



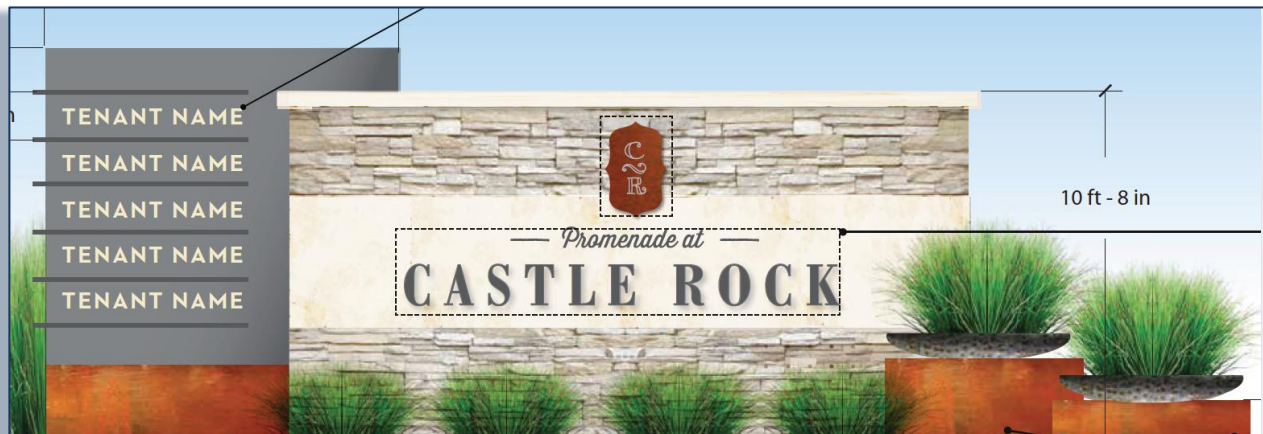
Meeting Date: December 1, 2015

AGENDA MEMORANDUM

To: Honorable Mayor and Members of Town Council

From: Sandy Vossler, Senior Planner, Development Services Department

Title: Ordinance No. 2015 - 53: Approving an Amendment to 4.11 of the Promenade at Castle Rock Planned Development Zoning Regulations Adopting the Promenade at Castle Rock Master Signage and Wayfinding Plan (Second Reading)
(Town of Castle Rock Project #CSP15-0001)



Proposed Monument with Tenant Names

Executive Summary

Ordinance No. 2015 - 53 was approved on first reading on November 17, 2015, with a vote of 6 to 0 with no changes.

Promenade Castle Rock, LLC, has designed a comprehensive sign plan that is intended to increase visibility, showcase branding and tenant identification and provide directional guidance for visitors to the commercial development. The Promenade at Castle Rock Master Signage and Wayfinding Plan (Master Sign Plan) establishes a unified design with high quality aesthetic standards for freestanding and wall signs within the Promenade at Castle Rock (PD). The Master Sign Plan will be incorporated into the Promenade at Castle Rock with the proposed zoning amendment.

The proposed Ordinance complies with the substantive intent and elements of all pertinent Town policies and codes. The Master Sign Plan meets the standards of the Promenade at Castle Rock Architectural Standards and Promenade Vision Book, as approved by Town Council.

Planning Commission held a public hearing on November 12, 2015 and voted 4 to 1 to recommend approval of the proposed amendment (**Attachment C**).

Key Provisions

Approval of the Ordinance will:

- Allow a maximum sign height of approximately 66 feet and maximum sign area of 335 square feet per sign face.
- Identify the types, size, quantity and location of specific signs permitted.
- Establish criteria for minor administrative amendments to the Master Sign Plan.

Owner-Provided Signage Area Calculations							
Sign Type	Sign Name	Locations	Project Name Area (SF)	Tenant Name Area, Maximum Allowable (SF)	Combined Area (SF)	Quantity	Total Area (SF)
P	Highway Pylon	P3, P5	0	670	670	2	1340
PS	Secondary Highway Pylon	P16	0	400	400	1	400
M	Monument	M1, M15, MS2, MS4, MS17, MS21	80	40	120	2	240
MS	Secondary Monument	VD6, VD7, VD8, VD9, VD10, VD11, VD12, VD13, VD22	80	0	80	4	320
VD	Vehicular Directional		4	16	20	9	180
W	Wall		4	16	20	0	0
G	Gabion	G20, G23	32	0	32	2	64
					Allowance for Additional Interior Wayfinding Signage		200
					Total Project Signage Area		2744

Table of Sign Area Types, Quantity and Size

Findings

Staff finds the applicant’s request for approval of a PD Zoning Amendment and accompanying Master Sign Plan is in the community’s best interest by enabling a major local commercial development to advertise its tenants (**Attachment A**). Staff also finds that the signage meets the intent of the Sign Code regulations and further finds that all factors, including height, landscaping, location, and the effect on neighboring business and property owners have been addressed. Finally, staff finds the PD Zoning Amendment meets the objectives and criteria of the Promenade at Castle Rock Vision Book (Vision Book), Promenade at Castle Rock Planned Development (PD) Plan, PD Zoning Regulations and Architectural Design Guidelines and Standards, the Town of Castle Rock Vision 2020 and Comprehensive Master Plan and the intent of the Municipal Code Chapter 19 (Sign Code).

Discussion

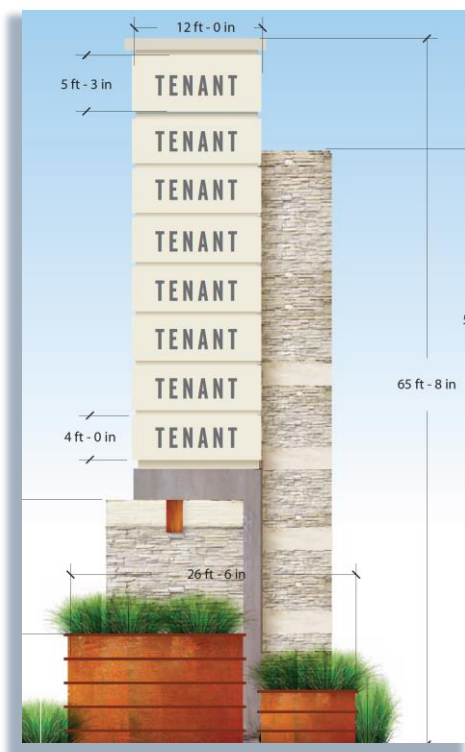
Promenade Vision and Zoning

The Promenade Vision Book and Zoning promotes the use of a natural palette of materials such as wood, metals and natural stone assembled to create unique architectural elements. The underlying theme is a prairie and mountain village vernacular with landscape accents that include soft prairie grasses. Inspired wayfinding markers are anticipated in the Vision to help move visitors through the development.

The complete Promenade PD Plan and PD Zoning Regulations, as well as the Vision Book, are available at CRgov.com/Promenade.

Proposed Master Sign Plan

Promenade Castle Rock, LLC, is requesting approval from the Town to install freestanding signs that exceed the height, size and setback requirements of the Town's Sign Code (**Attachment B**). The Town Code restricts freestanding signs in a common sign plan to a maximum height of 20 feet and, with a special permit, 62.5 square feet per sign area.

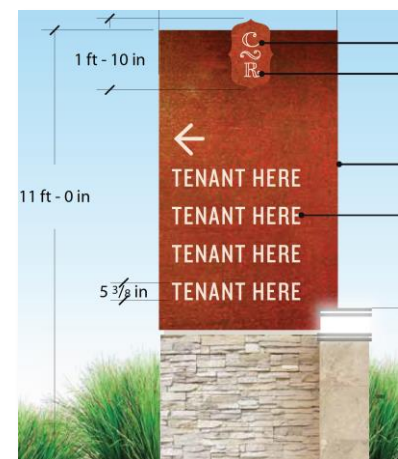


Highway Pylon Sign

elevation relative to the I-25 and Highway 85 roadways.

The Plan proposes two freestanding pylon signs adjacent to I-25; one of which would be approximately 66 feet tall and the second would be approximately 58 feet tall. One 36 foot tall pylon sign is proposed adjacent to Highway 85 (Santa Fe). The sign area of the highway pylon signs range from 200 to 335 square feet per sign face.

Monument, wall and gabion towers are also depicted as part of the unified design plan; however, the proposed dimensions of each comply with the Town's Sign Code. Smaller signs called vehicle directional signs will be placed along Factory Shops Boulevard, Promenade Way and Castlegate Drive West to direct visitors to the various retailers. Finally, the Plan includes profiles for each sign that reflects its height and



Vehicular Directional Sign

The Master Sign Plan would apply only to the area within the Promenade at Castle Rock PD. A location map included in the Plan identifies the types and general location of the proposed signs. The materials to be used include textured and smooth metal and stone. The steel cage of the gabion towers will be filled with indigenous rhyolite stone. Planters are included in the design and landscaping will include the grass elements presented in the Vision Book. In compliance with the Town Code, all freestanding signs require an approved sign permit and Site Development Plan prior to construction.

The proposed Ordinance sets criteria for administrative staff approval of minor amendments to the Master Sign Plan, without necessitating a major amendment to the Promenade PD Zoning Regulations. Changes to the Plan will be considered minor if the following criteria apply:

1. Does not increase the size of any sign structure more than 10%.
2. Does not increase the sign area of any sign more than 10%.
3. Does not increase the total number of signs designated as P, PS, M, MS to more than 11 total signs. (The current plan provides for a total of nine P, PS, M, and MS signs. See table on Page 2.)
4. Does not constitute a significant change in design.
5. Does not create a new or additional impact to adjacent properties.

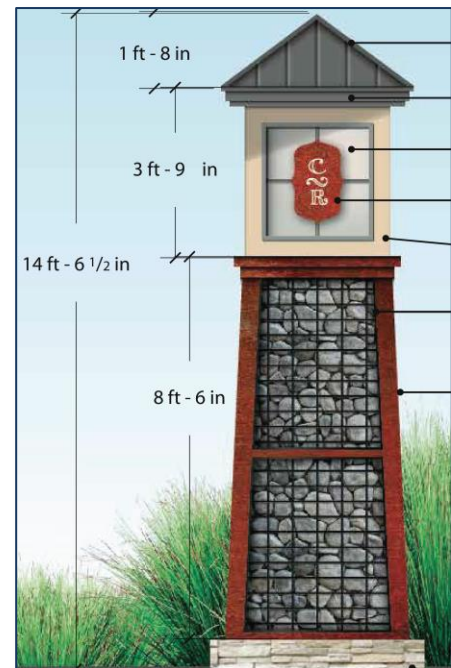
Notification and Public Outreach

Public hearing notice signs were posted on the property and letters were mailed to property owners and Homeowner Associations (HOA) within 300 feet of the site. Town staff published notice on the Town's website and featured the proposal on the *Development Activity* map. External referrals were sent to service providers, Douglas County agencies and nearby Homeowner Associations. All external comments have been addressed.

The proposed sign plan was presented at neighborhood meetings on July 31, 2014, and December 8, 2014, as part of the overall site design concept for the Promenade development site layout.

Budget Impact

The proposed amendment to the Promenade PD Zoning Regulations and accompanying Master Sign Plan does not impose financial obligations or burdens on the Town.



Gabion Tower

Findings and Recommendation

Planning Commission and staff find that:

The Municipal Code anticipates a variety of sign plan concepts and that signage and wayfinding within the Promenade at Castle Rock presents a number of unique and distinct features;

The Town's objectives related to the location, size, height, number, elevation, design, aesthetics, material, and sign area have been met with this plan;

The Town's goals related to health, safety, and welfare as well as identification, directional, informational, and aesthetic goals and objectives have been met with this plan; and

The proposed amendment to the Promenade at Castle Rock Planned Development Zoning Regulations complies with:

- The Town of Castle Rock Vision 2020/Comprehensive Master Plan;
- Promenade at Castle Rock Vision Book;
- Promenade at Castle Rock Planned Development (PD) Plan, PD Zoning Regulations and Architectural Design Guidelines and Standards; and
- The substantive intent and elements of the Municipal Code Chapter 19 (Sign Code).

Planning Commission and staff recommend that Town Council approve the proposed PD Zoning amendment to provide for a Master Sign Plan, on second reading.

Proposed Motion

I move to approve an Ordinance approving an amendment to 4.11 of the Promenade at Castle Rock Planned Development Zoning Regulations adopting the Promenade at Castle Rock Master Signage and Wayfinding Plan, on second reading.

Attachments

Attachment A: Location Map

Attachment B: Ordinance

Appendix B: Promenade at Castle Rock Master Signage and Wayfinding Plan

Attachment C: Staff Update

