

**PLANNING AND ZONING COMMISSION ACTION ITEM
STAFF SUMMARY
MARCH 4, 2020 PLANNING AND ZONING COMMISSION MEETING**

DATE: February 28, 2020

AGENDA ITEM NUMBER: 4

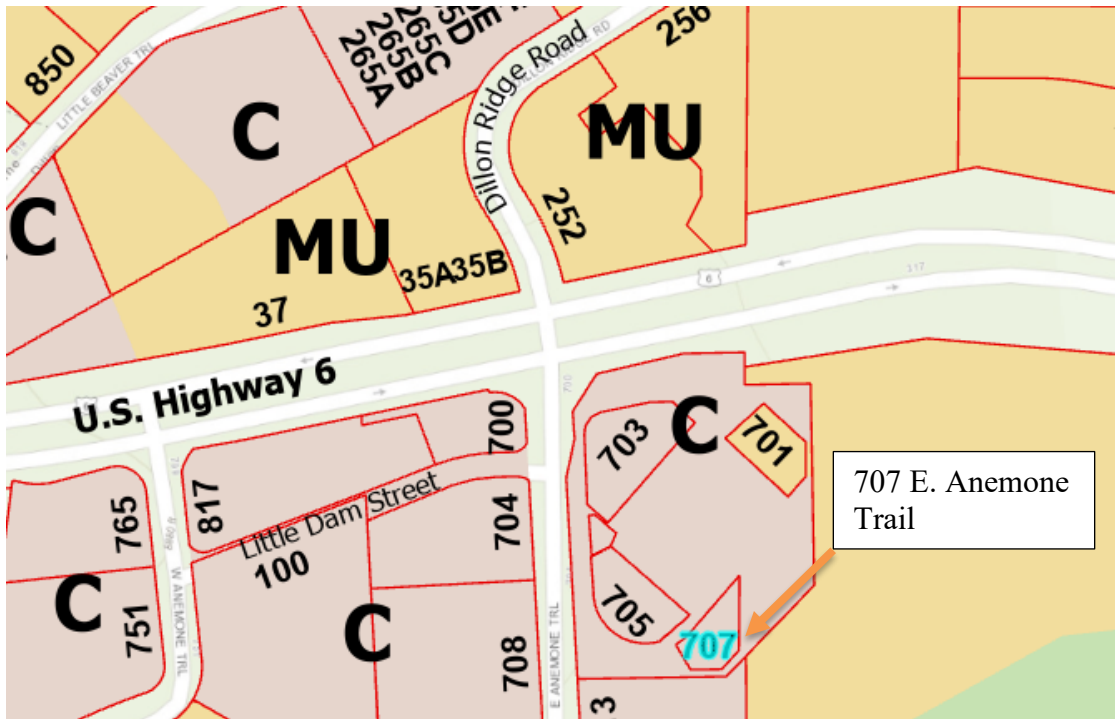
ACTION TO BE CONSIDERED:

Consideration of Resolution No. PZ 03-20, Series of 2020.

**A RESOLUTION APPROVING A MASTER SIGN PLAN AMENDMENT FOR
THE MULTI-TENANT BUILDING LOCATED AT 707 E. ANEMONE TRAIL.**

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 707 E. Anemone. The Amendment adds material choices, modifies the sign band location display, modifies the total number of tenant signs, and eliminates certain other aspects of the previously approved master sign plan (July 12, 2000). The permitted materials are expanded to include: MDO Plywood, Natural Materials, or Painted / Coated Aluminum sign faces. Signs are straightened on the sign band locations, still hung below the sign spandrel, but horizontally mounted versus the previously required skewed appearance. 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 707 E. Anemone Trail, Red Mountain Plaza, Dillon



707 E. Anemone Trail, Red Mountain Plaza, Dillon

Applicant: Live Work Dillon LLC, Ned Walley

Existing Master Sign Plan: The existing Master Sign Plan for the building was approved by the Planning and Zoning Commission in July 2000. It provides for an eighteen square foot (18 SF) sign for each of six (6) tenants and one building identification sign at eighteen square feet (18 SF). An additional freestanding tenant sign is provided for the rear live / work unit accessed by the stairs on the northern / left side of the building. The existing plan specifies a background color, Stone Lion, and the use of MDO Plywood as a background material. As opposed to horizontally hung signs, the existing master sign plan requires a skewed angle mounting configuration.

There is currently one (1) tenant sign mounted below the sign spandrel. This sign is to remain as an existing sign and has been incorporated into the sign plan amendment by being displayed horizontally below the sign spandrel. Any future changes to the tenant sign will require the application for a new sign permit. There are currently no building identification signs mounted on the sign spandrel, but one is authorized as a component of the master sign plan, if desired. The freestanding tenant sign is also not currently on display. Such signs would each require application and approval for a sign permit.

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 B, the Sign Regulations for which are as follow.

Sec. 16-11-460. - Sign Zone B.

(a) Sign design and materials.

(1) Permanent signs should be constructed predominantly of natural materials, such as rough cedar, redwood, pine or other types of wood. Plastic or other similar materials are not prohibited, but shall be designed in a manner that is compatible with the proposed development.

(2) List of acceptable materials:

- a. Rough cedar.
- b. Redwood.
- c. Pine.
- d. Stone.
- e. Brass.
- f. MDO plywood.
- g. Materials that simulate natural materials and are approved by the Planning and Zoning Commission.
- h. Pan channel letters.

(b) Lighting requirements.

(1) 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.

(2) 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.

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

(c) Sign Zone B. Within the Sign Zone B area, all buildings shall be allowed the signage as set out in Subsections (d) through (f) below.

(d) Single-tenant buildings. Each single-tenant building shall be allowed a total of seventy-five (75) feet of signage to be used in one (1) or two (2) building identification signs, and one (1) additional sign which does not exceed thirty (30) square feet in size.

(e) Multi-tenant buildings. Each building containing more than one (1) business or tenant shall be allowed a total of seventy-five (75) square feet of signage to be used in one (1) or two (2) building identification signs or building directories and signage for tenants based on the following:

(1) Where a project contains multiple buildings, the first building shall be allowed a total

of seventy-five (75) square feet of building identification signage, and all subsequent buildings shall be allowed twenty-five (25) 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.

(2) Each business or tenant occupying less than two thousand five hundred (2,500) square feet of floor area shall be allowed a total of thirty (30) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signage, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(3) Each business or tenant occupying between two thousand five hundred (2,500) square feet and five thousand (5,000) square feet of floor area shall be allowed a total of forty (40) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signage, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(4) Each business or tenant occupying between five thousand (5,000) square feet and nine thousand nine hundred ninety-nine (9,999) square feet of floor area shall be allowed a total of forty-five (45) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(5) Each business or tenant occupying between ten thousand (10,000) square feet and fourteen thousand nine hundred ninety-nine (14,999) square feet of floor area shall be allowed a total of fifty (50) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(6) Each business or tenant occupying between fifteen thousand (15,000) square feet and nineteen thousand nine hundred ninety-nine (19,999) square feet of floor area shall be allowed a total of sixty (60) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(7) Each business or tenant occupying between twenty thousand (20,000) square feet and twenty-four thousand nine hundred ninety-nine (24,999) square feet of floor area shall be allowed a total of seventy (70) square feet of signage that may be used in one (1) or two (2) signs, plus an additional twenty (20) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(8) Each business or tenant occupying between twenty-five thousand (25,000) square feet and twenty-nine thousand nine hundred ninety-nine (29,999) square feet of floor area shall be allowed a total of eighty (80) square feet of signage that may be used in one (1) or two (2) signs, plus an additional twenty (20) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(9) Each business or tenant occupying greater than thirty thousand (30,000) square feet of floor area shall be allowed a total of ninety (90) square feet of signage that may be used in one (1) or two (2) signs, plus an additional twenty (20) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

MASTER SIGN PLAN AMENDMENT CONSIDERATION:

The addition of painted / coated Aluminum 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 be compatible with the development. Such a coated aluminum sign background material can be used to manufacture a sign that resembles traditional MDO Plywood signs but provides for greater durability and weather resistance.

The previously skewed sign panel installation has been straightened to a more typical horizontal mounting configuration, but the sign panels continue to be hung below the sign spandrel as originally conceived.

The number of tenant spaces has also been changed; there are now only four (4) tenant spaces versus the previous six (6). Three (3) tenants may have signs mounted on the sign spandrel, and the optional building identification sign is to be mounted on the spandrel as well. There are identified seven (7) locations on the spandrel in the existing master sign plan, and those locations are not amended with this master sign plan amendment. Signs will be installed on the spandrel uniformly and reasonably proximal to the primary unit access or unit frontage. One additional freestanding tenant sign remains approved as a component of the previously approved master sign plan, such that each unit, whether a live / work type unit or a more traditional retail or office space is afforded the potential for a sign within the master sign plan.

The common elements of the amended sign plan are the shape, dimensions, and sign display locations. Sign color, fonts, and letter size are not specified, and are evaluated on a tenant basis, with consideration given toward corporate branding and other specific wishes of the tenants. The signage should incorporate hues commonly found in nature, and excessively bright, neon colors are not permitted.

MOTION FOR APPROVAL:

I move the approval of Resolution PZ 03-20, Series of 2020 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