



TO: Denver Planning Board, Julie Underdahl, Chair
FROM: Brandon Shaver, Associate City Planner
DATE: April 9, 2018
RE: **2016-CSP-0000004 Market Station Comprehensive Sign Plan**

Board Authority and Role

The Denver Planning Board is responsible for holding a public meeting and making a recommendation to the Zoning Administrator to approve, approve with conditions, or deny a Comprehensive Sign Plan. This authority is established in Denver Zoning Code section 10.10.3.3. This section allows large facilities to submit a comprehensive sign plan that provides more flexibility in the size, type and location of signs in exchange for a coordinated program of signage with a higher standard of design quality. This section also establishes the process, content and approval criteria for a comprehensive sign plan. This same process is required for an amendment to a Comprehensive Sign Plan.

The Planning Board is required to conduct a public hearing for the purposes of receiving staff and public review comments and forwarding a recommendation to the Zoning Administrator of approval, approval with conditions, or denial not later than 15 days after the public hearing. All previously notified neighborhood organizations are notified of this public hearing.

Scope of Project

This project consists of identifying the sizes, types and potential locations of proposed signage for the development located at 1445 16th Street and establishes a rigorous framework of design standards and guidelines for each Sign Type proposed.

The intent of this type of Comprehensive Sign Plan is to allow flexibility in the size, type and location of signs identifying the use and location of large facilities and the tenants within them. Flexibility is generally offered because these facilities often have a need for additional or different types of signage due to the varied physical layout of the facility and a desire for the facility to evolve and remain flexible over time. This flexibility is offered in exchange for a coordinated program of signage ensuring a higher standard of design quality for such signs.

This Comprehensive Sign Plan will serve as the basis for approval of permits for individual building and tenant signs.

Legal Notice and Community Response

As required by the Denver Zoning Code provisions, notice of receipt of the complete Comprehensive Sign Plan and notice of the Planning Board meeting were provided to RNOs within 3,000 feet of the Plan area and to the district and at-large City Council representatives. The property was posted as required for at least 15 days prior to the meeting date.

As of the preparation of this staff report, there has been no comment from the public.

Review Criteria and Findings

Each section of the criteria for review is listed below. Bullets clarify how the proposed project meets the criteria of that section.

1. **The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.**
 - The Market Station Comprehensive Sign Plan sets the framework for a variety of high quality signs that will exhibit design excellence and inventiveness. Each of the individual sign types proposed provide a high-quality outcome tailored to individual locations on the multiple building faces and on the site.
2. **Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures.**
 - Examples of adverse effects are glare from intense illumination, and large signs or structures which visually dominate an area. The proposed signs, as anticipated, are appropriate for a mixed-use, pedestrian scaled context.
3. **Roof signs shall not be allowed unless such signs are designed to appear as an integral part of the building to which they are attached.**
 - No roof signs are contemplated.
4. **The Comprehensive Sign Plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height and location, shall be designed so that it will be an attractive and complimentary feature of the building which it serves.**
 - All features of the new signage are thoroughly detailed and described in the plan and will ensure that signs are attractive and complementary to the building. Additionally, some proposed signs will be subject to review by the Lower Downtown Design Review Board for conformance with the Design Standards and Guidelines for Lower Downtown.
5. **Sign design should reflect the existing or desired character of the area.**
 - Signage opportunities are shown in anticipation of creative solutions and opportunities for signage. As shown, these signage allowances will reinforce the retail nature of the ground floor of the mixed-use structure and respond appropriately to all sides of the site.
6. **Signs shall be professionally designed and fabricated from quality, durable materials.**
 - The specifications contained in the Comprehensive Sign Plan require the use of quality materials in creating professionally designed and fabricated signs.
7. **Signs for accessory uses, which are prohibited by other provisions of Division 10.10, are allowed as part of an approved sign plan.**
 - Not applicable.

Staff Recommendation

Based on these findings, Community Planning and Development recommends **approval** of this Comprehensive Sign Plan for 1445 16th Street.

Attachments: Market Station Comprehensive Sign Plan