

**PLANNING AND ZONING COMMISSION ACTION ITEM
STAFF SUMMARY
DECEMBER 4, 2019 PLANNING AND ZONING COMMISSION MEETING**

DATE: November 26, 2019

AGENDA ITEM NUMBER: 5

ACTION TO BE CONSIDERED:

Consideration of Resolution No. PZ 25-19, Series of 2019.

A RESOLUTION APPROVING A MASTER SIGN PLAN AMENDMENT FOR
THE MULTI-TENANT BUILDING LOCATED AT 130 MAIN STREET.

SUMMARY:

The Town has received a Class I Sign Permit Application for a Master Sign Plan Amendment (“**Amendment**”) for the multi-tenant building located at 130 Main Street. The Amendment adds High Density Urethane (HDU) as a permitted sign material in addition to the prescribed use of wood sign materials in the existing Master Sign Plan. An Amendment to an approved Master Sign Plan application requires review and approval by the Planning and Zoning Commission at a regular meeting. The Amended Master Sign Plan for the building is attached to the Resolution.



Vicinity Map for 130 Main Street, Dillon



130 Main Street, Dillon

Applicant: ARAPAHOE CENTER LLLP, Larry Uhrich

Existing Master Sign Plan: The existing Master Sign Plan for the building was approved by the Planning and Zoning Commission in September 2003. It provides for an eighteen square foot (18 SF) sign for each tenant and one or two building identification signs at twenty-five square feet (25 SF) each. The signs are to be raised wood on wood backgrounds and the relief is to be one to two inches (1" -2").

There are currently no approved tenant signs mounted on the building. There are also currently no building identification signs mounted on the building.

CODE ANALYSIS:

Master Sign Plans and Approval Criteria:

Multi-tenant buildings are required to have a master sign plan that creates a consistent and architecturally compatible appearance for all of the building signage.

Sec. 16-11-510. - Criteria.

Approval of a master sign plan shall be based on general compatibility with the architectural character of the community and project. Individual signs within a master sign plan, including directory signs, building identification signs and individual business signs, should be consistent. It is encouraged that signs allowed by a master sign plan be of a coordinated design, with each of the individual signs sharing at least two (2) of the following design elements in common: size, shape, materials, letter style and color.

Sign Zone & Requirements: The Application is located in Sign Zone A, the Sign Regulations for which are as follow.

Sec. 16-11-450. - Sign Zone A.

(a) Sign design and materials.

(1) It is encouraged that permanent signs, with the exception of window signs, be constructed predominantly of natural materials, including rough cedar, redwood, pine, stone, brass or other types of natural materials. Internally lit signs are prohibited within this sign district.

(2) List of acceptable materials:

- a. Rough cedar.
- b. Redwood.
- c. Pine.
- d. Stone.
- e. Brass.
- f. Materials that simulate natural materials and create a 3-D effect, as approved by the Planning and Zoning Commission.

(b) Lighting requirements.

(1) Within the Sign Zone A area, no permanent building identification sign or business sign may be internally illuminated.

(2) Shielded lighting. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from the vehicular travel lanes of adjacent public rights-of-way. The use of adequate shielding, designed so that light from sign-illuminating devices does not shine directly into the eyes of passing motorists without first being reflected off the sign or its background, is required whenever exterior sign lighting is used.

(3) Subdued lighting. The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a sign from the adjacent travel way or closest municipal street, and the illumination of a sign shall not be noticeably brighter than other lighting in the vicinity.

(4) Direction of lighting. Exterior sources of lighting for signs and other uses on the property should be directed downward and shall not be directed toward nearby residential properties.

(c) Allowed signage. Within the Town Center, all buildings shall be allowed the signage set out in Subsections (d) through (g) below.

(d) Single-tenant buildings. Each single-tenant building shall be allowed a total of fifty (50) square feet of signage to be used in one (1) or two (2) building identification signs, and one (1) additional sign which does not exceed eighteen (18) square feet in size.

(e) Multi-tenant buildings. Each building containing more than one (1) business or tenant

shall be allowed a total of fifty (50) square feet of signage to be used in one (1) or two (2) building identification signs or building directories, and two (2) signs per tenant which do not exceed eighteen (18) square feet each.

(f) Multiple buildings. Where a project contains multiple buildings, the first building shall be allowed a total of fifty (50) square feet of building identification signage, and all subsequent buildings shall be allowed eighteen (18) square feet which may only be used to identify the second or subsequent building and may not be added to the signage allowed for the primary project sign or first building within the project.

(g) Hotel and condominium (residential complex) signs.

(1) Only one (1) building identification sign shall be permitted for each hotel, condominium or multi-family project. Such identification sign shall not exceed thirty-six (36) square feet in size.

(2) Individual building identification signs shall be permitted for each building within a hotel, condominium or other multi-family complex, provided that only one (1) sign not exceeding four (4) square feet in size shall be allowed for each building.

MASTER SIGN PLAN AMENDMENT CONSIDERATION:

The addition of High Density Urethane (HDU) to the permitted sign materials for the building may be approved by the Planning and Zoning Commission if the material is determined by the Commission to simulate natural materials and create a 3-D effect. HDU is a commonly used sign making material which can be carved and shaped to create a natural appearance. HDU signs currently exist in the Town Center and is prevalent throughout Sign Zone 'A'. It is also a durable, weather resistant, non-absorbent material.

Exclusion of Sign Materials:

As MDO plywood is specifically cited as an acceptable sign material in Sign Zone 'B', it is inferred that MDO plywood was not considered by the Town Council as "wood" sign making material as contemplated in the description of acceptable sign making materials in Sign Zone 'A'. MDO plywood is therefore not an approved sign material for Sign Zone 'A' nor this Master Sign Plan.

MOTION FOR APPROVAL:

I move the approval of Resolution PZ 25-19, Series of 2019 with conditions as presented.

ACTION REQUESTED: Motion, Second, Roll Call Vote.

Resolutions require the affirmative vote of a majority of the members present.

STAFF MEMBER RESPONSIBLE: Scott O'Brien, Public Works Director

RESOLUTION NO. PZ 25-19
Series of 2019

**A RESOLUTION APPROVING A MASTER SIGN PLAN AMENDMENT
FOR THE MULTI-TENANT BUILDING LOCATED AT 130 MAIN STREET.**

WHEREAS, the Planning and Zoning Commission for the Town of Dillon (“**Commission**”) has received an application from Arapahoe Center LLLP (“**Applicant**”) for an amendment to the Master Sign Plan (“**Existing Sign Plan**”) approved in connection with the multi-tenant building located at 130 Main Street (“**Sign Plan Amendment**”); and

WHEREAS, the Commission reviewed the Sign Plan Amendment on December 4, 2019 at its regular meeting; and

WHEREAS, following the review of the Sign Plan Amendment, the Commission has found that the Sign Plan Amendment is generally compatible with the architectural character of the community, and that the proposed individual signs are consistent and of coordinated design, and has thus determined that the Sign Plan Amendment should be approved.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DILLON, COLORADO, AS FOLLOWS:

Section 1. The Planning and Zoning Commission of the Town of Dillon (“**Commission**”) hereby approves the Master Sign Plan Amendment for the multi-tenant building located at 130 Main Street, Dillon, Colorado as shown in Exhibit ‘A’ attached hereto.

**APPROVED AND ADOPTED THIS 4th DAY OF DECEMBER, 2019,
BY THE PLANNING AND ZONING COMMISSION OF THE TOWN OF
DILLON, COLORADO.**

TOWN OF DILLON
a Colorado municipal corporation

By: _____
Teresa England, Chair

ATTEST:

Michelle Haynes, Secretary

Exhibit 'A'
Amended Master Sign Plan
130 Main Street

Master Sign Plan
Multi-tenant Building

Address: 130 Main Street (formerly the “Orlin Building”)

Sign Zone: A

Number of Tenant Units: Six (6)

Common Master Sign Plan Elements, General:

Signs within a Master Sign Plan shall have a consistent and coordinated design with a combination of at least two (2) of the following elements: size, shape, materials, letter style and color:

1. **Size:**
 - a. 18 SF each maximum Tenant Sign;
 - b. 25 SF each maximum Building Identification Sign
2. **Shape:** Rectangular with dimensional ratio
3. **Materials:** HDU or wood
4. **Letter Style:** Raised / relief letters, logos and sign features
5. **Color:** Not specified, but shall be architecturally compatible

Total Number of Signs Permitted: Eight (8)

Sign Dimensional Allowances:

1. **Building Identification Signs (optional):** Two (2) signs, 25 SF each attached to the building:
 - a. Northeastern corner of the building – 25 SF maximum
 - b. Southwestern corner of the building – 25 SF maximum
2. **Tenant Signs (optional):** Six (6) signs, up to 18 SF each attached to the building:
 - a. Dimensions: Rectangular 3:1 to 6:1 Length to Height ratio
 - b. Each tenant is permitted one (1) sign – 18 SF maximum
 - c. Mounted on the northern building face above each unit entrance
3. **Freestanding Sign:** None
4. **Directory Sign:** None

Total Permitted Sign Area:

1. **Building Identification Signs:** 2 x 25 SF max = 50 SF Total
2. **Tenant Signs:** 6 x 18 SF max = 108 SF Total
3. **TOTAL SIGN AREA:** 158 SF

Sign Materials:

1. High Density Urethane (HDU) carved, machined, formed, or shaped to resemble natural materials
2. Wood

Design Standards:

1. Raised relief of letters, logos and sign features
2. Minimum one-inch (1") raised / relief
3. Maximum two-inch (2") raised / relief
4. Colors: not specified, but signs shall be architecturally compatible
5. Text Height: not specified.

Sign Lighting:

Shall conform with the Sign Regulations as set forth in the Dillon Municipal Code, to include, but not limited to:

1. No internal illumination
2. Shielded / zero cutoff lighting directed onto the sign and not adjacent rights-of-way, residential properties, or the night sky.
3. Subdued lighting: limited to that light necessary to illuminate the sign such that it may be viewed from an adjacent right-of-way or dedicated multi-modal way. The sign illumination shall not be discernably brighter than surrounding area lighting.
4. Direction of lighting: Downcast onto the sign surface.
5. All light fixtures, conduit and shielding shall be a flat, dark color or shall be a color to be architecturally computable with either the building or the supporting structure that serves as the background of the sign. Fixtures and shielding for the lighting associated with the signs on the building shall be consistent.
6. Energy efficient lighting, in general conformance with industry standards, is required.

Architectural Compatibility:

A sign, including its supporting structure and components, if any, shall be architecturally compatible with the building and with the surrounding structures. Architectural compatibility includes features such as sign location, materials, letter style, colors or size.

Sign Band Locations:

As depicted in the sign plan architectural elevations attached hereto and as depicted in Figure 1 as follows:



Figure 1. Sign band locations.

Conditions of Approval:

1. MDO Plywood is not a permitted sign making material in Sign Zone 'A'.
2. A major redevelopment of the building requiring a Town issued Development Permit shall require the submittal of a new Master Sign Plan.
3. Tenants shall obtain property owner approval for their sign to submit with the Town sign permit application.
4. Tenants shall apply for a Town issued Tenant Sign within an approved Master Sign Plan Permit, if desired.
5. The building owner shall apply for sign permits for the Building Identification Signs, if desired.
6. A Sign Permit is required for each sign.
7. No sign shall extend above the roofline of the building.
8. Building Identification Signs shall not identify or advertise a single tenant but shall be only for the purposes of identifying the building.
9. No signs may be installed on the mansard roof features of the building.
10. Window signs shall conform with the Sign Regulations set forth in the Dillon Municipal Code. No permit is required, but window signs are regulated. Window signs shall be on the interior of the window.
11. Banners, temporary signs, and sandwich board signs shall conform with the Sign Regulations set forth in the Dillon Municipal Code and permits are required.