

EXHIBIT NO. 1

Docket Item #
BAR CASE #2000-0251

9
1-13-01

City Council
January 13, 2001

ISSUE: Appeal of a decision of the Board of Architectural Review, Old and Historic Alexandria District, denying approval of a sign

APPLICANT AND APPELLANT: Workbench by Paul Elgin, Architect

LOCATION: 833 South Washington Street

ZONE: CRMU-L\Commercial Mixed Use

Background:

833 South Washington Street is a two and half story brick building constructed in a Colonial Revival design in about 1962 and is part of a row of one and two story buildings that make up a strip shopping center in the 800 block of South Washington Street.

The building has been leased to a new retail tenant who applied to the Board for approval of new signage for the building. The applicant asked for four signs — three individual letters signs to be installed over a window on South Washington Street and over a window on Green Street and over the entrance door on South Washington Street. On November 15, 2000, the Board approved the three individual letter signs.

The applicant also applied for a vertical fixed cloth sign to be installed at a 45° at the corner of the building. At the same public hearing on November 15, 2000, the Board denied the cloth sign.

The Board denied the application for the cloth sign because (1) the Board believed that a vertical cloth sign was inappropriate on the George Washington Memorial Parkway; and, (2) the design of the vertical cloth sign competed for attention with the architectural characteristics of the building. (see B.A.R. Minutes at Attachment 1).

The Board's denial of the application was appealed to Council by the applicant. The appeal was filed in a timely manner.

B.A.R. Staff Position Before the Board:

B.A.R. Staff recommended approval of the cloth sign because the Board routinely approves more than one sign per business for a building occupying a corner lot and because the Board had approved similar type signs on Washington Street in the past. (Attachment 2)

City Council Action Alternatives:

Council may uphold or overturn the decision of the B.A.R., using the criteria for approval of a Certificate of Appropriates in §10-105(A)(2) Zoning Ordinance (Attachment 3). City Council may also remand the project to the Board with instructions to consider alternatives.

Attachments:

Attachment 1: Minutes of BAR Meeting, 11/15/00

Attachment 2: B.A.R. Staff Reports, 11/15/00

Attachment 3 §10-105(A)(2): Criteria to be considered for a Certificate of Appropriateness

Attachment 4: Drawings of the proposed vertical cloth sign at 833 South Washington Street

STAFF: Eileen Fogarty, Director, Department of Planning and Zoning; Peter H. Smith, Principal Staff, Boards of Architectural Review.

REPORT ATTACHMENTS

MINUTES OF B.A.R. PUBLIC HEARING, NOVEMBER 15, 2000

CASE BAR-2000-0251

Request for approval of signage at **833 South Washington Street**, zoned CRMU-L Commercial Mixed Use.

APPLICANT: Workbench

BOARD ACTION: **Approved as amended, 7-0.**

MOTION: To approve the three signs over the windows and doors, deny the banner sign and any window signs.

MAKER: Mr. Smeallie

SECOND: Ms. Neihardt

SPEAKER: Paul Elgin, Cowie & Associates, project architect

NOTES: Mr. Elgin said that the Staff recommendation was acceptable and went onto describe the project.

Mr. Smeallie said that the banner sign on the George Washington Memorial Parkway was inappropriate. He said that the signs over the windows and door were appropriate. He then made a motion to approve the three signs over the windows and doors, deny the banner sign and any window signs.

Ms. Neihardt seconded the motion.

Mr. Elgin said he objected to the motion and that there was precedent for the type of signage he was proposing and cited Talbot's for their dominant signs.

Mr. Smeallie said he believed that the banner sign was unnecessary.

Mr. Wheeler said he agreed with Mr. Elgin. He said that the Board had approved banner type signs in the past. However, he said that the banner sign in this instance fights the architecture of the building.

Dr. Fitzgerald said he agreed with the other members.

Chairman Hulfish then called the question on the motion which passed by a vote of 7-0.

BAR CASE #2000-0251

ATTACHMENT 2

BAR STAFF REPORT, NOVEMBER 15, 2000

Docket Item #14
BAR CASE #2000-0251

BAR Meeting
November 15, 2000

ISSUE: Signs
APPLICANT: Workbench
LOCATION: 833 South Washington Street
ZONE: CRMU-L/Mixed Use

STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the sign over the storefront window on Washington Street be eliminated.

DISCUSSION:

Applicant's Description of the Undertaking:

"Application for exterior tenant signage."

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for signs for the new retail tenant at 833 South Washington Street. This is a corner building and a total of four signs are proposed:

Washington Street

Above Entrance - Individual pin mounted aluminum letter sign, "Workbench," 1' in height and 8' in length.

Above retail storefront window - Individual pin mounted aluminum letter sign, "Workbench Furniture," 1'6" in height and 5'6" in length.

At building corner - Cloth banner sign, "Workbench Furniture," mounted on metal brackets and installed at a 45 degree angle measuring 12'6" in height and 3' in width. The banner will have a black background and white lettering.

Green Street

Above retail storefront window - Individual pin mounted aluminum letter sign, "Workbench Furniture," 1'6" in height and 8' in length.

History and Analysis:

833 South Washington Street is a two and half story brick building constructed in a Colonial Revival design and dating from ca. 1962 and is part of a row of one and two story buildings that make up strip shopping center in the 800 block of South Washington Street. The Board has approved a number of alterations and signs for this building during the last three decades. In 1993 the Board approved the installation of signage for First Union Bank (BAR Case #93-202, 11/3/93). In 1995 the Board approved alterations to the building for a retail tenant (BAR Case #95-119, 7/19/95) and retail signage in 1996 (BAR Case #96-0233, 10/16/96). More recently the Board approved a new enclosure for a trash dumpster and screening for the rooftop HVAC equipment for this shopping center (BAR Case #2000-0129, 7/19/00). Earlier this year the Board approved an exterior stair addition for this building (BAR Case #2000-0182, 9/6/00).

The proposed signs comply with the zoning ordinance requirements.

The *Design Guidelines* recommend only one sign per business. However, for corner buildings the Board routinely approves signs for both business fronts. In this instance, Staff can support more than one sign. Staff supports the corner banner sign, the sign above the entrance on Washington Street and the sign on Green Street. Staff does not support the sign above the retail storefront window on Washington Street. In the opinion, the sign above the retail storefront window is redundant given the other signs for the business on Washington Street.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required for the proposed sign installation.

Historic Alexandria:

No comment.

10-105 Matters to be considered in approving certificates and permits.

(A) Certificate of appropriateness

(2) **Standards.** Subject to the provisions of section 10-105(A)(1) above, the Old and Historic Alexandria district board of architectural review or the city council on appeal shall consider the following features and factors in passing upon the appropriateness of the proposed construction, reconstruction, alteration or restoration of buildings or structures:

(a) Overall architectural design, form, style and structure including, but not limited to, the height, mass and scale of buildings and structures;

(b) Architectural details including, but not limited to, original materials and methods of construction, the pattern, design and style of fenestration, ornamentation, lighting, signage and like decorative or functional fixtures of buildings or structures; the degree to which the distinguishing original qualities or character of a building, structure or site (including historic materials) are retained;

(c) Design and arrangement of buildings and structures on the site; and the impact upon the historic setting, streetscape or environs;

(d) Texture, material and color, and the extent to which any new architectural features are historically appropriate to the existing structure and adjacent existing structures;

(e) The relation of the features in sections 10-105(A)(2)(a) through (d) to similar features of the preexisting building or structure, if any, and to buildings and structures in the immediate surroundings;

(f) The extent to which the building or structure would be harmonious with or incongruous to the old and historic aspect of the George Washington Memorial Parkway;

(g) The extent to which the building or structure will preserve or protect historic places and areas of historic interest in the city;

- (h) The extent to which the building or structure will preserve the memorial character of the George Washington Memorial Parkway;
- (i) The extent to which the building or structure will promote the general welfare of the city and all citizens by the preservation and protection of historic interest in the city and the memorial character of the George Washington Memorial Parkway; and
- (j) The extent to which such preservation and protection will promote the general welfare by maintaining and increasing real estate values, generating business, creating new positions, attracting tourists, students, writers, historians, artists and artisans, attracting new residents, encouraging study and interest in American history, stimulating interest and study in architecture and design, educating citizens in American culture and heritage and making the city a more attractive and desirable place in which to live.

SIGN AREA CALCULATIONS

ALLOWANCES

FACADE	STREET FOOTAGE	ALLOWABLE SIGN AREA
S. Washington St.	40'-6"	40.5 Square Feet
Green St.	83'-8"	83.6 Square Feet
Total		124.1 Square Feet

PROPOSED SIGN AREAS

SOUTH WASHINGTON STREET

SIGN	AREA
SIGN "A"	8.25 Square Feet ✓
SIGN "B"	8 Square Feet ✓
(1/2 OF) BANNER SIGN	18.75 Square Feet ✓
Total	37.5 Square Feet ✓

GREEN STREET

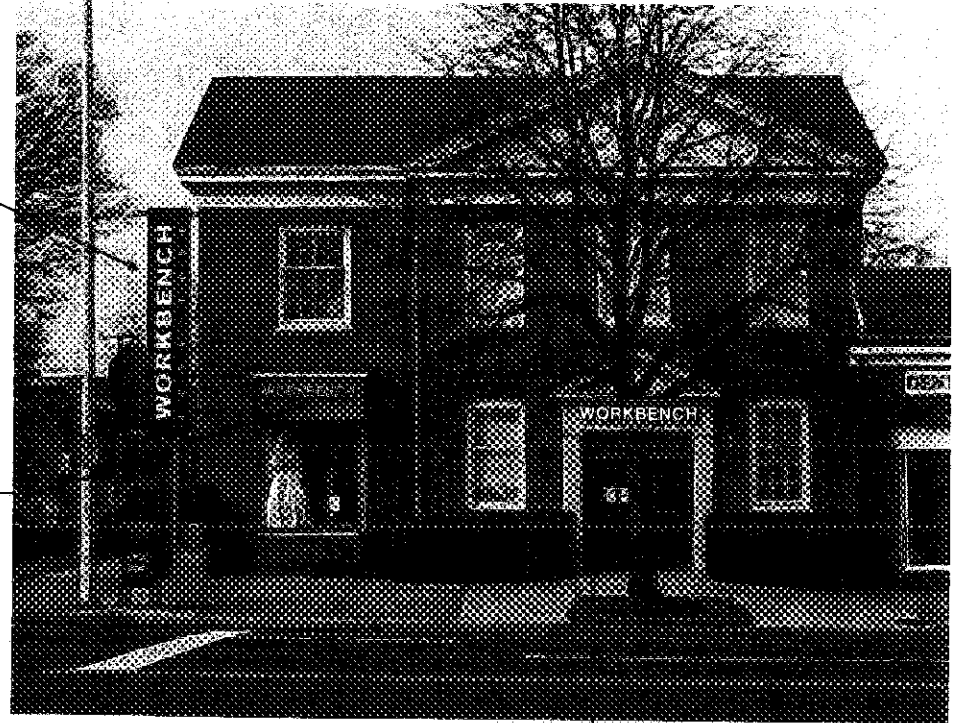
SIGN	AREA
SIGN "C"	12 Square Feet ✓
(1/2 OF) BANNER SIGN	18.75 Square Feet ✓
Total	40.75 Square Feet ✓

BANNER SIGN

- * To be mounted at a 45 degree angle to building.
- ** The area of the sign is to be calculated for the Green St. Frontage Allowance

PIN MOUNTED SIGN "A"

- * The area of the sign is to be calculated for the Washington St. Frontage Allowance



PIN MOUNTED SIGN "B"

- * The area of the sign is to be calculated for the Washington St. Frontage Allowance

SOUTH WASHINGTON ST. ELEVATION

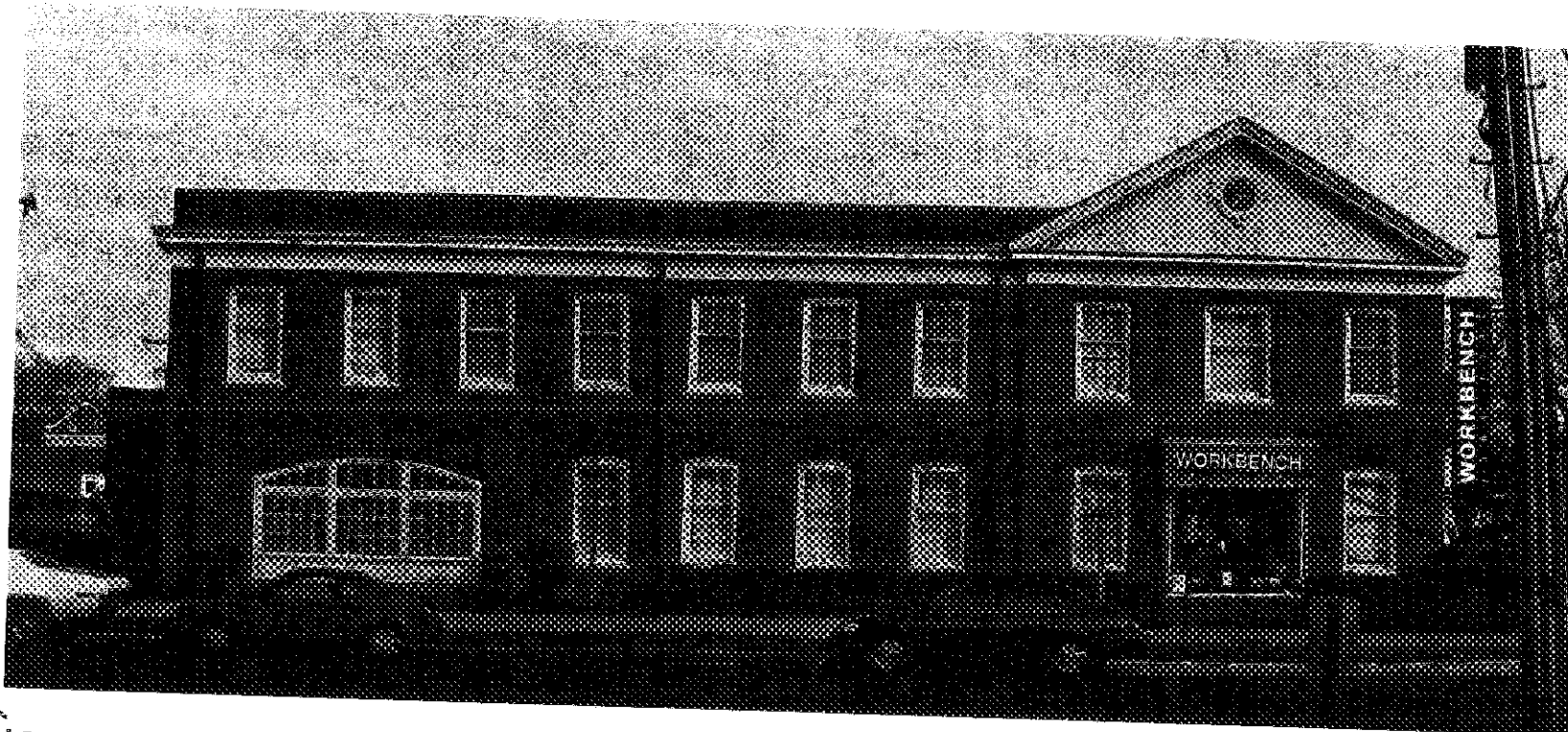
NOTES:

SEE SHEET 3 FOR DIMENSIONED DRAWINGS AND BASIC SPECIFICATIONS OF SIGNS.

THERE WILL BE NO OTHER TENANTS IN THIS BUILDING AND NO ADDITIONAL/OTHER TENANT'S SIGNAGE ON THIS BUILDING.

SIGNS "A" AND "C" ARE TO BE MOUNTED ON EXISTING WOOD FASCIA WHICH IS TO BE PAINTED IN AN ACCENT COLOR T.B.D..

ATTACHMENT 4



BANNER SIGN

- * To be mounted at a 45 degree angle to building.
- ** The area of the sign is to be calculated for the Green St. Frontage Allowance

PIN MOUNTED SIGN "C"

- * The area of the sign is to be calculated for the Green St. Frontage Allowance. The sign is to be mounted on exist fascia board which is to be painted

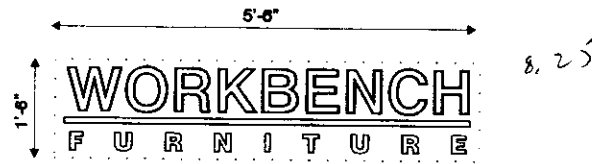
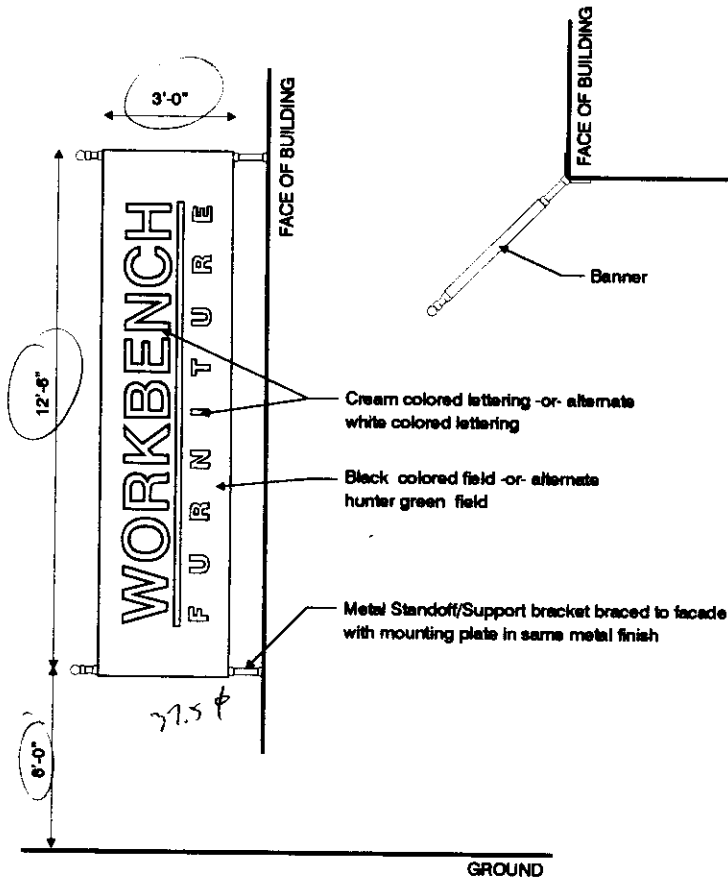
GREEN ST. ELEVATION

NOTE:
SEE SHEET 3 FOR DIMENSIONED DRAWINGS
AND BASIC SPECIFICATIONS OF SIGNS

833 South Washington Street

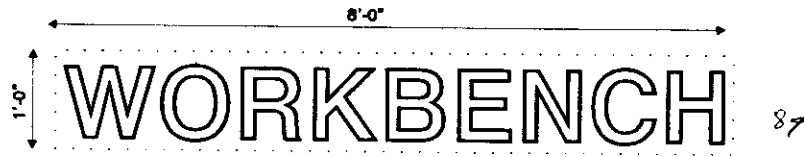
Building Sign Plan

Cowie Associates PC



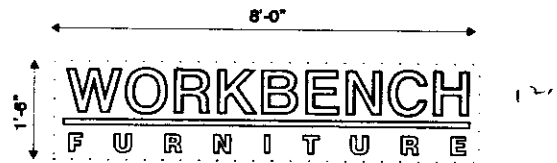
PIN MOUNTED SIGN "A"

The area of the sign is to be calculated for the Washington St. Frontage allowance
 The sign is to be fabricated of aluminum letters and pin-mounted to the wood fascia above window
 The font of the lettering is to be a bold "Helvetica" style or similar, with a flat plate underscore as shown
 The dimensions shown are for the total area/outline potential of this particular sign



PIN MOUNTED SIGN "B"

The area of the sign is to be calculated for the Washington St. Frontage allowance
 The sign is to be fabricated of aluminum letters and pin-mounted to the wood fascia above the building entry
 The font of the lettering is to be a bold "Helvetica" style or similar as shown
 The dimensions shown are for the total area/outline potential of this particular sign



PIN MOUNTED SIGN "C"

The area of the sign is to be calculated for the Green St. Frontage allowance
 The sign is to be fabricated of aluminum letters and pin-mounted to the wood fascia above window
 The font of the lettering is to be a bold "Helvetica" style or similar, with a flat plate underscore as shown
 The dimensions shown are for the total area/outline potential of this particular sign

BANNER SIGN

The area of this sign is to be equally divided between the Green St. And Washington St. Allowance
 The sign is to be fabricated from synthetic "canvas" or similar fabric material
 The font of the lettering is to be a bold "Helvetica" style or similar, with an underscore as shown
 The sign is to be mounted approximately 45 degrees to the corner of the building

EXHIBIT NO. 2

1-13-01

Sent to CC, CM, CA,
Michele, Eileen,
P. Smith



RECORD OF APPEAL

FROM A DECISION OF THE BOARD OF ARCHITECTURAL REVIEW

Date Appeal Filed With City Clerk: 11/26/00

B.A.R. Case # 2000-0251

Address of Project: 833 South Washington Street

Appellant is: (Check One)

B.A.R. Applicant

Other Party. State Relationship _____



Address of Appellant: (AGENT FOR APPELLANT) 1729 WISCONSIN AVE, NW
Suite 200, WASHINGTON, DC
20007

Telephone Number: 202-437-342-2711

State Basis of Appeal: WE ARE APPEALING THE "AMENDED" COMMENT
WHICH EXCLUDES US FROM BEING ABLE TO ERECT A
"BANNER/BLADE" SIGN ON THE PROPOSED EXISTING
PROPERTY.

Attach additional sheets, if necessary.

A Board of Architectural Review decision may be appealed to City Council either by the B.A.R. applicant or by 25 or more owners of real estate within the effected district who oppose the decision of the Board of Architectural Review. Sample petition on rear.

All appeals must be filed with the City Clerk on or before 14 days after the decision of the B.A.R.

All appeals require a \$50 filing fee.

If an appeal is filed, the decision of the Board of Architectural Review is stayed pending the City Council decision on the matter. The decision of City Council is final subject to the provisions of Sections 10-107, 10-207 or 10-309 of the Zoning Ordinance.

Signature of the Appellant 11/27/00

Paul Elgin

RECEIVED
CITY CLERK'S OFFICE
NOV 29 2000
ALEXANDRIA, VIRGINIA
FROM Paul Elgin / 902 North Blenck
FOR BAR Case 2000-0251

We, the undersigned owners of real estate within the Old and Historic Alexandria District/ Parker- Gray District [strike out as appropriate] appeal the decision of the Board of Architectural Review to the Alexandria City Council in B.A.R. Case # _____ regarding the property at _____ (street address).

	Name	Signature	Owner of Real Property At:
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
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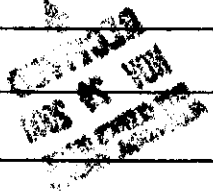




EXHIBIT NO. 2

9
1-13-01

1729 Wisconsin Avenue, NW, Suite 200
Washington, DC 20007

202-342-2711
202-342-2691 fax

info@cowieassociates.com

Cowie Associates PC

January 10, 2001

The Honorable Mayor and Members of the City Council
City of Alexandria, Virginia
Department of Planning & Zoning
301 King Street
Suite 2300
Alexandria, Virginia 22314

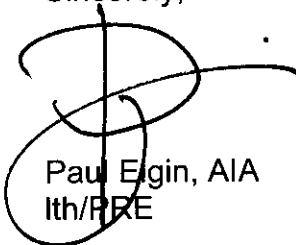
Re: BAR Appeal - #2000-0251 - 833 South Washington Street

On behalf of my client, WORKBENCH Furniture Stores, we are providing notification to you that we are now withdrawing our appeal request for the above referenced case.

We had been scheduled on the January 13, 2001, docket. We are now waiving our right to this appeal.

If you have any questions or comments, please do not hesitate to contact me at (202) 342-2711. We appreciate the opportunity that was given to us although we do not intend to utilize it.

Sincerely,



Paul Egin, AIA
lth/PRE

cc: Mike Zimring – Workbench
Beverly Jett – City of Alexandria
Peter Smith - City of Alexandria

EXHIBIT NO. 3

1-13-01

Sent to CC, CM, CA,
Michele, Eileen,
P. Smith



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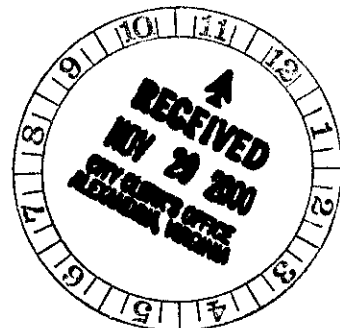
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Appellant is: (Check One)

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Other Party. State Relationship _____



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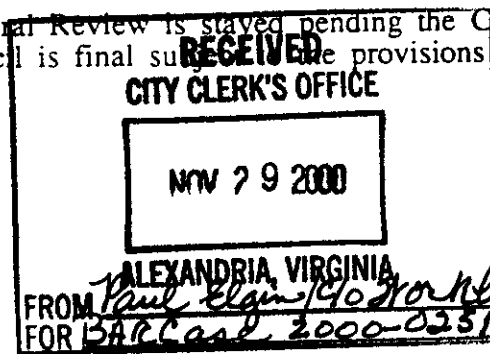
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Signature of the Appellant 11/27/00

Paul Elgin



We, the undersigned owners of real estate within the Old and Historic Alexandria District/ Parker- Gray District [strike out as appropriate] appeal the decision of the Board of Architectural Review to the Alexandria City Council in B.A.R. Case # _____ regarding the property at _____ (street address).

	Name	Signature	Owner of Real Property At:
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
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24.	_____	_____	_____
25.	_____	_____	_____



9
1-13-01

R.F. 1/13/01

- CITY SEAL -

NOTICE OF PUBLIC HEARING ON AN APPEAL OF A DECISION OF THE BOARD OF ARCHITECTURAL REVIEW, OLD AND HISTORIC ALEXANDRIA DISTRICT, APPROVING, AS AMENDED, A REQUEST FOR APPROVAL OF SIGNAGE AT 833 SOUTH WASHINGTON STREET, ZONED CRMU-L COMMERCIAL MIXED USE. [CASE BAR-2000-0251].

A Public Hearing will be held by the City Council of the City of Alexandria, Virginia, in the Council Chamber of the City of Alexandria, on Saturday, January 13, 2001, at 9:30 a.m., or an adjournment thereof, at which time an appeal of a decision of the Board of Architectural Review, Old and Historic Alexandria District, on November 15, 2000, approving, as amended, a request for approval of signage at 833 South Washington Street, zoned CRMU-L Commercial, will be heard. APPLICANT AND APPELLANT: Workbench by Paul Elgin, Agent.

This appeal is being heard pursuant to Section 10-107 of the Zoning Ordinance for the Old and Historic Alexandria District of the City of Alexandria.

Beverly I. Jett, CMC, City Clerk

To be published in the:

Alexandria Journal on Thursday, December 28, 2000; and
Alexandria Gazette-Packet on Thursday, December 28, 2000



City of Alexandria, Virginia
301 King Street, Suite 2300
Alexandria, Virginia 22314



Kerry J. Donley
Mayor

William C. Cleveland
Vice Mayor

Members of Council
Claire M. Eberwein
William D. Euille
Redella S. Pepper
David G. Speck
Joyce Woodson

Beverly I. Jett, CMC
City Clerk and
Clerk of Council
beverly.jett@ci.alexandria.va.us

(703) 838-4550
Fax: (703) 838-6433

December 13, 2000

Mr. Paul Elgin
1729 Wisconsin Avenue, NW, Suite 200
Washington, D.C. 20007

Dear Mr. Elgin:


RE: BAR APPEAL – #2000-0251– 833 SOUTH WASHINGTON STREET

The above appeal will be scheduled for public hearing before City Council at its Public Hearing Meeting to be held on Saturday, January 13, 2001, at 9:30 a.m. in Room 2400, Council Chamber, City Hall, 301 King Street, Alexandria, Virginia.

You may call my office on Monday, January 8, 2001, to see where it is placed on the docket. Enclosed is a speaker's form to be completed by you and given to the City Clerk prior to the items being read.

If you have any questions or if I can be of any further assistance, please feel free to contact me.

Sincerely,


Beverly I. Jett, CMC
City Clerk and Clerk of Council

cc: Eileen Fogarty, Director of Planning and Zoning
Peter Smith, Board of Architectural Review Staff

"Home Town of George Washington and Robert E. Lee"