

Docket Item #29  
BAR CASE #2004-0059

BAR Meeting  
April 7, 2004

**ISSUE:** Signs

**APPLICANT:** Jim Simpson/Wondermugs

**LOCATION:** 1022 King Street

**ZONE:** CD/Commercial

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STAFF RECOMMENDATION:

Staff recommends approval of the hanging sign with the condition that the name “Wondermugs” be green in color and denial of the wall sign.

DISCUSSION:

Applicant’s Description of the Undertaking:

“Hanging sign on scroll bracket ½" MDO sign wood w/end cap primed & painted as indicated in accompanying drawing. Additional signage stenciled on window.”

Issue:

The applicant is requesting approval of a Certificate of Appropriateness for signs for the business “Wondermugs” at 1022 King Street. The applicant is proposing a hanging sign and a wall sign.

The double faced MDO hanging sign reads”Wondermugs, Fascinating Color Changing Drinkware, ...And More, Cups that Change Like a Chameleon.” The sign measures 34" by 26 ½ “ and will be red, green, yellow, orange and purple with a natural wood colored background. The proposed sign also includes a green and yellow chameleon logo.

The applicant is also proposing an individual mounted letter sign above the first story windows. The sign measuring 5' by 1.6' will be arched to conform to the shape of the windows. The name “Wondermugs” will be green, the word “color” will be blue and the word “changing” will be red.

History and Analysis:

The two story, pressed brick, former residence at 1022 King Street was constructed sometime between 1885 and 1891.

In 2003, the Board approved a hanging sign for “Shoe Boutique”(BAR Case #2003-0106, 6/4/03). In 1999, the Board approved a hanging sign for “Nina’s Closet” (BAR Case # 99-0081, 6/16/99).

According to the applicant, the building width is 15 feet; the maximum signage allowed is 15 square feet. The proposed 14.2 square feet of signage complies with zoning ordinance requirements.

The *Design Guidelines* state that generally only one sign per business is appropriate (Signs - Page 3). In this case, Staff believes that more than one sign is not appropriate. The Board has consistently approved one hanging sign for previous retail tenants at this location.

Modifications of standard sizes and colors are often required by the Boards (Signs - Page 4). In this case, Staff is concerned by the numerous colors proposed. Since the main product is based on color changing, Staff can support the use of the changing colors for the text “Fascinating Color Changing Drinkware”. However, Staff believes that the business name would be more appropriate in green rather than red so that it ties in with the rest of the text and the chameleon logo.

Therefore, Staff recommends approval of the hanging sign with the condition that the color of the business name is changed to green and denial of the wall sign.

## CITY DEPARTMENT COMMENTS

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

### Code Enforcement:

C-1 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.

### Office of Historic Alexandria:

“Hanging sign seems appropriate but I do not recommend a long text sign in th window too.”