



Meeting Date: November 28, 2018

AGENDA MEMORANDUM

To: Design Review Board

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

Title: Roof Sign

Subject Property: 400 Third Street (The Barn Antiques and Specialty Shops)

Lot 1, Block 21, Town of Castle Rock 4th Amendment,
County of Douglas, State of Colorado.

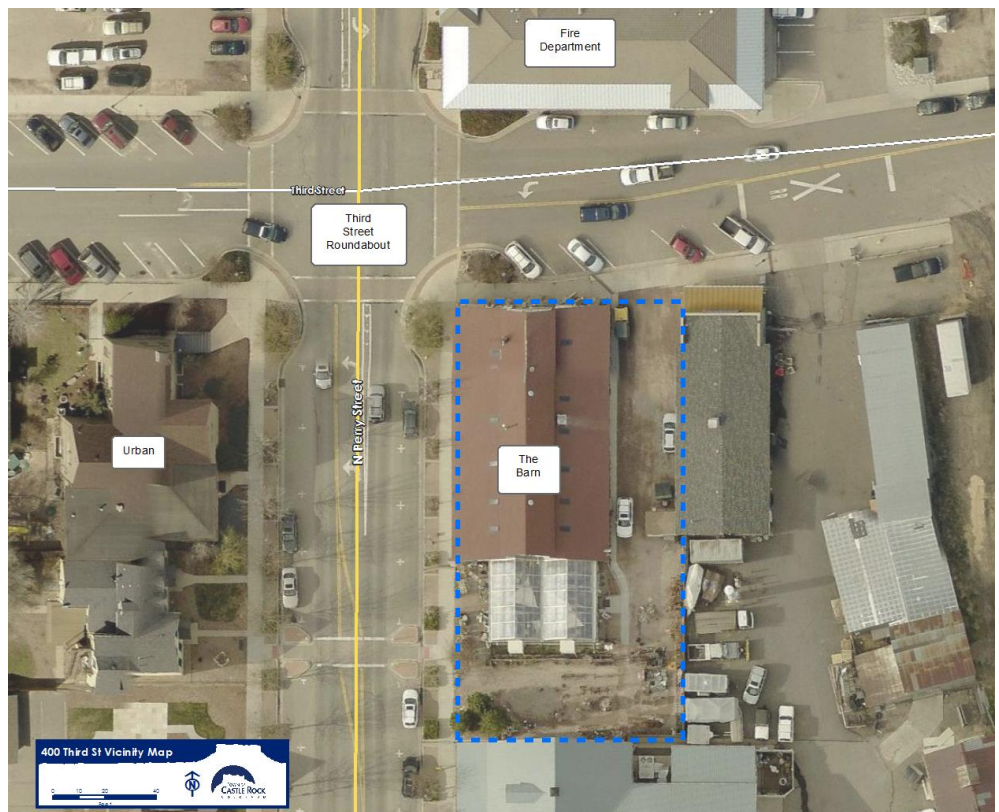
Executive Summary

Signs within the downtown area not only advertise businesses, but they also can enhance the character and feel of the downtown.

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.

Notification and Outreach Efforts

The proposed rooftop sign was noticed in accordance with the



Location Map
400 Third Street
The Barn Antiques and Specialty Shops

Town of Castle Rock Municipal Code. Town Staff published the hearing notice on the Town's website and on the "Development Activity Map" online.

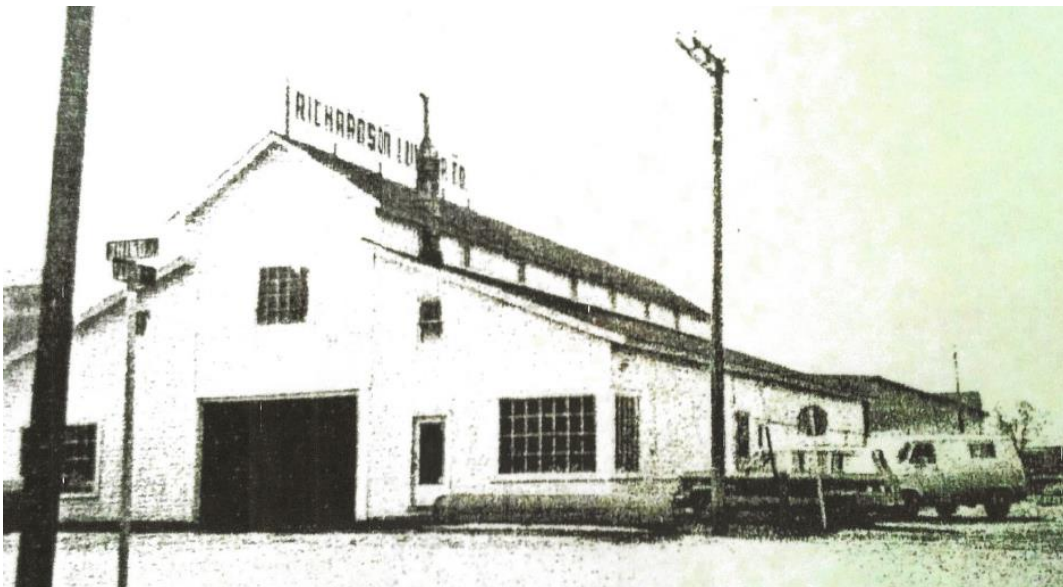
Discussion

Existing Conditions

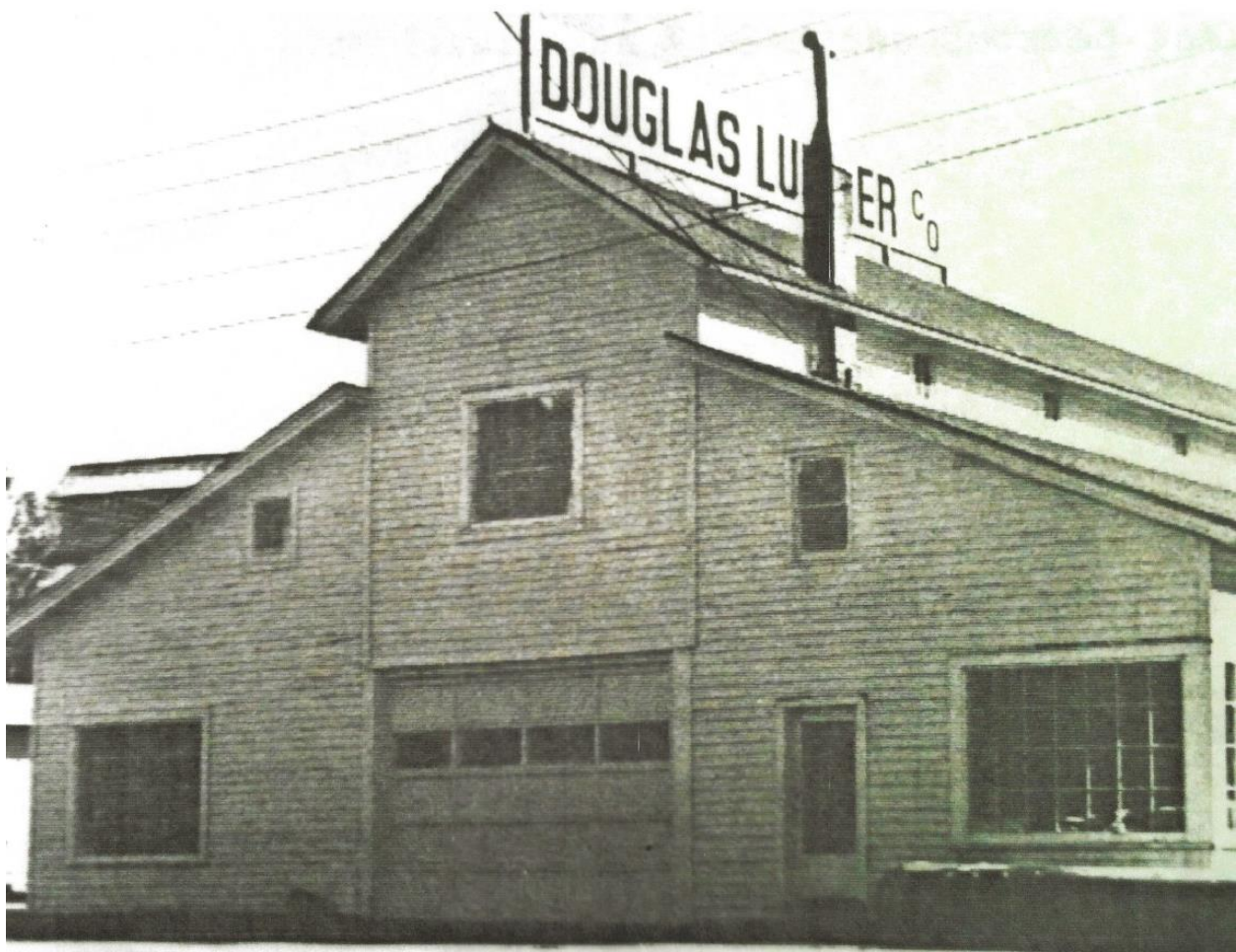


Existing View of The Barn Antiques and Specialty Shops

Located on the southeast corner of Third and Perry Streets, "The Barn" houses various antique and specialty shops and has been in business since 1998. Built around 1905, the building has included several businesses, most notably selling lumber. The frame from previous roof signs still exists, but has not included an actual sign for quite some time.



Historic Photo of Richardson Lumber Roof Sign
(date unknown)



Historic Photo of Douglas Lumber Co. Roof Sign
(date unknown)

Proposed Rooftop Sign



The owner of The Barn Antiques and Specialty Shops is proposing a roof sign, as depicted above, to be located within the existing roof sign frame. The simple design would include little color as it is mostly black and white. The applicant is also proposing four gooseneck lights above the roof sign. The following page shows a photo simulation of the proposed roof sign and lights.



Proposed Roof 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; 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.

Staff Comment – The proposed sign will use the existing roof sign frame and is compatible with the architecture. The new roof sign will be parallel to and will face Perry Street, the more predominant right-of-way.

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 Roof Sign

I move to approve the roof sign and associated lights for 400 Third Street.

Option 2: Approval with Conditions

I move to approve the roof sign and associated lights for 400 Third Street with the following conditions: (list conditions)

Option 3: Denial

I move to deny the roof sign and associated lights for 400 Third Street.

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

I move to continue the roof sign and associated lights for 400 Third Street to the next regular Design Review Board meeting on December 12, 2018.

Attachments

Attachment A: Sign Permit Application