STAFF BRIEF

This document is the staff's comparison of the Secretary of the Interiors Standards for Rehabilitation, Design Guidelines for Denver Landmark Structures and Districts, the Landmark Preservation Ordinance (Chapter 30, Revised Municipal Code) and other applicable adopted area guidelines as applied to the proposed application. It is intended to provide guidance during the commission's deliberation of the proposed application. Guidelines are available at www.denvergov.org/preservation

Project: #2020-COA-025
Address: 1601 Market Street
Year structure built: N/A - Under construction (Period of Significance: 1860-1941)
Applicant: Continuum Partners
LDDRC Meeting: February 6, 2020
Staff: Brittany Bryant

Past LDDRC Action:
Meeting Date: July 12, 2018
Description: Project ID Arcade Signs
Motion by: M. Coughlin I move to conditionally approve application #2018-COA-242 for the Project ID Arcade signs for 1601 Market Street-Market Station, per Comprehensive Sign Plan #2016-CSP-0000004, per Design Guidelines related to signage, presented testimony, submitted documentation and information provided in the staff report.
Second by: C. Santucci
Vote: Unanimous in favor (5-0), motion carries

Project Scope Under Review:
Project ID Arcade Sign Revisions

<table>
<thead>
<tr>
<th>Sign Types:</th>
<th>Location</th>
<th>Material &amp; Illumination</th>
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<tbody>
<tr>
<td>1.2c: Project ID Arcade Sign</td>
<td>17 Street Elevation – Paseo Entrance</td>
<td>Red skeleton neon for “Base Camp,” white skeleton neon for “Market Station” supported on an aluminum frame painted dark charcoal</td>
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Staff summary:
The applicant and property owner, Continuum Partners, is request a revision to the approved Project ID Arcade Sign, sign type 1.2c, on the 17th Street elevation. In July of 2018 the LDDRC approved a red skeleton neon sign supported on an aluminum frame reading “Market Station.” The applicant would like to revise the sign to read “Basecamp Market Station.”

Base Camp will identify the retail component in the paseo space of the project, however, it does not identify a specific retail tenant with the paseo. The original Comprehensive Sign Plan was approved by the LDDRC on March 1, 2018 and the Planning Board on April 26, 2018. The LDDRC requested that the Project ID Arcade signs return to the Commission for review and approval due to their potential size.

Sign Type 1.2b was approved in July by the Commission, no changes are proposed to sign type 1.2b.
### Excerpted from the Comprehensive Sign Plan for Market Station (2018)

<table>
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<tr>
<th>Sign Type F: Arcade Signs</th>
<th>Meets Requirements</th>
<th>Comments</th>
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<tr>
<td><strong>Intent</strong>&lt;br&gt;Arcade Signs are distinguished from Projecting Signs in that these are signs attached to the underside of a roof or to the columns of an arcade, projecting canopy or building entry and are totally contained within the outside limits of the structural surfaces which delineate the arcade. The details and materials used for Arcade Signs should convey the personality and display the unique character of each individual Tenant. A standardized bracket or connection to the arcade must be used for all signs under the same structure. Because of their proximity to the viewer, special care and attention must be made to their craft and finish.</td>
<td>Yes</td>
<td>Proposed sign will identify the project, Market Station, and will be attached the columns of an arcade and totally confined within the outside limits of the structural surfaces defining the entrance to the arcade and paseo respectively. It will be of high-quality character and help define the entrances to the Paseo spaces and identify the space as activated with retail shops within. Project ID sign 1.2c will be skeleton neon, similar to the design of the Union Station sign, visible two blocks west. The sign will meet required approaches 1, 2, and 5. Exposed skeleton neon with a thin aluminum letter and structure is proposed for Project ID sign type 1.2c.</td>
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**Required Approaches:**<br>1. Artistic, three-dimensional object signs of logo or primary sales product(s) fabricated/sculpted from suitable materials.<br>2. Router-cut or dimensional letters/logos attached to sign panels or framed cabinet construction boxes. These can be illuminated by unobtrusive, indirect lighting built into the assembly.<br>3. Painted, screen printed or gilded sign panels or cabinet construction boxes illuminated by external, cantilevered spotlight fixtures.<br>4. Arcade signs are encouraged to employ external, point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. Lamps used in these fixtures should be of a incandescent warm color temperature, between 2,500 and 3,000 degrees Kelvin.<br>5. Exposed neon letters, logos or graphics mounted to a thin-profile fabricated cabinet.<br>6. Opaque faced reverse pan channel letterforms or logos with halo illumination mounted to a sign panel or framed cabinet. |

**Location:** Arcade Signs are suspended from an arcade, architectural canopy or between the columns of a building entry, positioned perpendicular, parallel | Yes | No change to the approved sign location is proposed. The sign will be between the columns and indicate the entrance area of the paseo. It is parallel to the building. |
Arcade signs must maintain a minimum clearance of eight feet (8'-0") above the sidewalk. The sign will maintain a clearance of 8 feet above the sidewalk.

**Allowance:** Arcade signs are limited to the Landlord or Tenants whose entry includes an arcade or canopy structure context, or those who have limited wall surface at their storefront. Tenants are allowed one (1) Arcade Sign. A total of 250 sq. ft. of signage has been allocated for each of the (4) elevations of the Project’s block, with no single sign exceeding 200 square feet.

- Yes
- The arcade signs are proposed for the Project ID, i.e. the Landlord and its branded retail component

The sign will be located at an entrance for the paseo.

Revised Project ID sign 1.2c has a total square footage of 78.36 square feet (including the frame). The revised Project ID sign is much smaller than the originally approved 167 square foot sign.

This is the only Project ID sign proposed for 17th St.

**Recommendation:** Approval

**Basis:** The proposed Project ID Arcade Sign meets the Comprehensive Sign Plan.

**Suggested Motion:** I move to APPROVE application #2020-COA-025 for the Project ID Arcade Sign 1.2c for 1601 Market Street, Market Station, per presented testimony, per Comprehensive Sign Plan #2016-CSP-0000004 submitted documentation and information provided in the staff report.