

Downtown Urban Design Standards & Guidelines

PM OR ZONING NUMBER	
ADDRESS	
DATE	

Sign Design Review Submittal and Compliance Checklist

This checklist addresses required submittal items and design standards and guidelines related to the sign design for the project. The checklist shall be completed by the applicant and provided as part of the Sign Design Review submission.

This form represents the minimum information typically necessary to evaluate compliance with relevant design standards and guidelines. As every project is unique, additional information may be requested from the applicant. This form does not address or substitute for other applicable codes, standards, or regulations administered by Community Planning and Development or other City and County of Denver departments. The applicant is responsible for complying with all codes and rules whether described here or not.

Sign Design Review

Submittal Requirements

The submittal requirements checklist applies to new proposed building signs. City Staff will not review an application that is incomplete. Submittal items may be combined where appropriate and required information is still clearly communicated. When necessary, City Staff may request additional information from the applicant to describe compliance with the design standards and guidelines. Refer to the Downtown Urban Design Standards and Guidelines (DSG) for more details related to each item.

Please check the appropriate box to reflect if the item is included or is not applicable.

Sign Design Submittal

Y N NA

Downtown DSG checklist addressing compliance with signage topics.

Project goal statement defining the overall goals and objectives of the sign package in relation to the project.

Project design intent statement defining the design intent of the sign package and describing how the proposed development meets these DSG.

Building elevations and sections (scaled and dimensioned) that show the location, size, and type of signs proposed.

Plans, sections, and details (scaled and dimensioned) that describe the design and construction of the signs.

Images and graphic representations of sign types, sizes, materials, lighting, and other design related elements.

Sign Design Review Project Narrative

General Information

PROJECT NAME		DATE	
PROJECT MASTER OR ZONING PERMIT NUMBER			
PROJECT ADDRESS			
DEVELOPER/OWNER CONTACT	NAME/ COMPANY		
	EMAIL	PHONE	
ARCHITECT CONTACT	NAME/ COMPANY		
	EMAIL	PHONE	
(TO BE COMPLETED BY CITY STAFF)			
REVIEWED BY		DATE	
	EMAIL	PHONE	

Goal Statement

Design Intent Statement

Sign Design Review Compliance Checklist

This compliance checklist applies to new proposed building signs. Completion of the checklist is required as part of the sign design review submittal package. When necessary, City Staff may request additional information to describe compliance with the design Intent, Standards, and Guidelines.

For each topic area, the applicant shall show compliance and consistency with the Intent statements. Standards set prescriptive criteria for achieving the intent statements and use the term “shall” to indicate that compliance is expected. Guidelines provide additional or alternative suggestions to achieve the Intent statements and use the terms “should” or “consider.” If one or more Standards within a topic area are not met and alternative compliance is pursued, the applicant must include comments to demonstrate how the proposed design meets the relevant Intent. Please check the appropriate box in the Applicant Status/Comment section and describe how the proposed design meets the Intent, Standards, and Guidelines, or is not applicable.

Chapter 6 – Building Signs						
Building Sign Location						
INTENT						
6.A	To encourage signs that promote a vibrant, pedestrian-oriented street frontage					
6.B	To improve wayfinding by identifying primary entrances					
6.C	To provide clear identification of building uses and tenants					
6.D	To ensure signs are located to be subordinate to and integrate with the building design					
6.E	To minimize impact of signage on adjacent streetscape environment					
	APPLICANT STATUS/COMMENT			STAFF STATUS/COMMENT		
STANDARDS 6.01–6.05	MET	IN		MET	IN	AI
	NA			NA	DAB	RE
GUIDELINES 6.06–6.10	MET	IN		MET	IN	AI
	NA			NA	DAB	RE

MET Standard/Guideline is met
NA Not applicable

IN Defer to Intent (Standard/Guideline is not met)
DAB Item for Design Advisory Board discussion

AI Additional information needed, **please resubmit**
RE Revisions required, **please resubmit**

Sign Design Review Compliance Checklist

Building Sign Character & Material

INTENT

- 6.F** To promote well-designed and durable signage that retains a quality appearance over time
- 6.G** To promote creative and iconographic sign design at prominent locations
- 6.H** To encourage signage design that is well integrated and complimentary to the overall building design and aesthetic

	APPLICANT STATUS/COMMENT			STAFF STATUS/COMMENT		
STANDARDS 6.11–6.16	MET NA	IN		MET NA	IN DAB	AI RE
GUIDELINES 6.17–6.19	MET NA	IN		MET NA	IN DAB	AI RE

Building Sign Lighting

INTENT

- 6.I** To ensure that sign lighting is coordinated with building facade design and lighting
- 6.J** To ensure that sign lighting does not adversely affect the Public Realm or adjacent properties.

	APPLICANT STATUS/COMMENT			STAFF STATUS/COMMENT		
STANDARDS 6.20–6.23	MET NA	IN		MET NA	IN DAB	AI RE
GUIDELINES 6.24–6.25	MET NA	IN		MET NA	IN DAB	AI RE

MET Standard/Guideline is met
NA Not applicable

IN Defer to Intent (Standard/Guideline is not met)
DAB Item for Design Advisory Board discussion

AI Additional information needed, **please resubmit**
RE Revisions required, **please resubmit**

Sign Design Review Compliance Checklist

Individual Sign Types – Projecting Signs

INTENT

- 6.K** To promote projecting signs that contribute to the overall arrangement and variety of signage on the building facade
- 6.L** To promote projecting sign designs that enliven the pedestrian environment with creative, expressive, and iconic shapes

	APPLICANT STATUS/COMMENT			STAFF STATUS/COMMENT		
	MET	IN	NA	MET	IN	AI
STANDARDS 6.26–6.27	MET NA	IN		MET NA	IN DAB	AI RE

Individual Sign Types – Non-Projecting Signs

INTENT

- 6.M** To promote appropriate use of a variety of sign types
- 6.N** To limit the visual impact of multiple signs on a building facade
- 6.O** To maintain the appearance of an active Street Level with a high percentage of transparency

	APPLICANT STATUS/COMMENT			STAFF STATUS/COMMENT		
	MET	IN	NA	MET	IN	AI
STANDARDS ARCADE SIGNS 6.28	MET NA	IN		MET NA	IN DAB	AI RE
STANDARDS GROUND SIGNS 6.29	MET NA	IN		MET NA	IN DAB	AI RE
STANDARDS WALL SIGNS 6.30–6.31	MET NA	IN		MET NA	IN DAB	AI RE
STANDARDS WINDOW SIGNS 6.32–6.34	MET NA	IN		MET NA	IN DAB	AI RE
GUIDELINES ARCADE SIGNS 6.35	MET NA	IN		MET NA	IN DAB	AI RE
GUIDELINES GROUND SIGNS 6.36	MET NA	IN		MET NA	IN DAB	AI RE

MET Standard/Guideline is met
NA Not applicable

IN Defer to Intent (Standard/Guideline is not met)
DAB Item for Design Advisory Board discussion

AI Additional information needed, **please resubmit**
RE Revisions required, **please resubmit**

Sign Design Review Compliance Checklist

GUIDELINES JOINT IDENTIFICATION SIGNS 6.37	MET NA	IN		MET NA	IN DAB	AI RE	
GUIDELINES WALL SIGNS 6.38	MET NA	IN		MET NA	IN DAB	AI RE	
GUIDELINES WINDOW SIGNS 6.39	MET NA	IN		MET NA	IN DAB	AI RE	

Additional Comments

MET Standard/Guideline is met
 NA Not applicable

IN Defer to Intent (Standard/Guideline is not met)
 DAB Item for Design Advisory Board discussion

AI Additional information needed, **please resubmit**
 RE Revisions required, **please resubmit**