

Discussion

Existing Conditions

Located at the southwest corner of N. Perry Street and Third Street, 333 Perry Street is a three-story mixed-use commercial building located within the downtown commercial core, with pedestrian access to nearby restaurants, shops, civic destinations, and public parking. The building was constructed in 2005 and is approximately 36,927 square feet in size on a 0.48-acre parcel. Current tenants include a mix of restaurant, food service, health and wellness, counseling, legal, insurance, engineers, and other professional office uses.

The building is a contemporary main-street style infill project designed for ground-floor commercial activity with upper-floor office use. The building includes storefront glazing, awnings, masonry and light-colored exterior materials, upper-story windows and balconies, and a rounded corner tower element. The development is organized around an internal courtyard with a fountain and outdoor seating. Suite B is located on the ground floor of the building, fronting Perry Street within the main commercial storefront area. The suite includes an entry door and adjacent storefront window area beneath the existing awnings, with tenant spaces located on both sides.

Existing fabric canopies are located above several ground-floor storefronts and vary in color, including purple, black, and tan. Many of the canopies also incorporate tenant signage, contributing to the building's pedestrian-oriented commercial character and storefront identification.



Figure 2: Existing Canopies

Proposed SDP, Façade/Canopy Improvements

The proposed work would replace the existing light tan fabric awnings over the storefront with new black fabric awnings, a canopy color that is already used elsewhere on the building. The existing awnings are unbranded, while adjacent tenant awnings on both sides include business signage. The proposed awnings would retain the same general sloped canopy form and storefront location, while updating the appearance with black fabric and integrated Pilates Addiction branding, including a gold logo over the entry awning and white "PILATES ADDICTION" lettering on the adjacent storefront awning.



Notification and Outreach Efforts

The proposed Site Development Plan was noticed in accordance with the Town of Castle Rock Municipal Code. Signs were posted on the property, and letters were mailed to property owners within 500 feet of the site. Town staff published the hearing notice on the Town's website. The application could also be found online on the Town's Development Activity Map.

Review and Approval Criteria

Signs in the Downtown Overlay District, CRMC Chapter 19.04.053I

The following Downtown Overlay District sign criteria apply to this application:

Signs shall be compatible with the character of the surrounding district and adjacent architecture when considered in terms of scale, color, materials, lighting levels and adjoining uses.

Staff Analysis – The proposed awnings are compatible with the character of the surrounding downtown district and adjacent architecture. Awnings and canopies are common on downtown commercial storefronts, and black fabric canopies are already used elsewhere on the building. The proposed black fabric material, sloped canopy form, and storefront location are consistent with the existing pattern of awnings on the building and in the downtown area. The gold logo and white tenant lettering provide business identification in a manner consistent with other tenant awnings. No new lighting is proposed.

Signs shall be expressive of the business or activity for which they are displayed.

Staff Analysis – The proposed awnings are expressive of the business for which they are displayed through the use of the Pilates Addiction name and logo. The white tenant lettering and gold logo provide clear business identification and reflect the tenant's branding while remaining integrated into the overall awning design.

Signs shall be oriented or illuminated so as not to adversely affect the surrounding area or 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.

Staff Analysis – No new lighting is proposed with the canopy application.

Signs may be creative in the use of two- and three-dimensional forms, iconographic representations, lighting and graphic design, including the use of color, pattern, typography and materials.

Staff Analysis – The proposed awnings incorporate a simple graphic design through the use of black fabric, white tenant lettering, and a gold business logo above the entry. The use of contrasting colors and tenant-specific branding provides clear business identification while maintaining a design that is compatible with the existing storefront and surrounding downtown commercial character.

Signs shall be constructed utilizing high quality, durable materials that meet the physical demands of an urban setting.

Staff Analysis - The proposed awnings would be constructed of fabric material, which is a common and durable material used for commercial storefront canopies in downtown settings. The awnings would be installed over the ground-floor

storefront in the same general location as the existing awnings and will be required to meet all applicable building code requirements.

Summary of Findings

Staff recommends approval of this project based on:

- The project meets the intent of signs in the DOD;
- The project helps further the goals and objectives set out for downtown Castle Rock through its Master Plan.

Motion Options

Option 1: Approval of Canopy Sign

“I move to approve the canopy sign for 333 N. Perry Street as shown.”

Option 2: Approval with Conditions

*“I move to approve the canopy for 333 N. Perry Street with the following conditions:
(list conditions)”*

Option 2: Continue item to next hearing (need more information to make decision)

“I move to continue this item to the next regular Design Review Board meeting on July 8, 2026.”