

Docket Item #12
BAR CASE# 2004-0089

BAR Meeting
June 2, 2004

ISSUE: After-the-fact approval of a sign

APPLICANT: Mylandre Coiffures

LOCATION: 208 North Washington Street

ZONE: CD Commercial

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

I. ISSUE:

The applicant is requesting after-the-fact approval of a Certificate of Appropriateness for a sign at 208 North Washington Street. The metal sign measures 3.75' by 2.5' and will be attached to an existing scroll bracket. The sign reads, "Mylandre Coiffures, Hair & Beauty Care, 703-836-0679". The main background of the sign is a close-up photo of a model's face.

II. HISTORY:

The former residences at 208 and 210 North Washington Street were constructed sometime between 1891 and 1896 in a Richardsonian Romanesque style.

In 2001, the Board approved a wood hanging sign, "Mylandre Coiffures Hair and Beauticare," to be installed at the commercial building at 208 North Washington Street. The approved sign measured approximately 2' in height and 3' in width with a white background and brown lettering (BAR Case #2001-0104, 5/16/01). In 1999, the Board approved a sunken patio at the rear of this property (BAR Case #99-0022, 3/3/99).

III. ANALYSIS:

The Boards are particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. Therefore applications for signs on Washington Street must be compatible with the memorial nature of the parkway (Signs - Page 4). Staff believes the modern style graphics on the sign are not appropriate for the Parkway or the historic district.

Staff also has concerns with the size of the sign. Generally hanging signs approved by the Board are 3' in width, attached to a slightly larger bracket. In this case the 3.75' sign projects one foot beyond the length of the bracket. Staff believes this creates an awkward appearance and is not appropriate. Staff notes that the sign originally approved by the Board for this business in 2001 measured 2' by 3'.

The Board strongly discourages the inclusion of phone numbers on signs in the historic districts (Signs - Page 5). Staff recommends that the phone number be eliminated from this sign.

The proposed projecting sign complies with zoning ordinance requirements.

IV. STAFF RECOMMENDATION:

Staff believes that the existing sign does not comply with the recommendations of the *Design Guidelines*. Therefore, Staff recommends deferral of the application for restudy.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Projecting, hanging signs must comply with USBC [H103-H107, H112] for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

C-2 A construction permit is required for this project.

Office of Historic Alexandria:

“No comment”