

Docket Item #3
BAR CASE #2006-0120

BAR Meeting
June 28, 2006

ISSUE: Signage
APPLICANT: Image Hair Salon
LOCATION: 924 Queen Street
ZONE: RB/Residential

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

****EXPIRATION OF APPROVALS NOTE:** In accordance with Sections 10-106(B) and 10-206(B) of the Zoning Ordinance, any official Board of Architectural Review approval will expire 12 months from the date of issuance if the work is not commenced and diligently and substantially pursued by the end of that 12-month period.

****BUILDING PERMIT NOTE:** Most projects approved by the Board of Architectural Review require the issuance of one or more construction permits by the Code Enforcement Bureau (including signs). The applicant is responsible for obtaining all necessary construction permits after receiving Board of Architectural Review approval. Contact Code Enforcement, Room 4200, City Hall, 703-838-4360 for further information.

(Insert sketch here)

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness to install a hanging sign and two window signs at the two story commercial building at the southeast corner of Queen and Patrick Streets. The proposed new signage will replace the existing signage for 360 Nail Spa.. All signage for 360 Nail Spa will be removed.

Hanging sign

The double sided hanging sign will be located to the left of the door on the fascia board above the door. It will be hung from the existing black metal scroll bracket. The sign will be made of MDO (Medium Density Overlay, an exterior plywood overlaid with resin treated fiber overlay) and will be 24" long by 30" wide. The bottom of the sign will be at least 8' above the sidewalk. The sign will be black with white lettering reading, "IMAGE HAIR STATION". Below this there will be a white strip with black lettering reading, "Nail Spa * Skin Care."

Window signs

White vinyl lettering reading "Image Hair Station" and "Nail Spa * Skin Care" will be located in the center panel of the glazed show windows on either side of the door. The total size of each of the two signs will be 20" high by 16" wide.

II. HISTORY:

According to Sanborn Fire Insurance maps, the 2-story brick commercial building at 922-924 Queen Street was erected between 1907 and 1912. The first story originally housed a pharmacy and the second story served as the residence of the pharmacist. The building is located on the southeast corner of Queen and North Patrick Streets and extends 24' along Queen Street and approximately 48' along North Patrick Street. The structure is an excellent example of late Victorian commercial-vernacular architecture in Alexandria. Its corner-oriented storefront, projecting shop windows, and strong cornice elements are typical of this period and style.

On August 25, 2004, the Board approved one hanging sign and two window signs for the previous tenant, 360 Nail Spa (BAR Case #2004-0161). Previously, on November 22, 2000, the Board approved multiple signs at this location for the tenant, State Farm Insurance (BAR Case #2000-00237).

III. ANALYSIS:

The building is located in the RB, residential zone, and the proposed hair salon use will exist as a non-conforming use approved by City Council June 12, 2004 (see SUP2004-00004). The City Attorney has ruled that a legal non-conforming use may have commercial signs in accord with the statutes regulating signs in commercial zones. The Sign Ordinance, Section IX of the Zoning Ordinance, regulates the size of signs in commercial zones based on a one to one ratio of sign area to linear building frontage [Sec.9-202 (B)]. The proposed signs comply with the zoning ordinance requirements. The building frontage on Patrick Street is 48' long and on Queen Street

is 24' long. The proposed signage is approximately 9.4 square feet in total. In addition, the Zoning Ordinance limits the coverage of all window signs to a maximum of 20 percent of the window area. The proposed window signs cover approximately 14% of the center pane of each show window.

Staff believes the proposed signage is appropriate for the building and neighborhood and complies with the *Design Guidelines*. Although the Design Guidelines state a preference for only one sign per business, the Boards do allow more signs in some instances, particularly when the business is located on a corner with two street frontages as is the case here. Thus, staff has no objection to the three modest signs proposed for the new beauty salon at 924 Queen Street. Three signs in the same location were approved by the Board in 2004 for 360 Nail Spa. The currently proposed signs are slightly smaller than those approved in 2004.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the application as submitted.

CITY DEPARTMENT COMMENTS

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

Code Enforcement:

C-1 A construction permit is required for this project.

C-2 Projecting, hanging signs must comply with USBC for type of materials, maximum projection, vertical clearance below all parts of the sign, and additional loads.

Historic Alexandria:

“No comment.”