



Meeting Date: December 12, 2018

AGENDA MEMORANDUM

To: Design Review Board

From: Brad Boland, AICP Planner II
Development Services

Title: Riverwalk SDP 2nd Amendment - Common Sign Plan

Subject Property: 115 North Wilcox Street (Riverwalk South) and 215 North Wilcox Street (Riverwalk North)

Lot 1, Town of Castle Rock, 29th Amendment
Lot 13A-1, Town of Castle Rock, 31st Amendment
County of Douglas, State of Colorado.

Executive Summary

In addition to providing tenant identity and way-finding, signage is an important component to the architectural character of a building. Mixed use buildings, such as the Riverwalk, have two sign types; identification signage for the project and individual tenant signage. The purpose of a common sign plan is to ensure that all the signs of the project work together in a cohesive manner and respect the overall architectural character of the building and surrounding area.

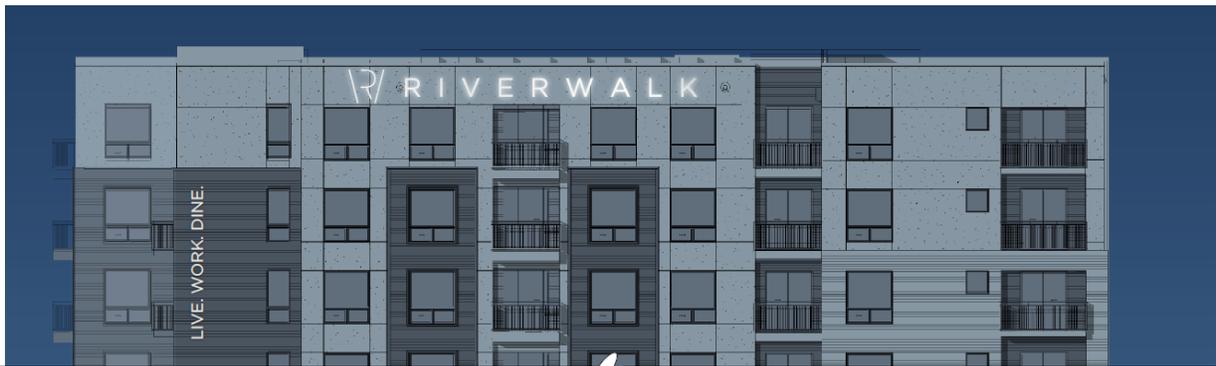


Figure 1: Project Identification Wall Signage



Figure 2: Vicinity Map

Notification and Outreach Efforts

The proposed SDP Amendment 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

Purpose

The approved Riverwalk Site Development Plan (SDP) did not include proposed signage on the elevations, which is a typical component of a SDP. Signage is an integral part of the character of a building, especially for a downtown mixed use building such as the Riverwalk project. To address the signage, a common sign plan has been created. The creation and approval of a common sign plan ensures that the signage of the building is not only compatible with the architecture of the building(s) but is an enhancement to the architecture.

Proposed Plan

The proposed common sign plan addresses design principles, location of signs, size requirements, material requirements, and other relevant information as it pertains to the signage of the project. The proposed common sign plan divides the type of signage into two types; specific project identification signage (“the Riverwalk brand”) and future tenant signage. The common sign plan discusses important design elements to be incorporated into the future tenant signage and provides multiple examples of types of signs that are encouraged and those that are prohibited.

An important part of the common sign plan identifies the total amount of signage allowed for each building and allocates the allowable square footage between project identification signage and future tenant signage. For the north building, the total amount of signage allowed is 638 square feet. The common sign plan proposes a total of 157.8 square feet of project identification signage while leaving 480.2 square feet for future tenant signage. The south building total amount of signage allowed is 718 square feet, with 295.8 square feet allocated for the project identification signage and 422.2 square feet for future tenant signage.

The common sign plan proposes a wide variety of sign types which include but are not limited to;

- Wall signs
- Project/Suspending Signs
- Window Signs
- Awning Signs & Canopy Signs
- Joint Identification Signs
- Ground/Freestanding Signs

Examples include:



Figure 3: Project Identification Freestanding Sign

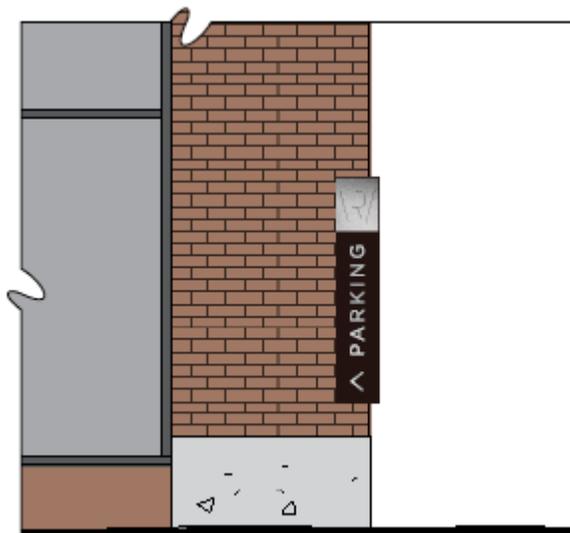


Figure 4: Project Identification Wall Sign

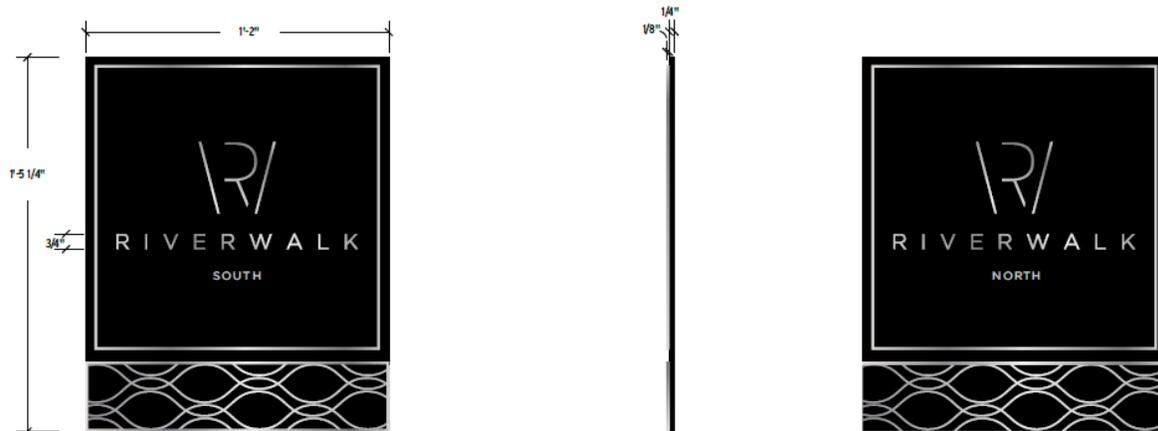


Figure 5: Project Identification Wall Sign



Figure 6: Project Identification Canopy Sign

ENCOURAGED EXAMPLES



Figure 7: Example Tenant Wall Signs

ENCOURAGED EXAMPLES



Figure 8: Example Tenant Projecting Signs

Development and Design Standards

The following 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.

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 River Walk Common Sign Plan

I move to approve the Riverwalk Common Sign Plan, SDP 2nd Amendment.

Option 2: Approval with Conditions

I move to approve the Riverwalk Common Sign Plan, SDP 2nd Amendment with the following conditions: (list conditions)

Option 3: Denial

I move to deny the Riverwalk Common Sign Plan, SDP 2nd Amendment.

Option 4: Continue item to next hearing (need more information to make decision)
I move to continue the Riverwalk Common Sign Plan, SDP 2nd Amendment to the next regular Design Review Board meeting on January 9, 2019.

Attachments

Attachment A: Proposed Common Sign Plan