

Docket Item #6
BAR CASE #2004-0187

BAR Meeting
September 23, 2004

ISSUE: Signage
APPLICANT: Solage International
LOCATION: 221 North Washington Street
ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

I. Issue:

The applicant is requesting approval of a Certificate of Appropriateness for two signs for Solage International Hair Salon and Day Spa at 221 North Washington Street. The signs requested are:

Hanging Sign

The hanging sign is made of MDO board and measures 22" in height and 32" in width and will be installed on a scroll metal bracket. The sign has a purple background and white lettering with a silhouette above and will be installed so that the bottom of the sign is a minimum of 10' above the sidewalk.

Wall Sign

The wall sign, Solage International Hair Salon and Day Spa, will be installed on the wood sign band between the first and second floor porches and will be 110" in length and 5" in height and will be made of individual aluminum letters.

II. History

221 North Washington Street is a two and a half story brick building constructed in 1970 in a faux Colonial Revival vernacular style.

III. Analysis

Proposed wall signs comply with Zoning Ordinance requirements.

In the past several years, the Board has approved two signs each for salons and spas in the surrounding blocks. The Board approved two signs each at 123 North Washington Street for Circe Day Spa (BAR Case 399-242, 1/19/00) and at 111 North Alfred Street for the Sugar House Day Spa (BAR Case #98-203, 12/16/98).

In the opinion of Staff, two signs are appropriate at this location which is located along both a major traffic street and a pedestrian street. The signs are well designed and meet the recommendations in the *Design Guidelines*.

IV. Staff Recommendation

Therefore, Staff recommends approval of the proposed signs.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required for the proposed project

C-2 Wall letters / signs must comply with USBC [H103-H111].

Historic Alexandria:

No comment.