

Docket Item #3  
BAR Case #2003-0241

BAR Meeting  
March 3, 2004

**ISSUE:** Sign

**APPLICANT:** DMS Sign Connection Inc.

**LOCATION:** 118 King Street

**ZONE:** CD/Commercial

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**BOARD ACTION, NOVEMBER 5, 2003:** Deferred at the request of the applicant.

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

UPDATE:

The applicant originally submitted a request for an internally illuminated awning above the existing ATM machine. The case was deferred from the November 5, 2003 hearing at the request of applicant. The applicant has subsequently revised the application, and is now requesting approval of a hanging sign.

DISCUSSION:

Applicant's Description of the Undertaking:

"Install one blade sign per BAR recommendation."

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for an aluminum hanging sign at 118 King Street for the Chevy Chase Bank ATM. The proposed sign measures 13 3/4" by 24" and will be attached to a scroll bracket. The double-sided sign includes a blue background, with white lettering, Chevy Chase Bank.

History and Analysis:

118 King Street is a new two story brick retail and office building completed in early 2001. The design of the new building was approved by the Board in 2000 (BAR Case #2000-0019, 4/5/00).

In 2001, the Board approved signs for Imaginarium (BAR Case #2001-118, 6/6/01), the Discovery Channel Store (BAR Case #2001-129, 7/18/01) and the Franklin Capital Group (BAR Case #2001-276, 11/20/01).

The proposed sign complies with zoning ordinance requirements.

Staff has no objection to the proposed hanging sign for the ATM. In the opinion of Staff, the sign meets the recommendations for signs contained in the *Design Guidelines*.

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 Construction permits are required for this project.

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.

### Historic Alexandria

“No comment.”