



Meeting Date: February 2, 2016

AGENDA MEMORANDUM

To: Honorable Mayor and Members of Town Council

From: Sandy Vossler, Senior Planner, Development Services Department

Title: **Resolution: A Resolution Approving the Site Development Plan, Amendment No. 1, Lots 4-9, Castle Pines Commercial Filing No. 10A, Amendment No. 1 [Master Signage Plan, Meadows Parkway/Factory Shops Boulevard]**

Executive Summary

This Site Development Plan (SDP) Amendment will establish a Master Sign Plan for the subject property and allow the sign face area to exceed 50 square feet (**Attachment B**). The Promenade Master Sign Plan did not include this property, as this area remains under the Castle Pines Commercial zoning. It is important for purposes of ensuring successful commerce and wayfinding for the public that signs on this property be consistent with the Promenade sign design. The intent of this amendment is to ensure such consistency and to support the Promenade development theme and branding.

The proposed SDP Amendment complies with the substantive intent and provisions of the Town's policies and codes, and the Castle Pines Commercial Planned Development (PD) Zoning Regulations.

It is also consistent with the Promenade at Castle Rock Master Signage and Wayfinding Plan, prepared by the Master Developer and approved by Town Council in December, 2015. The property is located on the northwest corner of Meadows Parkway and Factory Shops Boulevard (**Attachment A**)

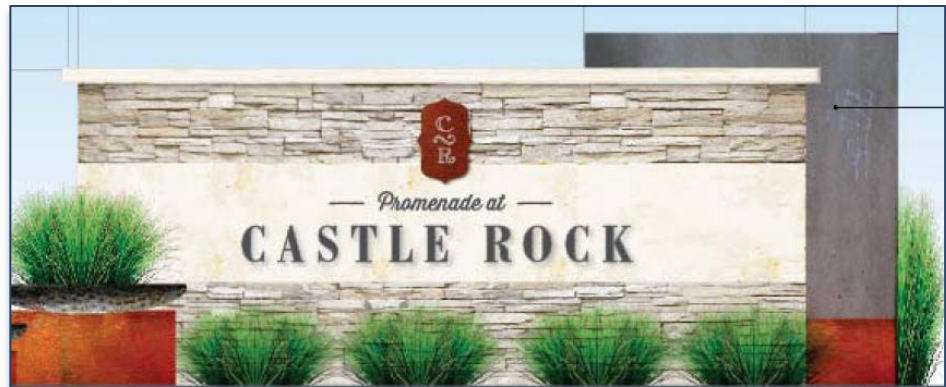


Illustration 1: Elevation of Proposed Monument Sign

Planning Commission will consider the SDP amendment on Thursday, January 28th. A written summary of the Commission's recommendation will be provided Council on January 29th (Attachment C).

Key Issues

Approval of this amendment will establish a Master Sign Plan for the site that allows:

- One monument sign located at the southeast corner of the site, measuring approximately 12' tall by 28' wide, and
- One wall sign located at the northeast corner of the site, measuring approximately 6' tall by 16 feet wide.

Findings

Staff finds that the proposed SDP amendment is in the community's best interest by enabling a major local commercial development to advertise its entrance and tenants. Staff also finds that the signage meets the intent of the Town's Sign Code regulations and further finds that all factors, including size, landscaping, location, and the effect on neighboring business and property owners has been addressed. Staff finds the SDP amendment meets the criteria of the Castle Pines Commercial PD Zoning Regulations. Finally, although this property is not subject to the Promenade Architectural Standards, Vision Book or Master Signage and Wayfinding Sign Plan (Master Sign Plan), the signs proposed with this amendment are consistent with the design, size and architectural standards established in these documents, which are intended to provide a unified sign plan for the overall Promenade development.

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. At the writing of this staff report, no comments have been received by the Town.

History of Past Town Council, Boards & Commissions, or Other Discussions

The site development plan for the property, approved administratively in March 2015, included a conceptual footprint for the monument sign. This amendment refines the sign plan for the site.

Planning Commission will consider this SDP amendment on January 28th. A summary of the public comment and the Commission's action will be provided to the Council on January 29th, and will be included in the staff presentation at the February 2nd Town Council public hearing.

Discussion

Castle Pines Commercial Planned Development Zoning Regulations

The development of this site is subject to the Castle Pines Commercial PD Zoning Regulations, which allows the creation of sign regulations unique to this development, as proposed by the Master Developer and approved by the Town with the site plan.

This unique zoning is what allows signage within the Castle Pines Commercial Planned Development to exceed area requirements of the Town's sign regulations.

This site is being developed by the Promenade at Castle Rock, LLC. The signage proposed with this amendment is designed to be consistent with architectural theme of the overall Promenade commercial development and to reflect the design and size approved in the Promenade Master Sign Plan. The Promenade zoning documents and Vision Book are available at CRgov.com/Promenade.

Proposed Site Development Plan Amendment

Promenade Castle Rock, LLC, is requesting approval of a site plan amendment in order to establish a master signage plan for Lots 4-9 of Castle Pines Commercial Filing 10A, Amendment No. 1, and to allow the proposed signage to exceed the requirements of the Town's Sign Code.

This Site Development Plan amendment proposes the addition of two signs. One monument sign would be located on the southeast corner of the property, would identify the Promenade at Castle Rock commercial area, and would have a sign face of approximately 336 square feet. The second sign measures approximately 80 square feet, is a wall sign located at the northeast corner of the property, and would identify tenants.

The design and proposed materials for both signs are reflective of the standards approved by Town Council in the Promenade at Castle Rock Master Signage and Wayfinding Plan and the vision for the development.

The materials to be used include textured and smooth metal and stacked stone veneer. The natural color palette ranges from rust to beige tones.



Illustration 2: Elevation of Proposed Wall

Review and Approval Criteria

Staff analyzed the proposed site plan amendment according to the requisite review criteria and made the following findings. The proposed SDP amendment complies with the applicable provisions of the (hyperlinks to the review criteria provided):

- Town of Castle Rock Vision 2020/Comprehensive Master Plan (<http://crgov.com/DocumentCenter/View/278> and <http://crgov.com/DocumentCenter/View/238>)
- Municipal Code – Site Development Plan Review and Approval Criteria, Section 17.38.040 (https://www.municode.com/library/co/castle_rock/codes/municipal_code?nodeId=TIT17ZO_CH17.38SIDEPL_17.38.040SIDEPLREAPCR)

- Castle Pines Commercial Planned Development Zoning Regulations (http://gis.crgov.com/hyperlinks/external/zoning/Castle_Pines_Commercial_PD_4_3.pdf)
- The Promenade PD Zoning Regulations (<http://www.crgov.com/1913/Promenade-at-Castle-Rock>)
- The Promenade Vision Book (<http://www.crgov.com/documentcenter/view/11592>)

Budget Impact

The proposed Site Development Plan Amendment does not impose financial obligations or burdens on the Town.

Recommendation

Based on the analysis and findings outlined in this report, staff recommends that Town Council approve the proposed SDP amendment.

Proposed Motion

I move to approve a Resolution approving the Site Development Plan, Amendment No. 1, Lots 4-9, Castle Pines Commercial Filing No. 10A, Amendment No. 1, as introduced by title.

Attachments

- Attachment A: Vicinity Map
- Attachment B: Resolution
- Attachment B: Exhibit 1: Site Development Plan Amendment
- Attachment C: Summary of Planning Commission Action - Placeholder