

Docket Item #4
BAR CASE# 2004-0089

BAR Meeting
September 1, 2004

ISSUE: After-the-fact approval of a sign

APPLICANT: Mylandre Coiffures

LOCATION: 208 North Washington Street

ZONE: CD Commercial

BOARD ACTION, JUNE 2, 2004: On a motion by Mr. Smeallie, seconded by Dr. Fitzgerald the Board deferred the application for restudy. The vote on the motion was 7-0.

REASON: The Board agreed with the Staff analysis.

SPEAKER: There was no public speaker.

UPDATE: Since the June 2, 2004 public hearing, the applicant has revised the application by eliminating the phone number and a section of the background graphics.

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy with the applicant to return to the Board with a professionally drawn sign.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a sign at 208 North Washington Street. The metal sign measures 44 3/4" by 30" and will be attached to a scroll bracket. The sign reads, "Mylandre Coiffures, Spa, Hair, Health & Beauty Care", in black lettering. The 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 subject building is approximately 22 feet wide; the maximum signage allowed is 22 feet. The proposed projecting sign complies with zoning ordinance requirements.

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).

The Design Guidelines state that:

A drawing must accurately portray the size and type face of the lettering, logo, etc. as it will appear on the sign. Drawings which merely use handwriting to portray what the sign will say are not acceptable. (Signs- Page 7)

Staff is unable to recommend approval of the proposed sign without seeing the actual font used for the lettering. Although there is no requirement to use professional designers, Staff notes that the majority of signs approved by the Board are prepared by sign contractors. In this case, Staff believes that the applicant should hire a professional sign designer to redesign the sign.

IV. STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy with the applicant to return to the Board with a professionally designed sign.

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”