



Meeting Date: May 9, 2018

AGENDA MEMORANDUM

To: Design Review Board

From: Julie Kirkpatrick, RLA, ASLA, Long Range Project Manager
Development Services

Title: Mural Sign

Subject Property: 411 4th Street (Castle Rock Bike & Ski)

Lots 4A, Block 11, Town of Castle Rock,
County of Douglas, State of Colorado.

Executive Summary

Part of creating a vibrant and unique downtown is through the incorporation of public art. One type of artwork that thrives in downtowns are murals. These mural "signs" can transform a blank wall into a colorful scene.

All proposed mural 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.



Location Map
411 4th Street
Castle Rock Bike & Ski

Notification and Outreach Efforts

The proposed mural was noticed in accordance with the Town of Castle Rock Municipal Code. Town Staff published the hearing notice on the Town's website and the "Development Activity Map."

Discussion

Existing Conditions



Existing View from 4th Street of South Façade of Building



Existing View from Alley of East Side of Building

Located on the east side of a building located at 411 4th Street, Castle Rock Bike & Ski's main entrance is on the south side of the building. The east side of the building, where the applicant proposes the mural, faces the alley.

Proposed Mural



Created by Christine Rose Curry, the proposed mural would enhance the east wall, which faces the public alley. The existing white wall would be transformed into colorful artwork as depicted above.

Development and Design Standards

The following Signs in Downtown Overlay District development and design standards apply to this application:

Chapter 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 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;
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.

Staff Comment – The mural would enhance the east façade with depictions of bikes, skis, snowboards, all of which fit well with Castle Rock Bike & Ski's business. The addition of the Rock to the scene adds a direct relationship to the Town and Castle Rock's history. Since No new lighting is proposed with this mural, there would be no adverse effect on the adjacent properties and uses. Staff has determined that the criteria has been met.

Summary of Findings

Staff recommends approval of this project based on:

- The project meets the intent of 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 Mural

I move to approve the mural sign for 411 4th Street.

Option 2: Approval with Conditions

I move to approve the mural sign for 411 4th Street with the following conditions: (list conditions)

Option 3: Denial

I move to deny the mural sign for 411 4th Street.

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

I move to continue the mural sign for 411 4th Street to the next regular Design Review Board meeting on May 23, 2018.

Attachments

Attachment A: Proposed Mural

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