

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

REQUEST: Approval of signage at new location

LOCATION: 2051 Jamieson Avenue (Block B)

APPLICANT: Pasara Thai at VA, by Pachara Kongubol

STAFF: Thomas Canfield, City Architect, Planning & Zoning
Natalie Sun, 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

Pasara Thai at VA has requested DRB approval of the proposed signage at their new restaurant at 2051 Jamieson Avenue (Carlyle Block B). The request includes addition of the following signs:

- 3 externally illuminated wall signs
- 1 double-faced externally illuminated projecting blade sign

II. PROJECT FACTS AND FIGURES

Project Location:

Pasara Thai is proposed to be located on the ground floor of Carlyle Place, an existing office building with ground-floor retail on Block B. This tenant space is located at the corner of Jamieson Avenue and Englehardt Lane. The length of the tenant storefront is approximately 60 feet on Jamieson Avenue and 175 feet on Englehardt Lane.

Project Details:

Wall Signs – The three proposed wall signs are to be installed above the expressed two-story niche entrance to the tenant space located at the intersection of Jamieson Avenue and Englehardt Lane. Each of the three signs reads “Pasara Thai” in script letters and is 10.5 feet by 1.5 feet for a total combined area of approximately 47.25 SF. Mainly comprised of externally illuminated polished stainless steel letters, each of the signs will also have an orange expression line (stainless steel) underscoring the sign text.

Projecting Sign – The proposed projecting sign is to be installed on the Jamieson Avenue façade. The sign reads “Pasara” in sans serif letters and its dimensions are 10 feet by 1 foot for a total area of approximately 10 SF. The sign will consist of double-faced, externally illuminated polished stainless steel cutout letters. The sign will be located approximately 9 feet above the sidewalk level

and project approximately 1 foot from the building face, with a vertical orange expression line (stainless steel) abutting the building.

The total signage proposed for this tenant space is approximately 57.25 SF, which is well under the 235 sf maximum permitted amount of signage for this retail space.

III. COMPLIANCE TABLES

| Zoning Requirement | Allowed | Proposed | Complies? |
|--------------------|--|---|-----------|
| Amount of Signage | 1 SF per linear ft = 235 SF | 57.25 SF | Yes |
| Projection | No more than 4 ft from building wall. | Approximately 1 ft from building wall | Yes |
| | Bottom of sign must be 8 ft above a sidewalk | Approximately 9 ft above the sidewalk | Yes |
| Illumination | Signs facing and in close proximity to residential uses may not be illuminated between 10:30pm and 6:30 am | Residential uses facing the Englehardt Ln facade | Yes* |
| Window Coverage | Total area of window signs may not exceed 20% of the area of the window | No window signs proposed | N/A |

* With condition that signs have source of external illumination directed away from the adjacent residential uses.

| Design Guideline | Allowed | Proposed | Complies? |
|------------------------|---|--|---------------------|
| Number of Retail Signs | One, but additional signs may be permitted with DRB approval | 4 Signs | Yes* |
| Size of Sign | Signs exceeding 16 SF must be approved by the DRB | Wall Signs and Projecting Sign are 57.25 SF in area | Yes* |
| Projecting Signs | One per business. May not be illuminated. Must be 8 ft above a sidewalk. | One Projecting Sign Externally illuminated 9 ft above sidewalk | Yes Yes** Yes |
| | Should be located near primary entrance or door. | Located at corner of tenant space | Yes |

* If approved by the DRB.

** External illumination can be considered as building accent lighting.

IV. STAFF ANALYSIS

The design of the proposed signage for Pasara Thai is generally consistent with the Zoning Ordinance and Carlyle Design Guidelines. More than one sign for this business may be permitted through DRB approval and staff is of the opinion that the additional signage is appropriate for this use. The applicant's initial submittal only proposed two smaller wall signs. Although staff supported the design composition of the wall signs, the amount and scale of the proposed signage did not appear to contribute to an active and vibrant streetscape. In response to staff comments, the applicant increased the size of the proposed wall signs, incorporated color into the sign graphics, and added an additional wall sign and projecting sign.

Staff needs additional information on the external illumination for the signs, specifically on the type of lighting fixtures proposed and how the lighting sources will be focused onto the signage. Since the west façade faces a residential use, external illumination as building accent lighting would be the most desirable lighting choice for this façade. In addition, to create a harmonized exterior, it would be appropriate to limit the type of illumination for all of the proposed signs to external illumination.

The applicant's current submission provides adequate visibility for the proposed full-service restaurant, adds life to the street, and honors the applicant's desire to provide a simple and minimalist storefront façade for their new restaurant.

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. All signs shall be externally illuminated, with illumination directed away from adjacent residential uses.
2. The applicant shall submit details of the external illumination lighting for all signs. The external illumination of the signage shall be to the satisfaction of the Director of P&Z.