

**DRB # 2008-0003**

**Carlyle/Eisenhower East Design Review Board  
March 27, 2008**

**REQUEST:** Approval of signage

**LOCATION:** 2241 Eisenhower Avenue (Block 18 EESAP)

**APPLICANT:** Fed Ex Kinko's, by Ken Padgett, J&M Services, Inc.

**STAFF:** Thomas Canfield, City Architect, Planning & Zoning  
Katie Parker, Urban Planner, Planning & Zoning

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**BOARD ACTION – MARCH 27, 2008:** On a motion by Ms. Hamer, seconded by Mr. Quill, the Eisenhower East Design Review Board voted to approve the applicant's proposed signage as revised to eliminate the illuminated awning. The motion carried on a vote of 3-0. Mr. McKinney was absent.

Reason: The Design Review Board agreed with the staff analysis.

Speakers:

No speakers.

**I. REQUEST**

FedEx Kinko's has requested DRB approval of the proposed signage on the awning over their retail space at 2241 Eisenhower Avenue. The request includes the following:

- 1 sign on an existing awning

**II. PROJECT FACTS AND FIGURES**

*Project Location:*

FedEx Kinko's is located in the newly constructed Mill Race residential building at the corner of Eisenhower Avenue and Mill Road. The retail space has 51 feet of frontage along Eisenhower Avenue.

*Project Details:*

Signage is proposed on the existing awning which is located above the main entrance to the store. The sign reads "FedEx Kinko's" in white letters with the company logo at the right side of the sign. The text measures approximately 4 feet high by 10 feet long for a total of 40 sf. The applicant

originally proposed revising the awning to install an illuminated awning with signage. However, this type of sign is not permitted. The applicant has agreed to revise the sign to use the existing black sailcloth awning and paint the sign directly onto the awning using white fabric paint.

The retail space has a temporary sign on the awning now that is less than 16 sf which will be removed and replaced with the larger sign. FedEx also has a 4.5 sf blade sign and smaller vinyl window decals that did not require Board approval. The total signage proposed for this tenant space including the signage that is already installed is approximately 51 sf, which is within the allowable limits for 51 feet of building frontage.

### III. COMPLIANCE TABLES

Zoning Requirement	Allowed	Proposed	Complies?
Amount of Signage	1 sq.ft. per linear foot = 51 sf	51 sf Awning Sign = 40 sf	Yes
Projection	No more than 4 feet from building wall. Bottom of sign must be 8 feet above a sidewalk	Sign will be applied to the existing awning	n/a
Illumination	Signs facing or in close proximity to residential uses may not be illuminated between 10:30pm and 6:30am	No illumination proposed.*	n/a
Window Coverage	Total area of window signs may not exceed 20% of the area of the window	Existing window decals cover less than 20% of the window area.	Yes
* Applicant has agreed to eliminate the illumination portion of the awning.			

<b>Carlyle Design Guideline</b>	<b>Allowed</b>	<b>Proposed</b>	<b>Complies?</b>
Number of Retail Signs	One, but additional signs may be permitted with DRB approval	2 signs (awning and blade sign)	Yes
Size of Sign	Signs exceeding 16 sf must be approved by the DRB	Awning Sign is 40 sf	Yes*
Projecting Signs	One per business May not be illuminated Must be 10 feet above a sidewalk Should be located near primary entrance or door	Projecting sign administratively approved.	n/a
* If approved by the DRB			

#### **IV. STAFF ANALYSIS**

The proposed signage for Fed Ex Kinko's is consistent with requirements of the Zoning Ordinance and Carlyle Design Guidelines. Since the signage is outside of Caryle but within Eisenhower East, the DRB does not need to approve the sign. However, as signage is an important component of the streetscape and building design, signage is brought the Board for discussion and recommendations. Staff discussed removing the illumination component of the awning from the application and the applicant has agreed to revise the signage to be painted directly onto the existing awning. Staff had also asked the applicant to explore adding color to the sign. However, the applicant has said that the landlord does not permit a change to the awning color and therefore the applicant felt white lettering would should up best on the awning.

#### **V. STAFF RECOMMENDATION**

Staff recommends that the Board **approve** the proposed signage for this retail space.