

DRB # 2008-0002

**Carlyle/Eisenhower East Design Review Board
January 17, 2008**

REQUEST: Approval of signage

LOCATION: 333 John Carlyle Street (Block C)

APPLICANT: Grant Thornton, by Kerley Signs, Inc.

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

BOARD ACTION – JANUARY 17, 2008: On a motion by Mr. Quill, seconded by Mr. Lewis, the Carlyle Design Review Board voted to approve the applicant’s proposed signage, subject to the amended staff conditions. The motion carried on a vote of 3-0. Mr. McKinney was absent.

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

Speakers:

Michael Hettinger, representing Grant Thornton, provided background on the company and discussed the signage proposal.

Brian Kerley, representing the applicant, discussed the signage proposal.

I. REQUEST

Grant Thornton has requested DRB approval of the proposed signage for their office use at 333 John Carlyle Street. The request includes the following:

- 1 non-illuminated wall sign

II. PROJECT FACTS AND FIGURES

Project Location:

Grant Thornton is located in the existing office building in Block C, at the corner of John Carlyle Street and Jamieson Avenue. The building has 225 feet of frontage along John Carlyle Street and 115 feet of frontage along Jamieson Avenue.

Project Details:

Wall Sign – One wall sign is proposed above the top row of windows, but below the roof line on the building façade that faces John Carlyle Street and the park. The sign reads “Grant Thornton” in painted black aluminum letters with the company logo at the left side of the sign. The text measures 3’ 2½” high by 26’ 1½” long and the logo is a circle with a 5’1” diameter, constructed of fabricated aluminum with a surface-mounted laminated digital print. The sign will not be illuminated. The total signage proposed for this tenant space is approximately 105 sf, which is within the allowable limits for 225 feet of building frontage (along John Carlyle Street).

III. COMPLIANCE TABLES

Zoning Requirement	Allowed	Proposed	Complies?
Amount of Signage	1 sq.ft. per linear foot = 225 sf	105 sf	Yes
Projection	No more than 4 feet from building wall. Bottom of sign must be 8 feet above a sidewalk	Wall sign is 4” from wall and 6 stories above grade	Yes
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 signage proposed.	n/a

Design Guideline	Allowed	Proposed	Complies?
Number of Retail Signs	One, but additional signs may be permitted with DRB approval	1 sign	Yes
Size of Sign	Signs exceeding 16 sf must be approved by the DRB	Wall Sign is 105 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	No projecting signs proposed.	n/a

* If approved by the DRB

IV. STAFF ANALYSIS

The proposed signage for Grant Thornton is consistent with requirements of the Zoning Ordinance and Carlyle Design Guidelines. The sign is below the roofline and is not illuminated as required by the Zoning Ordinance. The sign is made of aluminum and will be flush-mounted against the brick. Additionally, since this sign is above 20 feet, it does not count against the allowable signage for the ground floor retail of the building.

Staff is making two suggestions to the signage proposal to improve the character of the built environment surrounding John Carlyle Square and to enhance the vitality of the pedestrian environment. The color and material choice of the current sign – painted black aluminum letters – are not a high quality design and material. The roofline of 333 John Carlyle Street, which is adjacent to a large urban park, is highly visible, and a sign in the proposed location would attract views from adjacent sidewalks, John Carlyle Square, and sidewalks across the park. For this reason, staff is recommending a higher quality sign, such as one constructed of polished stainless steel cutout letters or another highly finished metal.

Although staff at this time cannot require additional signage for tenants in Carlyle, the Carlyle Coordinated Sign Program states that “in Carlyle, signs should be designed to contribute to the unity, interest, and character of the streetscape.” The wall sign proposed at the top of the building is oriented more towards the automobile and less towards the pedestrian streetscape. For this reason, staff is recommending that – subject to the applicant’s consent – an additional tenant sign be installed above the main building entrance to 333 John Carlyle, in which Grant Thornton is the office’s sole tenant.

V. STAFF RECOMMENDATION

Staff recommends that the Board **approve** the proposed signage for this building subject to the following conditions:

1. **[Condition deleted by the DRB]** ~~The lettering on the sign shall be constructed of polished stainless steel cutout letters or another highly finished metal.~~
2. **[Condition amended by the DRB]** An additional tenant sign shall be installed above the main building entrance subject to the consent of the applicant and approval by the landlord. This additional sign may be approved administratively by staff.
3. **[Condition added by the DRB]** The applicant shall submit revised drawings, including a section of the sign showing the attachment to the building and elevations, which show the corbelling on the building where the sign is proposed. The section and elevation shall be informally reviewed and approved by the Board prior to submission of a sign permit application.