

Docket Item #6
BAR CASE # 2018-00241

BAR Meeting
June 20, 2018

ISSUE: Certificate of Appropriateness for Alterations with Signage

APPLICANT: Calico by George Marino (Service Neon Signs)

LOCATION: 817A King Street

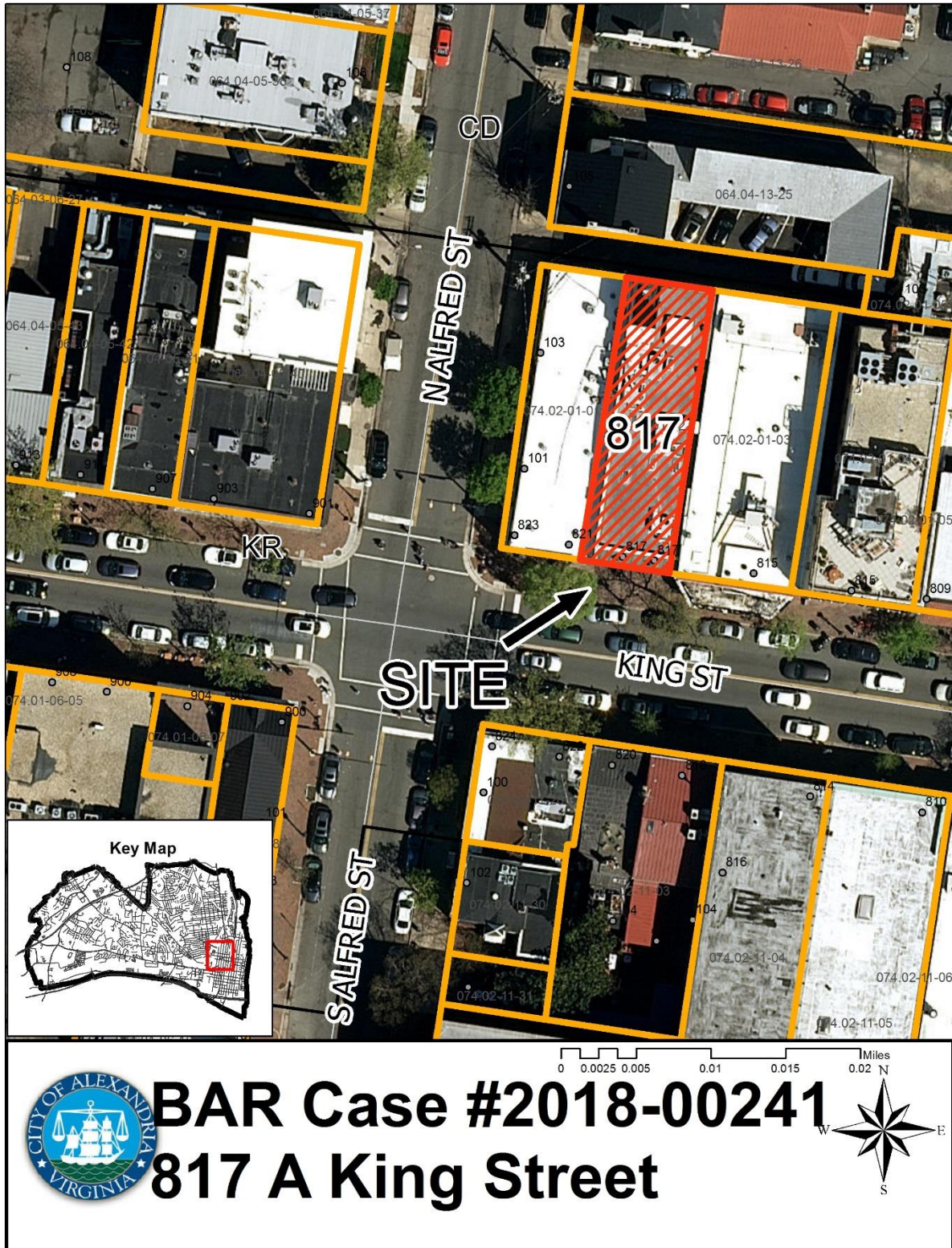
ZONE: KR – King Street Urban Retail zone

STAFF RECOMMENDATION

Staff recommends approval of the Certificate of Appropriateness with the condition that the signage and lighting be installed on the projecting canopy and that the awning be deleted.

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.



I. ISSUE

The applicant is seeking a Certificate of Appropriateness for alterations with signage at 817A King Street. The retail tenant, Calico, is relocating from their current location at 814 King Street. A blade sign measuring 14 inches by 32 inches is proposed on the west side of the façade, located between the first and second floors. The applicant also proposes to install four ridged frame Sunbrella brand fabric awnings; three smaller awnings over the existing flat black panels in each arched opening and one larger awning applied to the face of the projecting rigid canopy/marquee. Only the large awning will have the name of the business and illumination in the form of three gooseneck light fixtures.

II. HISTORY

The 2½-story, brick-faced concrete block, commercial building was approved by the BAR in 1967 for a men's clothing store. The building has had a number of uses over the years and the Board has approved both signs and minor alterations to the building since its construction. Most recently, BAR staff administratively approved a hanging sign for the upper tenant, *Karmas Kloset Boutique*, on April 12, 2018 (BAR Case #2018-00170).

III. ANALYSIS

The applicant has been working with staff for the past month to find a signage solution that was both effective and appropriate. Staff recognizes the difficulty in branding this building, which is set back from the property line and partially obscured by the large marquee at the Old Town Theater and the projecting bay at the Sweet Green building on the corner of King and North Alfred streets.

While staff would not typically recommend the installation of more than one awning on a single building, the three small awnings will obscure the faded metal spandrel panels between the first and second floor on this modern building. The *Design Guidelines*, referring to awnings, state that: "For historic buildings, appropriate shed awnings (both retractable and non-retractable) are preferred in the historic districts, especially for mid-19th to mid-20th century buildings." While the Board generally prefers retractable, open ended awnings so as not to obscure historic fabric, in this particular case there are no historic building features for the awnings to obscure and the awnings help visually break the tall arched window openings into smaller, better proportioned units.

Likewise, while staff understands the applicant's desire for a consistent storefront image with fabric awnings across the entire frontage, staff strongly recommends a simple externally illuminated Calico sign of the same size and design on the face of the existing projecting marquee, in the existing sign location. An awning on a marquee provides no functional weather protection and serves no purpose other than signage. The plastic eggcrate proposed for the bottom of the awning is also unattractive for pedestrians.

Staff has no objection to the small gooseneck lights that will illuminate the marquee sign. At staff's recommendation, the applicant removed the internal illumination from the canopy awning and relocated the hanging sign for greater visibility. Staff recommends approval of the application with the condition that the fabric awning be eliminated from the existing projecting marquee, while retaining the lighting and branding on the face of the marquee.

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 lettering and signage on the awning is 21.9 square feet and the projecting blade sign is 3.3 square feet, for a total of 25.2 square feet. This is less than the 30.5 ft length of the building frontage.

C-1 Proposed signage and new awnings comply with zoning.

Code Administration

C-1 A building permit, plan review and inspection are required.

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 [BAR98-000105,&00133, BAR2000-00077, BAR2005-00269, BAR2008-00080,00182,00183,00208,&00170] (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)

F4. Permitted encroachment per 5-2-29 of City Code. (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 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)
- C-4 All secondary utilities serving this site shall be placed underground. (Sec. 5-3-3) (T&ES)
- C-5 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C-6 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-7 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 BAR2018-00241: 817A King Street

2 – Supplemental Materials

BAR Case # _____

ADDRESS OF PROJECT: 817a KING ST, Alexandria VA 22314
 TAX MAP AND PARCEL: 074.02-01-02 ZONING: KR

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: EVERFAST INC (DBA: Calico) Attn: JOHN GODWINAddress: 203 GALE LANECity: KENNETT SQUARE State: PA Zip: 19348Phone: 610-444-9700^{x227} E-mail: JGodwin@calicocorners.comAuthorized Agent (if applicable): ☐ Attorney ☐ Architect ☒ CONTRACTORName: GEORGE MARINO (SERVICE NEON SIGNS) Phone: 703-408-2021E-mail: gmarino3@SNSIGNS.ORG

Legal Property Owner:

Name: SBS PROPERTIES, LLC % Ahmadu S BARRIEAddress: 817A KING ST - SUITE 100City: Alexandria State: VA Zip: 22314Phone: 571-242-3693 E-mail: Sambabarrie@cox.net

- ☐ 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).*

INSTALL (1) ONE 39 1/2" x 10'-5 1/2" AWNING w/ 18" projection
 AND 30" x 105 1/8" COPY Reading Calko Flat AGAINST EXISTING
 SIGN STRUCTURE OVER ENTRANCE. BLACK Awning Fabric TO BE Opaque,
 WHITE COPY TO BE INTERNALLY ILLUMINATED w/ Cool White Lamps.
 INSTALL (3) THREE 32" NON-ILLUMINATED AWNINGS w/ 18" projection
 OVER WINDOWS FLAT AGAINST Mullions.
 INSTALL (1) ONE 14" x 34" x 3" D/F NON-ILLUMINATE Blade
 SIGN FLAT AGAINST BRICK COLUMN.
 *NOTE - ALL SIGNS + AWNINGS TO BE 12" ABOVE SIDEWALK.

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 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'-6" Secondary front (if corner lot): _____.
- ☒ ☐ Square feet of existing signs to remain: 0.
- ☒ ☐ 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.

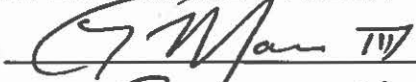
ALL APPLICATIONS: *Please read and check that you have read and understand the following items:*

- ☒ 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: _____

GEORGE MARINO III

Date: _____

5-7-18

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. BERT KERSTETTER EVERFAST INC	203 GALE LANE KENNETT SQUARE, PA	100%
2. DBA CALICO	19348	
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 817 KINE 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. AHMADU S BARRIE SBS PROPERTIES LLC	817A KINE ST SUITE 100	100%
2.	ALEXANDRIA, VA	
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. BERT KERSTETTER	LESSEE N/A GRN	BAR
2. AHMADU S BARRIE	LESSOR N/A GRN	BAR
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.

5/3/18

Date

JOHN GOSWIN

Printed Name



Signature

SBS Properties LLC
817A King Street, Suite 100
Alexandria, VA 22314

RE: Signage for Calico at 817 King Street

To Whom It May Concern:

SBS Properties, the sole owner of 817 King Street, hereby gives it's consent and approval to it's commercial tenant, Calico, and their sign company the Service Neon Signs, Inc to attend the Board of Architectural Review meeting for the new signs and awnings.

Furthermore, the owner gives permission for any and all custom signage for the Tenant, as so long as the City of Alexandra Board of Architectural Review approves it.



05/04/18

Seth McClelland, Owner Rep

Date



FRONT ELEVATION - Sign Type (A)(QTY:1)
Exterior Illuminated Awning - Sunbrella Fabric
Scale: 1/4" = 1' (34.4 SQFT)

FRONT ELEVATION - Sign Type (B)(QTY:1)
Non Illuminated Awning - Sunbrella Fabric
Scale: 1/4" = 1' (12.22 SQFT)

FRONT ELEVATION - Sign Type (C)(QTY:2)
Non Illuminated Awning - Sunbrella Fabric
Scale: 1/4" = 1' (12.11 SQFT)

FRONT ELEVATION - Sign Type (D)(QTY:1)
Non Illuminated Blade Sign - Mounted To Existing Column
Scale: 1/4" = 1' (3.3 SQFT)



EXISTING CONDITIONS
NT8

URBANNEON
Sign, Lighting & Graphics Company

Quality Craftsmanship Since 1988

500 Pine St. - Suite 3A
Holmes, Pa. 19048

810-822-6666
(fax) 810-481-6666
www.urbanneon.com

CALICO
817 KING STREET
ALEXANDRIA, VA 22314

DATE:	5/18/16
DRAWN BY:	DJM
SALES:	DGU
FILE:	LL

REVISIONS

RED LINE NOTES

Customer Approval

DATE

SIGNATURE

Landlord Approval

DATE

SIGNATURE

Customer's Signature Authorizes
Urban Neon To Produce Design
As Specified.

All Spelling, Punctuation And Colors
Have Been Reviewed And Approved.

All Designs Property Of
Urban Neon.
Unauthorized Use
Not Permitted.

LOT#

000.0

Sheet Size (8.5" x 14")

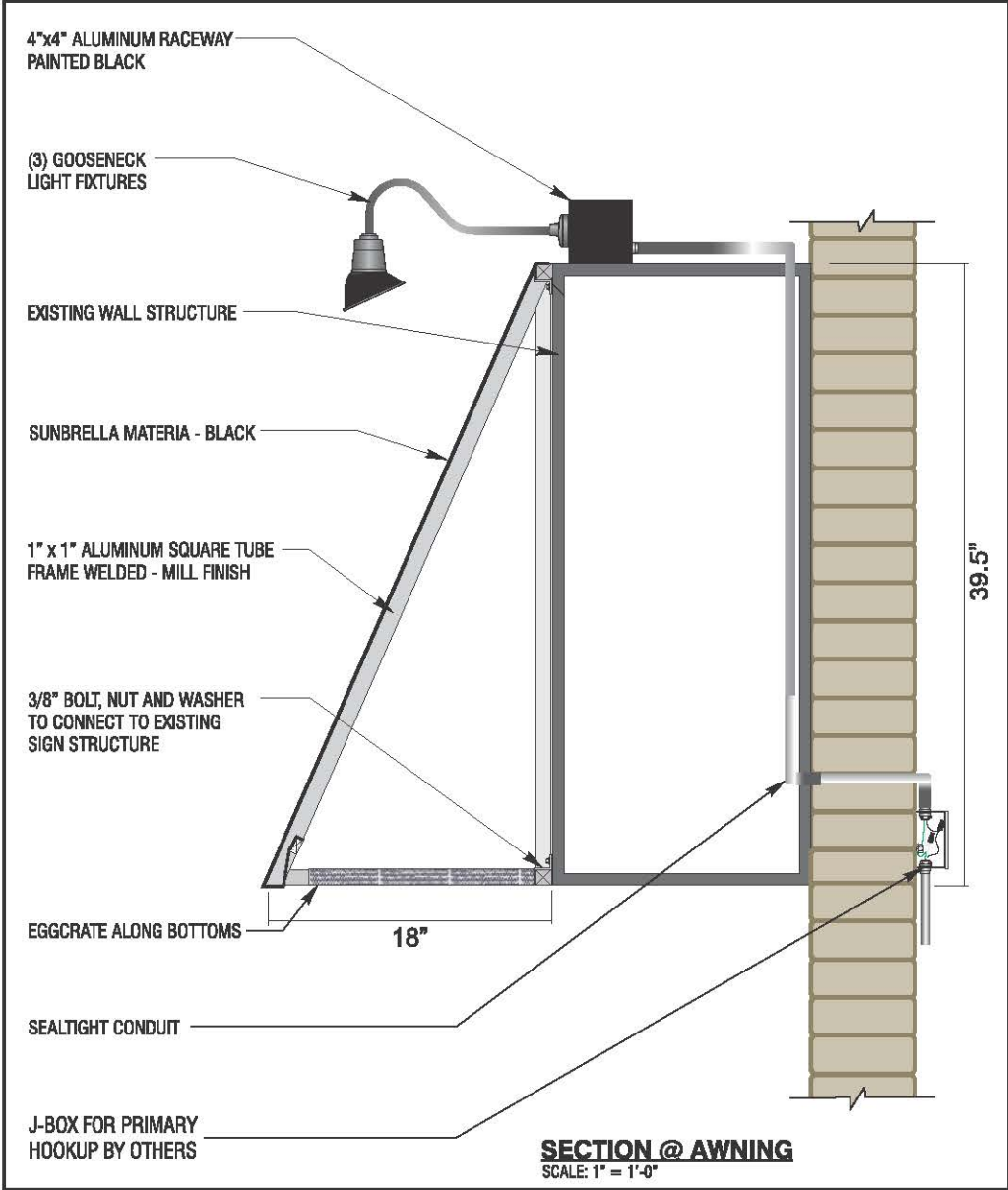
DRAWING #
11538REV7djm

PAGE#

1



FRONT ELEVATION - Sign Type (A)(QTY:1)
Exterior Illuminated Awning - Sunbrella Fabric
Scale: 1/2" = 1' (34.4 SQFT)



URBANNEON

Sign, Lighting & Graphics Company

Quality Craftsmanship Since 1993

500 Pine St. - Suite 3A
Holmes, Pa. 19043

610-522-5555
(fax) 610-461-5566
www.urbanneon.com

CALICO

817 KING STREET
ALEXANDRIA, VA 22314

DATE:	5/18/18
DRAWN BY:	DJM
SALES:	DGU
P.M.	LL

REVISIONS

--	--

RED LINE NOTES

--

Customer Approval

SIGNATURE

DATE

Landlord Approval

SIGNATURE

DATE

Customers Signature Authorizes
Urban Neon To Produce Design
As Specified.
All Spelling, Punctuation And Colors
Have Been Reviewed And Approved.

All Designs Property Of
Urban Neon.
Unauthorized Use
Not Permitted.

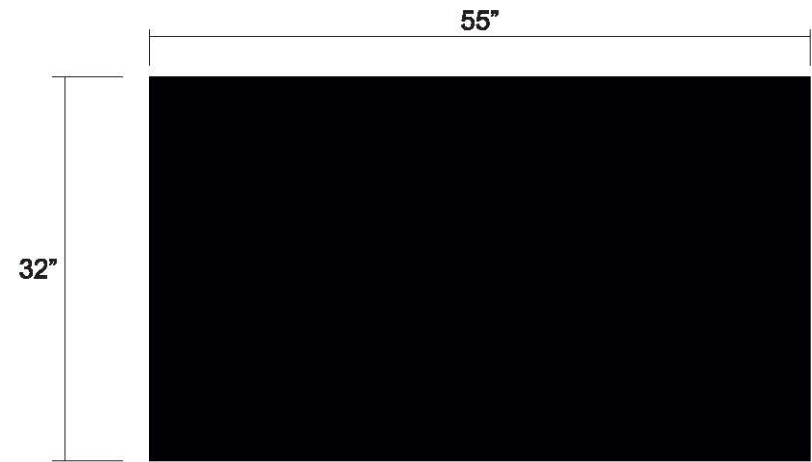
LDTT

000.0

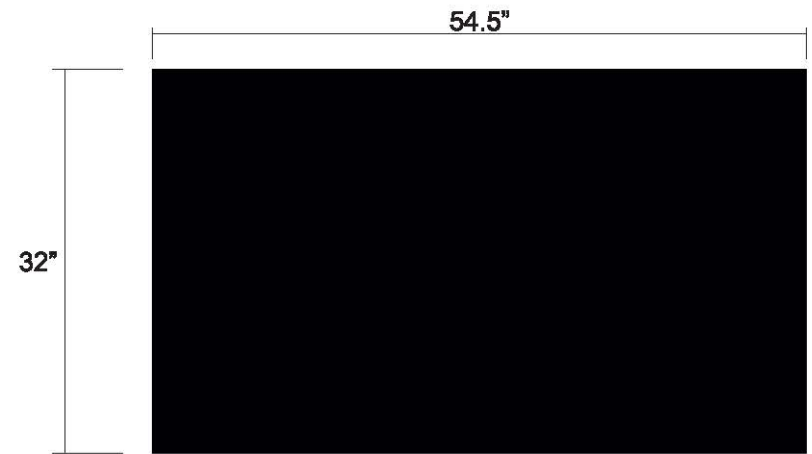
Sheet Size (8.5" x 14")

DRAWING #
11538REV7djm

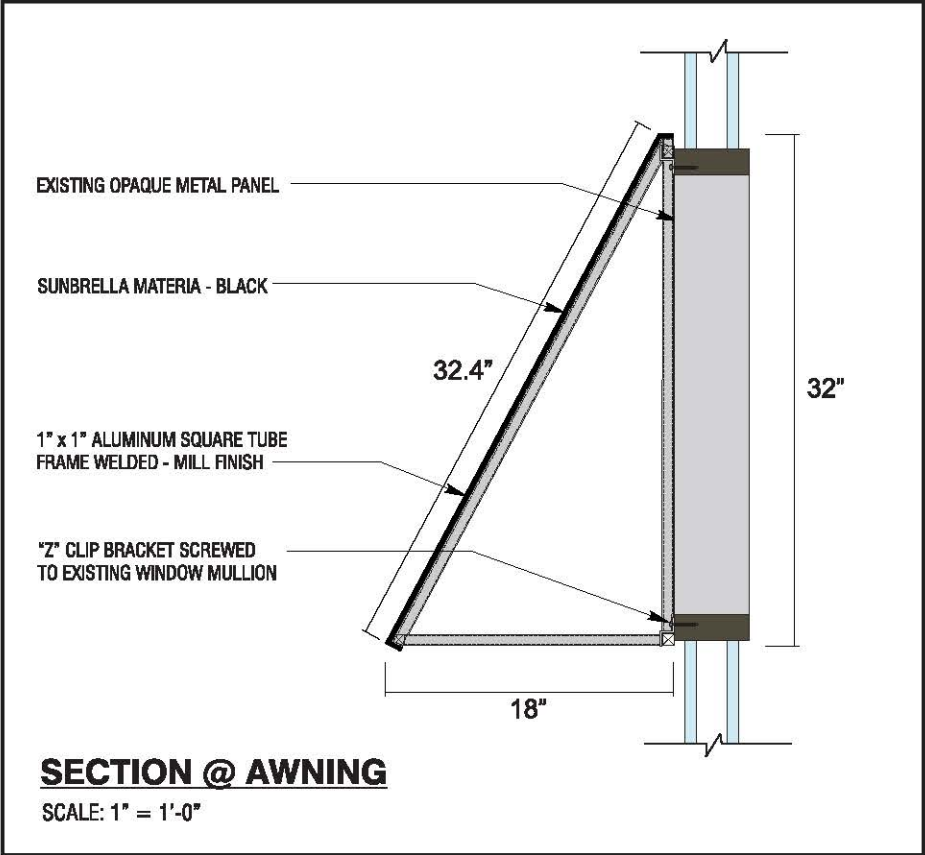
PAGE#
2



FRONT ELEVATION - Sign Type (B)(QTY:1)
Non Illuminated Awning - Sunbrella Fabric
Scale: 3/4" = 1' (12.22 SQFT)



FRONT ELEVATION - Sign Type (C)(QTY:2)
Non Illuminated Awning - Sunbrella Fabric
Scale: 3/4" = 1' (12.11 SQFT)



URBANNEON

Sign, Lighting & Graphics Company

Quality Craftsmanship Since 1993

500 Pine St. - Suite 3A
Holmes, Pa. 19043

610-522-5555
(fax) 610-461-5566
www.urbanneon.com

CALICO

817 KING STREET
ALEXANDRIA, VA 22314

DATE:	5/18/18
DRAWN BY:	DJM
SALES:	DGU
P.M.	LL

REVISIONS

--

RED LINE NOTES

--

Customer Approval

SIGNATURE

DATE

Landlord Approval

SIGNATURE

DATE

Customers Signature Authorizes
Urban Neon To Produce Design
As Specified.

All Spelling, Punctuation And Colors
Have Been Reviewed And Approved.

All Designs Property Of
Urban Neon.
Unauthorized Use
Not Permitted.

LDTT

000.0

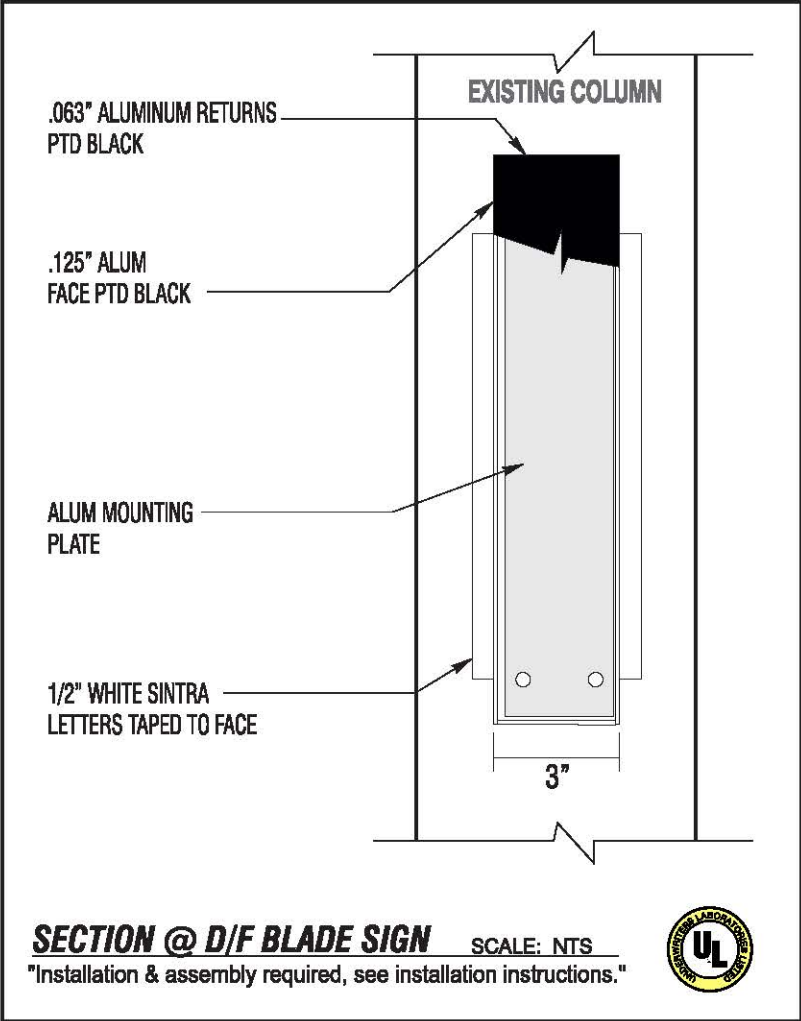
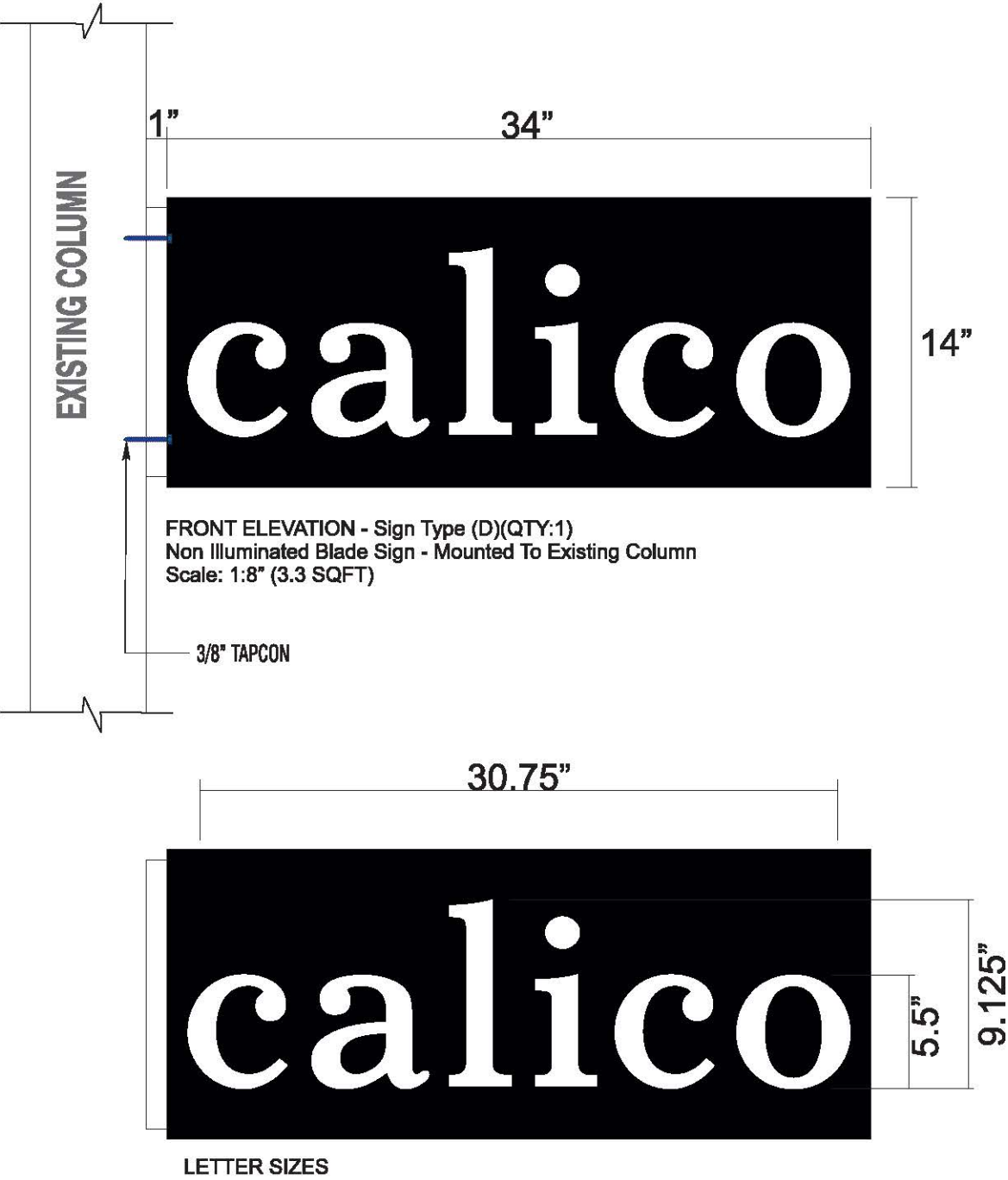
Sheet Size (8.5" x 14")

DRAWING #

11538REV7djm

PAGE#

3



URBANNEON
Sign, Lighting & Graphics Company
Quality Craftsmanship Since 1993
500 Pine St. - Suite 3A
Holmes, Pa. 19043
610-522-5555
(fax) 610-461-5566
www.urbanneon.com

CALICO
817 KING STREET
ALEXANDRIA, VA 22314

DATE:	5/18/18
DRAWN BY:	DJM
SALES:	DGU
P.M.	LL

REVISIONS

--

RED LINE NOTES

--

Customer Approval

SIGNATURE
DATE

Landlord Approval

SIGNATURE
DATE

Customers Signature Authorizes
Urban Neon To Produce Design
As Specified.
All Spelling, Punctuation And Colors
Have Been Reviewed And Approved.

All Designs Property Of
Urban Neon.
Unauthorized Use
Not Permitted.

LDTT
000.0

Sheet Size (8.5" x 14")

DRAWING #
11538REV7djm

PAGE# 4





















