

Docket Item #12
BAR CASE# 2005-0205

BAR Meeting
September 21, 2005

ISSUE: Sign

APPLICANT: Glynn Jones Salon LLC by Anthony Hughes

LOCATION: 720 King Street

ZONE: CD/Commercial

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for an individual letter sign at 720 King Street. The new sign will read, “glynn jones salon + spa” in black lettering with a yellow plus symbol. The sign measures 7'8" in length and 7" in height and will be centered on the sign panel at the bottom of the second story projecting bay.

II. HISTORY:

The commercial building at 720 King Street was probably constructed in the late 1920s. The current storefront was constructed in 1967 with Board approval. The Board approved further alterations in 1978. The Board approved the existing hanging sign and window lettering for the applicant in 2003 (BAR Case #2003-0227, 10/15/03). At that time only two of the three proposed signs were approved.

III. ANALYSIS:

According to the applicant the building frontage for 720 King Street is 19 feet. Therefore the maximum sign area allowed is 19 square feet. The proposed wall lettering complies with zoning ordinance requirements.

The *Design Guidelines* recommend that generally only one sign per business is appropriate. As mentioned above, the Board approved only two of the three proposed signs in 2003. The applicant had expressed a preference for the hanging sign, so the Board approved the hanging sign and window lettering and denied a proposed wall sign. Staff continues to believe that three signs are not appropriate on this building.

Staff recommends that rather than adding additional signs to the building, the applicant should explore redesigning the existing signs so that they may be more effective.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends deferral of the application for restudy.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Wall letters / signs must comply with USBC [H103-H111].

C-2 Construction permits are required for this project.

Historic Alexandria:

“No comment”