

**PLANNING AND ZONING COMMISSION ACTION ITEM
STAFF SUMMARY
MAY 6, 2020 PLANNING AND ZONING COMMISSION MEETING**

DATE: April 29, 2020

AGENDA ITEM NUMBER: 5

ACTION TO BE CONSIDERED:

Consideration of Resolution No. PZ 04-20, Series of 2020.

**A RESOLUTION APPROVING A MASTER SIGN PLAN AMENDMENT
FOR THE MULTI-TENANT BUILDING LOCATED AT 765 W.
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 765 W. Anemone Trail. The Amendment adds some signs and moves the location of a sign. 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 765 W. Anemone Trail, Dillon Factory Stores Building



765 W. Anemone Trail, Dillon Factory Stores Building (© 2020 Google)

Applicant: Dillon Factory Stores, LLC – Sam Brown, Brown and Associates

Existing Master Sign Plan: The existing Master Sign Plan for the building was approved by the Planning and Zoning Commission on December 8, 2014. It provides for eight (8) building signs, including one building identification sign. The plan has rectangular sign band locations and provides maximum sign areas based on the tenant space. The plan also details materials and installation procedures.

There are currently two (2) tenants with approved signs: Denver Mattress and Alpenglow Organic Cannabis. These signs are to remain as currently configured. Any future changes to the tenant signs will require the application for a new sign permit. There are currently no building identification signs mounted on the building, but one is authorized as a component of the master sign plan, if desired. The freestanding Business Area Directory (B.A.D.) sign is included in the plan.

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 configuration of the tenant spaces in the building has changed and the sign plan amendment addresses that and potential future changes, such as the potential for a future division of the largest tenant space. Some additional signage is provided for in the amendment with Unit B being allowed two signs, if they chose, and an additional sign should Unit A divide at some point in the future.

The common elements of the amended sign plan are the shape, sign display locations, and the sign face material. 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.

MOTION FOR APPROVAL:

I move we approve Resolution PZ 04-20, Series of 2020.

ACTION REQUESTED: Motion, Second, Roll Call Vote.

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

STAFF MEMBER RESPONSIBLE: Ned West, Town Planner