

Docket Item #3  
BAR CASE# 2004-0076

BAR Meeting  
May 19, 2004

**ISSUE:** Signs  
**APPLICANT:** PMA Properties  
**LOCATION:** 815B King Street  
**ZONE:** CD Commercial

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**STAFF RECOMMENDATION:**

Staff recommends approval of the application as submitted.

**I. ISSUE:**

The applicant is requesting approval of a Certificate of Appropriateness for window lettering for the new business at 815B King Street. The proposed lettering measures 2.8' by 1.3' and includes the name "Notting Hill Gardens" in green and a tree logo in green and gold. The window lettering will be installed on both storefront windows adjacent to the retail entrance.

**II. HISTORY:**

815 King Street is a six story steel frame, limestone faced building constructed in 1941 and was originally named the Rupley Building. When it was completed, the *Alexandria Gazette* editorialized that the "handsome new near-skyscraper" was the "largest of its kind in Virginia, north of Richmond."

**III. ANALYSIS:**

Recently, the Board approved an individual letter sign and window lettering for the Flying Fish Seafood Restaurant which occupies the commercial space at the east end of the building (BAR Case #2003-0212, 2/18/04). In 2002, the Board approved new storefronts for the building (BAR Case #2002-0083, 6/19/02).

According to the applicant the building width of 815B King Street is 18'; maximum sign area allowed is 18 square feet. Section 9-202 (B)(3) of the zoning ordinance states no more than 20 percent of any window may be occupied by signs. The proposed window signs comply with zoning ordinance requirements.

Generally the Boards consider only one sign per business to be appropriate. In this case, Staff believes the two sets of window lettering are acceptable. The Board has approved multiple signs for previous retail tenants as well as the new restaurant for the eastern portion of the building. Staff believes the proposed scale and design of the lettering is appropriate and meets the recommendations of the Design Guidelines.

**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:

No comments.

Office of Historic Alexandria:

No comment.