

Docket Item #18
BAR CASE# 2005-0068

BAR Meeting
April 20, 2005

ISSUE: Signs

APPLICANT: PNC Bank, by Charles Erwin

LOCATION: 411 King Street

ZONE: CD Commercial

STAFF RECOMMENDATION:

Staff recommends approval of the proposed wall signs on the west elevation and on King Street, (R1), (R2), (R3), and the awning sign on North Royal Street, (R6); and denial of the two wall signs, (R4) and (R5), on North Royal Street.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for the installation of signage for “PNC Bank,” at 411 King Street. A total of six signs are proposed to replace existing signs.

Four non-illuminated signs, 8'7" in length and 1' in height, are proposed. The signs read “PNC Bank” in dark and light blue lettering with an orange and white circular logo. One sign is to be located on the west elevation leading to the courtyard, two on King Street, and one at the southern end of the North Royal Street elevation.

A larger sign, measuring 13' in length and 1'6" in height, is to be located on the wall panel immediately to the north of the entrance on North Royal Street. This sign will have white and light blue letters along with the orange and white colored logo. An additional sign, approximately 4'10" in length by 7" in height is proposed to be located on the canopy above the entrance. The awning sign will also have white and light blue lettering with the orange and white logo.

II. HISTORY:

411 King Street is part of Tavern Square. Tavern Square is an urban renewal era project that was originally constructed in 1967. The Board has approved a redesign of the courtyard (BAR Case #99-0028, 9/20/00 and 11/1/00' BAR Case #2001-0176, 7/18/01) as well as new retail space for Pat Troy’s restaurant and Weichert Realtors. In 2002, the Board approved the awnings and signs for Riggs Bank (BAR Case #2001-0317, 1/16/02).

III. ANALYSIS:

The subject building has approximately 56 feet of frontage on King Street and 80 feet on North Royal Street. The proposed replacement signs comply with zoning ordinance requirements.

The *Design Guidelines* recommend generally only one sign per business is appropriate (Signs - Page 3). However, given the substantial street presence that will be occupied by the bank, Staff can support multiple signs. Five of the six proposed signs were previously approved by the Board. The existing sign located to the north of the North Royal Street entrance along with two hanging signs were denied by the Board in 2002.

The original sign application for Riggs Bank included the eagle logo and the text “ATM” on the awning above the North Royal Street entrance. The current proposal has changed this sign to read the bank name. Staff believes that the three proposed signs on the North Royal Street elevation are repetitive, with only one sign being appropriate.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends approval of the proposed wall signs on King Street, (R1), (R2), (R3), and the awning sign on North Royal Street, (R6); and denial of the two wall signs, (R4) and (R5), on North Royal Street.

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 Wall signs must comply with USBC [H103-H111] .

Office of Historic Alexandria:

“No comment”