESSES IN THIS CITY, WE NEED A WAY TO COMMUNICATE THESE EVENTS TO OUR CUSTOMERS AND POTENTIAL CUSTOMERS AS THEY WALK BY. I HAVE NEVER LIKED THE WAY STOREFRONTS LOOK LITTERED WITH SIGNS IN THE WINDOWS. ALEXANDRIA IS A BEAUTIFUL AND HISTORIC CITY AND I AM TRYING TO HONOR THAT AT THE SAME TIME I AM TRYING TO REACH POTENTIAL CUSTOMERS.

I HAVE BEEN A BUSINESS OWNER FOR 18 YEARS. IT IS MORE AND MORE DIFFICULT TO COMPETE WITH LARGE CHAINS. THESE SIGNS LET ME ALERT CUSTOMERS TO WHAT MY SMALL BUSINESS CAN OFFER. I FULLY UNDERSTAND THE NEED FOR REGULATIONS. I AM JUST HOPING THE CITY WILL REALIZE THAT I REALLY AM TRYING TO STAY IN BUSINESS AND REACH CUSTOMERS IN A WAY THAT HONORS THE BEAUTY OF THIS CITY.

I HAVE ATTACHED PHOTOS OF HOW OTHER BUSINESSES ARE ATTEMPTING TO REACH CUSTOMERS. I DO NOT DO THIS TO CALL OUT ANY SPECIFIC BUSINESS, BUT TO DEMONSTRATE THE DIFFERENCE OF MY APPROACH AESTHETICALLY.







