

Docket Item# 3
BAR CASE# 2005-00113

BAR Meeting
June 1, 2005

ISSUE: Sign
APPLICANT: Gum Joo Choi
LOCATION: 210 North Lee Street
ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the application with the condition that the text “Full Service Salon” and the phone number be eliminated.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for a window sign for “Always Sunny Nails & Spa” at 210 North Lee Street. The applicant occupies the southern retail space at the front of the building. The sign, comprised of vinyl graphics measures 11" in height and 55" in length. The sign includes a green background and yellow lettering reading “Always Sunny Nails & Spa, Full Service Salon (703)683-0820” and the business logo. The sign will be attached to the top of the storefront window below the transom.

II. HISTORY:

The two story brick building at 210 North Lee Street was constructed between 1891 and 1896 as the Alexandria Steam Bread Bakery.

The building was later divided into a number of separate businesses. As a result, in the 1970's the Board became increasingly concerned with the number of uncoordinated signs on the building. In 1980, the Board approved alterations to the facade including a 2' by 15' sign “Old Town Market” (10/15/80) above the arcade entrance.

III. ANALYSIS:

The subject property at 210 North Lee Street has approximately 65'. The proposed window sign complies with zoning ordinance requirements.

Staff believes that the location and size of the window sign are appropriate. The applicant has worked with Staff to design a sign that complements the sign plan for the building. The applicant has changed her original request from a hanging sign to a window sign. The sign plan for the building includes a large wall sign with the name “Old Town Market” as well as a directory sign listing the names of all of the businesses within the building.

Although the applicant has been working with Staff to design a sign that meets the recommendations of the *Design Guidelines*, Staff still has a few concerns with the proposed sign. The *Design Guidelines* recommend that signs be as simple as possible and avoid repetitious and undue verbiage (Signs - Page 3). Staff believes that the text “Full Service Salon” is implied by the business name “Nails & Spa” and therefore should be eliminated. In addition, the use of telephone numbers on signs is strongly discouraged by the Board. The Board consistently denies all requests for the inclusion of telephone numbers.

Staff believes that the sign with just the business name and logo is appropriate.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the application with the condition that the text “Full Service Salon” and the phone number be eliminated.

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.

Historic Alexandria:

“No comment.”