

Certificate of Appropriateness

PROPOSAL:

Scooter's/Cherry on the Top request a certificate of appropriateness for work at 151 No. 8th Street in the Haymarket Landmark District.

DISCUSSION:

Scooter's coffee house has operated at the southwest corner of 8th & P for several years. Their main sign is an exterior-illuminated sign projecting diagonally from the corner, in the form of a brown coffee cup. An affiliated business, Cherry on the Top yogurt shop, is moving into the storefront directly south of the coffee house, formerly occupied by "Brownbaggers" sandwich shop. (Brownbaggers had two signs approved by the Commission—a neon window sign and a projecting wall sign. Express Signs contacted me about replacing both, in the identical size and locations, with "Cherry on the Top" signs. Consistent with past practice, I indicated that the changes qualified to be installed based on the Commission's prior action.)



EAST ELEVATION

The two shops propose to install black, triangular section awnings on each opening—five on 8th Street and three on P Street. The awnings would be inscribed in the valance area with "Scooter's" or "Cherry on the Top," alternating between the names. The valance area is 14" tall; the inscriptions are somewhat shorter.

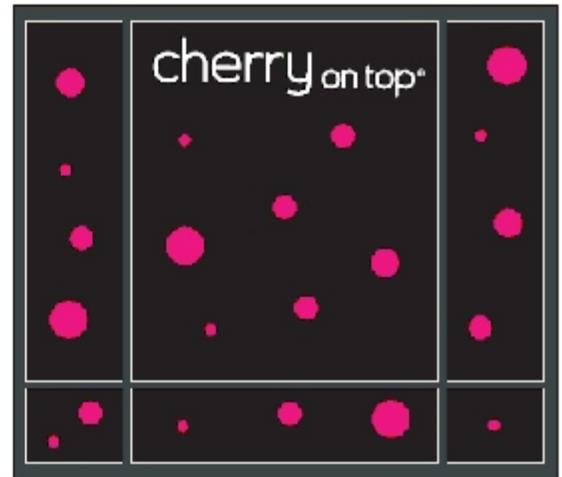
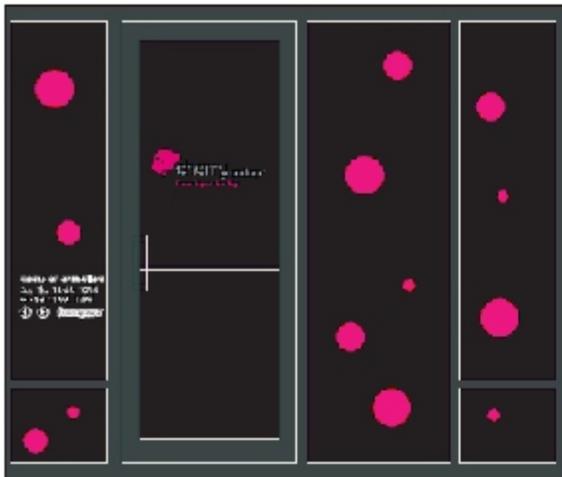
Inscribed awnings are a typical Haymarket sign type and are consistent with the sign guidelines. Confining the inscriptions to the valances keeps their size relatively modest. Alternating the names conveys that the two businesses are closely affiliated. A more subjective judgement is whether repeating the names



WEST ELEVATION

on every awning contributes to the lively commercial atmosphere of Haymarket, or is overdone. My recommendation is that it approaches that line, but does not cross it, mostly due to the size of the inscription compared to the overall awning.

A related proposal would install pink circles—cherries—in the south windows. (The white inscription in the north window represents the previously approved neon.) These circles are “signs” in the definition



window graphic layout

of the Lincoln zoning code in that they are clearly intended to call attention to a specific business and in this instance relate closely to the business logo. I would recommend against this part of the proposal as “over-signing” the storefront windows and establishing an undesirable precedent in terms of other business logos.

Recommended finding:

The sign/awnings are consistent with the Haymarket Landmark District Guidelines and with past approvals by the Commission. The window

graphics are not consistent with traditional sign-types or past actions of the Commission.

Recommended action: Approval of a certificate of appropriateness for the inscribed awnings;
denial of a certificate for the window graphics.

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