



Meeting Date: September 9, 2020

AGENDA MEMORANDUM

To: Design Review Board

From: Brad Boland, AICP Planner II
Development Services

Title: Encore SDP 1st Amendment - Common Sign Plan

Subject Property: 20 North Wilcox Street
Lots 1-2 Block 32
Town of Castle Rock Amendment 33,
Located in the Northwest One-Quarter of Section 11,
Township 8 South, Range 67 West of the 6th P.M.,
Town of Castle Rock, County of Douglas, State of Colorado

Executive Summary

A common sign plan has been submitted for consideration by the Design Review Board for the Encore development. The Encore development, a mixed-use building, is located in downtown Castle Rock directly south of Town Hall and is addressed as 20 North Wilcox Street (**Figure 1**). Mixed-use buildings, such as the Encore, have two sign types; identification signage for the project and individual tenant signage. In addition to providing project and tenant identity and way-finding, signage is an important component to the architectural character of a building. The



Figure 1: Vicinity Map

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.

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 property was properly posted. The project has been on the "Development Activity Map" during the course of the review.

The applicant held neighborhood meetings on June 9, 2020 and August 5, 2020. The applicant hosted each meeting through the GoTo Meeting virtual meeting platform. Each neighborhood meeting had one person from the public attend. No questions or concerns were raised at either meeting. The neighborhood meeting required prior to formal submitted was excused due to COVID-19.

Discussion

Purpose

Signage is an integral part of the character of a building, especially for a downtown mixed-use building such as the Encore project. 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. The purpose of the common sign plan is not to supersede the Town's sign code but to create a specific set of rules and guidelines for a specific project on top of the Town's sign code. One of the advantages of creating a common sign plan is that it creates rules and guidelines for tenant signage so that as tenants may change over time a cohesive look is maintained over the life of the building.

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 Encore 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. The total amount of signage allowed for the project is 844 square feet. The common sign plan proposes a total of 277.3 square feet of project identification signage while leaving 566.7 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 2: Project Identification Freestanding Sign



Figure 3: Project Identification Wall Sign



Figure 4: Project Identification Wall Sign

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Figure 5: Example Tenant Wall Signs

ENCOURAGED EXAMPLES



Figure 6: Example Tenant Projecting Signs

In addition to the project identification signage and tenant signage, the common sign plan provides anticipated wall art for the project. Work of art means any construction that has no relationship or identification to the use on the lot. Such relationship or identification shall include trademarks, representation of people or things utilized in advertisements or promotions; or any references to or representations of, by name or image, the name of the business, activity or use on the lot. Works of art do not require the approval of the Design Review Board. The purpose of showing the proposed wall art for the project is to show how the signage ties in with all elements of the building. As the wall art in the plan is for illustration purposes it could change provided it still meets the definition of work of art.

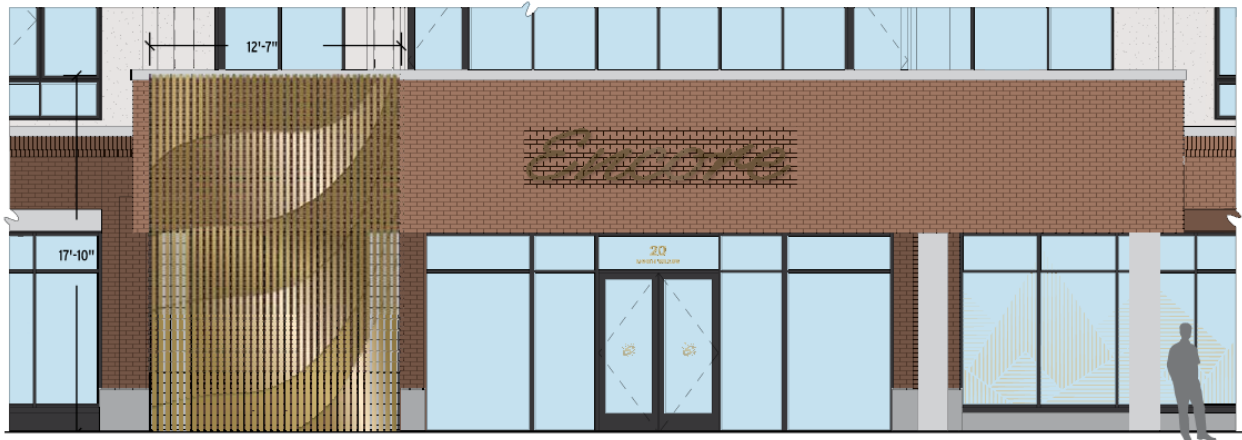


Figure 7: Proposed Wall Art

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 has reviewed the proposed common sign plan and the intent that the applicant would like to achieve, and 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 Encore Common Sign Plan, SDP 1st Amendment.

Option 2: Approval with Conditions

I move to approve the Encore Common Sign Plan, SDP 1st Amendment with the following conditions: (list conditions)

Option 3: Denial

I move to deny the Encore Common Sign Plan, SDP 1st Amendment.

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

I move to continue the Encore Common Sign Plan, SDP 1st Amendment to the next regular Design Review Board meeting on September 23, 2020.

Attachments

Attachment A: Proposed Common Sign Plan