

Docket Item #6  
BAR CASE #2004-0059

BAR Meeting  
May 5, 2004

**ISSUE:** Signs

**APPLICANT:** Jim Simpson/Wondermugs

**LOCATION:** 1022 King Street

**ZONE:** CD/Commercial

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**BOARD ACTION, APRIL 7, 2004:** On a motion by Mr. Smeallie, seconded by Mr. Keleher the Board deferred the application for restudy and approved a temporary sign. The vote on the motion was 5-0.

**REASON:** The Board believed that the sign should be redesigned so that it did not contain so much lettering. The Board suggested a simpler hanging sign as well as a window sign and with consideration of a window sign to compensate for the reduction of wording on the hanging sign.

**SPEAKER:** Jim Simpson, Wondermugs, spoke in support and said that he would prefer to have the hanging sign of high density foam rather than MDO board

### STAFF RECOMMENDATION:

Staff recommends approval of the application with the following conditions:

1. That the sign be made of MDO rather than high density foam;
2. That the lettering "...And More" be eliminated.

### 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."

#### Update:

At the April 7, 2004 hearing the Board deferred the application for restudy to reduce the amount of lettering on the hanging sign and to consider window lettering. The applicant has responded by eliminating the text "Cups that Change Like a Chameleon." The applicant has determined that due to the size and location of the windows, window lettering is not feasible.

#### Issue:

The applicant is requesting approval of a Certificate of Appropriateness for a hanging sign for the business "Wondermugs" at 1022 King Street. The double faced high density foam sign reads "Wondermugs, Fascinating Color Changing Drinkware, . . . And More." The sign measures 34" by 26 ½" and will be red, green, yellow, orange, blue and purple with a green colored background. The proposed sign also includes a green and yellow chameleon logo. The sign will be attached to the existing scroll bracket.

#### 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 6.2 square foot sign complies with zoning ordinance requirements.

The *Design Guidelines* state that "sign styles or designs should not postdate the era of the building for which they are intended" (Signs - Page 3). Staff believes that the proposed high density foam is not an appropriate material for signs on 19<sup>th</sup> century buildings. Therefore, Staff recommends that the sign be constructed of MDO as originally proposed.

The *Guidelines* also recommend that signs be as simple as possible (Signs - Page 3). At the April 7, 2004 hearing the Board asked that the hanging sign be simplified. While the applicant has removed a small portion of the text, Staff recommends that the lettering "...And More" also be eliminated.

Therefore, Staff recommends approval of the hanging sign with the condition that the sign be constructed of MDO and that the lettering "...And More" be eliminated.

## 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 the window too.”