

Docket Item #3  
BAR Case #2003-0241

BAR Meeting  
April 21, 2004

**ISSUE:** Sign  
**APPLICANT:** DMS Sign Connection Inc.  
**LOCATION:** 118 King Street  
**ZONE:** CD/Commercial

---

**BOARD ACTION, MARCH 17, 2004:** On a motion by Mr. Smeallie, seconded by Mr. Keleher the Board voted to reconsider its denial of the hanging sign for the ATM located at 118 King Street. The vote on the motion was 4-2 (Ms. Neihardt and Ms. Quill were opposed).

**REASON:** The Board believed that an alternative design might be acceptable which would obviate the need for an appeal of the sign to City Council.

**BOARD ACTION, MARCH 3, 2004:** This docket item was removed from the Proposed Consent Calendar by Ms. Quill. On a motion by Ms. Quill, seconded by Ms. Neihardt, the Board denied the request for the proposed sign. The vote on the motion was 5-0.

**REASON:** The Board believed that the existing signage on the ATM was sufficient for identification and that a separate hanging sign was not needed. Further, the Board noted that a sign plan had been approved for the new building that had been constructed at 118 King Street and that a hanging sign was not part of the plan.

**SPEAKER:** John Riley, DMS Sign Connection Inc., spoke in support

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

STAFF RECOMMENDATION:

Staff recommends approval of the application as submitted.

UPDATE:

At the public hearing of March 17, 2004, the Board agreed to reconsider its denial of the hanging sign for the ATM located at 118 King Street. Since the Board's consideration of the proposed hanging sign, the applicant has substantially reduced the size of the sign. The sign now proposed is 10" in height and 18" in overall length, approximately 1.2 square feet in size. The sign will be in the logo colors, blue, red and white, of Chevy Chase Bank and will be attached to a scroll bracket.

DISCUSSION:

Applicant's Description of the Undertaking:

"Install one blade sign per BAR recommendation."

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.”