

Docket Item # 3
BAR CASE #2012-0204

BAR Meeting
July 11, 2012

ISSUE: Certificate of Appropriateness - Signage
APPLICANT: PNC Financial by M. Catherine Puskar
LOCATION: 825 North Washington Street
ZONE: CDX / Commercial Zone

STAFF RECOMMENDATION:

Staff recommends approval of the Certificate of Appropriateness with the condition that the sign be mounted on the building utilizing the existing mortar joints.

*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.

**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 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.



CASE BAR2012-0204



BACKGROUND:

In 2008, the BAR reviewed an application to convert an existing fast food restaurant into the current PNC Bank. The proposal included alterations to the existing building, re-facing the existing free-standing sign, installing illuminated wall signs in the gable ends on the north and south elevations and on the front elevation of the building. After three public hearings, a revised application was approved by the BAR which deleted the sign in the south gable of the building and modified the sign's illumination on the front/west and north elevations of the building to be external, utilizing soffit and gooseneck lighting.

The existing, free-standing sign on the property was determined to be grandfathered under the previous zoning ordinance regulation.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signage and lighting at 825 North Washington Street. The proposed changes include:

- Removal of the existing letters on the front/west (Washington Street) elevation of the building (10 sq. ft.)
- A new 1/4" thick, painted, aluminum plate letters affixed to the gable end of the south elevation illustrating the company name "PNC Bank" and logo. (overall dimension of sign: 10' 9-3/4" long by 1'3" high) The sign will be externally illuminated utilizing two, gooseneck fixtures in a bronze powder coat finish affixed to the brick wall above the sign. (18 sq. ft.) Total linear frontage of south elevation: 85'6".

II. HISTORY

Originally constructed in **1940** as a Howard Johnson's restaurant, 825 North Washington Street has remained remarkably intact since its construction along Washington Street. The building is a good example of roadside architecture of this period and reflects the Colonial heritage and intended character of the George Washington Memorial Highway through its modest scale and Colonial Revival details and design elements.

The 1958 Sanborn map shows the building footprint to be very similar to the current footprint of today. It appears that a 1951 BAR approved addition was to the rear of the building and was the bigger of the two additions approved by the Board since the building was constructed in 1940.

Previous Approvals

According to records, in 1951, the Board approved an addition to the building while it was operating as Howard Johnson's. In 1960, the Board approved exterior alterations as the building was "remodeled." The extent of these alterations is not known. In 1964, the Board approved a change in signage for the building. In 1976, the Board approved the construction of another addition. In 1978, the Board denied a request to replace the existing cupola and recommended it to be repaired in kind with the design to be maintained. In 1978, the Board approved alterations to the signage for Howard Johnson's.

The tenant of the building changed in 1985 when the Wendy's restaurant began occupying the location. In 1985, the Board approved some minor alterations to the building and new signage for Wendy's.

In 2008, the Board approved a Permit to Demolish the rear kitchen addition, alterations to the building to convert it to a bank, signage and external lighting.

III. ANALYSIS

The *Design Guidelines* recommend that “one sign per building is generally appropriate.” However, the Board has frequently approved more than one sign for a business especially a business which has more than one frontage, yet the signage is typically a combination of projecting hanging, wall-mounted lettering and/or window decals. Due to this business’ location on the corner of Washington and Montgomery Streets and the types of signs approved for nearby businesses of similar scale, staff believes that the removal of the existing front elevation sign and the installation of another, externally-illuminated, wall-mounted sign in the building’s south gable, which will match the current sign located in the north gable, is appropriate for this business.

According to the *Design Guidelines*, “Signs are prominent visual elements of the streetscape in commercial areas of the historic district;” “Signs should blend with and not detract from the historic architecture of the district.” While the National Park Service, below, is concerned that the proposed signs are simply “billboards,” Staff finds that the sign to be removed from the front elevation and relocated to the south elevation is consistent with the *Design Guidelines* and with the Board’s previous decisions regarding the number of signs permitted for the subject property. Furthermore, the location of the signage and lighting within the building’s gable ends is compatible with the original roadside restaurant architectural style of the building and maintains the memorial character of Washington Street. Staff agrees with the Park Service’s concern that the gooseneck lamps tend to clutter the end elevations but the Board is on record opposing internally illuminated signs on historic buildings and these same gooseneck lamps were deemed appropriate on this building in the prior approval. In the case of the sign design and lighting, the applicant is simply trying to be consistent with the previous directions provided by the BAR.

Staff recommends approval of the Certificate of Appropriateness application with the Board’s standard condition for all signage to be mounted on masonry buildings: That the sign be mounted on the building utilizing the existing mortar joints.

IV. STAFF

Michele Oaks, Historic Preservation Planner, Planning & Zoning
Al Cox, FAIA, Historic Preservation Manager, Planning & Zoning

V. NATIONAL PARK SERVICE COMMENTS

The concerns with this proposal are the same as previously mentioned for the Redpeg logo a block away. It is a concern that setting the logo on the side of the building, facing Washington Street, creates a billboard - far different from a sign by the door stating the business. This proposed sign is obviously meant to appeal to people in their cars instead of on foot. Obviously, in an area with at least three lighted gas station signs less than a block away, this may be a difficult argument for NPS to make. However, NPS would like to avoid going down the road of billboards on sides of buildings facing Washington Street. In addition, NPS felt the "goose-neck" lamps adds extra un-necessary infrastructure to the visual scene, even if the location on the building is altered.

VI. CITY DEPARTMENT COMMENTS

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

Zoning Section:

C-1 Proposed removal of existing sign facing North Washington Street and new sign facing the parking/driveway area to the south complies with zoning.

Code Administration:

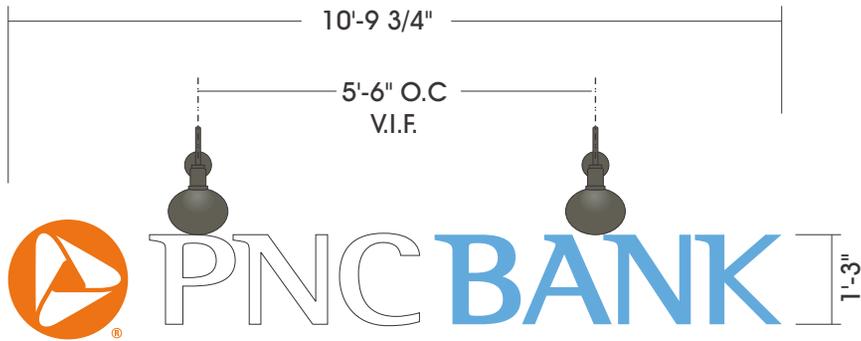
- F-1 The review by Code Administration is a preliminary review only. Once the applicant has filed for a building permit, code requirements will be based upon the building permit plans. If there are any questions, the applicant may contact Ken Granata, Acting Plan Review Supervisor at ken.granata@alexandriava.gov or 703-746-4193.
- C-1 Building, sign and electrical permits are required for the project. Five sets of *construction documents* shall accompany the permit applications that fully detail the construction/alteration as well as layouts and schematics of the new work being performed. If a design professional prepares drawings for the project the plans must bear the seal of the design professional in accordance with the Code of Virginia Section 54.1-410B.
- C-2 Any proposed future alterations to the existing structure must comply with the current edition of the Uniform Statewide Building Code (USBC).
- C-3 Before a building permit can be issued on any proposed future alterations, a certification is required from the owner or owner's agent that the building has been inspected by a licensed asbestos inspector for the presence of asbestos.
- C-4 Electrical wiring methods and other electrical requirements must comply with NFPA 70, 2008.
- C-5 All signs shall conform to VCC Appendix "H" as amended
- C-6 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-7 A separate circuit is required for illuminated outdoor signs per NFPA #70, 2008 Section 600.5.

Transportation and Environmental Services (T & ES): No comments received

V. ATTACHMENTS

1 – Supporting Materials

2 – Application for BAR2012-00204 at 825 N Washington Street

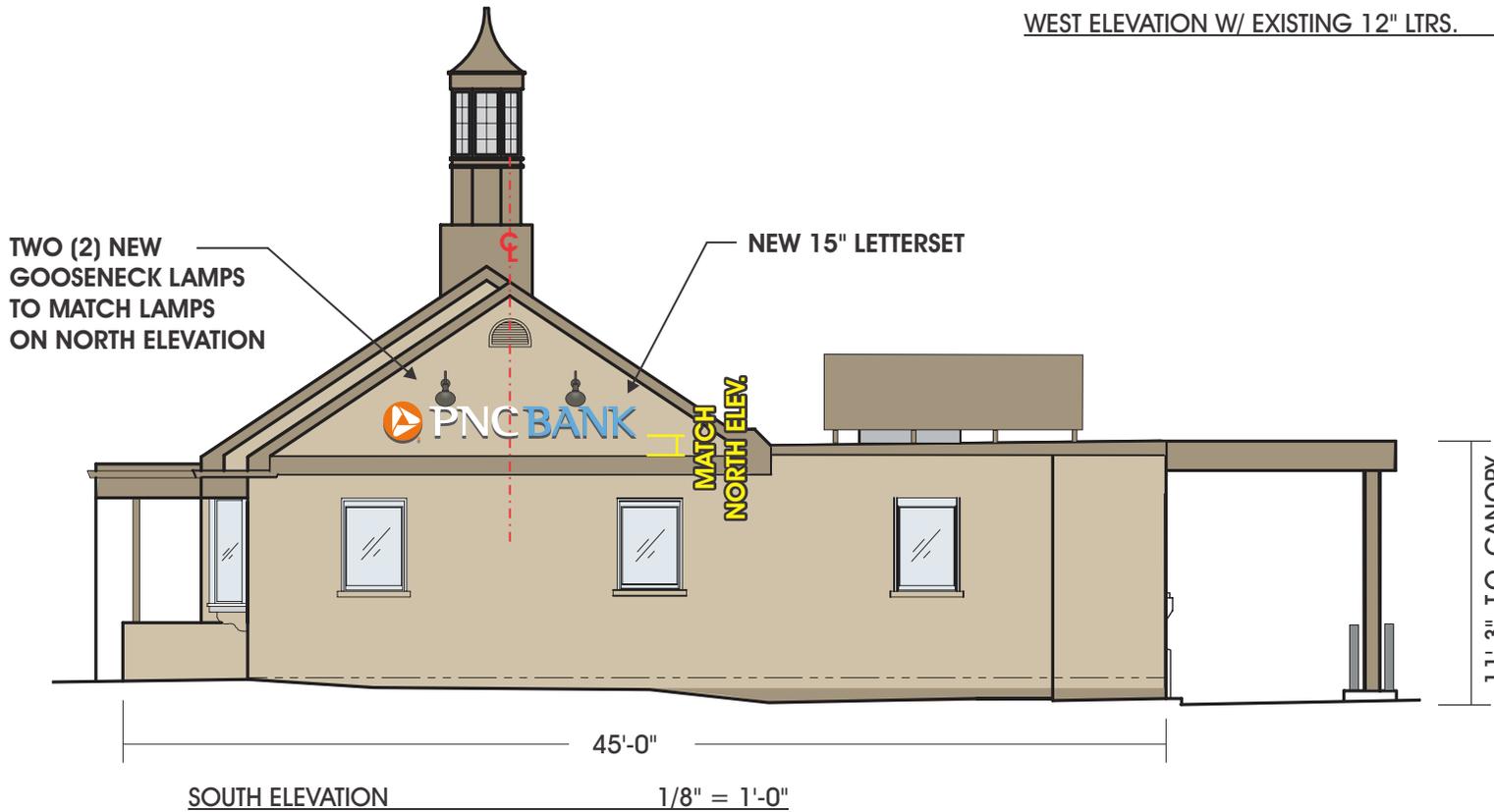


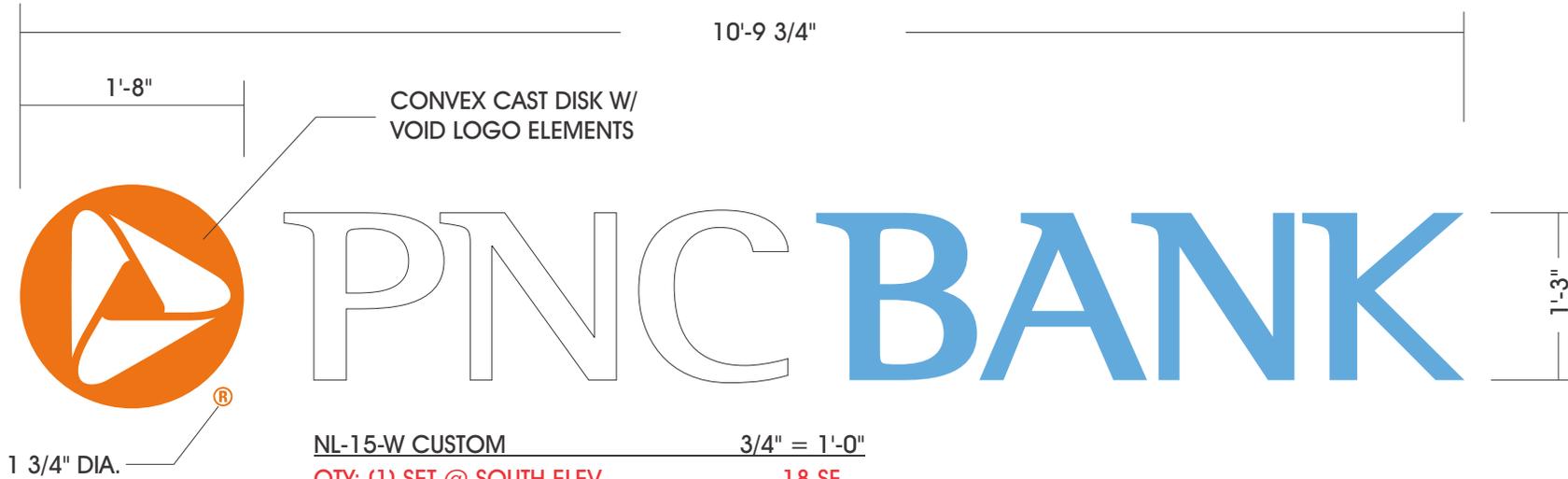
LAMP ALIGNMENT 3/8" = 1'-0"

* MATCH ALIGNMENT & LOCATION OF EXISTING NORTH ELEVATION LAMPS/LETTERSET



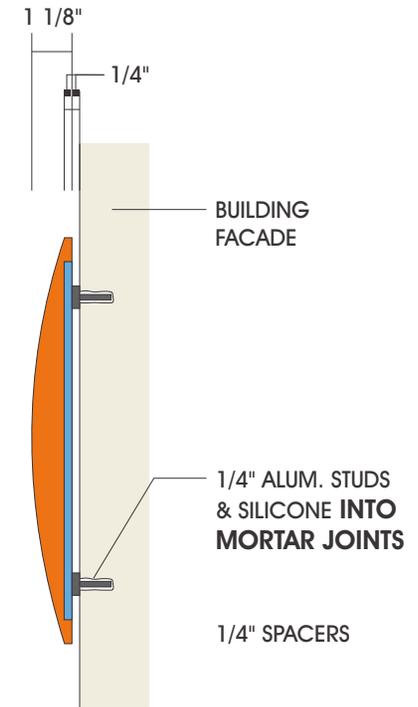
WEST ELEVATION W/ EXISTING 12" LTRS. 1/16" = 1'-0"



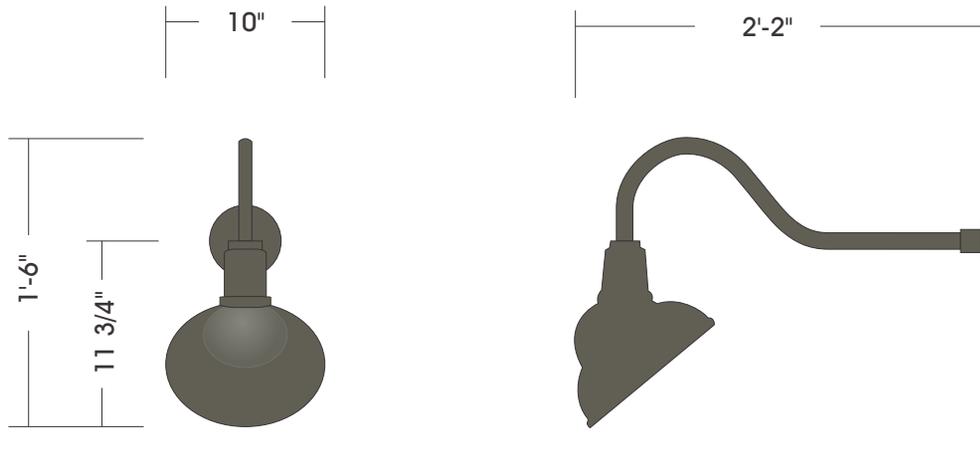


- 1/4" THK. NON-ILLUM. ALUM. PLATE LETTERS
- "PNC" PTD. WHITE SATIN FINISH
- "BANK" PTD. PNC LT. BLUE MP-23162
- CONVEX CAST DISK W/ VOID LOGO ELEMENTS
PTD. PNC ORANGE MP-01229
- STUD & SILICONE MOUNT W/ MIN. (3) 1/4" ALUM. STUDS PER LETTER
- 1/4" THK. TRADEMARK 'R' DISK PTD. PNC ORANGE W/
WHITE VINYL APPLIED DROP-OUT AREAS

**TAKE FIELD PATTERN OF BRICK
WALL PRIOR TO FABRICATION.
STUDS MUST HIT MORTAR JOINTS.**



SIDE VIEW (TYP) NTS



VERIFY LAMP STYLE IN FIELD
NEW LAMPS TO MATCH EXISTING
NORTH ELEVATION FIXTURES.

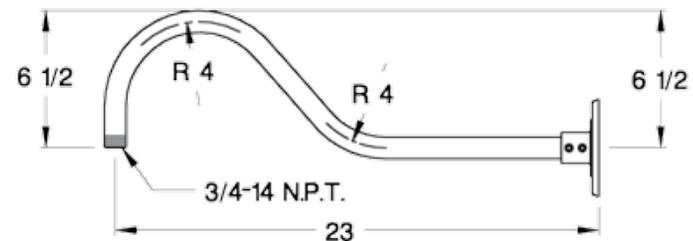
SCALE 1" = 1'-0"

QTY: (2)

- 10" DIA. DEFLECTOR
- ARCHITECTURAL BRONZE POWDER-COAT FINISH ALL
- INSTALL ABOVE EXISTING & RELOCATED LETTERSETS (see elev. dwgs)



*BOCK LIGHTING #6210 "EMBLEM" DEFLECTOR NTS
 (finish to be Arch. Bronze)



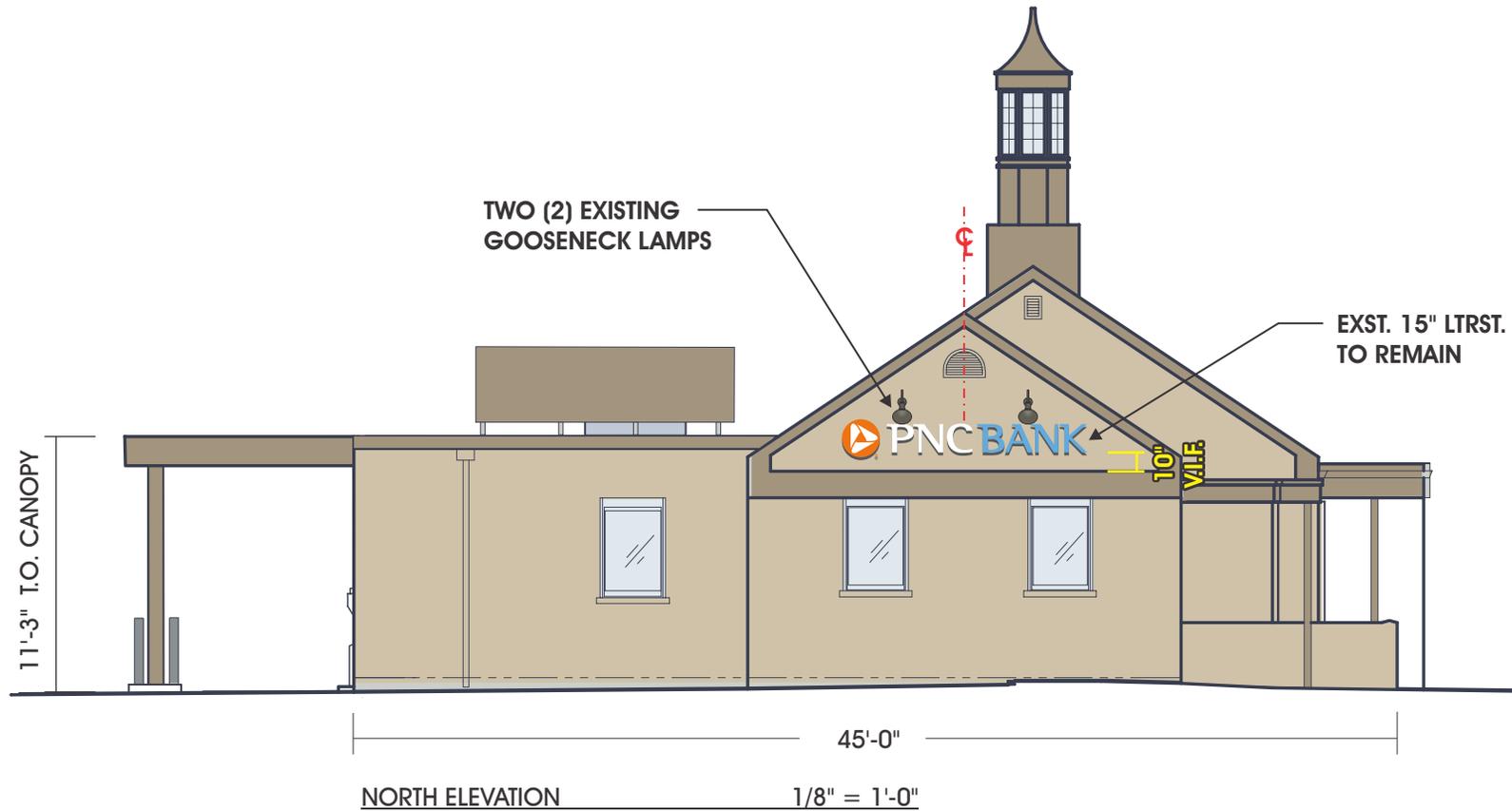
#SC-GN23A GOOSENECK PIPE BRACKET NTS

* formerly Spero Lighting

HC-77
Alexandria Beige



HC-80
Bleeker Beige





825

PNC BANK



BAR Case # **2012-0204**

ADDRESS OF PROJECT: 825 N. Washington Street
 TAX MAP AND PARCEL: 054.04-03-20 ZONING: CDX

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: PNC Financial Services by M. Catharine Puskar
c/o Realty Services
 Address: 800 17th Street, NW, 2nd Floor

City: Washington State: DC Zip: 20006

Phone: _____ E-mail: _____

Authorized Agent *(if applicable)*: Attorney Architect _____

Name: By: M. Catharine Puskar Phone: 703-528-4700
Walsh, Colucci, Lubeley, Emrich & Walsh, PC
 E-mail: cpuskar@arl.thelandlawyers.com

Legal Property Owner:

Name: Panagiotis and Calliope SilisAddress: 2103 Old Stage Road

City: Alexandria State: VA Zip: 22308

Phone: 703-706-0075 E-mail: thomas@silislaw.com
(Thomas Silis is contact)

- Yes No Is there an historic preservation easement on this property?
 Yes No If yes, has the easement holder agreed to the proposed alterations? N/A
 Yes No Is there a homeowner's association for this property?
 Yes No If yes, has the homeowner's association approved the proposed alterations? N/A

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 (for signage)
 - 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).*

The applicant proposes to remove the existing sign on the front of the building and add a new 18 sf sign for the PNC Bank on the south elevation of the building. In addition, three gooseneck-style lights are proposed to be located above the lettering to light the sign. Please see the attached drawings which provide details for the proposed sign and lighting.

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 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 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: 85'-6" Secondary front (if corner lot): 45' (south elevation)
- Square feet of existing signs to remain: 18 sf (+new 18 sf sign, for total of 36 sf of signage)
- 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 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: M. Catharine Puskar by EM

Printed Name: M. Catharine Puskar

Date: 6/11/12

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. PNC Financial Services	800 17th Street, NW, 2nd Fl.	Publicly traded -
2.	Washington, DC 20006	no one owns more than 10%
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at _____ (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. Panagiotis and Calliope Silis	2103 Old Stage Road Alexandria, VA 22308	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 PNC Financial Services	None	N/A
2 Panagiotis and Calliope Silis	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.

6/11/12
Date

M. Catharine Puskar
Printed Name

M. Catharine Puskar by em
Signature