

**ISSUE:** Certificate of Appropriateness for alterations and signage

**APPLICANT:** Maurice Breton

**LOCATION:** Old and Historic Alexandria District  
201 King Street

**ZONE:** KR/King Street urban retail zone

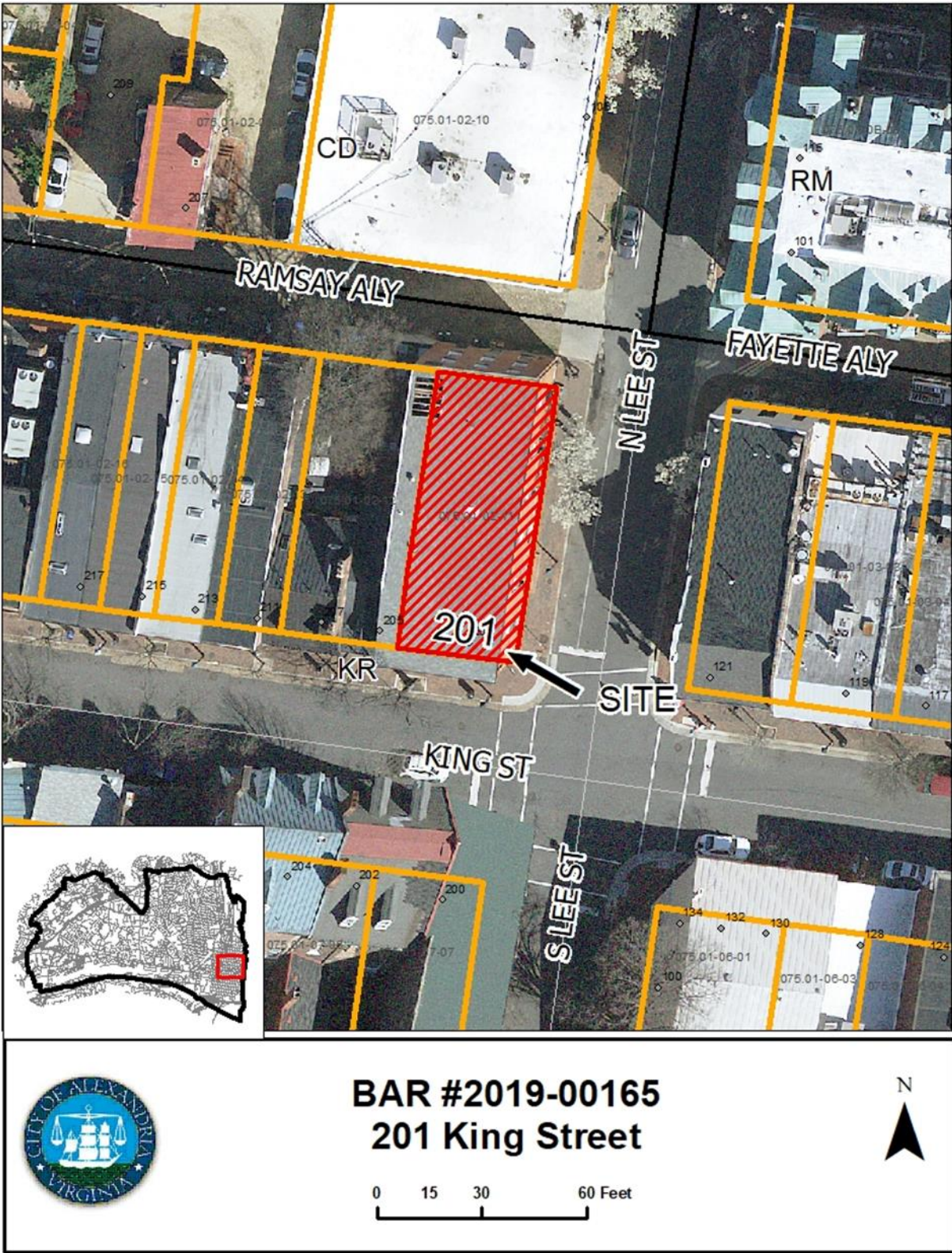
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**STAFF RECOMMENDATION**

Staff recommends approval of the Certificate of Appropriateness with the condition that all signs and lighting be mounted to the building wall through the mortar joints to avoid damaging the historic brick.

**GENERAL NOTES TO THE APPLICANT**

1. **ISSUANCE OF CERTIFICATES OF APPROPRIATENESS AND PERMITS TO DEMOLISH:** Applicants must obtain a 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 Department of 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. APPLICANT'S PROPOSAL**

The applicant, Comfort One Shoes, is requesting approval of a Certificate of Appropriateness for additional signage at 201 King Street using designs identical to their recently opened store across the street at 200 King. Two wall signs are proposed above the storefront windows on King and North Lee Streets. The King Street wall sign will measure 12'-10" by 2' (17.03 square feet) and the North Lee Street sign will measure 19'-9" by 2' (39.8 square feet). The HDU (High Density Urethane) signs will have gold foil lettering on a black background and each sign will be illuminated by three black gooseneck light fixtures. The applicant is also proposing a second 2' by 2' (4 square feet) projecting blade sign, similar to the existing blade sign at the corner, to be installed at a midpoint between the storefronts on the North Lee Street elevation. The hanging bracket will have integrated lighting matching the existing projecting sign.

## **II. HISTORY**

The three-story Greek Revival style commercial building was built on the corner of King and North Lee streets in **1851** as a store and warehouse for William Bayne, grocer and commission merchant. The building features cast iron elements as window caps and corner guard panels carrying the date of construction and Bayne's initials. The present uses are retail on the ground level with offices above.

Complete renovation of this building was approved by the BAR on 7/20/77, awnings were approved under BAR99-00007 and a second doorway was approved on thru BAR2001-00050. Two circular Comfort One hanging signs (formerly Comfort Zone shoes) were approved in 1993 and 1996, BAR Case #93-124, 8/18/1993 and BAR Case #96-050, 3/20/1996. The BAR has approved numerous other signs on the building since the 1970s for a variety of tenants, including BAR96-00050, BAR97-00178, BAR2003-00050, BAR2005-00156, BAR2008-00009, BAR2008-00055, BAR2008-00060, BAR2008-00061, BAR2012-00120. In recent years staff has approved signs administratively based on a sign master plan last updated by the BAR in 2015, BAR2015-00075, including BAR2017-00311, BAR2019-00165. The sign master plan includes a multi-tenant sign adjacent to the entrance to the upper floors, which has reduced the number of individual sign applications since 2015.

## **III. ANALYSIS**

Sections *10-113* (OHAD) and *10-203* (PG) of the *Zoning Ordinance* permit staff to approve signs administratively, and staff does this based on the BAR's adopted sign policy. The building currently displays the maximum number of signs that may be approved administratively. According to the BAR's Administrative Approval of Signs policy, "up to four signs may be approved for a corner building (having frontage on two streets or a street and an alley)."

[https://www.alexandriava.gov/uploadedFiles/planning/info/Historic\\_Preservation/Policies/5.16.1%20amended%20sign%20criteria.pdf](https://www.alexandriava.gov/uploadedFiles/planning/info/Historic_Preservation/Policies/5.16.1%20amended%20sign%20criteria.pdf). "Existing wall and projecting signs will be included in the total *number* of signs. However, all signs on the building, except temporary signs, count toward the total sign *area* allowed." Furthermore, staff cannot administratively approve the proposed gooseneck lighting since these utilitarian, industrial style fixtures are only architecturally appropriate in certain applications.

The *Design Guidelines* state that "The style, ornament, materials, color, and texture of architecture are dominant man-made visual elements of historic streetscape. Signs, awnings, and other visual additions should play a secondary role. Signs should augment, not compete with, the surrounding

architecture.” The Board approved nearly identical wall signs and lighting fixtures for the Comfort One Shoes store across the street at 200 King Street in February 7, 2018 (BAR CASE #2018-0008). Likewise, staff has no objection to the design and size of the proposed signage for the property at 201 King Street, as staff finds them to be well designed and relatively modest for a building this size. Even though staff does not typically support the installation of gooseneck lights, they are historically appropriate on these former warehouse buildings on King Street and staff has no objection to their installation here, provided that both the signs and the light fixtures are mounted through the mortar joints to avoid damaging the historic bricks. As demonstrated by the number of sign applications approved for this building in the past, signs change frequently and the extruded mid-19<sup>th</sup> century brick is extremely rare and difficult to replace. The lighting on the proposed projecting hanging sign next to the entrance on North Lee Street will match the existing sign on the corner of the building.

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

#### **STAFF**

Marina Novaes, 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**

The subject property consists of a developed parcel addressed as 201 King Street, currently zoned KR and being used as a commercial retail building. The applicant is requesting new signs.

- F-1 The proposed hanging sign and wall mounted sign have a combined 44 square feet. The [east] building face has an 85-foot width.
- F-2 The proposed wall mounted sign, hanging sign, and directory have a combined 31 square feet. The [south] building face has a 35-foot width.
- C-1 The proposed hanging sign must be at least 8 feet from the bottom of the sign to the sidewalk and shown on plans at time of Building Permit Review.

##### **Code Administration**

- C-1 A building permit, plan review and inspections are required prior to the start of construction.

##### **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 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-2 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 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 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 A sign may be erected or displayed flat against a building wall or at an angle thereto, so long as the sign does not project more than four feet from the building wall or within one foot of an established curb line and the bottom of the sign is at least eight feet above a sidewalk or parking area and at least 14.5 feet above any alley. (Sec. 5-2-29(c)) (T&ES)
- C-7 If any portion of the signage encroaches in the right of way, 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 named insured. (Sec. 5-29 (h)(1)) (T&ES)

- C-8 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: Heather Diez**

**301 King Street, Room 4130**

**Alexandria, VA 22314**

**Alexandria Archaeology**

Archaeology had no comments.

**V. ATTACHMENTS**

*1 – Supplemental Materials*

*2 – Application for BAR 2019-00165: 201 King Street*

BAR Case # \_\_\_\_\_

ADDRESS OF PROJECT: 201 King Street

DISTRICT: ☒ Old & Historic Alexandria ☐ Parker - Gray ☐ 100 Year Old Building

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 Breton

Address: 201 King Street

City: Alexandria State: VA Zip: 22314

Phone: 301-948-8088 E-mail: stenco@stencosigns.com

Authorized Agent (if applicable): ☐ Attorney ☐ Architect ☐ NIA

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

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Legal Property Owner: ~~NIA~~

Name: Christopher R Farroct. 201 King St Assoc LLC

Address: PO BOX 508,

City: Fulton State: MD Zip: 20759

Phone: 301-346-3504 E-mail: NIA

- |                              |  |  |
|------------------------------|--|--|
| <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.

**NATURE OF PROPOSED WORK:** *Please check all that apply*

- ☐ NEW CONSTRUCTION
- ☐ EXTERIOR ALTERATION: *Please check all that apply.*
- |                                      |   |   |                                   |
|--------------------------------------|---|---|-----------------------------------|
| <input type="checkbox"/> awning      | <input type="checkbox"/> fence, gate or garden wall | <input type="checkbox"/> HVAC equipment             | <input type="checkbox"/> shutters |
| <input type="checkbox"/> doors       | <input type="checkbox"/> windows                    | <input type="checkbox"/> siding                     | <input type="checkbox"/> shed     |
| <input type="checkbox"/> lighting    | <input type="checkbox"/> pergola/trellis            | <input type="checkbox"/> painting unpainted masonry |                                   |
| <input type="checkbox"/> other _____ |   |   |                                   |
- ☐ ADDITION
- ☐ DEMOLITION/ENCAPSULATION
- ☒ SIGNAGE

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

Remove the old Comfort One shoes signage and reInstall (2) Two signs, one on the front elevation (17.03 sq ft) and one side elevation (39.8 sq ft) same sign just changing the sizes.

**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: 35 Secondary front (if corner lot): 85
- ☒ ☐ 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.

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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: \_\_\_\_\_

*Sarah D Smith*  
*Sarah D Smith*  
*04-22-2019*

# 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 three 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. Maunce Breton	8905 Red Bank Drive Manassas VA 20110	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 201 King Street (address), unless the entity is a corporation or partnership, in which case identify each owner of more than three 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. Christopher R. Forrest	PO BOX 508 FULTON MD 20759-0508	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.)
Maunce Breton	None	N/A
2 Christopher R. Forrest	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.

04/22/19 Sarah N Smith

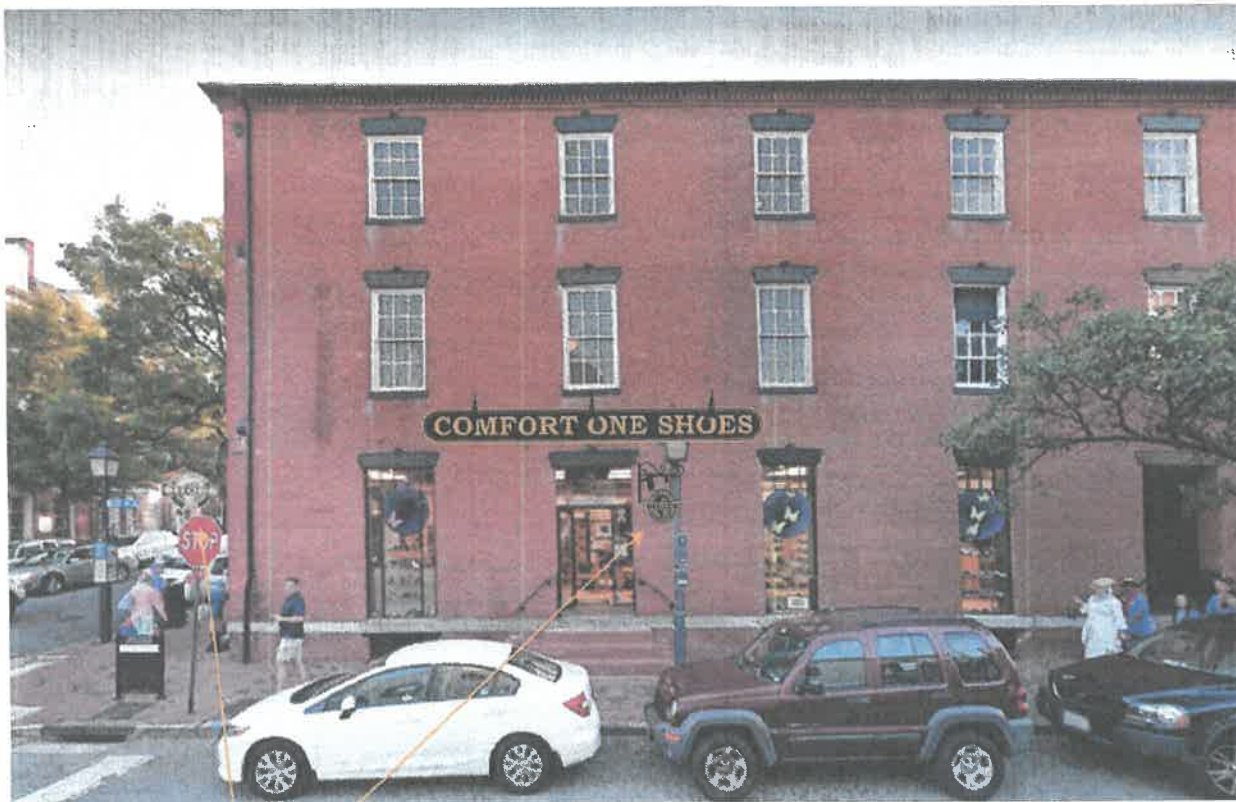
Date

Printed Name

Sarah N Smith

Signature





existing hanging sign on corner (left)  
 Proposed new hanging sign to match on right  
 24"x24" each  
 4sq.ft. each

239"w.

39.8 sq.ft.


24"h.

85 ft. w. storefront

#### HDU Material Specifications

Fabricate New & Install  
 Front Signage: HDU  
 Mounting: Blind  
 Qty: 1

#### Lighting Specifications

 Black, Qty: 3 per Sign

Lighting 10" Angle Shade  
 (Black Finishes)



16159 Shady Grove Road  
 Gaithersburg, MD 20877  
 301-948-8088  
 sterico@stericosigns.com

#### Client/Contact



Comfort One Shoes  
 Maurice Breton  
 571-229-1203

#### Job Location

201 King St  
 Alexandria, VA

#### Project Name

Exterior Sign

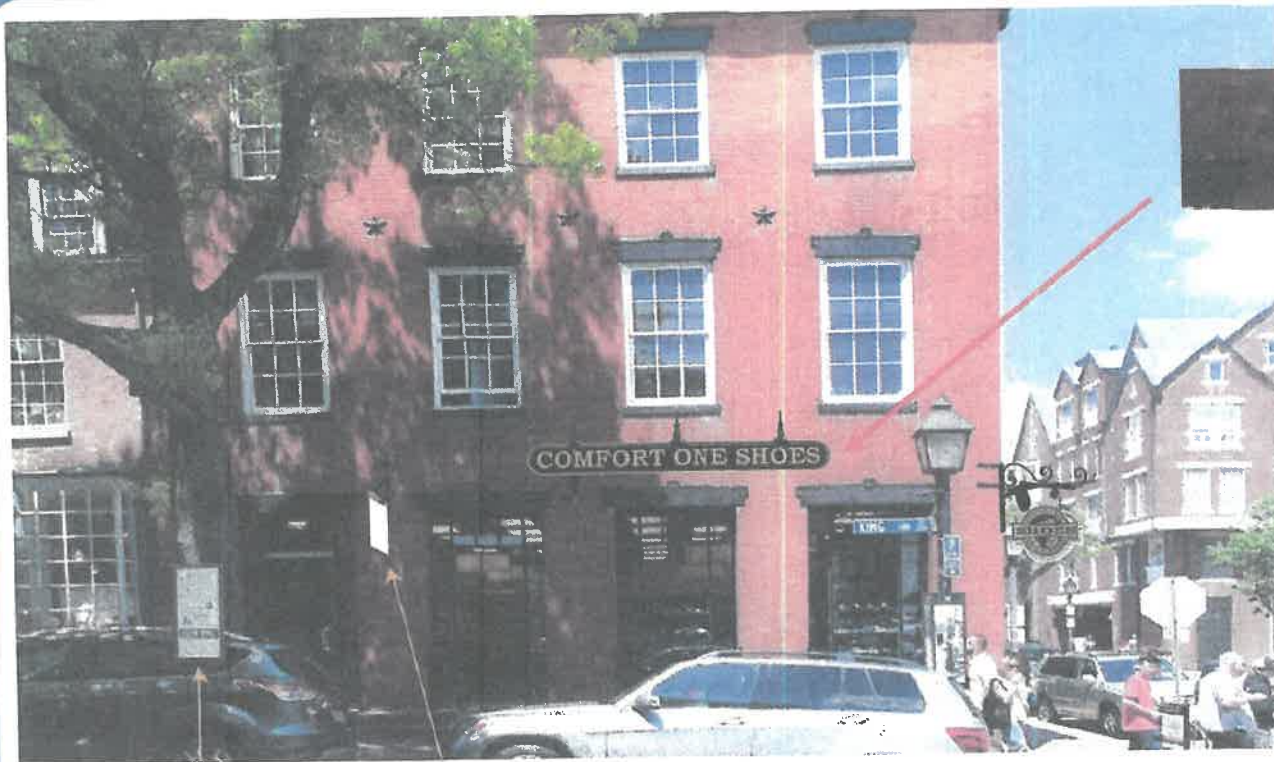
#### Description

HDU Signs

#### Date

4-15-2019

#### Revision Date



Stars Anchors  
to Remain Untouched

*Final*  
*SC*

existing directory  
55"h. by 26"  
9.93sq.ft.

existing hanging sign  
24"h. by 24"  
4sq.ft.

**155.75"w**

**COMFORT ONE SHOES**

A

B

C

D

**15.75"h**

17.03 Sq. Ft.

35 ft.w. store front

- A - Routed Precision Board HDU, 1-1/2"d.
- B - Black Area to be Recessed(Routed).
- C - Letters(Tenant name): 1/2"d faces Gold Leaf.  
Font: Bookman Oldstyle Bold, 12.8" Ltr Hgt.
- D - Borders: 1/2"d faces Gold Leaf.  
1" Outside Border & .5" Inset Border
- E - Mounting: Blind Mount to existing brick building.
- F - Lighting: Gooseneck Lamps(external), Qty: 4.

#### HDU Material Specifications

Fabricate New & Install  
Front Signage: HDU  
Shoe Box Style(2"d)  
Mounting: Blind  
Qty: 1

#### HDU Material Specifications Shoe Box Style



#### Lighting Specifications

Black, Qty: 3 per Sign

Lighting 10" Angle Shade  
(Black Finishes)



16159 Shady Grove Road  
Gaithersburg, MD 20877  
301-948-8088  
sterico@stericosigns.com

#### Client/Contact



Comfort One Shoes  
Maurice Breton  
571-229-1203

#### Job Location

201 King St  
Alexandria, VA

#### Project Name

Exterior Sign

#### Description

HDU Signs

#### Date

3-8-2019

#### Revision Date





# **201 KING STREET ASSOCIATES, LLC**

July 19, 2018

Mr. Maurice J. Breton  
President  
Comfort One Shoes L-1 Corporation  
P.O. Box 472  
Manassas, Virginia 20108


Re: Amended Sign Proposal 7/16/2018  
201 King Street,  
Alexandria, Virginia 22314

Dear Maurice:

After review of the amended sign proposal dated July 16, 2018 for both King & N. Lee Streets, 201 King Street Associates, LLC approves pending full approval from the City of Alexandria. Let us know if you need anything further.

Very truly yours,  
201 King Street Associates, LLC

By:

  
Christopher R. Forrest, Managing Member

*PO Box 508, Fulton, Maryland 20759-0508 \* (301) 346-3504*