

# Public Record Documents





**DESIGN REVIEW BOARD MEETING**  
**DECEMBER 12, 2018 – SIGN-IN SHEET**

**PLEASE PRINT CLEARLY**

[illegible]





# RIVERWALK

## COMMON SIGN PLAN

Prepared by ArtHouse Design





THE TABLES BELOW DETAILS THE MAXIMUM SIGN AREAS PERMITTED PER LOT

The following maximum sign areas are permitted per lot for nonresidential uses:

The greater of the following: a. Two and one-half (2 1/2) square feet of sign for each linear foot of building frontage for the first two hundred (200) feet of building frontage of the unit occupied by a street level use and one-half (1/2) square foot for each additional linear foot; or b. One and one-half (1 1/2) square feet of sign for each linear foot of lot frontage for the first two hundred (200) feet of lot frontage and one-half (1/2) square foot for each additional linear foot.

NORTH BUILDING SIGN AREA CALCULATIONS

	N Bldg.North Elevation	N Bldg. South Elevation	N Bldg. East Elevation	N Bldg. West Elevation	N Bldg. Lot total
Linear Frontage	300'	302'	150'	124'	876'
Maximum Sign Area permitted	The maximum sign area is calculated per lot.				200x1.5=300 676x0.5=338 300+338=638 Total max. sign area: 638 sq'
Project Signage Proposed Sign Area	55.1 sq'	3.6 sq'	73.4 sq'	25.7 sq'	157.8 sq'
Tenant Signage Allowed Sign Area	Tenant allowed sign area shall be calculated based on their linear street frontage. The sum of all tenant signage not to exceed lot total tenant allowance (480.2 sq').				480.2 sq'

SOUTH BUILDING SIGN AREA CALCULATIONS

	S Bldg. North Elevation	S Bldg. South Elevation	S Bldg. East Elevation	S Bldg. West Elevation	S Bldg. Lot total
Linear Frontage	319'	319'	199'	199'	1036'
Maximum Sign Area permitted	The maximum sign area is calculated per lot.				200x1.5=300 836x0.5=418 300+418=718 Total max. sign area: 718 sq'
Project Signage Proposed Sign Area	29.4 sq'	35.3 sq'	94.4 sq'	136.7 sq'	295.8 sq'
Tenant Signage Allowed Sign Area	Tenant allowed sign area shall be calculated based on their linear street frontage. The sum of all tenant signage not to exceed lot total tenant allowance (422.2 sq').				422.2 sq'

THE TABLES BELOW DETAILS THE SPECIFICS REGARDING EACH SIGN TYPE

**For ground floor tenants:** Working with your Landlord and using the attached Site Plan, identify the boundaries of your tenant space in the building. This will show you where your building frontage is.Verify with your Landlord the number of linear feet of frontage you occupy. If you occupy a corner suite, you will have more than one frontage. Measure each frontage separately.

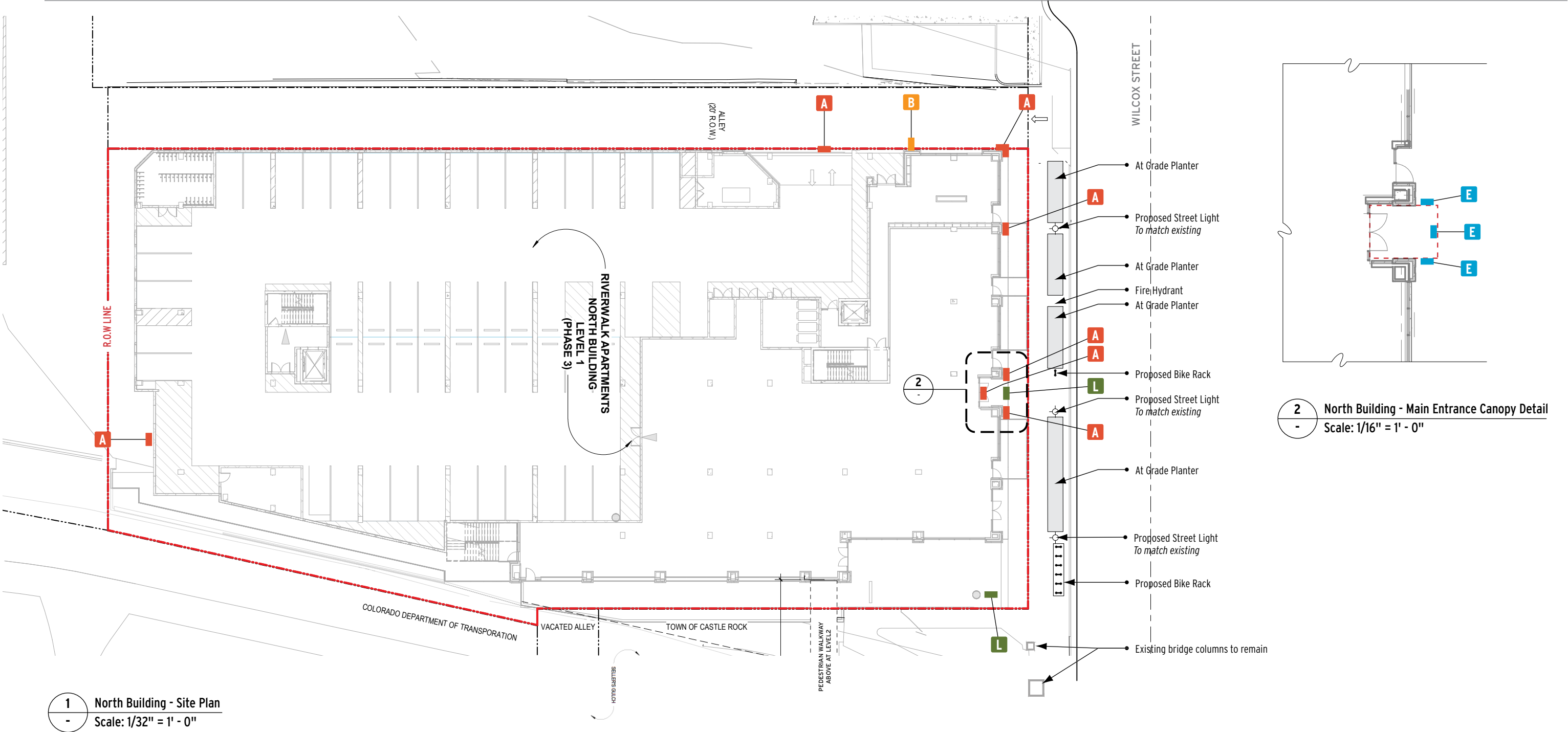
Permitted Types	Wall signs, projecting/suspended signs, window signs, canopy signs, parapet/roof signs, banners, ground/freestanding signs, joint identification.
Permitted Location	<ul style="list-style-type: none"><li>- Wall Signs: See locations noted on the elevations.</li><li>- Window Signs: See locations noted on the elevations. Window signs are typically located at eye level on doors or adjacent to entrances for door signs or in the lower 20% of storefront windows for window signs for each tenant.</li><li>- Canopy Sign: Sign to be installed on the top or face of the canopy.</li></ul>
Maximum Quantity	<ul style="list-style-type: none"><li>- Projecting Signs: Each use may display one (1) projecting sign adjacent to every street upon which the use has frontage.</li><li>- Canopy Sign: One canopy sign per face of canopy is allowed.</li><li>- Roof Signs: One parapet or one roof sign per building frontage is allowed.</li><li>- Ground Signs/Joint Identification: One joint identification sign or one freestanding sign per building frontage.</li><li>- Tenant Wall Signs: The maximum allowable is 1 retail tenant facade sign per each tenant exterior wall/facade frontage (no more than 2 total).</li></ul>
Maximum Area	<ul style="list-style-type: none"><li>- Wall signs: One and one-half square feet for each linear foot of building frontage, not to exceed 25% of the wall to which the sign is attached.</li><li>- Projecting Signs: Not to exceed 16 square feet per sign face.</li><li>- Window Signs: Vinyl graphics should not exceed 20% of the total window area with 10% allowed to be opaque or solid.</li><li>- Freestanding Signs: The maximum area per sign face shall be one hundred (100) square feet.</li></ul>
Maximum Projection	Projecting sign: may not project more than four (4) feet from the face of the building. Signs shall be mounted no less than six (6) inches and no more than one (1) foot away from the building wall.
Maximum Height Above Grade	<ul style="list-style-type: none"><li>- Wall Signs: No part of the sign shall project above or below the sign zone that is identified on the elevations.</li><li>- Freestanding Signs: The lesser of twenty (20) feet or the height of the building to which the sign is appurtenant.</li><li>- Projecting Signs: may be located no higher than thirteen (13) feet from the ground or adjacent sidewalk.</li></ul>
Minimum Height Above Grade	<ul style="list-style-type: none"><li>- Wall Signs: No part of the sign shall project above or below the sign zone that is identified on the elevations.</li><li>- Projecting Signs: May be located no lower than eight (8) feet.</li><li>- Banner Signs: Must clear sidewalks by at least eight (8) feet in height.</li></ul>
Permitted Illumination	May be illuminated but shall not flash, blink or fluctuate. All signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly 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.
Animation	Shall not be animated. Flashing illumination, animated graphics, and signs that blink, fluctuate or change graphics or messages more than once an hour are prohibited.



# PROJECT IDENTIFICATION

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PROJECT IDENTIFICATION - LOCATION PLAN



Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes. Sign sizes are not finalized, expected dimensions are approximate.

SIGN TYPE LEGEND

- A

 Sign Type A: Wall Signs
- B

 Sign Type B: Projecting / Suspended Signs
- C

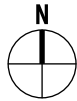
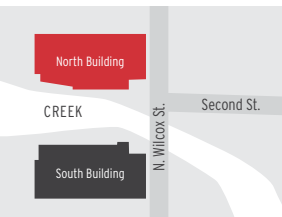
 Sign Type C: Window Signs - Shown on Elevations Only
- E

 Sign Type E: Canopy Signs
- G

 Sign Type G: Mural Signs
- L

 Sign Type L: Ground / Freestanding Signs

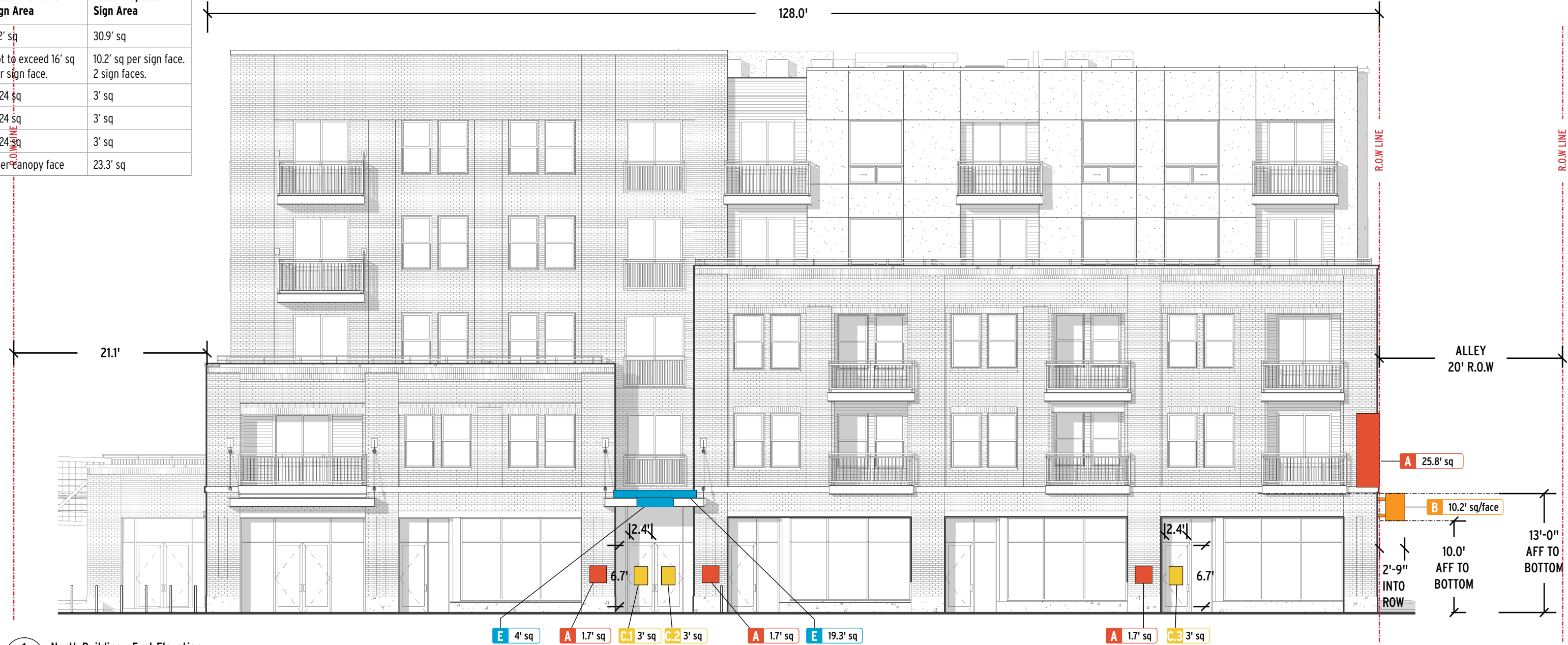
KEY PLAN





# PROJECT IDENTIFICATION - ELEVATION

Sign Type	Total Allowable Sign Area	Total Proposed Sign Area
A	192' sq	30.9' sq
B	Not to exceed 16' sq per sign face.	10.2' sq per sign face. 2 sign faces.
C.1	3' 24 sq	3' sq
C.2	3' 24 sq	3' sq
C.3	3' 24 sq	3' sq
E	1 per canopy face	23.3' sq



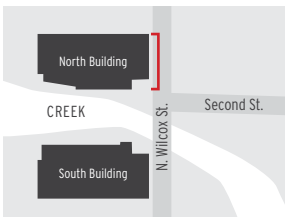
1 North Building - East Elevation  
Scale: 3/32" = 1' - 0"

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes. Sign sizes are not finalized, expected dimensions are approximate.

## SIGN TYPE LEGEND

- A** Sign Type A: Wall Signs
- B** Sign Type B: Projecting / Suspended Signs
- C** Sign Type C: Window Signs - Shown on Elevations Only
- E** Sign Type E: Canopy Signs
- G** Sign Type G: Mural Signs
- L** Sign Type L: Ground / Freestanding Signs

## KEY PLAN



INTENT

Wall sign means a sign displayed upon or against the wall of an enclosed building; provided that no part of the face of the sign extends more than fifteen inches (measured horizontally) from the face of the wall and the sign does not extend beyond any edge of the wall or the roofline.

ALLOWANCE

No part of the sign shall project above or below the sign zone that is identified on the elevations.

One and one-half square feet for each linear foot of building frontage, not to exceed 25% of the wall to which the sign is attached.

LOCATION

See locations noted on the elevations.

ATTACHMENT DETAILS

All connecting hardware to be concealed unless it is an integral part of the sign design.

ILLUMINATION

Static, unobtrusive illumination allowed. Internal illumination of channel letters, back lit letters (halo), push thru acrylic letters, or a shielded spot light located at top of the sign is allowed. Signs may not be illuminated after 11:00 pm.

THE FOLLOWING APPROACHES ARE REQUIRED:

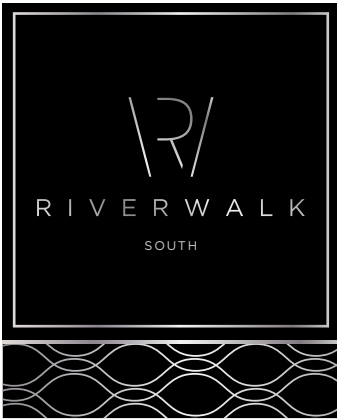
- Sign area is limited to the area as noted in elevations.

THE FOLLOWING APPROACHES ARE ENCOURAGED:

- Project ID type to be fabricated or flat cut-out and layered to achieve a 3 dimensional form to the signage components.
- Paint and metal finishes that connect to the building facade should reflect the overall architectural color palette.
- Sign/sign armature attachment to building facade with custom designed metal armature/brackets.
- All designs subject to review for scale and proportion relative to the building architectural context.
- Three dimensional logo or iconographic elements are encouraged.
- Cut-out letters with fabricated returns and shapes encouraged.
- No back-lit sign boxes will be allowed.
- No raceway will be allowed.

SIGN DESIGNS

Sign sizes are not finalized, expected dimensions are approximate.



Entrance Plaque - South Bldg. Layout



Primary Canopy ID



Primary Building ID



Parking Corner Sign



Secondary Building ID





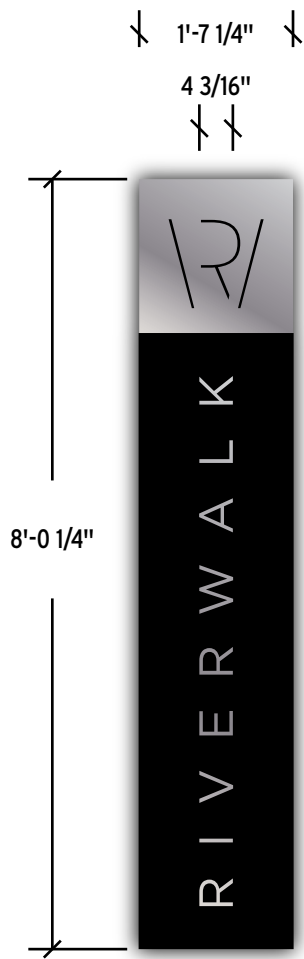
1 South Building Entrance - Partial East Elevation  
- Scale: 3/8" = 1'



2 North Building Entrance - Partial East Elevation  
- Scale: 3/8" = 1'



3 North Building Residential Entrance - Partial East Elevation  
- Scale: 3/8" = 1'



1 Primary Building ID  
Scale: 1/2" = 1'



2 Primary Building ID - Isometric View  
Scale: NTS



3 Sign Type G: Primary Building ID - Rendering  
Scale: NTS





1 South Building West Partial Elevation - Day View  
- Scale: 1/16" = 1'



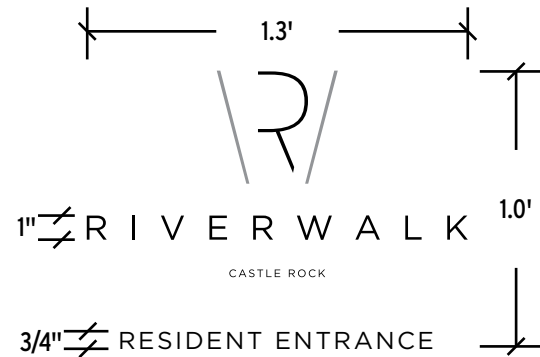
2 South Building West Partial Elevation - Night View  
- Scale: 1/16" = 1'



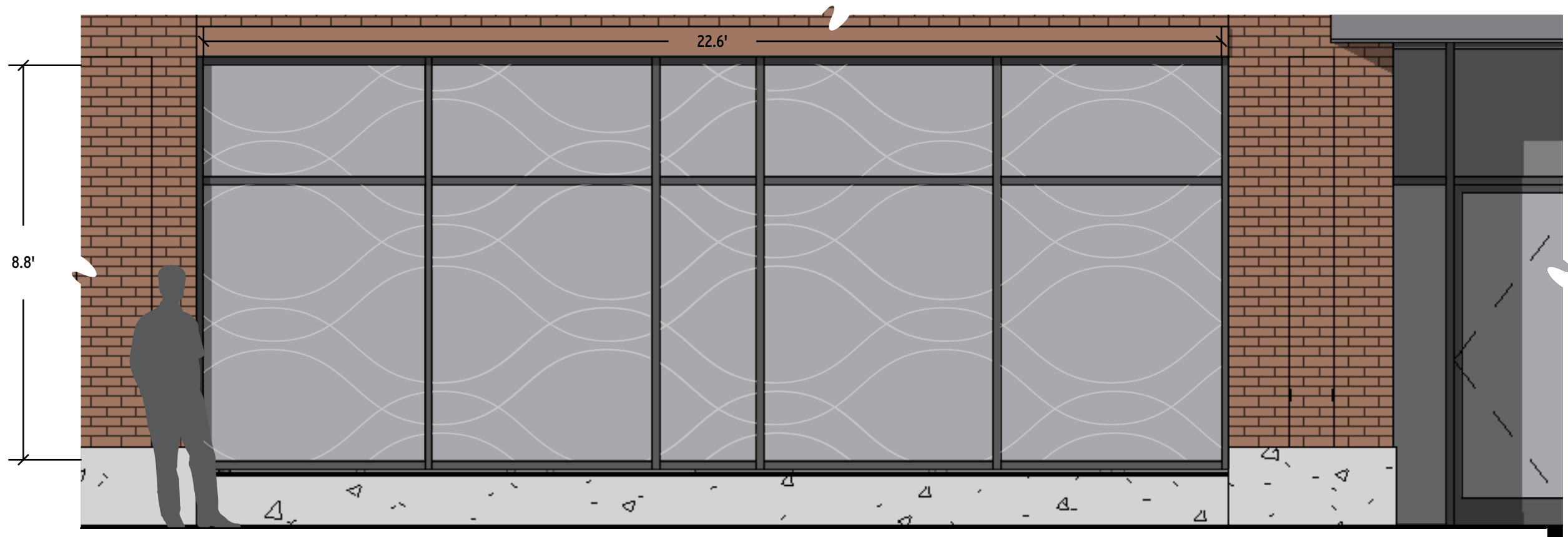
1 Entrance Vinyl - South Bldg. Layout 1  
- Scale: 1 1/2" = 1'



2 Entrance Vinyl - South Bldg. Layout 2  
- Scale: 1 1/2" = 1'



3 Entrance Vinyl - North Bldg. Layout  
- Scale: 1 1/2" = 1'



4 Leading Window Vinyl  
- Scale: 3/8" = 1'



*Murals fall under the definition of Work of Art in Title 19 of the Town of Castle Rock Municipal Code and are not included in the calculation of sign area.*

**INTENT**

To enhance the project with a well designed mural/art.

**ALLOWANCE**

1 Mural sign per facade is allowed. Mural signs shall not extend beyond the building façade.

Murals shall require design review and approval by the Design Review Board.

**LOCATION**

See elevations for exact locations.

**FABRICATION**

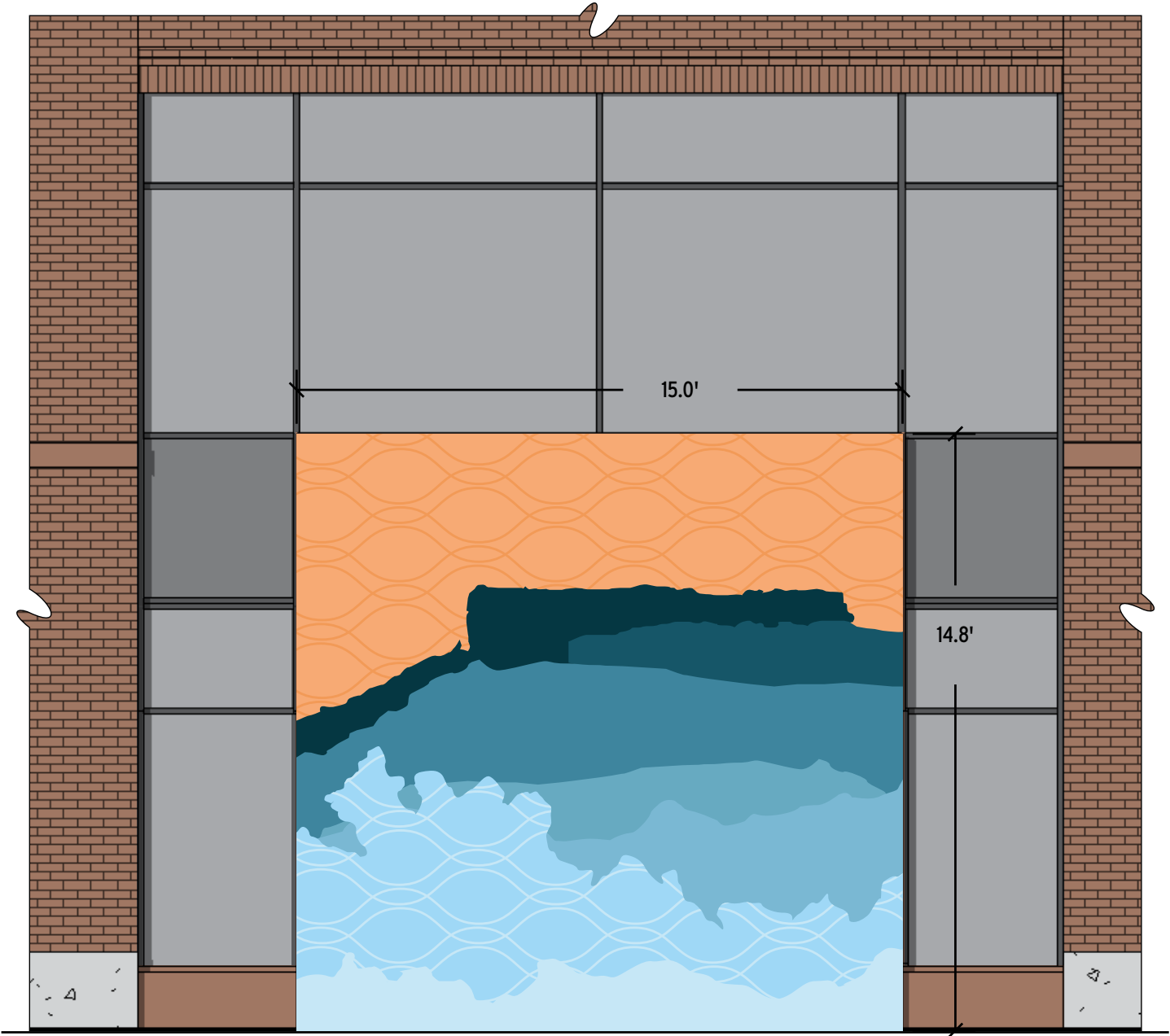
Mural to be painted, spray painted, stenciled, or heat applied vinyl applied directly to building facade.

**ILLUMINATION**

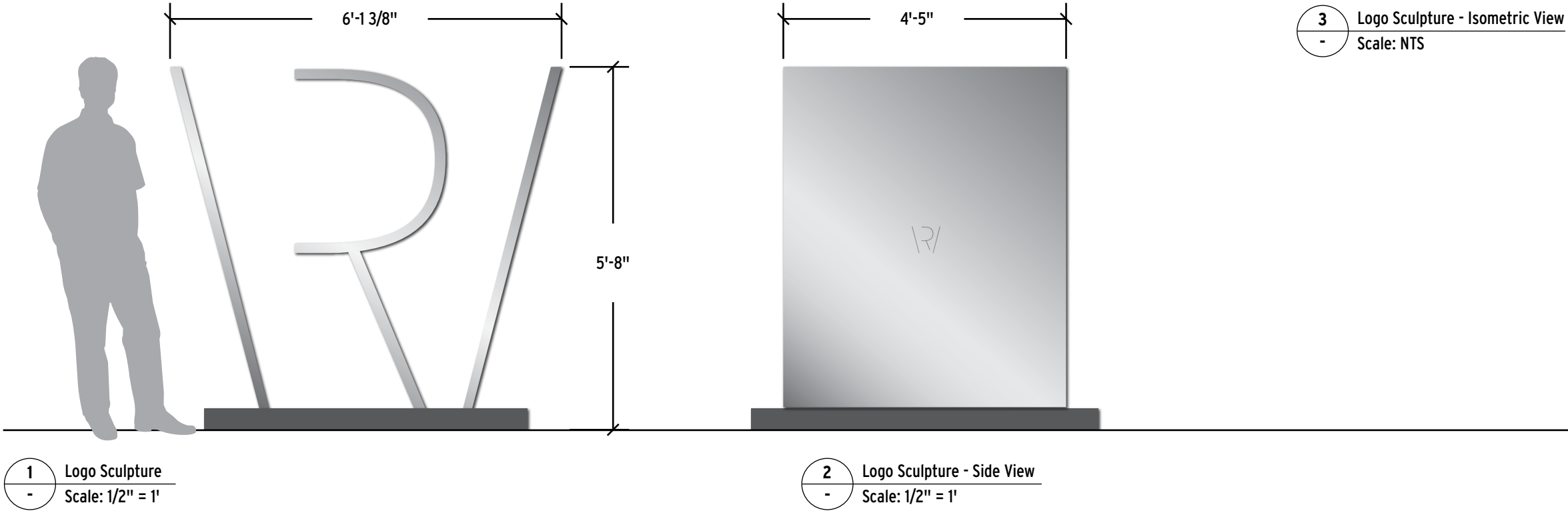
External illumination is allowed.

**DIMENSIONS**

Sizes are not finalized, expected dimensions are approximate.



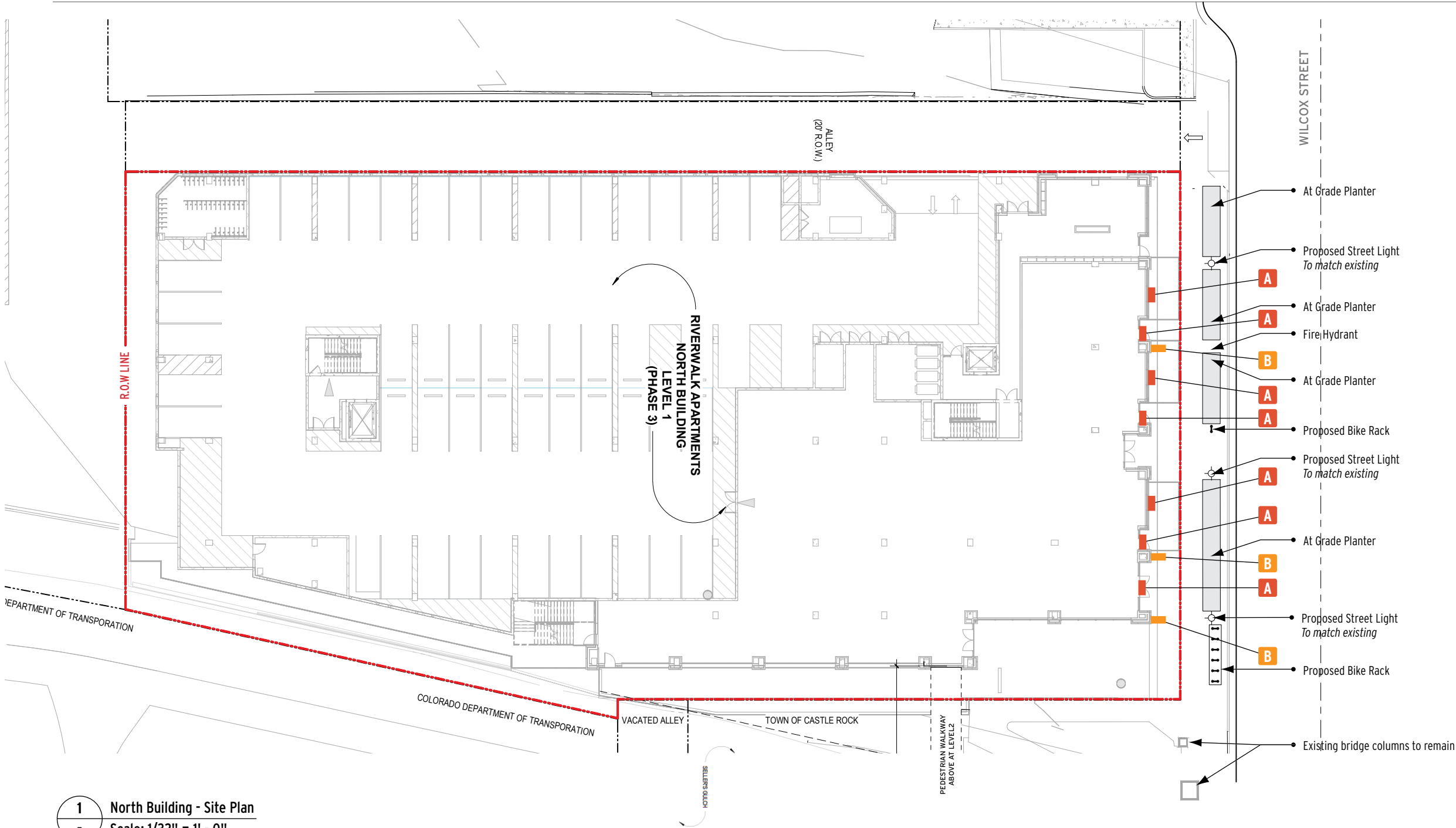
1 Garage Entrance Elevation  
- Scale: 1/4" = 1'



# TENANT SIGNAGE

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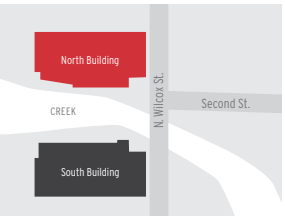


Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes. Sign sizes are not finalized, expected dimensions are approximate.

SIGN TYPE LEGEND

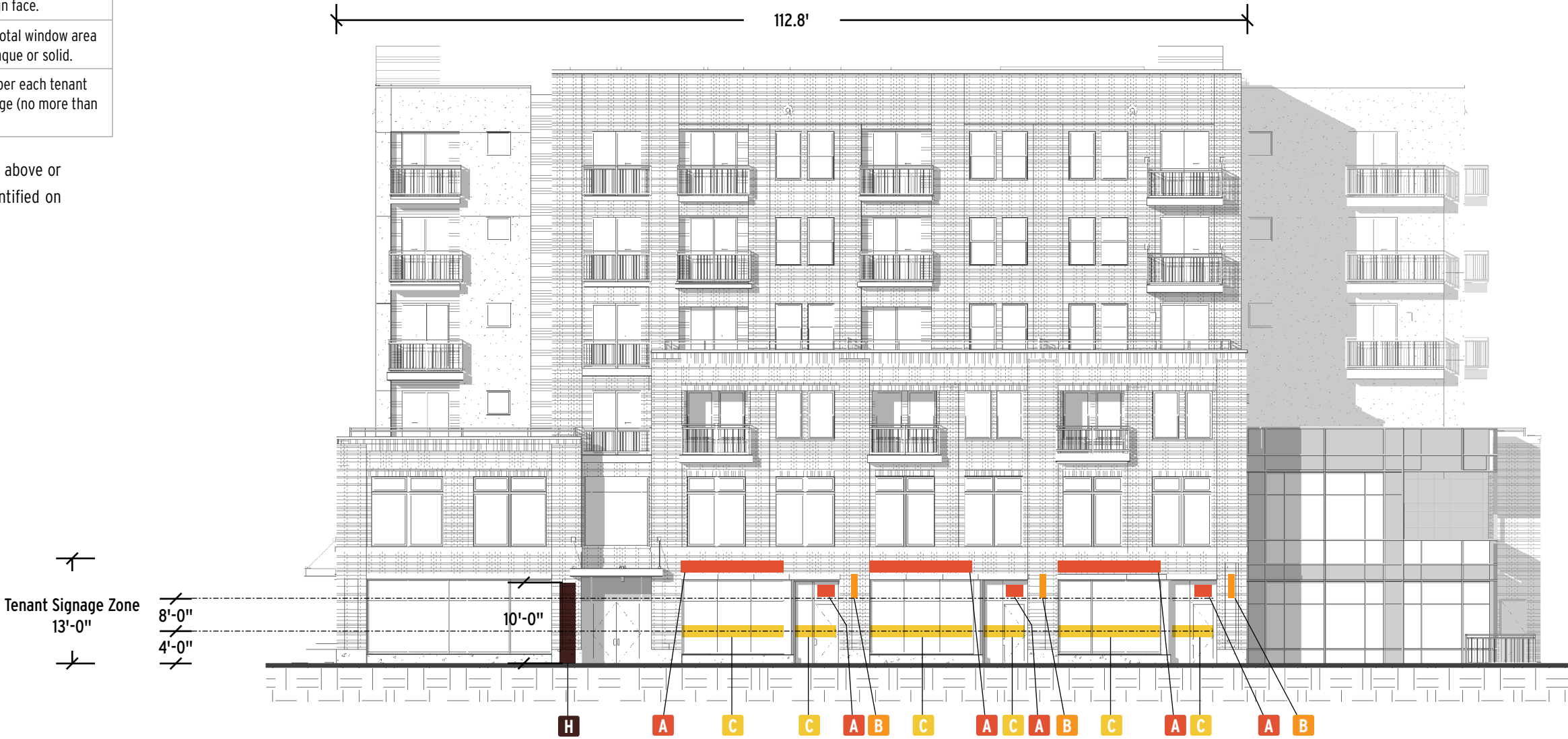
- A Sign Type A: Wall Signs
- B Sign Type B: Projecting / Suspended Signs
- C Sign Type C: Window Signs - Shown on Elevations Only
- H Sign Type H: Joint Identification Signs

KEY PLAN



Sign Type	Total Allowable Sign Area
A	One and one-half square feet for each linear foot of building frontage, not to exceed 25% of the wall to which the sign is attached.
B	Not to exceed 16' sq per sign face.
C	Not to exceed 20% of the total window area with 10% allowed to be opaque or solid.
H	1 retail tenant facade sign per each tenant exterior wall/facade frontage (no more than 2 total)

No part of the sign shall project above or below the sign zone that is identified on this elevation.



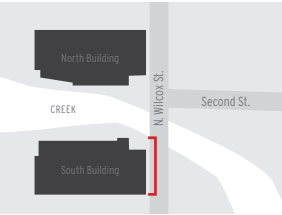
1 South Building - East Elevation  
- Scale: 1/16" = 1' - 0"

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes. Sign sizes are not finalized, expected dimensions are approximate.

SIGN TYPE LEGEND

- A** Sign Type A: Wall Signs
- B** Sign Type B: Projecting / Suspended Signs
- C** Sign Type C: Window Signs - Shown on Elevations Only
- H** Sign Type H: Joint Identification Signs

KEY PLAN



INTENT

To identify tenants with a main entrance at the ground floor level.

Wall sign means a sign displayed upon or against the wall of an enclosed building; provided that no part of the face of the sign extends more than fifteen inches (measured horizontally) from the face of the wall and the sign does not extend beyond any edge of the wall or the roofline.

ALLOWANCE

The maximum allowable is 1 retail tenant facade sign per each tenant exterior wall/facade frontage (no more than 2 total).

No part of the sign shall project above or below the sign zone that is identified on the elevations.

No part of the sign shall project above or below the sign zone that is identified on the elevations.

Wall signs. One and one-half square feet for each linear foot of building frontage, not to exceed 25% of the wall to which the sign is attached. Sign may be limited in size based on sign location. See elevations for specific details.

LOCATION

Address numerals wall sign shall be installed on the transom directly above the door. Tenant ID wall sign to be installed above window on brick facade.

ATTACHMENT DETAILS

The address numeral wall signs are mounted with clear adhesive directly to glass transom.

Tenant ID wall signs to be installed to building with owner approved tenant panel.

All connecting hardware to be concealed unless it is an integral part of the sign design.

ILLUMINATION

Static, unobtrusive illumination allowed. Internal illumination of channel letters, back lit letters (halo), push thru acrylic letters, or a shielded spot light located at top of the sign is allowed. Signs may not be illuminated after 11:00 pm.

THE FOLLOWING APPROACHES ARE REQUIRED:

- Sign area is limited to the area as noted in elevations.

THE FOLLOWING APPROACHES ARE ENCOURAGED:

- Tenant logo/logo type to be fabricated or flat cut-out and layered to achieve a 3 dimensional form to the signage components.
- Tenant logo/logo type should not fill the entire designated sign zone.
- Paint and metal finishes that connect to the building facade should reflect the overall architectural color palette.
- Sign/sign armature attachment to building facade with custom designed metal armature/brackets.
- All designs subject to review for scale and proportion relative to the building architectural context.
- Three dimensional logo or iconographic elements are encouraged.
- Cut-out letters with fabricated returns and shapes encouraged.
- No back-lit sign boxes will be allowed.
- No raceway will be allowed.

ENCOURAGED EXAMPLES





INTENT

Projecting sign means a sign, other than a wall sign, attached to a building or extending in whole or in part fifteen inches or more horizontally beyond the surface of the building to which the sign is attached, and projecting at a ninety-degree angle from the building to which the sign is attached. It is to be located no lower than eight feet and no higher than thirteen feet from the ground or adjacent sidewalk and shall not project above the roofline of the building

ALLOWANCE

Each use may display one (1) projecting sign adjacent to every street upon which the use has frontage. Not to exceed 16 square feet per sign face. No part of the sign shall encroach with a vertical plane measured two feet from the edge of the adjacent street pavement.

LOCATION

A Tenant Projecting Sign is located at pre-determined locations as indicated in the elevations and should be centered on columns or centered at locations on which they are placed. Locate projecting signs at or immediately above ground level, advertising uses with direct street level access (e.g., ground floor, garden level, etc.)

Projecting graphics must clear sidewalks by at least eight (8) feet in height and may project no more than four (4) feet out from a building. Signs shall be mounted no less than six (6) inches and no more than one (1) foot away from the building wall.

Signs shall not be placed less than twenty-five (25) feet apart unless they meet the following criteria: A. The signs work together to make a unified and compatible design that is stronger as a group than it would be as a single sign or multiple signs widely separated. B. The sign group is compatible with the building architecture, reinforcing the design intent of a significant building feature such as a primary entry.

ATTACHMENT DETAILS

A project specific armature will be used by all tenants for mounting their projecting sign. The Landlord will provide the tenant with detailed drawings and specifications for this armature. Sign hardware consistent with building design standards.

ILLUMINATION

Sign can have simple, unobtrusive external or internal illumination.

Exterior lighting should be integrated into armature and be from a shielded source. Do not install exposed conduit, races, or junction boxes on the primary elevation of the building. Illumination shall not flash, blink or fluctuate.

OTHER

Extraneous information, such as services provided by the business, telephone numbers, hours of operation, etc. is not permitted. Keep wording and logos to a minimum on a three-dimensional object, but ensure that any wording is readable.

THE FOLLOWING APPROACHES ARE REQUIRED:

- Iconographic or sculptural elements
- Metal frame/hardware to reflect approved architectural material and color palettes.
- Projecting signs that are three - dimensional
- Abstracted, exaggerated or embellished interpretations of literal forms are preferred.
- Projecting signs should be:
  - Compatible with and an enhancement of the character of the surrounding district and adjacent architecture when considered in terms of scale, color, materials, lighting levels, and adjoining uses.
  - Compatible with and an enhancement of the architectural characteristics of the buildings on which they appear when considered in terms of scale, proportion, color, materials and lighting levels.
  - Appropriate to and expressive of the business or activity for which they are displayed.
  - Creative in the use of unique three (3) dimensional form, profile, and iconographic representation; employ exceptional lighting design and represent exceptional graphic design, including the outstanding use of color, pattern, typography and materials. Signage which simply maximizes allowable volume in rectangular form is strongly discouraged.
  - Of high quality, durable materials appropriate to an urban setting

ROW ENCROACHMENT

For signs overhanging the right-of-way, the business/sign owner is required to enter into a revocable ROW encroachment agreement with the Town of Castle Rock. Location and height of signs in ROW may be adjusted in accordance with ROW encroachment agreement.

ENCOURAGED EXAMPLES



# SIGN TYPE HT: JOINT IDENTIFICATION FREE STANDING SIGNS

### INTENT

Joint identification sign means a sign that serves as a common or collective identification for two or more businesses or industrial uses on the same lot or premises and that may contain a directory to the uses as an integral part thereof or may serve as a general identification only for such developments as shopping centers, industrial parks and similar uses, provided that no more than one joint identification sign is allowed per lot frontage.

### ALLOWANCE

The maximum area per sign face shall be one hundred (100) square feet. Maximum sign height permitted: the lesser of twenty (20) feet or the height of the building to which the sign is appurtenant.

One joint identification sign or one freestanding sign per building frontage.

### LOCATION

See location plans for specific sign locations.

### ATTACHMENT DETAILS

All structural, mechanical, wind bearing, load-bearing & break-away requirements to be determined by qualified/ contracted engineer.

### ILLUMINATION

Internal or external illumination is allowed.

### OTHER

Determination of major tenant status is at the discretion of the building Owner.

### THE FOLLOWING APPROACHES ARE ENCOURAGED:

- Signs must be consistent with or complement the building, hardscape and existing signage material palettes.
- Use permanent, durable materials such as metals, metal composites, and other high quality materials. Do not use signs with plastic or acrylic faces.

### ENCOURAGED EXAMPLES





In order to maintain a high level of quality and a character appropriate to the project, the sign types and fabrication methods described below will not be permitted for any businesses or developments within its limits. All signs are subject to the review and approval of the Town of Castle Rock.

The following identity sign types are prohibited:

- Internally illuminated signs with vacuum formed plastic faces.
- Internally illuminated box signs with exposed acrylic or stretched vinyl sheet faces without additional materiality and layering.
- Internally illuminated awnings.
- Parked motor vehicles and/or trailers intentionally located so as to serve as a sign or advertising device.
- Signs with exposed raceways.
- Signs with individual changeable plastic letters.
- Sign boards using explicitly inexpensive materials.
- Painted or printed window signs which cover more than twenty (20) percent of a tenant's glazing area.
- Off the shelf portable signs that do not reflect the quality demanded of this district.
- Roof signs that are portable, flash, blink, fluctuate or are animated.
- Signs created with aerosol spray paint.
- Signs that emit sound.
- Illegal nonconforming signs.
- Any sign deemed obscene by the Town Manager.
- Wind signs (except for banner signs).

Large internally illuminated acrylic faces



Exposed raceways, head trimcap



More than 20% of window area with graphics



Vacuum formed plastic faces



Large internally illuminated acrylic faces



Internally illuminated awnings



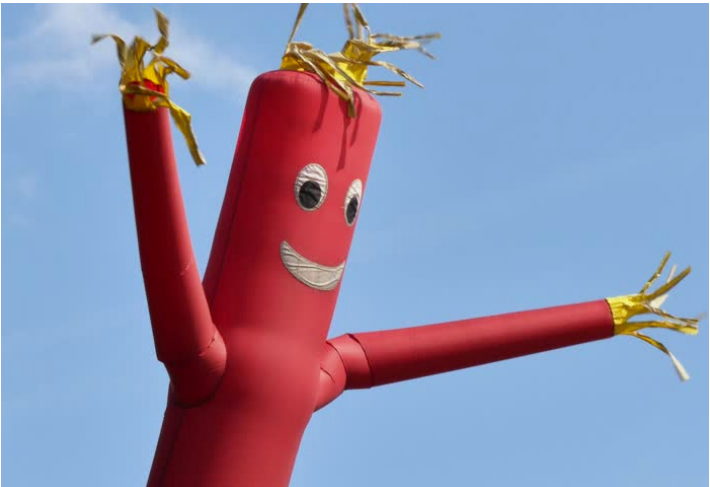
Low quality off-the-shelf portable signs



Off-site outdoor advertising device



Temporary inflatables or any kind





# **RIVERWALK SITE DEVELOPMENT PLAN AMENDMENT COMMON SIGN PLAN**

**DESIGN REVIEW BOARD  
DECEMBER 12, 2018**





# LOCATION



# COMMON SIGN PLAN



ENCOURAGED EXAMPLES







# FINDINGS:

THE PLAN MEETS THE INTENT OF THE DOD;  
THE PLAN HELPS FURTHER THE GOALS AND OBJECTIVES  
SET OUT FOR DOWNTOWN CASTLE ROCK THROUGH ITS  
MASTER PLAN AND DESIGN GUIDELINES.



# APPLICANT PRESENTATION





# QUESTIONS & DISCUSSION

# PROPOSED MOTIONS:

## OPTION 1: APPROVAL ROOF SIGN

I MOVE TO APPROVE THE RIVERWALK COMMON SIGN PLAN, SDP 2<sup>ND</sup> AMENDMENT.

## OPTION 2: APPROVAL WITH CONDITIONS

I MOVE TO APPROVE THE RIVERWALK COMMON SIGN PLAN, SDP 2<sup>ND</sup> AMENDMENT WITH THE FOLLOWING CONDITIONS:  
(LIST CONDITIONS)

## OPTION 3: DENIAL

I MOVE TO DENY THE RIVERWALK COMMON SIGN PLAN, SDP 2<sup>ND</sup> AMENDMENT.

## OPTION 4: CONTINUE ITEM TO NEXT HEARING

I MOVE TO CONTINUE THE RIVERWALK COMMON SIGN PLAN, SDP 2<sup>ND</sup> AMENDMENT TO THE NEXT REGULAR DESIGN REVIEW BOARD MEETING ON JANUARY 9, 2019