

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

REQUEST: Approval of signage

LOCATION: 540 John Carlyle Street (Block L)

APPLICANT: Zikrayet, by Joyce Abdallah

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

Zikrayet has requested DRB approval of the proposed signage at the new full service restaurant at 534 John Carlyle Street. The request includes the following:

- 3 illuminated wall signs
- 2 vinyl window signs

II. PROJECT FACTS AND FIGURES

Project Location:

Zikrayet is located in the first floor of the recently constructed mid-rise residential and retail building in Block L. The tenant space is in the southwestern portion of the building, at the corner of John Carlyle Street and Emerson Avenue. The tenant space has 58.7 feet of frontage along John Carlyle Street and 44.5 feet of frontage along Emerson Avenue.

Project Details:

Wall Sign – One wall sign is proposed above the main entrance to the restaurant at the curved corner of the building and the other two wall signs are proposed over windows on Emerson Avenue and John Carlyle Street. The three signs are the same size and diamond shape measuring 5’9” wide by 4’ high for an area of 15 sq.ft. The signs will be internally illuminated.

Window Sign – The applicant has also proposed two vinyl signs consisting of 2 2 sq.ft. each to be applied inside the windows adjacent to the main entrance.

The total signage proposed for this tenant space is 49 sq.ft., which is within the allowable limits for 103.2 feet of building frontage.

III. COMPLIANCE TABLES

Zoning Requirement	Allowed	Proposed	Complies?
Amount of Signage	1 sq.ft. per linear foot = 103.2 sq.ft.	49 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	Residential is above the proposed use.	No*
Window Coverage	Total area of window signs may not exceed 20% of the area of the window	Window sign area is less than 20% of total window area	Yes
*Signs should be conditioned to not be illuminated between 10:30 pm and 6:30 am.			

Design Guideline	Allowed	Proposed	Complies?
Number of Retail Signs	One, but additional signs may be permitted with DRB approval	3 Signs	Yes*
Size of Sign	Signs exceeding 16 sq.ft. must be approved by the DRB	Wall Signs are 15 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 Zikrayet is appropriate for Carlyle and is generally consistent with the Zoning Ordinance and Carlyle Design Guidelines. The applicant's original submittal proposed only one sign for the entire restaurant frontage. While staff approved of the design of the sign, it seemed to be too little signage for the restaurant, particularly given the recent concern about limited visibility and lack of signage in Carlyle. In response to staff's comments, the applicant proposed the additional wall signs on each street frontage and added the vinyl signs to the windows

near the entrance. The proposed solution will create visibility for the full service restaurant while keeping the design, number, and size of the signs attractive.

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 signs may not be illuminated between the hours of 10:30 pm and 6:30 am.



View of Zikrayet at corner of John Carlyle Street and Emerson Avenue