TO: Denver Planning Board, Joel Noble, Chair
FROM: Edson Ibañez, Associate City Planner
DATE: February 5, 2020

Background
On January 15, 2020 the Denver Planning Board continued this item to the February 5, 2020 Planning Board meeting. On October 17, 2018 the Denver Planning Board approved the Comprehensive Sign Plan for 9th & Colorado (2017-CSP-0000008) with one condition that illumination be limited to 5,000 nits in the daytime and 500 nits at night. The amendment to the Comprehensive Sign Plan 2017-CSP-0000008 seeks to provide additional wall, canopy, and projecting sign locations on Blocks 2, 4, and 7-South of the project.¹

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 former Chapter 59 Section 59-537(c)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 9th & CO development located at 1000 Colorado Boulevard 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.

This Comprehensive Sign Plan will serve as the basis for approval of permits for individual building and tenant signs. The purpose of this amendment to the Comprehensive Sign Plan is to add additional wall,

¹ All italicized words were added from the original staff report on 1/15/2020.
canopy, and projecting sign locations on Blocks 2, 4, and 7-South. The building elevations with the amended sign locations can be found on pages 52-63 of the proposed plan.

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 9th & CO 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 23 through 50 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 large mixed-use, pedestrian scaled context. The Dynamic Electronic Display – Large Venue sign proposed on page 50 is a wall sign that may be a digital sign that cannot flash, blink, or fluctuate more than once per hour.

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 proposed as part of the 9th & CO Comprehensive Sign Plan.

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 20 for sign allowances. See pages 23 through 50 for sign type characteristic.

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, provide upper story identification for residential and office tenants, 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 pages 11-14 for material and performance specifications).

7. **Signs for accessory uses, which are prohibited by other provisions of Article V, 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 Amendment for 9th & CO development located at 1000 Colorado Boulevard.

**Attachments:** CSA-2019-0000002-AMEND – 9th & CO Comprehensive Sign Plan