

Docket Item #16  
BAR CASE# 2004-0208

BAR Meeting  
October 6, 2004

**ISSUE:** Sign  
**APPLICANT:** Hector Velasquez  
**LOCATION:** 1012 King Street  
**ZONE:** CD Commercial

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**STAFF RECOMMENDATION:**

Staff recommends approval of the application with the condition that the sign be constructed of MDO.

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for a sign for the new business at 1012 King Street. The black and white hanging sign will be constructed of PVC and will hang from a standard scroll bracket. The 24" by 20" double sided sign reads "Color Tech, Hair Color & Design, Walk-Ins Are Welcome." The sign will be installed 8 feet above the sidewalk to the east of the salon entrance.

**II. HISTORY:**

The three story, three bay building at 1012 King Street appears on the 1877 G.M. Hopkins Atlas. The building has undergone numerous additions and alterations over the years. In 1965, the building underwent major interior and exterior alterations (Building Permit #21765, 4/22/65).

Staff was unable to locate any prior BAR approvals for this address.

**III. ANALYSIS:**

According to the applicant the building frontage is approximately 22 feet. Therefore the maximum sign area allowed is 22 square feet. The proposed 3.4 square foot sign complies with zoning ordinance requirements.

The *Design Guidelines* state that "signs made of plastic are not appropriate on 18<sup>th</sup> and 19<sup>th</sup> century commercial structures (Signs - Page 3).

Staff believes that with the exception of the sign material, the proposed sign meets the recommendations of the *Design Guidelines*. Staff believes that the size, colors, placement and lettering are all appropriate.

**IV. STAFF RECOMMENDATION:**

Therefore, Staff recommends approval of the application with the condition that the sign be constructed of MDO.

## 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 the proposed project.

### Office of Historic Alexandria:

“No comment.”