TO: Denver Planning Board, Joel Noble, Chair  
FROM: Edson Ibanez, City Planner Associate  
DATE: September 10, 2020  
RE: Comprehensive Sign Plan 2019-CSP-0000017

Staff Report and Recommendation
Based on these findings, Community Planning and Development recommends approval of this Comprehensive Sign Plan 2019-CSP-0000017 Zia Nodto located at 990 W 41st. Ave. & 4055 N. Inca St.

Request for Comprehensive Sign Plan – Large Facility
Address: 990 W 41st. Ave. & 4055 N. Inca St.  
Neighborhood/Council District: Sunnyside neighborhood / 1  
Zone Lot Area: 99,712 SF or approximately 2.29 Acres  
Ground Floor Area: 57,259 SF  
Current Zoning: C-RX-8  
Referrals: None  
Property Owner: Matt McBride, Zia Sunnyside SPE, LLC  
Owner Representative: Beth Rosa, ArtHouse Design

Summary of Comprehensive Sign Plan Request - Amendment
- New proposal to allow flexibility in the size, type and location of signs identifying the use and location of large facilities and the tenants within them.
- Applicant is proposing two new sign types (awning and canopy signs)

Intent of the Comprehensive Sign Plan
This project consists of identifying the sizes, types and potential locations of proposed signage for the development located at 990 W 41st. Avenue & 4055 N. Inca 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.
Site and Building Description
According to the Denver Property Taxation and Assessment System, the primary address for the subject site is listed as 990 W 41st. Ave. & 4055 N. Inca St. The applicable City Council District for the subject site is District One and the current City Council representative is Amanda Sandoval.

The subject site is in the Sunnyside Neighborhood. It is located at 990 W 41st. Ave. & 4055 N. Inca St. The lot size is 99,712 SF and the building ground floor area is 57,259 SF. The building is residential mixed-use building and is eight (8) stories in height. The subject building is adjacent by industrial buildings to the north, an office and single-unit residential buildings to the east, multi-unit buildings to the south, and railroad tracks to the west.

The current zoning of the site is C-RX-8 (Urban Center - Residential Mixed Use - 8 stories maximum height). A 500-foot buffer of the zone lot shows there is a protected district (U-TU-C) within the buffer.

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 30 days prior to the meeting date.

Notified Registered Neighborhood Organizations (RNOs)
1. Elyria Swansea/Globeville Business Association
2. Globeville Civic Partners
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.

1. **The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.**
   This Comprehensive Sign Plan located at 990 W 41st. Avenue & 4055 N. Inca Street 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 on pages 11-18 of the CSP. The building is located west of the 41st and Fox Station and the site is adjacent to the pedestrian bridge that connects the Sunnyside Neighborhood to the station.

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 residential mixed-use, pedestrian scaled context. Page 11 of the CSP states specific language on signs above the second floor that reads, “Signs located above the second floor as defined by the architectural fenestration on the exterior of each respective building and visible from any point 5’0” above the boundary line of a protected (zone) district within 500 feet of the sign location shall be dimmed or turned off after 11pm to avoid objectionable brightness or glare on residential uses in those protected districts.”

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 as reference in the allowance table of the CSP (p.7).

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 [Reference corresponding pages in the plan].

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 residential mixed-use structure and respond appropriately along Inca Street, West 40th Street, and West 41st Street.
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 referenced on page 27 of the CSP.

7. **Signs for accessory uses, which are prohibited by other provisions of Division 10.10 (DZC), are allowed as part of an approved sign plan.**
   Not applicable.

**Board Authority and Role**
This Denver Planning Board 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. Flexibility is not allowed for an increase in the number of signs proposed. 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.

**Attachments**