

**Kenilworth Building**  
**Minor Modification to Detailed Planned Development**  
**Signage – Toppers Pizza 1903 Kenilworth Pl.**  
**File Number 160118**

A Detailed Planned Development (DPD – Kenilworth Building, FN 041053) was established in 2005 for land located generally on the south side of East Kenilworth Place between North Prospect Avenue and North Farwell Avenue. The DPD zoning established signage parameters for commercial tenants within the building. However, the DPD did not note window graphics as an allowable sign type.

The applicant for FN 160118, Toppers Pizza, located in the northwest commercial space within the building (at the corner of East Kenilworth Place and North Farwell Avenue) is requesting a Minor Modification to the DPD to allow for one opaque window graphic to be allowed in a bay of windows along Farwell Avenue, within its commercial space. The restaurant's back-of-house kitchen operations are located along this space, and therefore clear glazing is not appropriate. A window graphic is proposed to go within the bay of windows as a means to artfully activate this space in lieu of having clear glazing.

Specifically, the building window graphic will be placed on the store's side elevation, right side bay of windows along Farwell Avenue, and will display a Toppers store brand super hero graphic. The window graphic will be made of perforated vinyl, and will be approximately 143" W X 129" H. Since the vinyl will be digitally printed, the graphic will be affixed to the first surface on the outside of the building.

Additional window graphics will be added to the windows, but do not obstruct the windows, and are therefore already permitted per the DPD zoning. These additional graphics include a translucent "Frosted Crown" vinyl graphic that will be applied to the inside (2nd surface) of another window. Seven small window ban vinyl graphics (Pizza, Delivery, Stix, Wings, Address number) are proposed along the top of the doorways, and will be applied 2nd surface. These small window graphics will be opaque, but obscure only a small portion of the windows. All other glazing within this tenant space will remain clear and unobstructed.

This DPD is located within the East Side Architectural Review Board (ARB) boundary. The ARB determined that this sign was consistent with the ARB's design standards, and issued a Certificate of Appropriateness on May 9<sup>th</sup>, 2016.

All other aspects of the DPD zoning will remain unchanged, and the additional building wall signage on the Toppers retail space will follow what is currently permitted per the DPD zoning.