



**TO:** Denver Planning Board, Julie Underdahl, Chair  
**FROM:** Mallory Bettag, Associate City Planner  
**DATE:** April 4, 2018  
**RE:** **2017-CSP-0000011 – 3033 E 1<sup>st</sup> Ave & 3030 E 2<sup>nd</sup> Ave 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 3033 E 1<sup>st</sup> Ave and 3030 E 2<sup>nd</sup> Ave 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 facilities and a desire for the facilities 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.

Cherry Creek North Design Advisory Board (CCNDAB) reviewed this submittal on February 2, 2018 and recommends approval.

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.**
  - This 3033 E 1<sup>st</sup> Ave & 3030 E 2<sup>nd</sup> Ave 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. See pages 29 through 41 for sign characteristics including intent, size, location, projection, color/finish/ hardware, lighting, and design for each sign type.
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. The Ground Sign: Major Tenant ID proposed on page 37 is a ground sign that may be a digital sign that cannot flash, blink, or fluctuate.
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 complimentary to the building. See page 6 for sign allowances. See pages 29 through 41 for sign type characteristics and projecting sign attachment details. Additionally, all proposed signs will be subject to review by the Cherry Creek North Design Advisory Board for conformance with the Design Standards and Guidelines for Cherry Creek North.
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/commercial nature of the Tower and Plaza buildings 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 (See sign type characteristics for each sign type and page 42 for material and performance specifications).

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.
  
8. **Signs shall conform to the Design Standards & Guidelines for Cherry Creek North**
  - All signs conform to the Design Standards & Guidelines for Cherry Creek North.

### **Staff Recommendation**

Based on these findings, Community Planning and Development recommends **approval** of this Comprehensive Sign Plan for 3033 E 1<sup>st</sup> Ave & 3030 E 2<sup>nd</sup> Ave.

**Attachments:** 3033 E 1<sup>st</sup> Ave & 3030 E 2<sup>nd</sup> Ave Comprehensive Sign Plan