



Meeting Date: August 22, 2018

AGENDA MEMORANDUM

To: Design Review Board

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

Title: Canopy Sign

Subject Property: 310 S. Wilcox Street (Valero/Circle K fuel station)
Lot 1, Wilcox Plaza Filing #1
Town of Castle Rock, County of Douglas, State of Colorado.

Executive Summary

Signs within the Downtown Overlay District are meant to encourage the economic vitality of the downtown business community.

All proposed canopy 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
310 S. Wilcox Street
Valero Corner Store / Circle K



Pictometry View, Site Outlined in Blue

Notification and Outreach Efforts

The proposed canopy sign 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

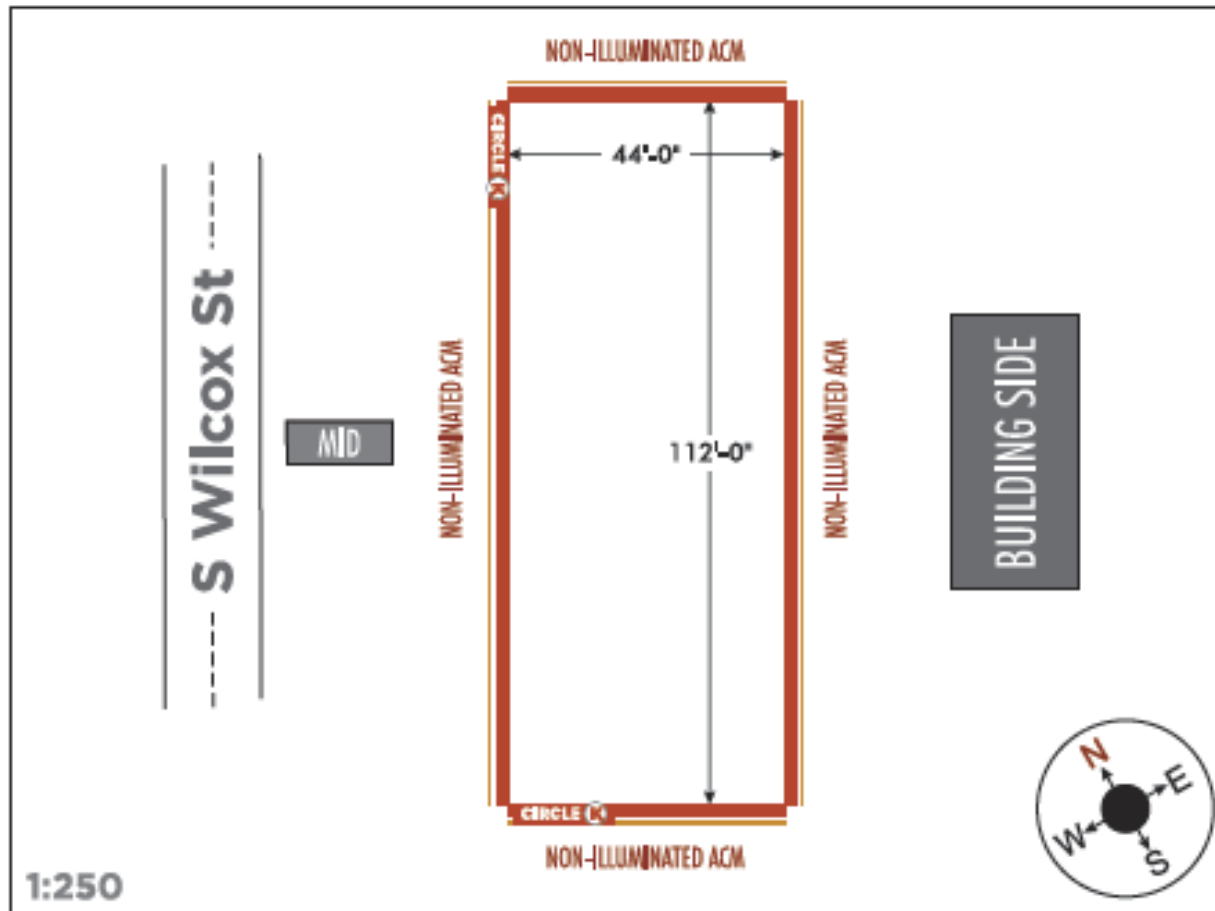
Existing Conditions

Located on the east side of S. Wilcox Street, north of the Pizza Hut, the Valero Corner Store is transitioning to a Circle K. The property totals approximately 1.8 acres and is surrounded by other commercial establishments.



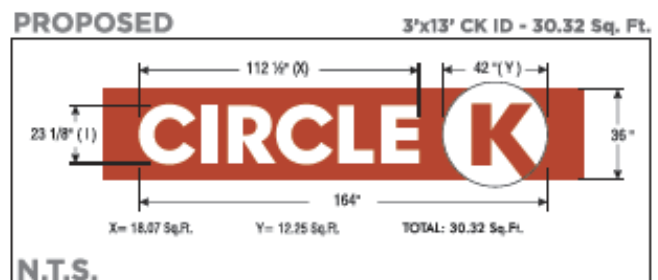
Existing Valero Corner Store

Proposed Canopy Sign



Proposed Fuel Canopy Sign, Plan View

While the applicant is proposing to change all of the signage on the property, only the proposed canopy signs, above the fuel pumps, come under the purview of the Design Review Board. The existing fuel structure would remain. Two, new illuminated Circle K logos would be installed, per the above plan and logo to the right. On all four sides of the fuel canopy, new canopy fascia to match the logo would not illuminated.



Proposed Logo on Sign

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 – Because this area of downtown includes non-historic properties and is more “suburban” in feel, the proposed canopy signs are compatible with the surrounding architecture. Additionally, the business logos, one facing S. Wilcox Street and one facing south towards Plum Creek Parkway, are the only portions of the canopy sign that is illuminated.

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 Sign

I move to approve the signs for 310 S. Wilcox Street.

Option 2: Approval with Conditions

I move to approve the signs for 310 S. Wilcox Street with the following conditions: (list conditions)

Option 3: Denial

I move to deny the mural sign for signs for 310 S. Wilcox Street.

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

I move to continue the signs for 310 S. Wilcox Street to the next regular Design Review Board meeting on September 12, 2018.

Attachments

Attachment A: Proposed Canopy Sign

Attachment B: Overall Sign Packet for Reference

SIZES SUBJECT TO FINAL FIELD CONFIRMATION PRIOR TO MANUFACTURING

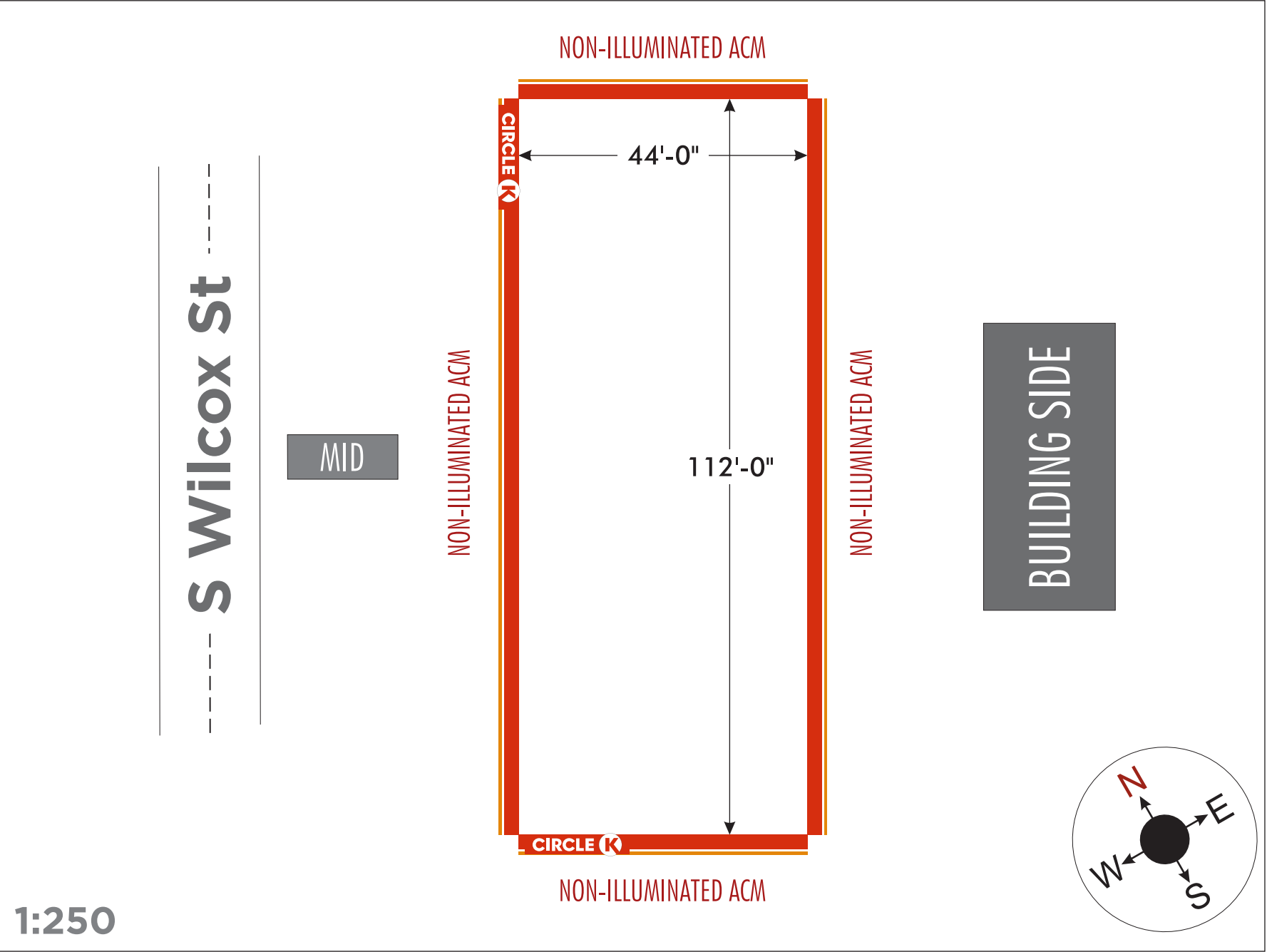
SCOPE OF WORK

CANOPY

- Install (2) new illuminated Circle K canopy signs
- Install new non-illuminated Circle K canopy fascia on all 4 sides.
- Install white backer ACM on top side of fascia to optimal height
- Paint canopy poles to Circle K specifications
- Paint bollards to Circle K specifications
- Paint light poles to Circle K specifications

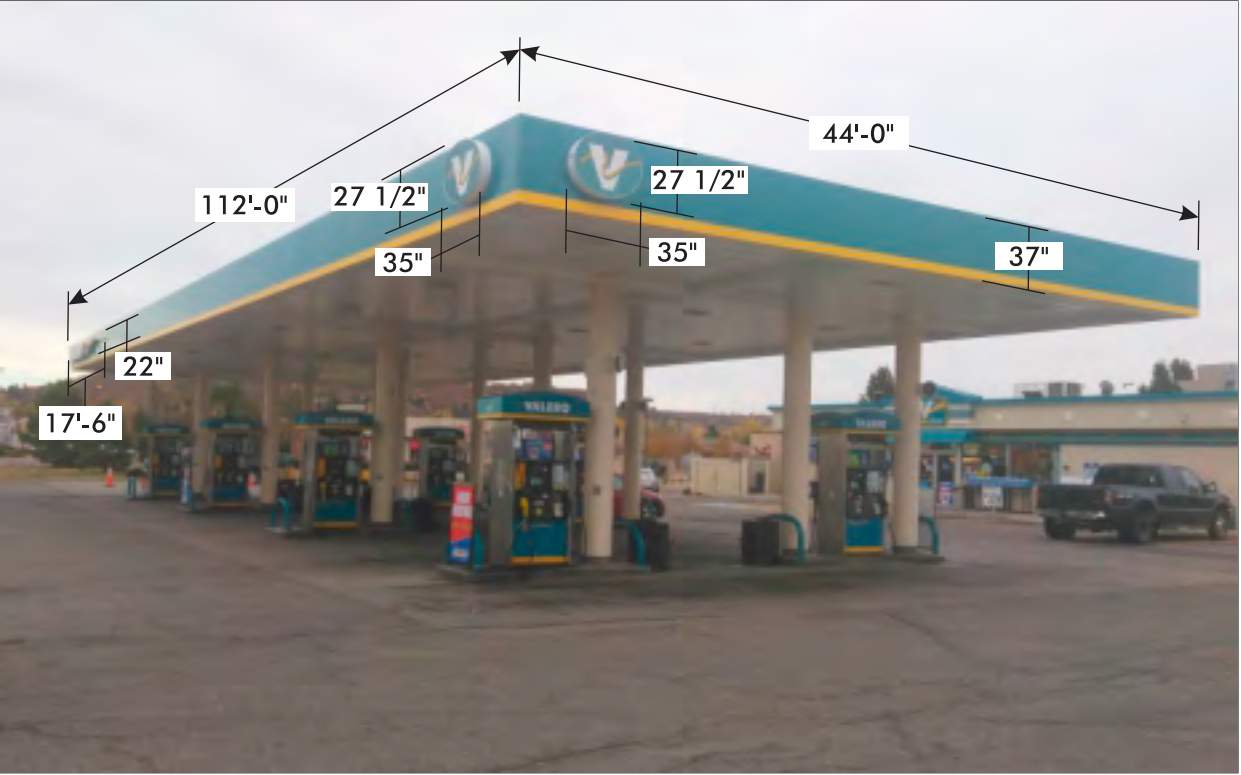
SITE OVERVIEW

37" HEIGHT OF ACM



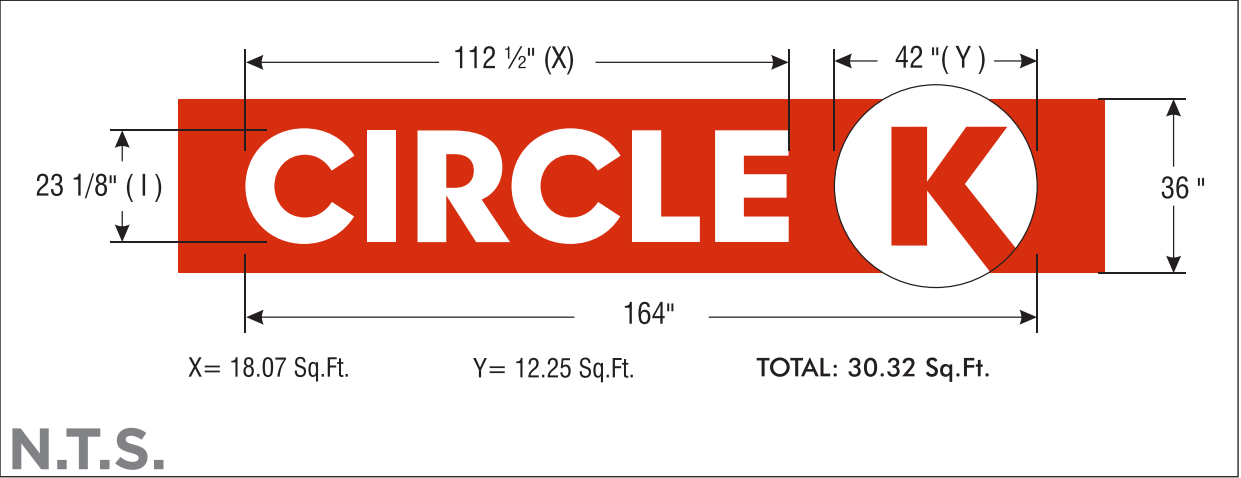
EXISTING

45.45 Sq. Ft.



PROPOSED

3'x13' CK ID - 30.32 Sq. Ft.





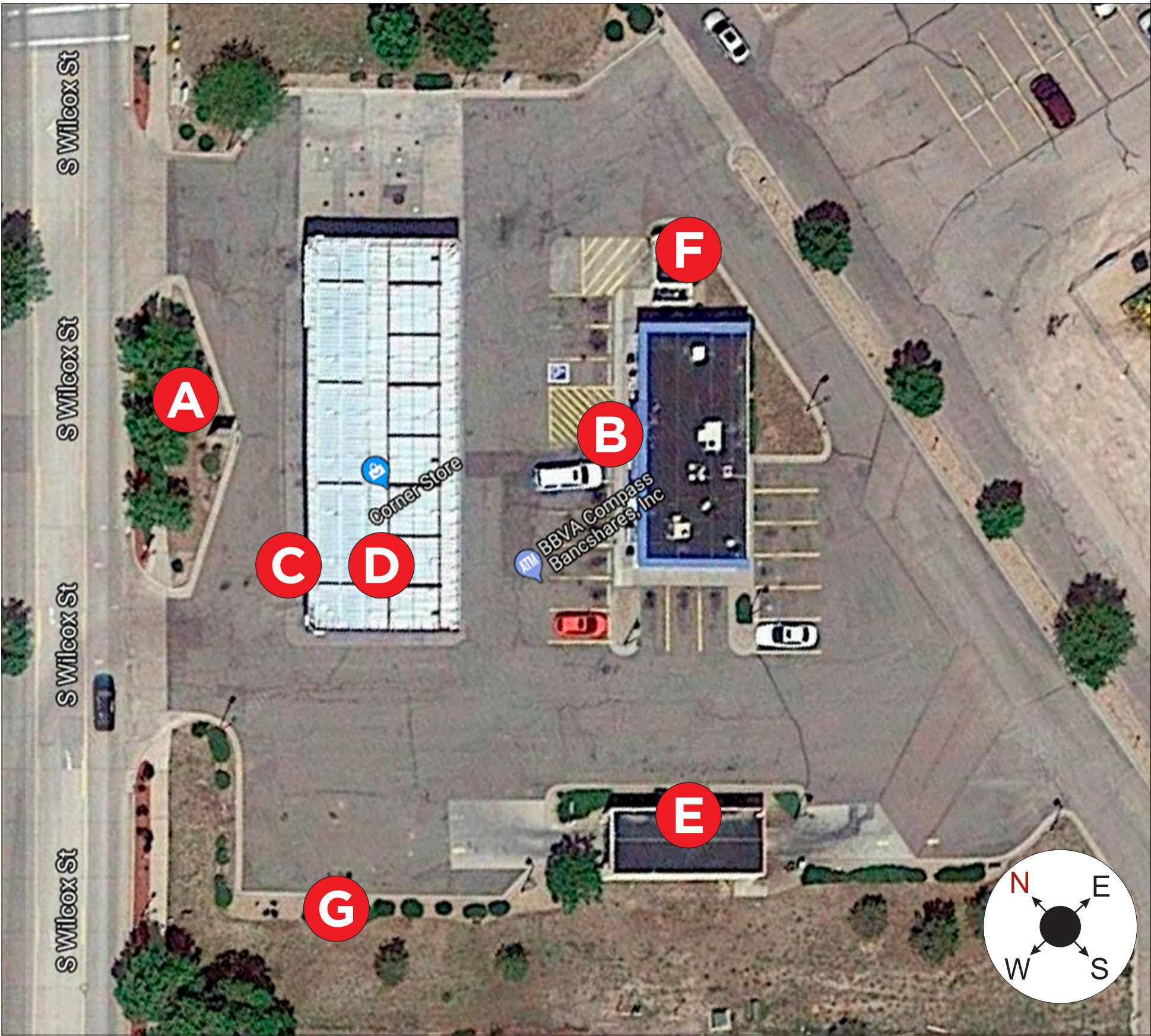
310 S Wilcox St
 Castle Rock, CO 80104
SITE# 4059
 Corner Store to Circle K
 Branding Level: B

DATE: 04/11/2018

CK_CO4059_CASTLE-ROCK_CO_E

SCOPE OF WORK

A MID	<ul style="list-style-type: none">• Reface existing MID ID to Circle K ID• Reface existing manual pricer to 2P LED Pricer per Circle K standards• Reface existing Car Wash per Circle K standards• Install LED retrofit lighting in all existing cabinets• Repaint existing cabinet, retainers & poles to fuel brand specifications
B BUILDING	<ul style="list-style-type: none">• Install new Circle K illuminated building sign (attached to facade column area).• Reface existing "ATM" sign to Polar Pop panel.• Replace trash cans to Circle K specifications• Repaint building to Circle K specifications (remove wall mounted posters/ frames, paint behind them & reinstall)• Paint bollards to Circle K specifications• Paint accent band to Circle K Red.
C CANOPY	<ul style="list-style-type: none">• Install (2) new illuminated Circle K canopy signs• Install new non-illuminated Circle K canopy fascia on all 4 sides.• Install white backer ACM on top side of fascia to optimal height• Paint canopy poles to Circle K specifications• Paint bollards to Circle K specifications• Paint light poles to Circle K specifications
D DISPENSERS & FORECOURT	<ul style="list-style-type: none">• Reimage dispensers to fuel brand specifications• Replace trash cans to fuel brand specifications• Paint columns & islands to fuel brand specifications• Paint bollards to fuel brand specifications• Install pump flags to fuel brand specifications• Paint light poles to Circle K specifications
E CAR WASH	<ul style="list-style-type: none">• Install new non illuminated "Circle K" decal• Install new non illuminated "Car Wash" decal• Install new non illuminated "Exit Car Wash" decal• Install new non illuminated tri color decal• Paint carwash to Circle K specifications• Paint bollards to Circle K specifications• Install new non illuminated "Do Not Enter" decal• Paint Do Not Enter sign to Circle K specifications
F ADDITIONAL ENCLOSURE	<ul style="list-style-type: none">• Paint trash enclosure (always in scope)
G ADDITIONAL SIGNAGE	<ul style="list-style-type: none">• Install new Circle K ID decals over old Circle K Logos• The Ice Coolers are not in the scope of work.



SCOPE OF WORK

MID

- Reface existing MID ID to Circle K ID
- Reface existing manual pricer to 2P LED Pricer per Circle K standards
- Reface existing Car Wash per Circle K standards
- Install LED retrofit lighting in all existing cabinets
- Repaint existing cabinet, retainers & poles to fuel brand specifications

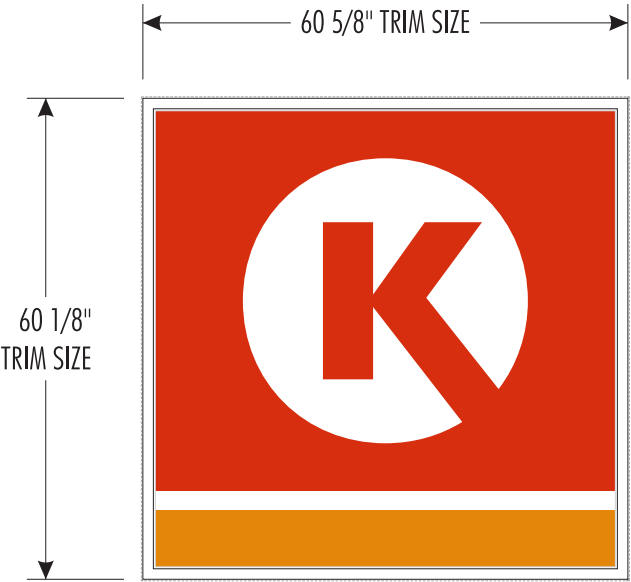
EXISTING

51.26 Sq.Ft

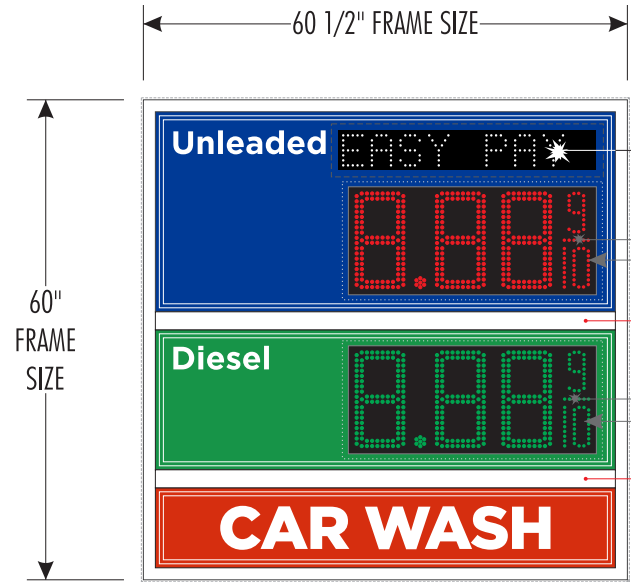


PROPOSED

51.26 Sq.Ft



PANEL REFACE ONLY
SCALE: 1:24



PANEL REFACE ONLY
SCALE: 1:24

EXISTING MANUAL PRICER TBD
(subject to confirmation)

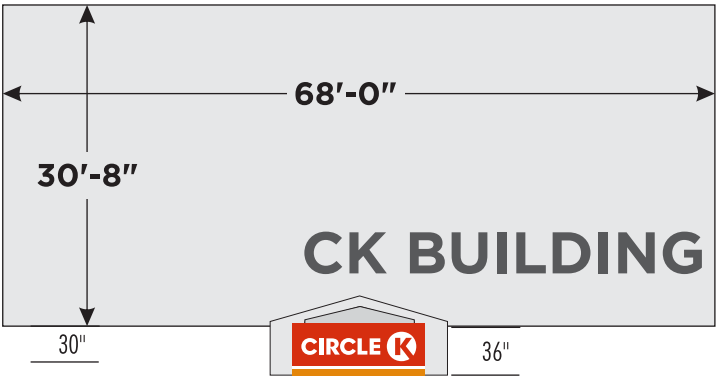
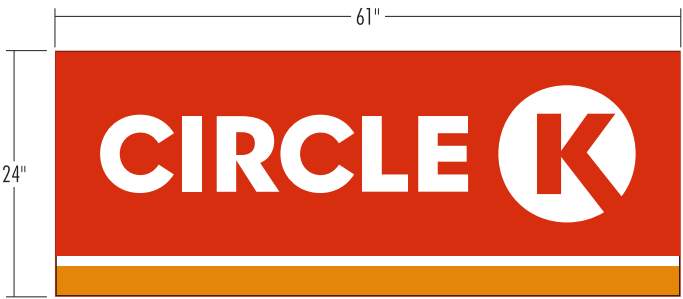
Main I.D.

SIZES SUBJECT TO FINAL FIELD CONFIRMATION PRIOR TO MANUFACTURING

SCOPE OF WORK

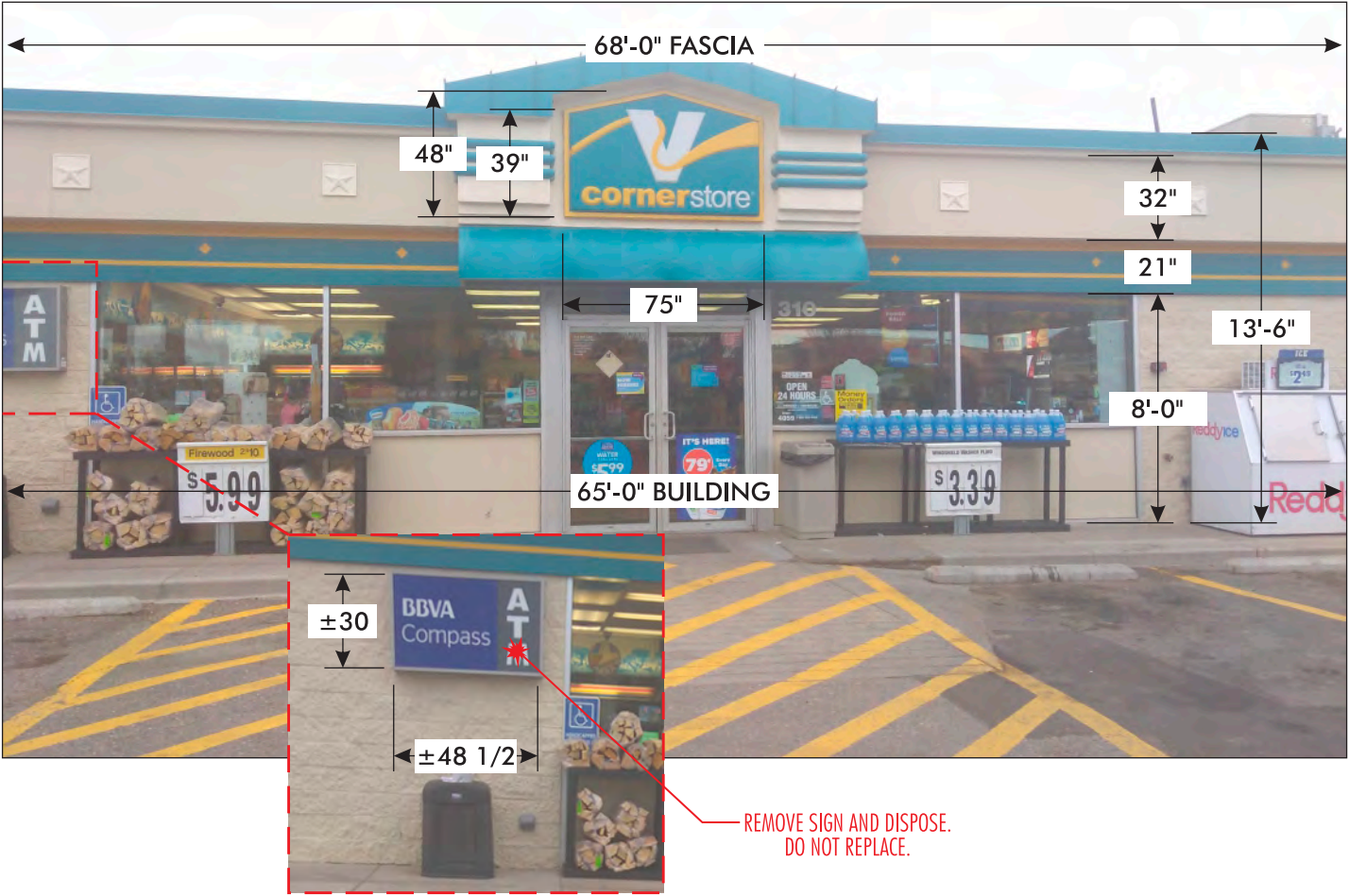
BUILDING FRONT

- Install new Circle K illuminated building sign (attached to facade column area).
- Reface existing "ATM" sign to Polar Pop panel.
- Replace trash cans to Circle K specifications
- Repaint building to Circle K specifications (remove wall mounted posters/ frames, paint behind them & reinstall)
- Paint bollards to Circle K specifications
- Paint accent band to Circle K Red.



EXISTING

35.10 Sq.Ft



PROPOSED

22.84 Sq.Ft



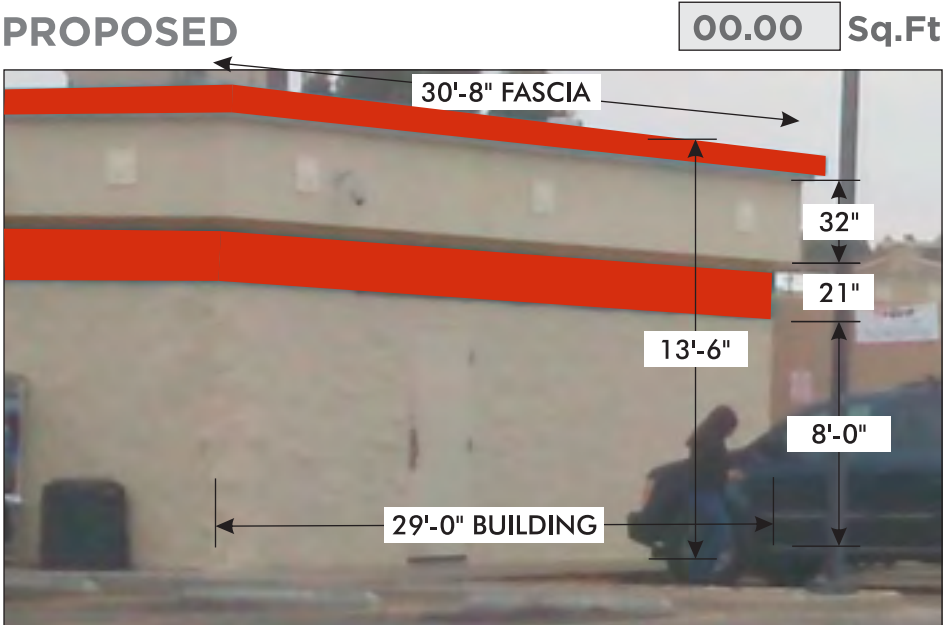
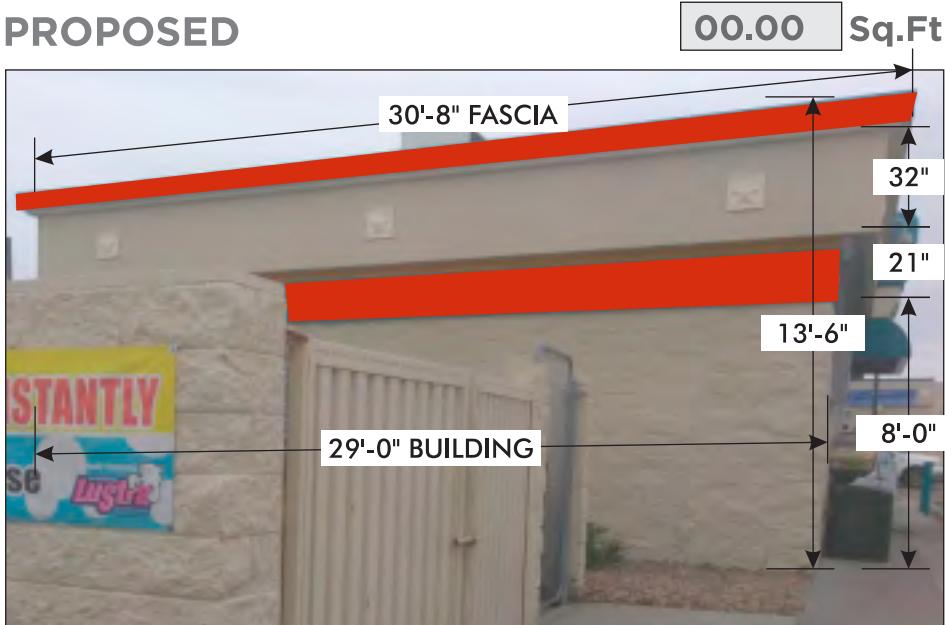
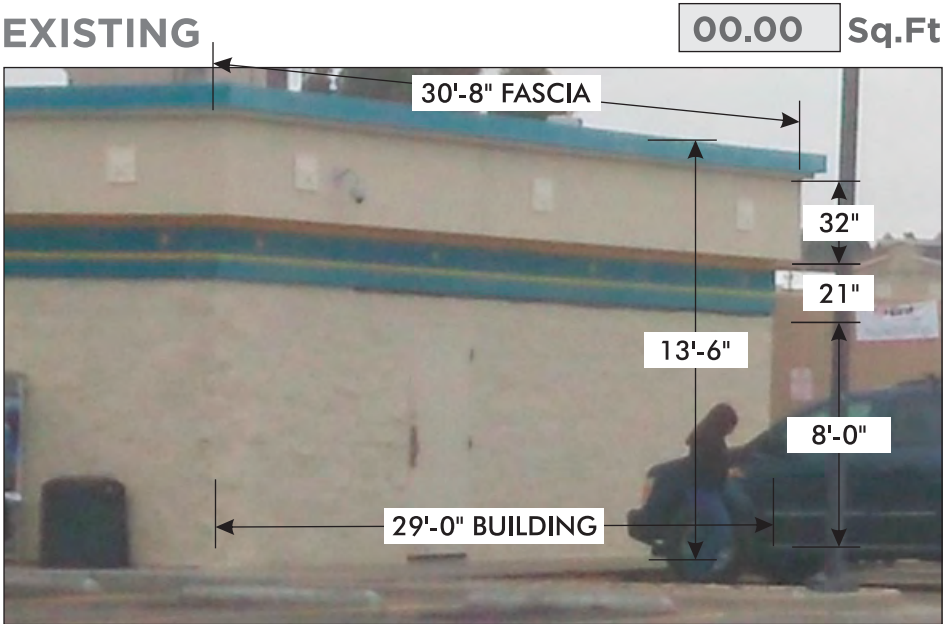
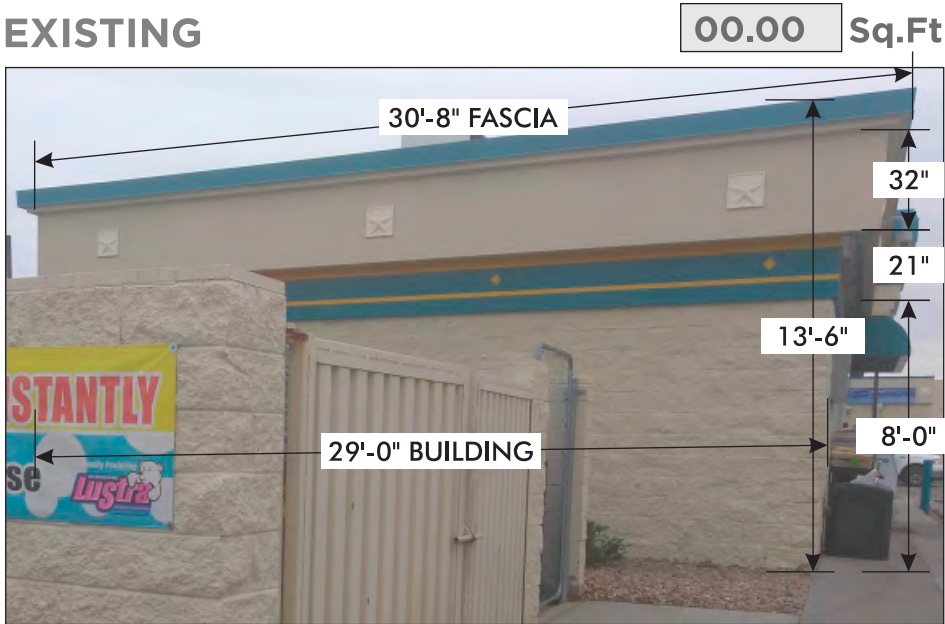
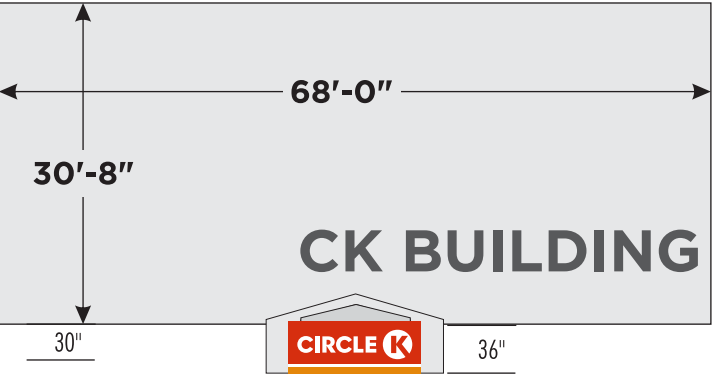
SIZES SUBJECT TO FINAL FIELD CONFIRMATION PRIOR TO MANUFACTURING

Building Front

SCOPE OF WORK

BUILDING
REAR & SIDES

- Install new Circle K illuminated building sign (attached to facade column area).
- Reface existing "ATM" sign to Polar Pop panel.
- Replace trash cans to Circle K specifications
- Repaint building to Circle K specifications (remove wall mounted posters/ frames, paint behind them & reinstall)
- Paint bollards to Circle K specifications
- Paint accent band to Circle K Red.



SIZES SUBJECT TO FINAL FIELD CONFIRMATION PRIOR TO MANUFACTURING

Building Rear and Sides

SCOPE OF WORK

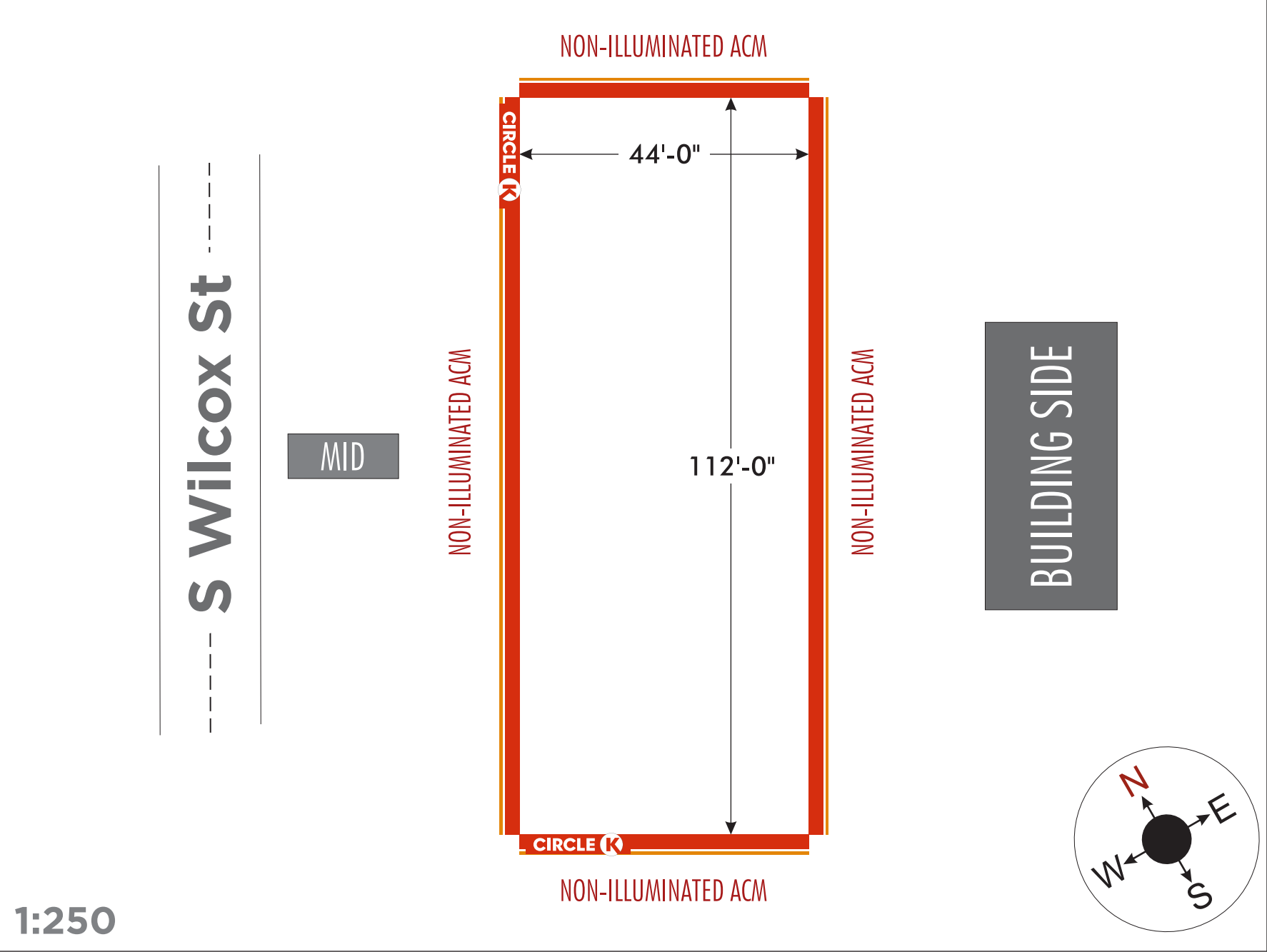
CANOPY

- Install (2) new illuminated Circle K canopy signs
- Install new non-illuminated Circle K canopy fascia on all 4 sides.
- Install white backer ACM on top side of fascia to optimal height
- Paint canopy poles to Circle K specifications
- Paint bollards to Circle K specifications
- Paint light poles to Circle K specifications

SIZES SUBJECT TO FINAL FIELD CONFIRMATION PRIOR TO MANUFACTURING

SITE OVERVIEW

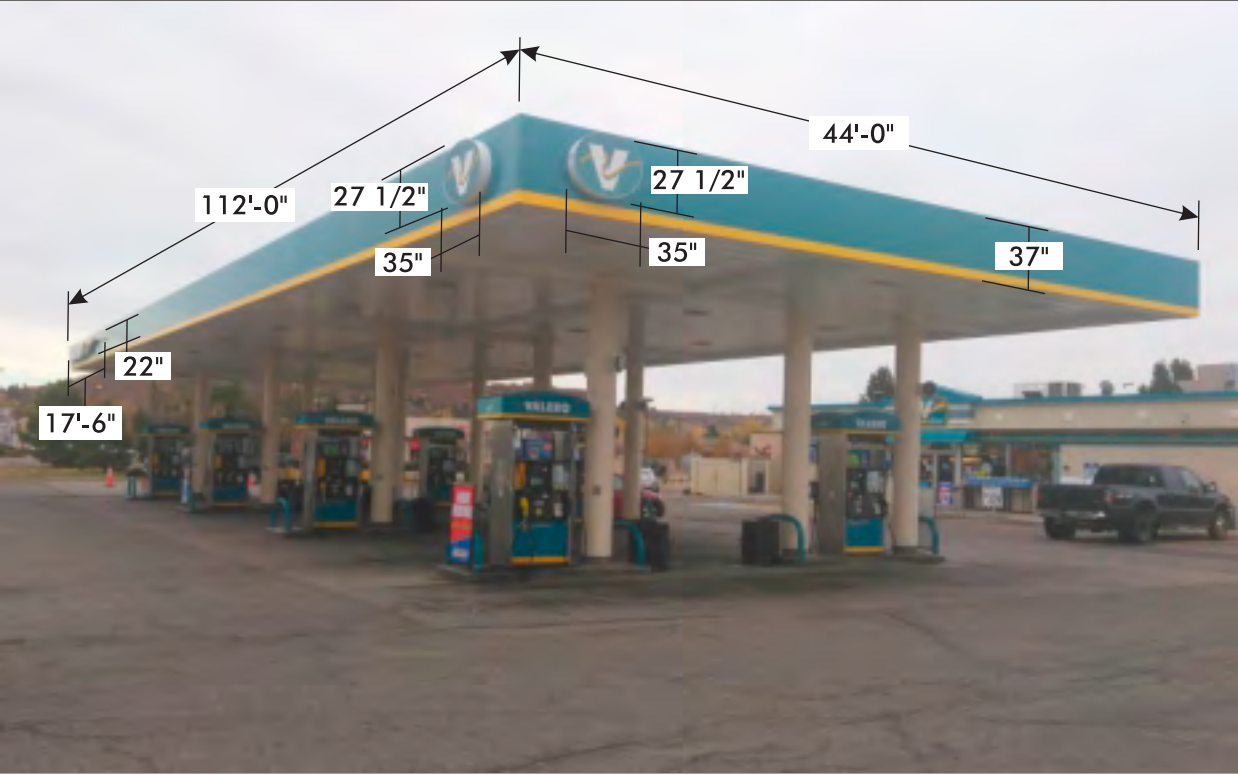
37" HEIGHT OF ACM



Canopy

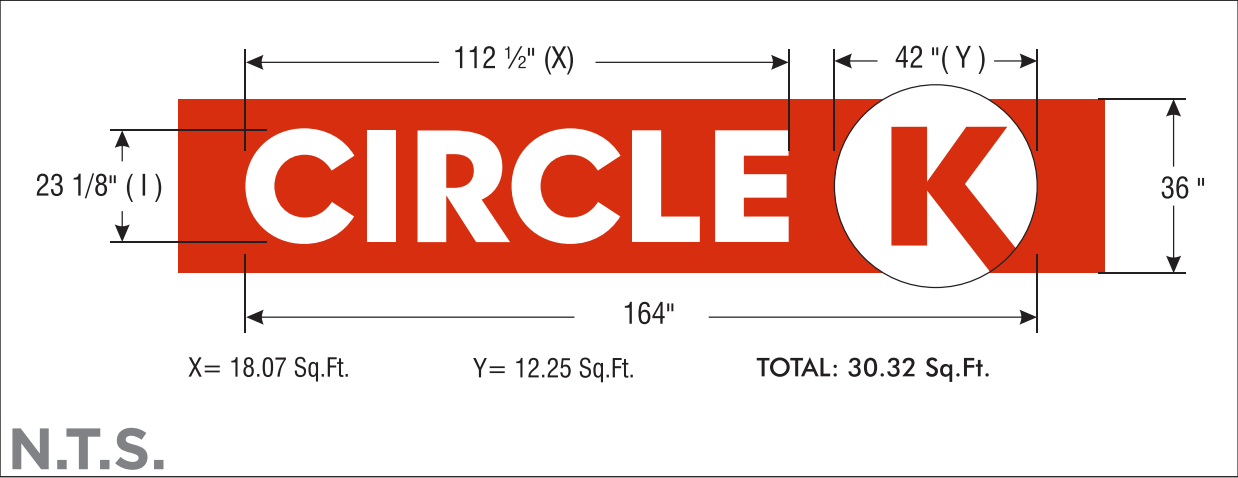
EXISTING

45.45 Sq. Ft.



PROPOSED

3'x13' CK ID - 30.32 Sq. Ft.



SCOPE OF WORK

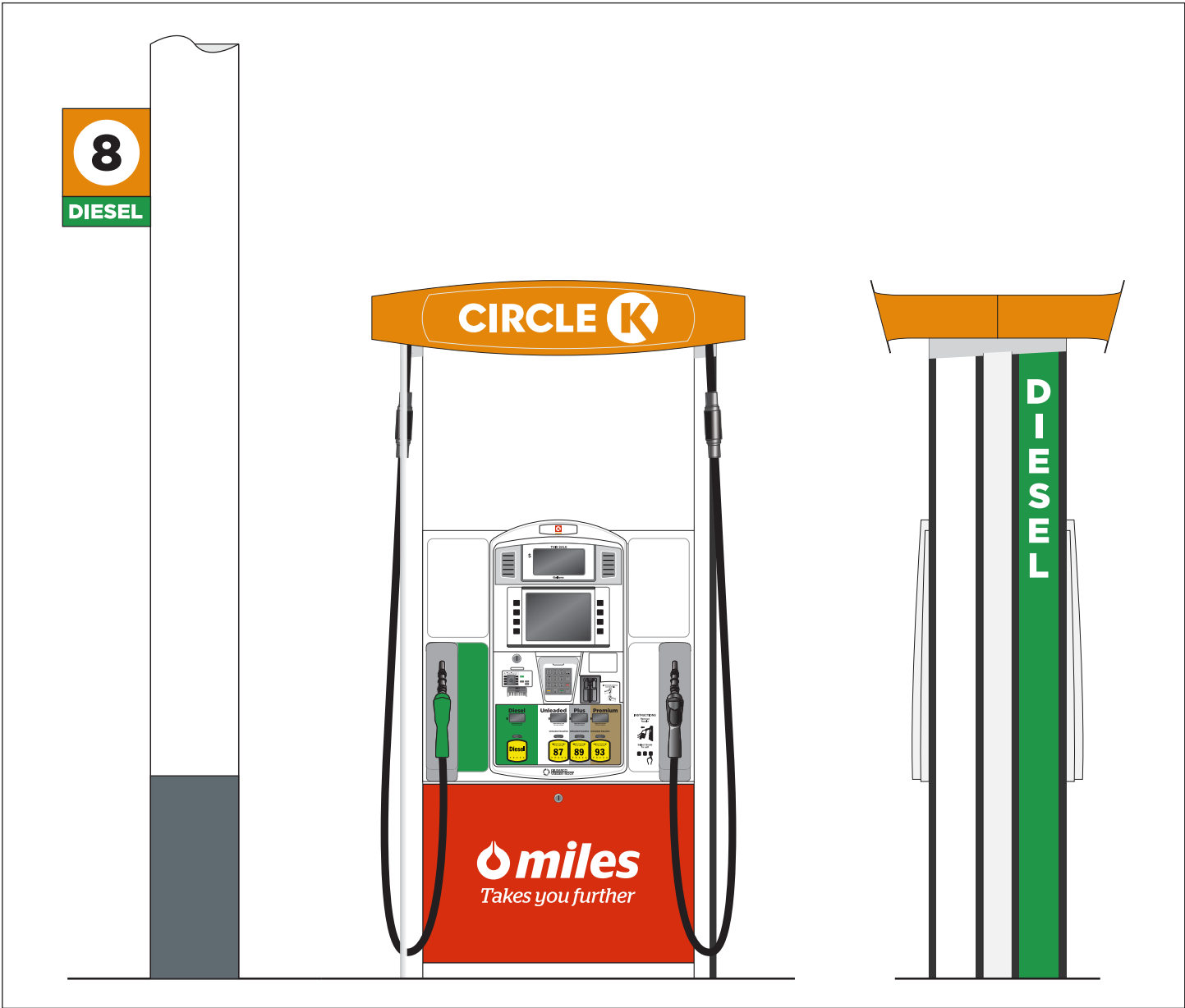
DISPENSERS
&
FORECOURT

- Reimage dispensers to fuel brand specifications
- Replace trash cans to fuel brand specifications
- Paint columns & islands to fuel brand specifications
- Paint bollards to fuel brand specifications
- Install pump flags to fuel brand specifications
- Paint light poles to Circle K specifications

EXISTING



PROPOSED



SIZES SUBJECT TO FINAL FIELD CONFIRMATION PRIOR TO MANUFACTURING

SCOPE OF WORK

ADDITIONAL ENCLOSURE

- Paint trash enclosure (always in scope)

EXISTING



Additional Enclosure

SCOPE OF WORK

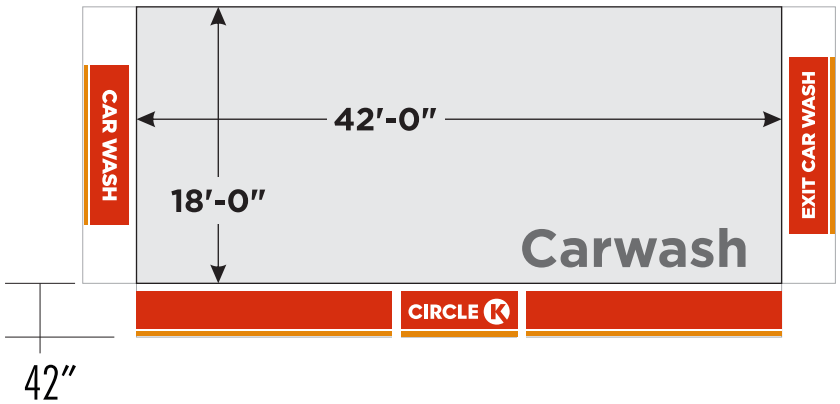
CAR WASH

- Install new non illuminated "Circle K" decal
- Install new non illuminated "Car Wash" decal
- Install new non illuminated "Exit Car Wash" decal
- Install new non illuminated tri color decal
- Paint carwash to Circle K specifications
- Paint bollards to Circle K specifications
- Install new non illuminated "Do Not Enter" decal
- Paint Do Not Enter sign to Circle K specifications

2 X 5
7 3/8" HEIGHT OF I
13 1/2" DISK DIAMETER

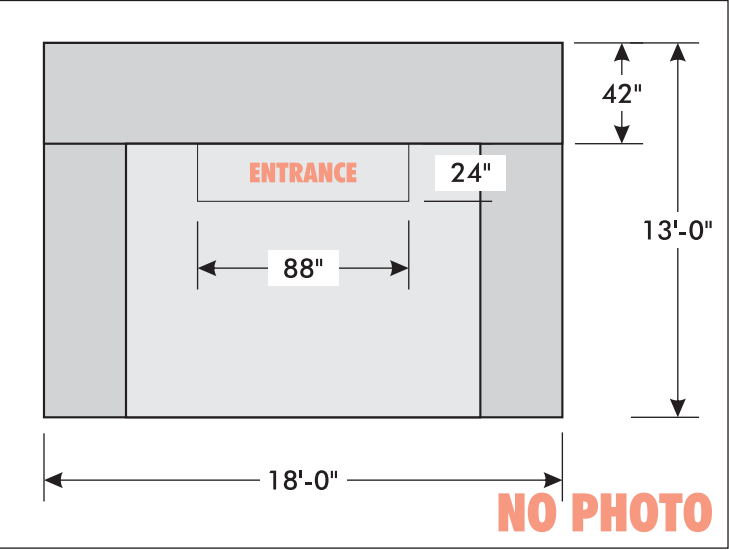


NEW DECAL



EXISTING

14.67 Sq.Ft



EXISTING

38.67 Sq.Ft



EXISTING

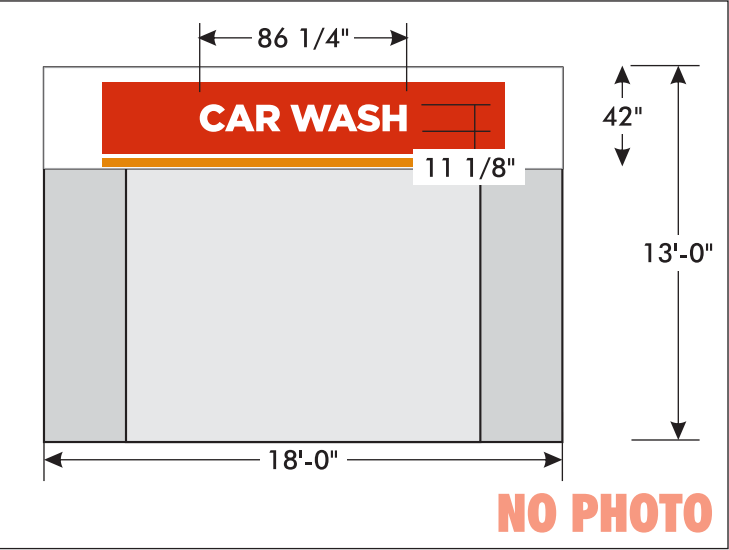
14.67 Sq.Ft



NEW DECAL

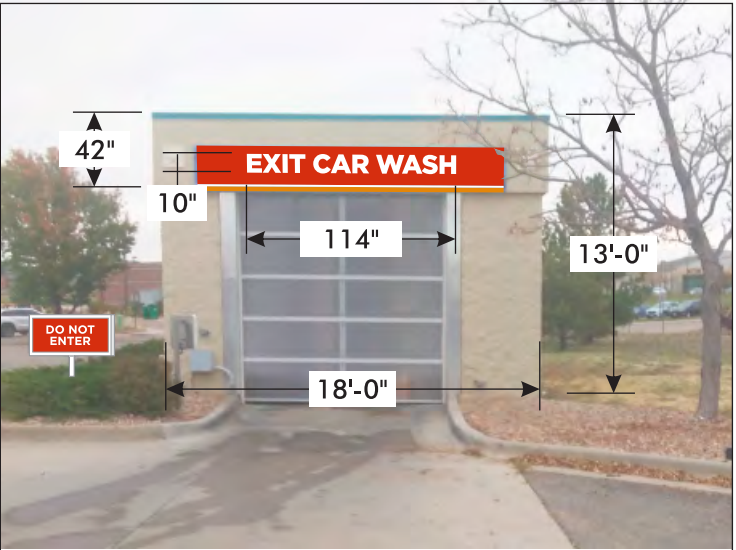
PROPOSED

6.45 Sq.Ft



PROPOSED

7.62 Sq.Ft



PROPOSED

22.84 Sq.Ft



SIZES SUBJECT TO FINAL FIELD CONFIRMATION PRIOR TO MANUFACTURING

SCOPE OF WORK

ADDITIONAL
SIGNAGE

- Install new Circle K ID decals over old Circle K Logos

EXISTING



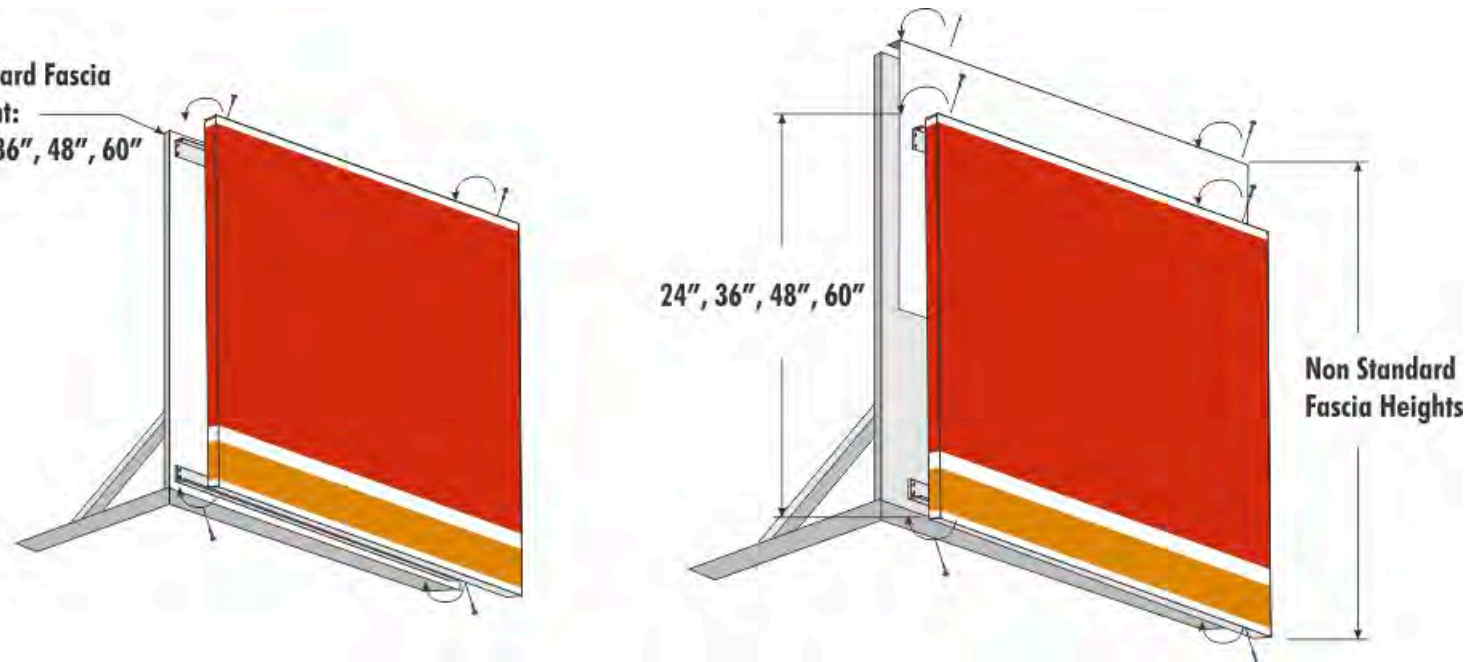
PROPOSED



DECAL

Circle K:		
Sample	Description	Applied to
	Primary Red - PMS 485 3M 3630-33	Building Sign Fascia Carwash
	Primary Orange - PMS 144 3M 3630-3534	Building Sign Fascia Column Flags
	Safety Red Sherwin Williams - SW 4081	Building Bollards
	Grays Harbor Sherwin Williams - SW 6236	Canopy Island Base Canopy Bollards
	White	Building Sign Fascia Light Posts
	Green - PMS 355 3M 3630-156 "Vivid Green" Vinyl	Diesel Door Skin CK Pricer (Diesel)
	Blue - PMS 287 3M 3630-157 "Sultan Blue" Vinyl	CK Pricer (Unleaded)
	(SE REGION ONLY) Egret White Sherwin Williams - SW 7570	Buildings 30" above grade to top of fascia
	(ALL REGIONS EXCEPT SE) Neutral Ground Sherwin Williams - SW 7568	Buildings 30" above grade to top of fascia
	Nuthatch Sherwin Williams - SW 6088	Buildings 30" to grade

Standard Fascia
Height:
24", 36", 48", 60"



24", 36", 48", 60"

Non Standard
Fascia Heights

TO BOTTOM OF CANOPY

24"

DISPENSER
BOLLARDS

CANOPY
COLUMNS

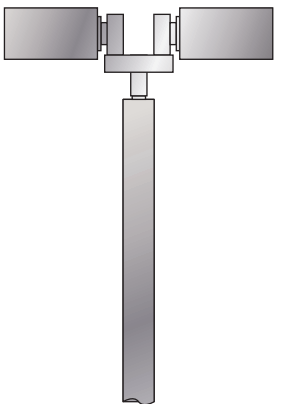
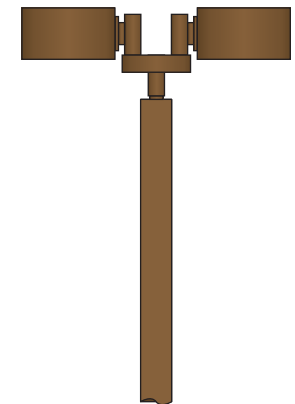
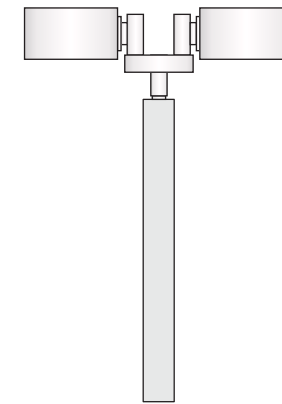
STOREFRONT
BOLLARDS

LIGHT
POLES

LIGHT
POLES

PREFERRED
RAL9016 Shell
Warm White

APPROVED EXCEPTIONS
Only for existing light poles that
are duranodic bronze or silver



Neutral
Ground

30" Above Grade

Nuthatch
Grade

Building paint schedule
(not shown in renderings)
Apply to all sides unless otherwise stated.

Circle K Paint Specifications