

Docket Item # 5
BAR CASE # 2006-0290

BAR Meeting
January 17, 2007

ISSUE: Sign
APPLICANT: Azar Salon & Spa
LOCATION: 1401 ½ King Street
ZONE: KR/King Street retail

STAFF RECOMMENDATION: Staff recommends approval of the application as submitted.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a certificate of appropriateness for a new double sided hanging sign. The new sign will replace the existing sign which is located between the two first floor windows. The new sign will use the same metal scroll bracket as the existing, but will be located a number of feet above the current sign, in the space between the first and second stories. The new sign will be 32" long by 24" high, somewhat larger than the existing 20" by 10" sign. Made of wood, it will have a terra cotta colored background with an overall pattern of small sketched heads in lighter color. There will be a border of double black lines. The name, "Azar Salon" will be located on the left side of the sign and will be on a slant while the phrase, "Your Hair Stylist & Spa" will be on the right side. The lettering will be in white.

II. HISTORY:

1401½, 1403 and 1405 King Street were built by J.J. Kelley in 1916 (building permit) as a series of three attached two story brick single family residential rowhouses united visually by fenestration and a central stepped parapet.

In 2001, the Board approved a 24" by 16" hanging sign reading: "The Next Paige in Nails • Hair • Skincare" in beige lettering against a terra cotta background (BAR Case#2001-0289, 12/19/01). In 2002, the Board approved an additional sign in the same color scheme and attached to the bottom of the sign approved in 2001. This sign read, "Azar, Your Hair Stylist" and is the same sign as currently hangs at 1401 ½ King Street. The sign for "The Next Paige" has been removed.

III. ANALYSIS:

The proposed hanging sign complies with the zoning ordinance requirements. The building frontage is approximately 20 feet; therefore, the maximum signage allowed would be 20 square feet. The proposed sign is 5.3 square feet.

Staff believes the proposed sign is appropriate in its design and size and meets the *Design Guidelines* for signs in the historic districts. The new location is acceptable and should provide more visibility.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the proposed sign as submitted.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 Alterations to the existing structure must comply with the current edition of Uniform Statewide Building Code (USBC).

C-2 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-3 A Building Permit is required for this project.

Historic Alexandria:

No comments.