



AGENDA MEMORANDUM

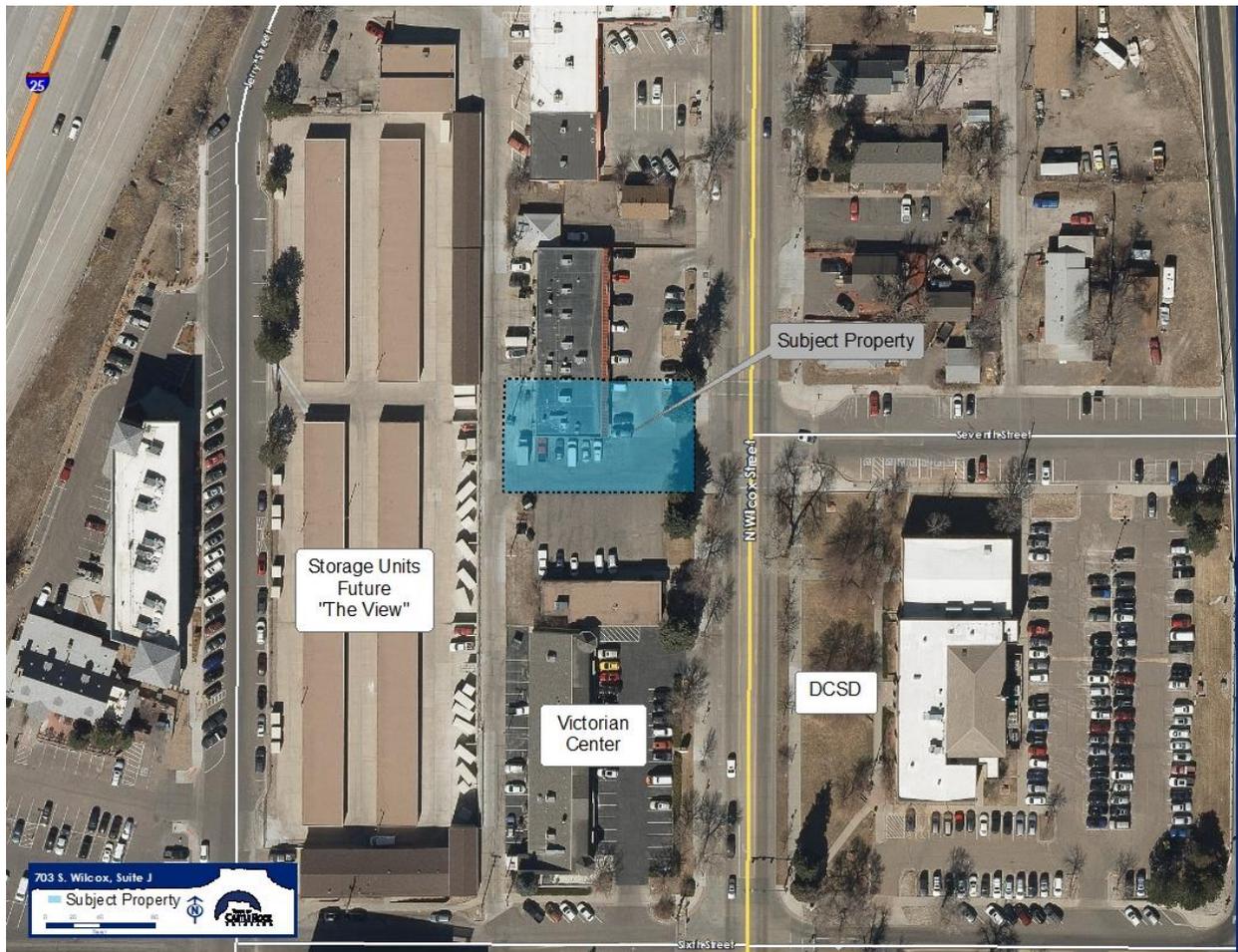
To: Design Review Board

From: Julie Kirkpatrick, PLA, ASLA, Long Range Project Manager

Title: Vacated Seventh Street between the West Right-of-Way Wilcox Street and Alley in Block 3, Town of Castle Rock, County of Douglas, State of Colorado
Roof Sign
[703 N. Wilcox, Fulcrum Academy]

Executive Summary

The business owner of Fulcrum Academy, newly located at 703 N. Wilcox Street, Suite J, (**Attachment A**), is proposing a new roof sign (**Attachment B**). All proposed roof signs within



the Downtown Overlay District must receive approval from the Design Review Board at a public hearing prior to issuance of a sign permit.

Background

Existing Conditions and Surrounding Uses

Measuring approximately 0.260 acres or 11,326 square feet, the property includes a portion of a shopping center built around 1988. The property is adjacent to several other commercial uses including retail and commercial uses on N. Wilcox Street and Jerry Streets, the Douglas County School District building, and several restaurants. The retail space formerly contained the Flying Horse Catering and includes the former business' roof sign. The proposed Fulcrum Academy roof sign would replace Flying Horse Catering's roof sign.

Zoning and Sign Regulations

Zoned B, Business/Commercial, within the Downtown Overlay District (DOD), the property is specifically within the North District of the DOD. For roof sign requirements, the "Signs in Downtown Overlay District" standards apply, specifically Castle Rock Municipal Code (CRMC) 19.04.053.

Discussion

Use

The sign code regulations allow roof signs within the Downtown Overlay District. However, roof signs in downtown require design review and approval from the Design Review Board prior to issuance of a sign permit. Most sign permits are reviewed, approved, and issued administratively by the zoning department.

Development Standards

The proposed roof sign complies with all zoning requirements, development standards, and sign code requirements.

Notification and Outreach

Public Notice

Public hearing notice signs were posted on the property on August 24, 2021. Written notice letters were sent to property owners within 500 feet of the property, at least 15 days prior to the public hearings.

Town staff published notice of the Design Review Board public hearing on the Town's website and provided information about the proposal with the online public hearing notice.

Neighborhood Meetings

Since no neighborhood meetings are required for roof sign applications, the applicant did not hold any neighborhood meetings.

External Referrals

External referrals were not sent to local service providers and Douglas County agencies as this is not required for roof sign applications.

Analysis

This independent staff analysis takes into account the representations made in the application and attachments submitted to date.

Roof Signs in Downtown Overlay District Review and Approval Criteria and Analysis 19.04.053

- I. Design Review Board. The intent of the criteria set forth in this Subsection is to encourage creative and artistic design for signs of distinctive character, and to facilitate the return of historic sign types, within the Downtown Overlay District (“DOD”). This intent shall guide application of the following criteria by the Design Review Board for signage applications within the DOD:
 1. 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;
 2. Signs shall be expressive of the business or activity for which they are displayed;
 3. Signs shall be oriented or illuminated so as not to adversely affect the surrounding area of 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;
 4. 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;
 5. Signs shall be constructed utilizing high quality, durable materials that meet the physical demands of an urban setting; and
 6. Roof signs shall be designed to be architecturally compatible with the structure and are prohibited on flat roofs. Roof signs must be located parallel to and facing the right-of-way.

Analysis: Because the proposed sign is similar to the other roof signs within the same shopping center building, the proposed “Fulcrum Academy” sign is compatible. It also expressly represents the Jiu Jitsu Academy’s branding. The black, vinyl channel letters and digitally-printed logo will be illuminated with white LED’s. The raceway, or horizontal bars to which the letters and logo are attached, will be painted to match the existing roof color. The adjacent buildings include similar retail, office, commercial, and restaurant uses. Additionally, this new sign will replace an existing roof sign from the previous tenant. While the proposed roof sign is larger than the existing one being replaced, it still meets the allowable size and height of roof signs within downtown.

Budget Impact

Development of the property will generate a sign permit fee.

Findings

All staff review comments have been addressed. Staff found that the proposed roof sign for “Fulcrum Academy” addresses the following:

- Meets the review and approval criteria of the Castle Rock Municipal Code, Chapter 19.04.053.

Recommendation

Staff recommends approval of the roof sign as presented.

Proposed Motions

Option 1: Approval

“Based on the applicable Code criteria that the Board considered, the evidence presented at the hearing, and the staff report, I move to approve the roof sign for 703 N. Wilcox Street, Suite J.”

Option 2: Approval with Conditions

“Based on the applicable Code criteria that the Board considered, the evidence presented at the hearing, and the staff report, I move to approve with conditions the roof sign for 703 N. Wilcox Street, Suite J. The conditions for approval are as follows:” (list conditions)

Option 3: Denial

“Based on the applicable Code criteria that the Board considered, the evidence presented at the hearing, and the staff report, I move to deny the roof sign for 703 N. Wilcox Street, Suite J, finding that one or more of the following criteria has not been satisfied pursuant to the 19.04.053.” (list criteria not met)

Option 4: Continue item to next hearing (need more information to make decision)

“I move to continue the roof sign for 703 N. Wilcox Street, Suite J, to the next regular Design Review Board meeting on September 22, 2021.”

Attachments

Attachment A: Vicinity Map

Attachment B: Sign Application

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