



Administrative Special Use Permit Application

Department of Planning & Zoning
301 King Street, Room 2100, Alexandria, Virginia 22314
Phone: 703.746.4666 | www.alexandriava.gov/planning

PROPERTY LOCATION: Patrick Henry K-8 School at 4633 Taney Avenue, Alexandria, VA 22304

ZONE: R-12

TAX MAP REFERENCE: 039.03-05-14

APPLICANT'S INFORMATION:

Applicant: Molly Merlo

Business/Trade Name: Moseley Inc.

Address: 2677 Prosperity Avenue, Suite 700, Fairfax, VA 22031

Phone: 703-426-9057

Email: mmerlo@moseleydesigns.com

PROPOSED USE:

Animal Care with Overnight
Accommodations

Auto Trailer Rental or Sales

Catering Operation

Child and Elder Care Homes

Day Care Center

Health and Athletic Club

Light Assembly, Service, and Craft

Light Auto Repair

Live Theater

Massage Establishment

Outdoor Dining (Other than King Street Outdoor
Dining Area)

Outdoor Food and Crafts Market

Outdoor Garden Center

Outdoor Display

Public School Trailers

Valet Parking

Vehicle Parking or Storage for More Than 20
Vehicles



**Electronic Display at existing
Monument Sign for a Public School**

PROPERTY OWNER'S AUTHORIZATION

As the property owner, I hereby grant the applicant use of 4633 Taney Avenue, Alexandria, VA (property address), for the purposes of operating a Electronic Display (use) business as described in this application. I also grant permission to the City of Alexandria to visit, inspect, photograph and post placard notice on my property.

Name: Denocencia Wade

Phone: 571-867-6920

Address: 1340 Braddock Place Alexandria, VA

Email: denocencia.wade@acps.k12.va.us

E-SIGNED by Denocencia Wade

Signature: on 2026-08-04 21:02:37 GMT

Date: 8/4/2026

1. The applicant is the (check one):

Owner

Contract Purchaser Lessee or

✓ Other: Architect of the subject property.

State the name, address and percent of ownership of any person or entity owning an interest in the applicant or owner, unless the entity is a corporation or partnership, in which case identify each owner and the percent of ownership.

Alexandria City Public Schools - 100%

If property owner or applicant is being represented by an authorized agent such as an attorney, realtor, or other person for which there is some form of compensation, does this agent or the business in which the agent is employed have a business license to operate in the City of Alexandria, Virginia?

No

Yes. Provide proof of current City business license

No. The agent shall obtain a business license prior to filing application, if required by the City Code.

USE CHARACTERISTICS

2. Please give a brief statement describing the use:

The drawing sheet PM-002 – Monument Sign documents the existing exterior conditions of the monument sign and illustrates the proposed modifications for the installation of electronic message centers on both sides of the existing sign structure.

3. Please describe the proposed hours of operation:

Days **7 days** Hours **between 6:30am - 10:30pm**

Daily Signs will change no more than 2 times per minute

Or give hours for each day of the week

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

4. Please describe the capacity of the proposed use:

- A. How many patrons, clients, pupils and other such users do you expect? Specify time period (i.e., day, hour, or shift).

N/A

- B. How many employees, staff and other personnel do you expect? Specify time period (i.e., day, hour, or shift).

N/A

5. A. How many parking spaces of each type are provided for the proposed use:

N/A Standard and compact spaces

N/A Handicapped accessible spaces

N/A Other

B. Please give the number of:

N/A Parking spaces on-site

N/A Parking spaces off-site

If the required parking will be located off-site, where will it be located?

N/A

6. Please provide information regarding loading and unloading for the use:

A. How many loading spaces are available for the use?

N/A

B. Where are off-street loading spaces located?

N/A

C. During what hours of the day do you expect loading/unloading operations to occur?

N/A

D. How frequently are loading/unloading operations expected to occur per day or per week?

N/A

7. If any hazardous materials or organic compounds (for example paint, ink, lacquer thinner, or cleaning or degreasing solvent), as defined by the state or federal government, be handled, stored, or generated on the property, provide the name, monthly quantity, and specific disposal method below:

N/A

8. What is the square footage the use will be occupying?

32 square feet

APPLICANT'S SIGNATURE

Please read and initial each statement:



THE UNDERSIGNED, hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.



THE UNDERSIGNED, hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Director of Planning and Zoning on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.



THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article IV, Section 4-1404 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.



THE UNDERSIGNED, having obtained permission from the property owner, hereby grants permission to the City of Alexandria staff to visit, inspect, and photograph the building premises, land etc., connected with the application.

Print Name of Applicant or Representative Molly Merlo

Signature



Digitally signed by Molly Merlo
Date: 2026.08.03 13:28:03-04'00'

Date 8/3/2026

If this application is being filed by someone other than the business owner (such as an agent or attorney), please provide the information below:

Representative's Address: 2677 Prosperity Avenue, Suite 700, Fairfax, VA 22031

Phone: 703-426-9057

Email: mmerlo@moseleydesigns.com

Fax: N/A



Department of Planning & Zoning

Administrative Special Use Permit New Use Checklist

☒ Application form

☐ Application fee

Supplemental Worksheet for the following uses:

- ☐ Catering Operation
- ☐ Child or Elder Care Home
- ☐ Day care Center
- ☐ Light Automobile Repair, Auto & Trailer Rental or Sales, Vehicle Parking or Storage
- ☐ Live Theater
- ☐ Outdoor Dining
- ☐ Outdoor Display
- ☐ Outdoor Food and Crafts Market
- ☐ Outdoor Garden Center
- ☐ Valet Parking

Interior floor plan

- ☐ Include labels to indicate the use of the space (doors, windows, seats, tables, counters, equipment)

Contextual site image

- ☒ Show subject site, on-site parking area, surrounding buildings, cross streets

If applicable

- ☒ Outdoor plan for outdoor uses



APPLICATION - SUPPLEMENTAL

SIGNS

To be eligible for review, the lot must meet one of the following conditions:

- | | |
|---|---|
| ☒ Lot size of 15,000 sq.ft. or larger | ☐ Frontage on two or more streets |
| ☐ Three of more businesses on the lot | ☐ Frontage exceeding more than 400 ft. |

1. List the square footage and height of all existing signs.

The existing monument sign is 32 square feet and is 4'-0" tall.

2. List the square footage and height of all proposed signs.

The monument sign shall remain existing and it is 32 square feet and 4'-0" tall.

3. For temporary signs only, provide the dates the sign would be displayed: **Not applicable**

From:

To:

4. For digital signs, the changing of text or graphics shall occur no more than twice per minute.
How often would the text and graphics change?

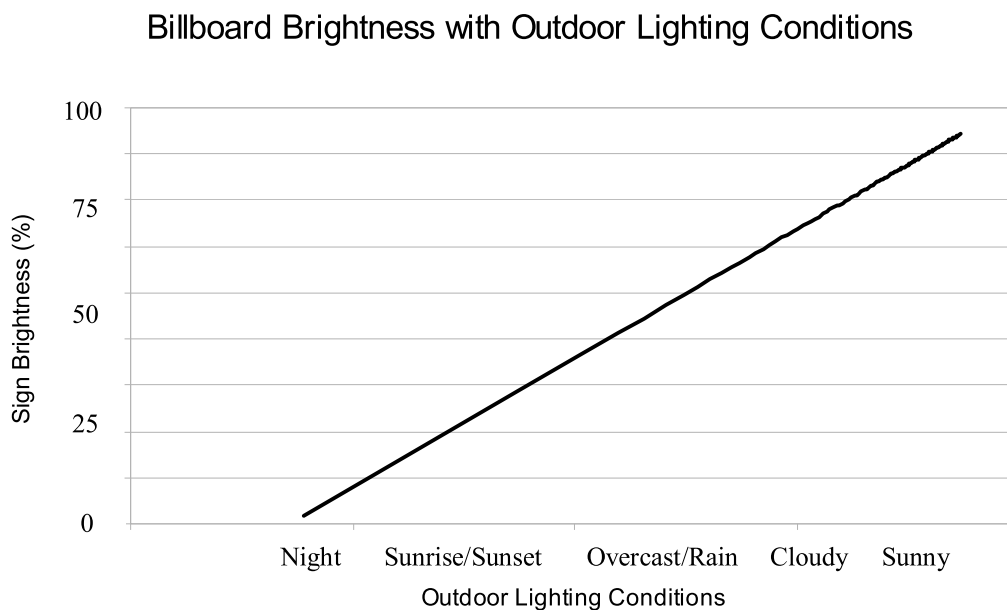
The electronic signs will change no more than 2 times per minute.

The following materials must be included with this application:

- ☒ Photos of all existing signs
[Refer to detail 2 on sheet PM-002](#)
- ☒ Site plan showing location of all existing and proposed signs
[Refer to detail 6 on sheet PM-002](#)
- ☒ Building elevation drawings showing length of linear width of the building wall(s)
[Refer to detail 14 and 15 on sheet PM-002](#)
- ☒ If a digital sign, provide information on the automatic photocell dimmer
[Refer to attached document called "REV 3_DSP2019-00022_Digital Sign-Photocell & Zone Friendly Fact Sheet"](#)

PHOTOCELL FACT SHEET

A hardware photocell enables a Watchfire® sign to adjust sign brightness for the periodic change of outdoor ambient light: as the amount of outdoor light changes, the brightness of the sign changes. The relationship between ambient light and sign brightness is directly proportional. During periods of low ambient light, sign brightness will be low. Throughout phases of high ambient light, sign brightness will be high. Below is a chart showing the relationship between outdoor lighting conditions and sign brightness.



Looking at the graph above, 100% sign brightness translates to 7500 NITs for Watchfire® Digital Outdoor signs.

Watchfire® has designed its software to react gradually with the photocell; changes in sign brightness are based upon an average of photocell readings, not instantaneous values. This is extremely useful during periods of brief cloud cover. The sign will not dim as soon as a cloud passes overhead. Instead, the sign software will take an average of the overall lighting conditions outside and adjust the sign brightness against that average. In addition, there are 100 brightness levels in the photocell. This provides excellent reaction to the variation in outdoor ambient light.

Watchfire's Ignite OPx is the best cloud-based solution for complying with municipal codes across multiple signs. Our outdoor displays feature built-in settings that can restrict features to meet zoning requirements, such as requiring long hold times, limiting animations, or requiring signs to be turned off at night. If a user has multiple signs in different communities, OPx allows these settings to be configured on each sign individually.

BRIGHTNESS

Watchfire's LED signs can place an upper brightness limit for day and night municipal restriction codes. This guarantees brightness codes will be followed, ensuring compliant operation for the life of the sign. For example, if a community has a daytime brightness limit of 7500 NITS, the Watchfire Service department can limit the sign controller so the brightness cannot exceed that limit. Further adjustments by the sign owner to increase the brightness above that limit, whether accidental or intended, are then restricted.

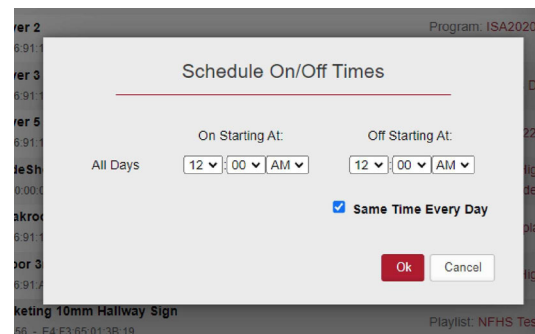
HOLD TIMES & ANIMATIONS

Signs using Ignite OPx can also have a set threshold for minimum hold times and restrict the use of transitions or animations. If a municipal ordinance calls for longer hold times, for example, 1-minute hold times per message with no animations, Watchfire can configure the sign controller to comply. Hold times and animation restrictions can be applied per sign, preventing the accidental use of content that might violate municipal codes.

ON & OFF TIMES

Ignite OPx enables signs to be configured according to municipal ordinances that require LED signs to be turned off at night. Located in the Network tab, any sign can be set to have a start on and off time. OPx users can create and edit an on/ off schedule.

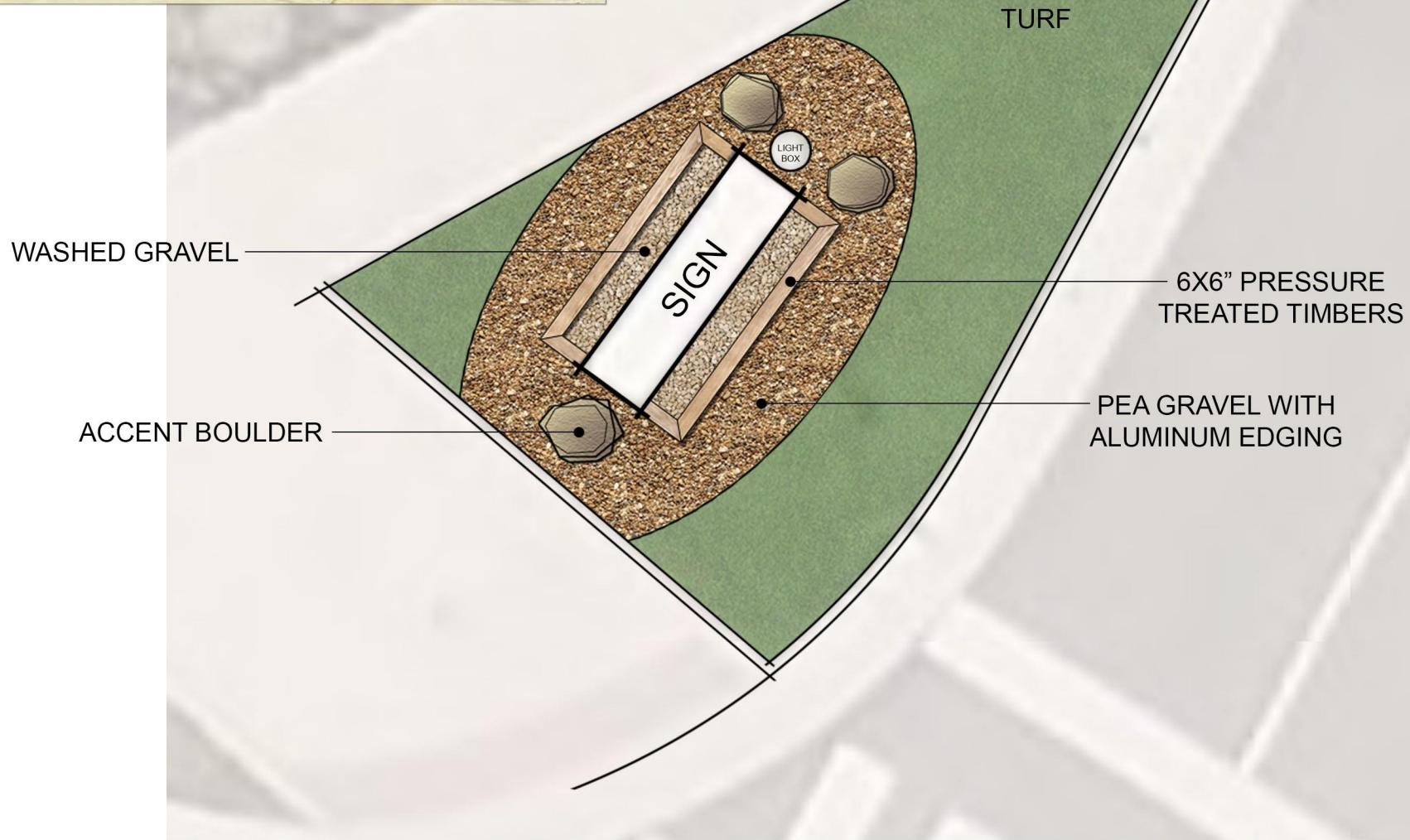
Program: ISA2022_1	Configuration
Program: Iowa High S	Screen Width 90
Web Player: TradeSh	Screen Height 60
Program: CI Display	Model Type BC760
Program: Iowa High S	Monitor Orientation normal
	Monitor Connection default
	TV Standard
Playlist: NFHS Testin	Master Volume 0
Program: OAAA2018	Line Volume 0
	Mic Volume 0
Program: OAAA2018	PCM Volume 0
	NTP Server N/A
Program: Red Wall -	Day Brightness 140
	Night Brightness 140
Program: Red Wall -	Max Allowed Day Brightness 7000
	Max Allowed Night Brightness 7000
Program: OAAA202	Animation No Restriction
Program: SignWorka	Minimum Hold Time No Minimum



The Watchfire service department can set brightness, hold times, and animation restrictions. For more information on how these features can be used to ensure compliance with local zoning ordinances, please call our service team at 866-637-2645.



EXISTING

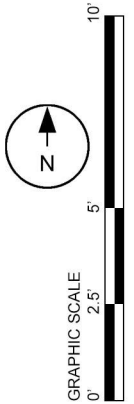


PATRICK HENRY SCHOOL
RECREATION CENTER

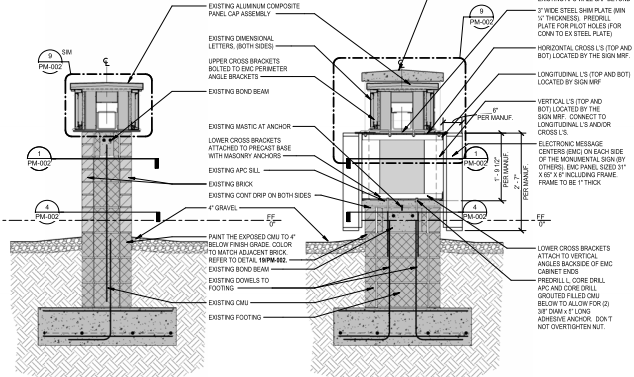
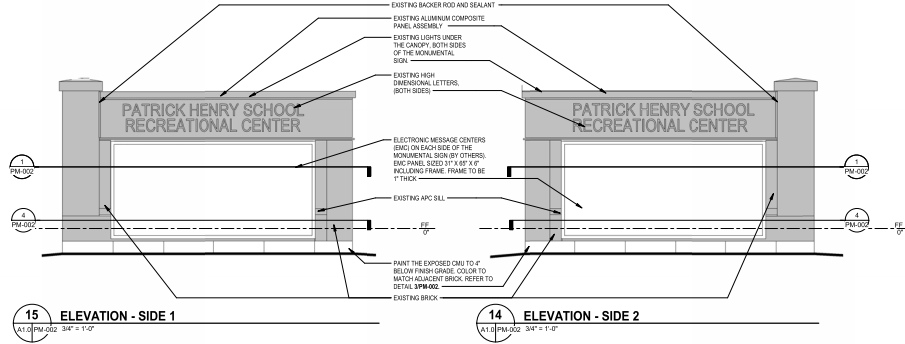
MONUMENT SIGN
Scale: 1"=5'-0" @ 8.5x11"

5/19/26

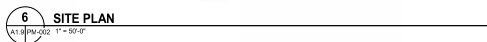
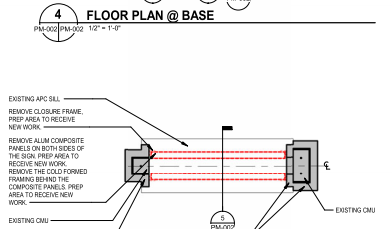
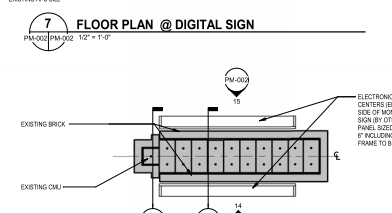
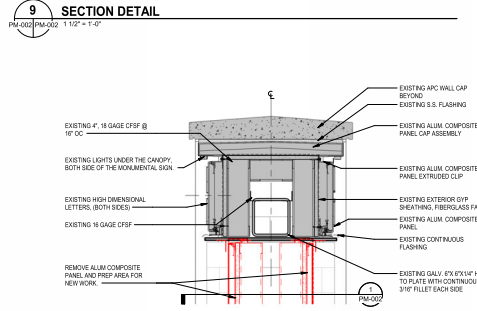
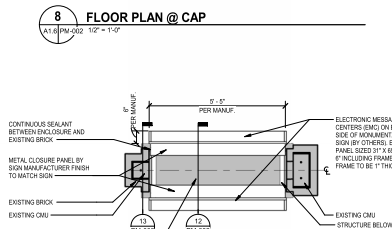
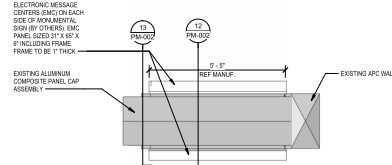
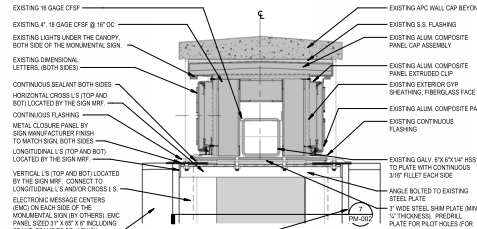
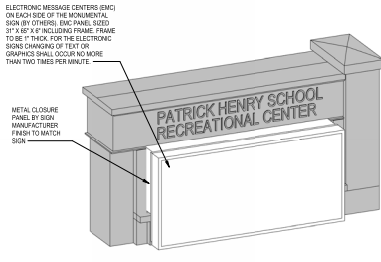
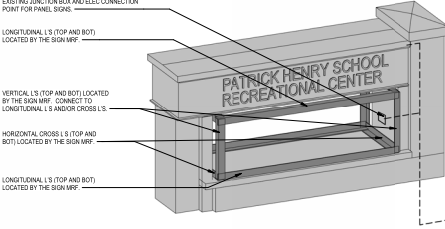
This drawing, designs and any ideas contained herein are the sole property of BrightView and are not to be used without written permission. This image is for illustration purposes only. It represents the design intent showing mature plant material after a normal establishment period. The plant material is shown at the peak of a normal growing season in the Baltimore-Washington region.



SHEET
1 of 1



GENERAL NOTE:
1. ALL INDICATED STEEL SHALL BE HOT DIP GALVANIZED. ALL STEEL SHALL BE 120X1/4\"/>



PAINTING SCHEDULE EXTERIOR CMU

1 COAT: PPG PAINTS, 3010-320 TEXT ACRYLIC BLOCK FILLER
2 COATS: PPG PAINTS, 3010-320 EXTERIOR FLAT PAINT 2200V SERIES
OR
1 COAT: 5-W PRERITE LATEX BLOCK FILLER 825R0002S
2 COATS: 5-W A-10 EXTERIOR LATEX FLAT A6-100 SERIES

3 PAINTING SCHEDULE FOR EXTERIOR CMU
PM-002 12' x 1'-0"

2 EXISTING MONUMENTAL SIGN
PM-002 12' x 1'-0"

1 DEMO - FLOOR PLAN @ DIGITAL SIGN
PM-002 12' x 1'-0"