# Carlyle/Eisenhower East Design Review Board May 9, 2007

**REQUEST:** Approval of signage and awnings

**LOCATION:** 1908 Jamieson Avenue (Block G)

**APPLICANT:** Potbelly Sandwich Works, by Marie Wallace of National Awning and

Sign

**BOARD ACTION:** On a motion by Mr. Lewis, seconded by Mr. McKinney, the Carlyle Design Review Board voted to <u>approve</u> the request for signage and awnings subject to compliance with all applicable codes and ordinances. The following conditions were included:

- 1. Increase the height of the proposed awnings by maintaining the spring point and raising the lowest point up as high as possible to provide greater visibility of the interior.
- 2. Investigate alternate awning cross-section profiles.
- 3. Add a third awning on the west side of the building adjacent to the proposed awnings.
- 4. Add small window signs (medallions) along the storefront in a repetitive pattern, working within the total allowable signage area.
- 5. Investigate ways to add lighting to bring more liveliness to the retail frontage.

The motion carried on a vote of 3-0.

## I. REQUEST

Potbelly Sandwich Works has requested DRB approval of the proposed signage and awnings at their new location at 1908 Jamieson Avenue. The request includes the following:

- 2 existing awnings
- 1 double faced illuminated projecting blade sign
- 1 illuminated wall sign
- 1 illuminated window sign

## II. PROJECT FACTS AND FIGURES

## Project Location:

Potbelly Sandwich Works is located in the first floor of the new building in Block G. This tenant space is in the northwestern portion of the building. It fronts Jamieson Avenue just before the streets curves into John Carlyle Street around the park. The length of the tenant space is 62.6 feet.

## Project Details:

Awnings – There are currently two blue awnings covering the tenant space that are similar to the awnings on the rest of this building. The applicant has proposed recovering the two awnings with Green Alpine #6055 fabric, which would be consistent with the color scheme for the signs and the interior.

Projecting Sign – The proposed projecting sign would be installed at the western end of the tenant space. The sign dimensions are 2'8" wide by 9'6" long for a total area of 25.3 SF. The sign would be double faced and illuminated and would have a green background with yellow lettering and a logo at the bottom.

Wall Sign – The proposed wall sign would be installed above the awning at the eastern portion of the tenant space. The sign dimensions are 11'1" wide by 2'5" high for a total area of 26.4 SF. The sign would be internally illuminated and have a green background with yellow lettering and a logo.

Window Sign – The proposed window sign would be installed inside the restaurant, just right of the entrance and would be visible through the window. The sign dimensions are 2.5' by 2.5' for a total area of 6.25 SF. The sign would be internally illuminated and follow the same color scheme as the two other signs.

The total signage proposed for this tenant space is 57.95 SF, which is 4.65 SF less than what is allowed for 62.6 feet of building frontage.

## III. STAFF ANALYSIS

In April 2007, the City Council and Planning Commission held a joint worksession to discuss retail opportunities and constraints in Carlyle. During this discussion, the issue of inadequate signage was brought up. A significant problem contributing to the lack of activity in Carlyle is that many of the retail establishments lack vibrant and interesting signage to attract the public. In many cases, it is not obvious to the public that the retail even exists. As a way to address this problem, staff is encouraging more unique and visible signage for retail areas.

While the proposed signage for Potbelly Sandwich Works is an improvement from some of the existing retail signage in the area, there is an opportunity to further improve and emphasize this signage. The first option would be to incorporate the name and/or logo into the awnings. Signage on the awnings does count towards the overall allowed signage, so this may require making the proposed signs smaller. If reducing the size of the signs is not a possibility, the applicant should incorporate the other colors in the signs (red and yellow) into the awning, such as a trim or pattern, to enliven the retail frontage. A second recommendation is to add awnings to the windows on the western portion of the tenant space to wrap the retail use around the building. The awning should be the same color scheme as the awnings facing Jamieson Avenue. Finally, the applicant should explore adding lighting elements to the façade to enhance the signs, awnings, and windows.

## IV. STAFF RECOMMENDATION

Staff recommends that the Board **approve** the proposed signage for this building as depicted by the applicant, subject to the following conditions:

1. Revise the awnings by adding the restaurant name and/or logo to the awning. This may require a reduction in the size of the other signs to remain with the allowable amount of

- signage. If this is not possible, revise the awnings to incorporate the other colors of the sign (red and yellow) as a trim or pattern.
- 2. Add awnings to the windows on the western portion of the tenant space. The awnings shall be the same color scheme and design as the awnings facing Jamieson Avenue.
- 3. Add some lighting elements to the façade to enhance the signs, windows, and awnings to the satisfaction of the Director of P&Z.