

Docket Item # 3
BAR CASE #2012-0033

BAR Meeting
March 7, 2012

ISSUE: Certificate of Appropriateness (signage)
APPLICANT: Saul Holdings Limited Partnership by George Marino
LOCATION: 625 North Washington Street
ZONE: CRMU/X / Commercial Residential Mixed Use (Old Town North)

STAFF RECOMMENDATION: Staff recommends approval of a Certificate of Appropriateness with the following conditions:

1. That no internal or external lighting is installed;
2. That the letters are made of metal and are a gold or brass color, similar to the color used for the first floor retail tenants.
3. That the sign anchors are installed in the mortar joints and not the brick.

****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 final approval if the work is not commenced and diligently and substantially pursued by the end of that 12-month period.

****BUILDING PERMIT NOTE:** 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 siding or roofing over 100 square feet, windows and 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



CASE BAR2012-00033



I. ISSUE

The applicant is requesting to install one 19'-3" x 17" non-illuminated pin-mounted wall sign that reads "Marketing General Inc." The letters are 3/4" thick, white PVC. The edges of the letters will be painted black. They are proposing to install the sign on the N Washington Street façade of the southernmost building of the Saul Center Development.

II. HISTORY

The building in which Marketing General is located, 625-675 North Washington Street, is a mixed use commercial and office building approved as a Development Special Use Permit on December 2, 1998 (DSUP 1998-0003). The Board also approved the construction of the building in 1998 (BAR Case #1998-0112), as well as a coordinated sign program for the retail tenants of the building which consisted of a metal (aluminum) frame in the recessed retail entry across the width of each bay with 2" thick centered letters.

The Board and Staff have since approved a number of sign applications for first floor retail tenants. This is the first time that the Saul Center or one of its tenants has asked for a large branding sign above the first floor.

III. ANALYSIS

The proposed project complies with Zoning Ordinance regulations.

The proposed sign measures 27.3 square feet. The frontage of the southernmost building along North Washington Street is 135'-0".

The current sign plan for the Saul Center has been successful for the first floor retail clients. However, a new tenant, "Marketing General, Inc.," has requested a large sign for branding purposes. On behalf of their new tenant, the Saul Center is requesting approval of a large sign to be affixed to the exterior façade of the southernmost building in the development. While the Saul Center was never intended to have large branding signs, they are asking that this sign be allowed as a one-time only approval. They do not wish to amend their sign program to allow large branding signs in perpetually nor do they want another tenant to have a large sign on the northernmost building in the development.

Staff has worked with the applicant for several months to determine an appropriate location for such a sign. Staff suggested various alternatives, such as using large gold letters instead of white or small directory signs at the courtyard entrances. The applicant decided to pursue their initial design because it is similar to their old sign at 209 Madison Street.

The *Design Guidelines* state that "overly large signs are not appropriate in most areas of the historic districts because they detract from the architectural integrity of the districts" and that signs facing the G.W. Memorial Parkway should be "compatible with the memorial nature of the Parkway". Staff recognizes that 625 North Washington Street and the Parkway are a much larger scale than the majority of the district and has taken this into account while reviewing the application. A study of signage on other buildings on North Washington Street shows that many

buildings have large signs identifying the tenant. However, in most cases, the tenant occupies the entire building. Staff is very concerned about additional tenants coming forward requesting a large sign on Washington Street or other facades. While the Saul Center has stated that this is a one-time request for this one particular tenant, Staff is concerned about the implications that an approval of such a sign may bring.

Beyond setting a potential precedent on this building, Staff's primary concern is the material and color of the proposed sign. All first floor retail tenants are required to have 2" thick gold colored letters. White PVC letters would distract from the simple, elegant, and successful signage along the first floor. Staff feels that 3/4" thick gold colored letters would be more appropriate on this brick building because of its location on the G.W. Memorial Parkway well. Staff recommends approval of gold or brass colored metal letters for Marketing General, Inc.

STAFF

Courtney Lankford, 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

National Park Service

The National Park Service is strongly opposed to the proposed sign. Detailed comments from the NPS are pending.

Code Administration

The following statements are those most commonly used in the review of BARs, BZAs, SUPs, SITE PLANS, and SUBDIVISIONS:

Plan Review

- F-1 The review by Code Administration is a preliminary review only. Once the applicant has filed for a building permit, code requirements will be based upon the building permit plans. If there are any questions, the applicant may contact Ken Granata, Acting Plan Review Supervisor at ken.granata@alexandriava.gov or 703-746-4193.
- C-1 Building and trade permits are required for this project. Five sets of *construction* that fully detail the construction as well as layout and schematics of the electrical system shall accompany the permit application(s)
- C-2 New construction must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-3 Alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-4 All signs shall conform to VCC Appendix "H" as amended
- C-5 All sign applications shall include;
- Size and type of sign
 - Method of attachment including number and type of fasteners
 - Maximum projection, minimum height above grade, and whether the sign is illuminated or non-illuminated
- C-6 A separate circuit is required for illuminated outdoor signs per NFPA #70, 2008 Section 600.5.

Transportation and Environmental Services (T&ES)

RECOMMENDATIONS

- R1. Applicant shall be responsible for repairs to the adjacent city right-of-way if damaged during construction activity. (T&ES)
- R2. 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 all plans submitted for approvals. (T&ES)

CITY CODE REQUIREMENTS

- C-1 Any work within the right-of-way requires a separate permit from T&ES. (Sec. 5-2) (T&ES)
- C-2 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-3 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, 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 / Site Plans
Attn: Kimberly Merritt
301 King Street, Room 4130
Alexandria, VA 22314**

- C-4 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-5 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-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)

V. IMAGES



Figure 1: Saul Center Development.



Figure 2: Proposed sign on 625 North Washington Street.



Figure 3: Example of signage at 201 North Washington Street.



Figure 4: Example of signage at 206 North Washington Street.



Figure 5: Example of signage at 225 North Washington Street.



Figure 6: Example of signage at 400 North Washington Street.



Figure 7: Example of signage at 606 North Washington Street.

ADDRESS OF PROJECT: 625 N. WASHINGTON ST.

TAX MAP AND PARCEL: 054.04-15-01 ZONING: CRMU/X

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: SAUL HOLDINGS LIMITED PARTNERSHIP

Address: 7501 WISCONSIN AVENUE - SUITE 1500

City: BETHESDA State: MD Zip: 20814

Phone: 301-986-6093 E-mail: STEPHANIE.TYSON@bfsaul.com

Authorized Agent (if applicable): Attorney Architect _____

Name: GEORGE MARINO

Phone: 703-408-2021

E-mail: gmarino3@snsigns.org

Legal Property Owner:

Name: -Same As Applicant-

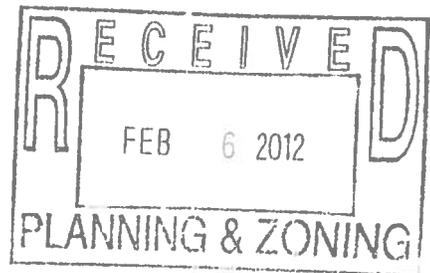
Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

- 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
 - doors
 - lighting
 - other _____
 - fence, gate or garden wall
 - windows
 - pergola/trellis
 - HVAC equipment
 - siding
 - painting unpainted masonry
 - shutters
 - shed
- ADDITION
- DEMOLITION/ENCAPSULATION
- SIGNAGE

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

** See attached detail sheet*

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.*

- 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.

Description of Proposed Work: (insert for page 7)

Applicant requests the addition of (1) non-electric exterior sign to be placed over The 2nd floor windows facing N. Washington St at the south end of 625 N. Washinton St as per submitted drawing #11-11-342 by Service Neon Signs, Revised 12-22-11.

Sign would be fabricated from ¾" thick white PVC with painted black edges and Attached to brick fascia with non-corrosive stainless steel threaded pins through 1" spacers into holes drilled into mortar joints and filled with silicone adhesive.
(This sign is similar but much smaller than Marketing General's sign that was installed at 209 Madison St in 1995 and recently removed due to their relocation)

Marketing General, Inc. is occupying 17,503sf of office space on 4th floor of this building. Requested sign would be the only sign for a "non-retail" tenant authorized by Applicant for 625 & 675 N. Washington Street.

Existing Sign Plan for Retail Tenants will not be changed, only amended to include this Additional sign.

Current Retail Signage on 625 N. Washington Street:

North Elevation – Facing Courtyard (240 linear feet)

- TALBOTS – 8"x36" = 2 square feet
- TRADER JOES – 7 ½"x72" = 3.75 square feet

West Elevation – Facing N. Washington St (135 linear feet)

- TRADER JOES – 11"x108" = 8.25 square feet
- TALBOTS – 8"x36" = 2 square feet
- TALBOTS – 8"x36" = 2 square feet

South Elevation – Facing Pendleton St (240 linear feet)

- TRADER JOES – 12"x116" = 9.66 square feet

East Elevation – Facing N. Saint Asaph St (135 linear feet)

- TRADER JOES – 7 ½" x72" = 3.75 square feet
- TRADER JOES – 12"x116" = 9.66 square feet
- TRADER JOES – 11"x108" = 8.25 square feet

*Total Retail Signage on 625 N. Washington Street = 49.32 square feet

**Proposed New Signage = 27.27 square feet
(Building Total if approved would be 76.59sf)

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 12 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 NIA 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 NIA if an item in this section does not apply to your project.

- N/A Linear feet of building: Front: 135' Secondary front (if corner lot): 240'
- Square feet of existing signs to remain: 49.32
- 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 NIA 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 12 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
Date: 2-6-12

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. Saul Holdings Limited Partnership	1501 Wisconsin Avenue Bethesda MD 20814	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 625 N. Washington 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.		
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.		
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.

1/25/12 Stephanie Tyson Stephanie Tyson - Saul Centers Inc.
 Date Printed Name Signature
 As Agent for STUP