

**Carlyle/Eisenhower East Design Review Board
September 18, 2007**

REQUEST: Approval of signage

LOCATION: 411 John Carlyle Street (Block G)

APPLICANT: Carlyle Club, by Brennan Reilly

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

BOARD ACTION: By unanimous consent, the Carlyle Design Review Board voted to approve the request, subject to compliance with all applicable codes, ordinances and staff recommendations.

I. REQUEST

Carlyle Club has requested DRB approval of the proposed signage at the new full service restaurant at 411 John Carlyle Street. The request includes the following:

- 2 non-illuminated wall signs

II. PROJECT FACTS AND FIGURES

Project Location:

Carlyle Club is located in the first floor of the recently constructed office and retail building in Block G. The tenant space is in the center of the curved portion of the building that faces John Carlyle Square. It fronts John Carlyle Street and the length of the tenant space is 69 feet.

Project Details:

Wall Sign – The proposed wall signs are proposed on the two columns framing the entrance to the restaurant. The sign dimensions are 36” wide by 28” high for a total area of 7 sq.ft. The signs are proposed to be cast aluminum, with a black background, gold trim, and brushed aluminum letters, and they will not be illuminated.

The total signage proposed for this tenant space is 14 sq.ft., which is within the allowable limits for 69 feet of building frontage.

III. COMPLIANCE TABLES

Zoning Requirement	Allowed	Proposed	Complies?
Amount of Signage	1 sq.ft. per linear foot = 69 sq.ft.	14 sq.ft.	Yes
Projection	No more than 4 feet from building wall. Bottom of sign must be 8 feet above a sidewalk	No projecting signs proposed.	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	No window signs proposed.	n/a

Design Guideline	Allowed	Proposed	Complies?
Number of Retail Signs	One, but additional signs may be permitted with DRB approval	2 wall signs	Yes*
Size of Sign	Signs exceeding 16 sq.ft. must be approved by the DRB	Wall Sign is 7 sq.ft.	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	No projecting signs proposed.	n/a
* If approved by the DRB			

IV. STAFF ANALYSIS

The design of the proposed signage for the Carlyle Club is appropriate for Carlyle and generally consistent with the Zoning Ordinance and Carlyle Design Guidelines. The two signs installed on the columns framing the entrance to the restaurant are designed to use high quality materials and appear compatible with the overall design of the building, particularly with respect to the entrance canopy and building materials. One concern of staff’s is that the signage being proposed for one of the few full service restaurants in Carlyle is too understated. Originally, the applicant had proposed additional, larger signage above the building canopy, but due to landlord restrictions and the

problematic relationship between the existing canopy and the sign, the applicant has eliminated that sign from this application. Staff encourages the applicant to continue to work with staff to identify areas where additional signage may be installed to increase the visibility for this important new use.

V. 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. The applicant shall work with staff to add more signage to the building.