

Docket Item #3
BAR CASE# 2004-0089

BAR Meeting
September 23, 2004

ISSUE: After-the-fact approval of a sign

APPLICANT: Mylandre Coiffures

LOCATION: 208 North Washington Street

ZONE: CD Commercial

BOARD ACTION, SEPTEMBER 1, 2004: On a motion by Dr. Fitzgerald, seconded by Mr. Keleher the Board deferred the application for restudy. The vote on the motion was 4-0.

REASON: The Board believed that the sign proposed was too large and should be reduced by approximately 1/4 to 1/3 and that the bracket should also be reduced in size.

SPEAKER: Michael Brown, representing Mylandre Coiffures, spoke in support and said that they would retain Cameron Street Signs to produce the final design.

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 September 1, 2004 public hearing, the applicant has reduced the size of the proposed sign in response to the Board's comments.

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a sign at 208 North Washington Street. The metal sign measures 38" by 28" and will be attached to a scroll bracket. The sign reads, "Mylandre Coiffures, Salon & Spa, For Men & Women", 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).

Staff believes that the revised design and size of the sign is appropriate for the building and the historic district.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the application as submitted.

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”