



**ADVISORY NEIGHBORHOOD COMMISSION 3C**  
GOVERNMENT OF THE DISTRICT OF COLUMBIA  
*CATHEDRAL HEIGHTS • CLEVELAND PARK*  
*MASSACHUSETTS AVENUE HEIGHTS • MCLEAN GARDENS*  
*WOODLAND-NORMANSTONE • WOODLEY PARK*

Single Member District Commissioners  
01-Lee Brian Reba; 02-Gwendolyn Bole; 03-Jessica Wasserman  
04- Beau Finley; 05- Emma Hersh; 06-Angela Bradbery  
07- Maureen Kinlan Boucher; 08-Malia N. Brink; 09-Nancy MacWood

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**ANC3C Resolution 2018-025**

**Regarding a Historic Preservation Review Board Application (HPA 18-384) for  
Permit to Replace Signage and Add Additional Signage at 3426 Connecticut  
Ave NW**

WHEREAS, AMC Theaters, the long-term tenants of 3426 Connecticut Ave NW, a contributing structure in the Cleveland Park Historic District, have applied to HPRB for a permit to replace existing signage and add additional signage; and

WHEREAS, the proposal includes the replacement of the current UPTOWN neon signage with a replica UPTOWN sign that mimics the existing sign in size, shape, illumination, pedestal-mounting, and open-faced channel letter design - but is LED-powered with faux neon LED tubing instead of neon lighting; and

WHEREAS, the applicant has retained MC Sign Company and Econo Sign Inc. to inspect the current sign and propose options for refurbishment of the signage and branding of the theater; and

WHEREAS, the signage companies retained have reported that the current UPTOWN sign is beyond repair and includes rusting of the metal casings (letters), the brackets that attach letters to the raceway and the building, and the raceway itself, as well as compromised structural integrity; and

WHEREAS, the applicant has stated that the neon lighting within the existing sign has created environmental issues including leaked neon and mercury; and

WHEREAS, the current neon lighting requires high-powered transformers that are increasingly difficult to find and service due to a shift to LED lighting; and

WHEREAS, LED as compared with neon lighting demands less energy consumption, lasts longer, and is more durable, safe, and easily serviced; and

WHEREAS, in response to feedback, applicants have incorporated a dimmer to the proposed LED lighting to maximize alignment of the warmth and color of the replica sign with that of the existing sign; and

WHEREAS, the applicant has noted that the current sign is a replacement of the original sign though neither the Cleveland Park Historical Society (CPHS) nor the Historic Preservation Office (HPO) can identify evidence to confirm that the current sign is either original or has previously been replaced; and

WHEREAS, the applicant has requested the addition of three two-foot tall LED-powered signs that read AMC - one each located on the three sides of the canopy (street-facing and sidewalk-facing);

THEREFORE BE IT RESOLVED that ANC 3C has no objection to the replacement of the UPTOWN sign as presented;

BE IT FURTHER RESOLVED that ANC 3C requests that the applicants work with the HPO staff to ensure that the replica sign matches the current sign in all features, with particular focus on the aligning the lighting of the new sign with that of the existing sign; and

BE IT FURTHER RESOLVED that ANC 3C requests that the applicant work with the CPHS and/or Cleveland Park Business Association for preservation of the current UPTOWN signage; and

BE IT FURTHER RESOLVED that ANC 3C objects to the request for three AMC signs located atop the marquee; and

FINALLY, BE IT RESOLVED that the Chair, Commissioner for ANC3C05, or their designees are authorized to represent the Commission regarding this resolution.

**Attested by**

A handwritten signature in black ink, appearing to read "Nancy J. MacWood". The signature is written in a cursive, flowing style.

Nancy J. MacWood  
Chair, on July 16, 2018

*This resolution was approved by a voice vote on July 16, 2018 at a scheduled and noticed public meeting of ANC 3C at which a quorum (a minimum of 5 of 9 commissioners) was present.*