Carlyle/Eisenhower East Design Review Board
November 13, 2007

REQUEST:	Approval of signage at new location
LOCATION:	2000 Duke Street (Block B)
APPLICANT:	The Motley Fool, by Alex Vidales
STAFF:	Thomas Canfield, City Architect, Planning & Zoning Natalie Sun, Urban Planner, Planning & Zoning

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BOARD ACTION – NOVEMBER 13, 2007: 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

The Motley Fool (TMF) has requested DRB approval of the proposed signage for their office location at 2000 Duke Street (Carlyle Block B). The request includes addition of one non-illuminated wall sign on the Duke Street frontage of the property.

II. PROJECT FACTS AND FIGURES

Project Location:
The Motley Fool's offices are located on the fourth floor and half of the first floor of 2000 Duke Street, an existing office building on Block B. TMF is the building's largest tenant. The main entrance of the building faces the crescent-shaped open space, with frontages on Duke and Dulaney Streets. The location for the proposed sign is at the fifth floor level of this façade, just below the building roof line. The total length of the building frontage on Duke and Dulaney Streets, from the turret to the southeast corner of the building, is approximately 369 feet.

Project Details:
Wall Sign – The proposed non-illuminated wall sign is to be installed at the fifth floor level, on the concrete expression band forming the building roof line. Adjacent to the turret at the northwest corner of the building and facing the crescent open space area and the intersection of Duke and Dulaney Streets, the proposed sign reads "The Motley Fool" in sans serif upper and lower case brushed stainless steel letters. The sign is 3 feet 11 inches by 30 feet 9 inches with a total area of 120 square feet, which is well under the 369 square feet maximum permitted amount of signage for this tenant.

III. COMPLIANCE TABLES

Zoning Requirement	Allowed	Proposed	Complies?
Amount of Signage	1 sf per linear ft = 369 sf	120 sf	Yes
Projection	No more than 4 ft from building wall. Bottom of sign must be 8 ft above a sidewalk	Approximately 9 in from building wall Sign will be located on 5th floor of building	Yes Yes
Illumination	Signs facing and in close proximity to residential uses may not be illuminated between 10:30pm and 6:30 am	No residential uses adjacent to building	Yes
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/Professional Business 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	Proposed sign is 120 sf	Yes*
Projecting Signs	One per business. May not be illuminated. Must be 8 ft above a sidewalk. Should be located near primary entrance or door.	No projecting signs proposed	Yes
* If approved by the DRB.			

IV. STAFF ANALYSIS

The design of the proposed signage for the Motley Fool is generally consistent with the Zoning Ordinance and Carlyle Design Guidelines. The applicant's submission package provides specifications for brushed stainless steel letters; however, the examples shown indicate that the face of the letters is a polished finish. Staff is recommending that the proposed stainless steel letters be of a brushed finish on both the face and returns, which will better match the design language of the existing metal on the building. The design composition, placement, scale and material of the sign are

appropriate for the area, adding visual interest to the building. The applicant's submission also provides adequate visibility for the building's largest tenant.

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. The material for the sign shall be brushed stainless steel on both the face and returns.