

Docket Item #16
BAR CASE #2003-0227

BAR Meeting
October 1, 2003

ISSUE: Sign

APPLICANT: Glynn Jones Salon

LOCATION: 720 King Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of two signs: the individual letter sign and the logo installed on the windows with the elimination of the proposed hanging sign.

DISCUSSION:

Applicant s Description of the Undertaking:

To replace existing signs in the new name of the business.

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for new signage for the beauty shop at 720 King Street. Three signs are proposed. One is an individual acrylic letter sign, hair color style glynn jones salon, measuring 10' in length and 17" in height. This sign will be installed over the shop entrance on the wood base of the projecting bay. The sign will have a black background with white and yellow lettering. The second sign is a projecting sign proposed to be installed on the east side of the building. This sign is 22" square and will have the same wording as the individual letter sign but with a yellow background and black and white lettering. The third sign is a window sign in the black and white logo of the salon which is installed on the door and adjacent window.

History and Analysis:

The commercial building at 720 King Street was probably constructed in the late 1920s. The current storefront was constructed in 1967 with Board approval. The Board approved further alterations in 1978. The Board approved the current signs for the business in 1998 (BAR Case #98-0198, 12/2/98).

Proposed signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend that generally only one sign per business is appropriate. In the case of this business, Staff can recommend approval of two signs because the Board has previously approved two signs for a similar business at this location as recently as 1998. However, Staff believes that three signs is not appropriate and has the potential to create visual clutter. Therefore, Staff recommends approval of two signs: the individual letter sign and the logo installed on the windows with the elimination of the proposed hanging sign. Staff believes that this will provide sufficient visual presence on King Street and make the location easily identifiable for patrons.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Wall letters must comply with USBC 2907.1.

C-2 A construction permit is required for the proposed project.

Historic Alexandria:

No comment.