

STAFF REPORT

Derby Review Board

Meeting Date: June 20, 2017

Case Planner: Caitlin Long

Case #: DRB-063-17

Location: 6454 East 72nd Place, Commerce City, CO 80022

**Applicant/
Owner:** Super Family Mart/Chani Kim
6454 East 72nd Place

Request:

1. The applicant is requesting approval to replace the existing business sign.
2. The applicant is requesting approval of \$2,250 in catalyst funds.

Staff Recommendation: Staff is recommending approval of the proposed sign and catalyst fund request as the proposed signage meets the design principles of the Derby Design Guidelines and the requirements of the Land Development Code.

Current Zone District: PUD (Planned Unit Development District)

Comp Plan Designation: Commercial/Mixed Use

Surroundings

Existing Land Use		Occupant	Zoning
North	Commercial	Taqueria Zacatecana restaurant	PUD
South	Commercial	MediNatural, Botas Hacendado, Comfort Dental	PUD
East	Commercial	Yellow Rose Event Center	PUD
West	Commercial	TJ Pizza restaurant	PUD

Background Information

City Council approved PUD zoning for the Derby area in September 2007. The zoning supports the Derby Master Plan by designating the district as a mixed-use commercial district. The PUD boundaries are East 72nd Avenue to the south, Highway 2 to the west, and Magnolia Street to the east. Building improvements, demolition and construction within this geographic area are subject to review by the Derby Review Board.

The subject property is located in the Derby Diamond at Monaco Street and East 72nd Place. The applicant is the owner of the subject property. The entire lot area is approximately 0.17 acre and contains a single-story commercial building. The commercial building is approximately 6,435 square-feet with building frontage on East 72nd Place, and was built in 1951. The subject property is designated as commercial/mixed-use and is legally conforming.

Summary of Applicant's Request

The applicant, Ms. Chani Kim, is requesting approval to remove the existing damaged roof sign and replace it with a new illuminated wall sign above the entrance of Super Family Mart. The proposed sign will use script font letters with internal LED illumination. The overall dimensions are approximately 19 feet wide and 2.5 feet tall. The new sign will enhance the appearance of this façade, and matches the font of the adjacent Yellow Rose Event Center for a consistent appearance at the southwest corner of the Derby Diamond.

Existing Signage:



Proposed Signage:



Staff Analysis

The applicant's request for new individual business signage has been reviewed by staff in conformance with the Derby Sub-Area Master Plan, the Derby Design Guidelines, PUD Zone Document and the Land Development Code (LDC). As part of this analysis, staff reviewed the building history, architectural character of the subject building, and the architectural context of the surrounding buildings and properties in order to establish sufficient detail for design review of the proposed signage.

The requested sign coordinates with existing signage on adjacent buildings. It includes design elements that are harmonious with the Derby Design Guidelines, such as the script font and LED illumination. Lastly, the applicant is requesting catalyst funds in an amount not to exceed \$2,250 for the proposed signage.

Building History

The subject property is located along East 72nd Place west of the intersection with Monaco Street, in the area known as the Derby Diamond. According to the Adams County Assessor's records, the subject building was originally constructed in 1951, and is approximately 6,435 square-feet.

Architectural Character

The subject building is constructed of tan brick and reflects the Modernist/International style of architecture that was prevalent from the 1950s through the 1970s. This style is more focused on function over form, typically expressed through simple shapes and clean lines without much detailing or ornamentation in the construction, and frequent use of concrete or masonry.

Figure 1: Subject Building



Surrounding Properties

The adjacent buildings along East 72nd Place were constructed in the early 1950s, and display a similar architectural character as the subject building of tan brick with a red brick base and clean, simple lines. The buildings to the north across the street were built in the late 1940s, and display similar characteristics. Figures 2 and 3 show the nearby properties.

Figure 2: Yellow Rose Event Center to the east



Figure 3: Restaurant and grocery store to the north



There are a variety of architectural styles in Derby that tell the story of commercial development within the district. The subject property and adjoining buildings display similar architectural styles that are typical of the modernist architecture that was prevalent from the 1950s through 1970s that is found throughout much of Derby. This context has been considered by staff and is important to the review of the proposed signage, as well as the unique character of the Derby District as a whole.

In Derby, proposed projects are evaluated by their conformance with applicable guidelines and codes. The Derby Design Guidelines contain design-related criteria to govern how well a project aligns with its goals. The Derby PUD contains the regulations that dictate what land uses are allowed in addition to performance standards for the zoning. Finally, The Commerce City Land Development Code provides the regulating framework for specific development standards that govern physical characteristics of a project before construction or installation. The proposed sign has been reviewed against the approval criteria within the Land Development Code and were found to be in compliance with all applicable standards.

Composition of Derby Design Guidelines

The Derby Design Guidelines utilize standards and principles to determine which design criteria must be followed (standards) and which design criteria is desired, but not required (principles).

Standards: Objective criteria providing specific direction based on the Guideline Goals, used to define issues considered critical to achieving the Guideline Goals. Standards use the term "shall" to indicate

that compliance is mandatory unless it can be demonstrated that an acceptable alternative meets one or more of the following conditions:

1. The alternative better achieves the Guideline Goals
2. The Guideline Goals will not be achieved by application of the Standard in the circumstance
3. The effect of other Standards or Principles will be improved by not applying this Standard
4. Unique site factors make the Standard impractical.

Principles: Statements of non-binding policy, explanation or direction to assist the city planning office and applicant with application of standards. Principles use the term “should” to express desired outcomes.

Conformance with the Derby Design Guidelines

The Derby Design Guidelines state: “Most of the buildings which remain in Derby were built in the 1950s, 60s and 70s and are representative of a style of architecture prevalent at that time. There is however an abundance of buildings dating back to the 1950s especially in the core, around 72nd Place and Monaco Street... It is not intended that Derby become overly themed however, but instead the best aspects of the era be preserved and enhanced...”

Some of the characteristics of the 1950s Modernist/International style include simplicity in design, where form follows function; eliminating superfluous details; simple railings, stairs, gates, and awnings; and a pastel or soft color palette. The Derby Design Guidelines require that improvements to existing 1950s era buildings retain and preserve the historic character of the building, design, materials, and color.

The proposed signage meets the standards of the Derby Design Guidelines through the use of a script font with exaggerated curves that is reminiscent but not a replica of signage examples from the 1950s. It also matches the signage used on the adjacent building for a consistent appearance. Furthermore, the proposed signage accomplishes greater daytime and nighttime business identification for the applicant. Among the various criteria used to analyze new commercial signage in Derby, the applicant’s proposed sign meets the following principles:

- Geometric shapes
 - The proposed sign uses a unique script font that aligns with the principles of the Derby Design Guidelines and coordinates with other signage in the immediate vicinity.
- Signs should avoid obscuring architectural details.
 - The existing roof sign obscures the roof line. In contrast, the proposed sign location will complement rather than detract from the shape and features of the building itself.

Derby Design Guidelines -- Goals for this Application:

Goal #3: Enhance Derby’s visibility and identity through:

- **Unique business identification**
- **Adopting consistent and compatible signage**

Goal #4: Revitalize Derby through:

- **Support and promotion of existing businesses and property owners**

Goal #5:

- **Use the 1950s era as a unifying architectural foundation for greater identify while still encouraging buildings to be an expression of their individual time, use, and function.**

Conformance with the Derby PUD Zone Document

The Derby PUD is a custom zoning designation produced specifically for the Derby Downtown District. The zoning establishes a mixed-use zone district comprised of commercial and residential land uses. In addition to establishing the parameters of the Derby Sub Area, the zone document primarily outlines the allowed land uses within the district. Designated on the Derby Master Plan as a commercial/mixed-use property, the applicant's proposed event center is considered a legal, conforming use in Derby.

Final Analysis

Super Family Mart has been in operation in the heart of Derby for a number of years and is a service to the residents and users of the area. The decision to upgrade the signage at this time reflects a desire to invest in the business and enhance the aesthetic appearance of the building in response to other notable changes occurring throughout the district. The proposed sign reflects a classic 1950s style, which is appropriate considering the age and context of the building.

City staff concludes that the proposed signage is harmonious with the principles of the Derby Design Guidelines and fulfills the goals of the redevelopment program. Specifically, the proposed sign utilizes a script font and color that promotes the goals of the Derby Design Guidelines. It will be an improvement to the building façade and to the Derby Downtown District as it represents the 1950s theme.

As a result, the Planning Division recommends **approval** of the request. However, the Board has several options to choose from in making a decision:

1. The Board can choose to approve the proposed sign design and catalyst funds as presented;
2. The Board can choose not to approve the proposed sign design and catalyst funds;
3. The Board can recommend approval with changes made to the proposed sign design and catalyst fund request and to work with the Planning staff to finalize the approval; or
4. The Board can recommend changes be made to the proposed sign design and ask that the applicant present a modified design to the Board at a subsequent DRB meeting.

Staff Recommendation

Recommended Motion: “Based upon the finding that the application meets the design principles of the Derby Design Guidelines, I move that the Derby Review Board grant approval in case DRB-063-17, a Derby Redevelopment application for the property located at 6454 East 72nd Place.”

Recommended Catalyst Fund Motion: “I move that the Derby Review Board approve the use of catalyst funds in an amount not to exceed **\$2,250.00** to reimburse the applicant for costs the City determines qualify under the program.”

Advisory: The applicant shall comply with the Land Development Code requirements pertaining to signage and obtain an approved sign permit from the Community Development Department prior to installation of any signage.

Alternative Motions

Approval with Conditions Motion: “Based upon the findings that the application meets the design standards and principles of the Derby Design Guidelines, I move that the Derby Review Board grant approval in case DRB-063-17 subject to conditions and one advisory, a Derby Redevelopment application for the property located at 6454 East 72nd Place.”

List conditions

Amended Catalyst Fund Motion: “I move that the Derby Review Board approve an amended amount of catalyst funds in an amount not to exceed \$_____ to reimburse the applicant for costs the City determines qualify under the program.”

Denial Motion: “Based upon the finding that the application does not meet the design standards and principles of the Derby Design Guidelines, I move that the Derby Review Board **deny** case DRB-063-17, a Derby Redevelopment application for the property located at 6454 East 72nd Place.”

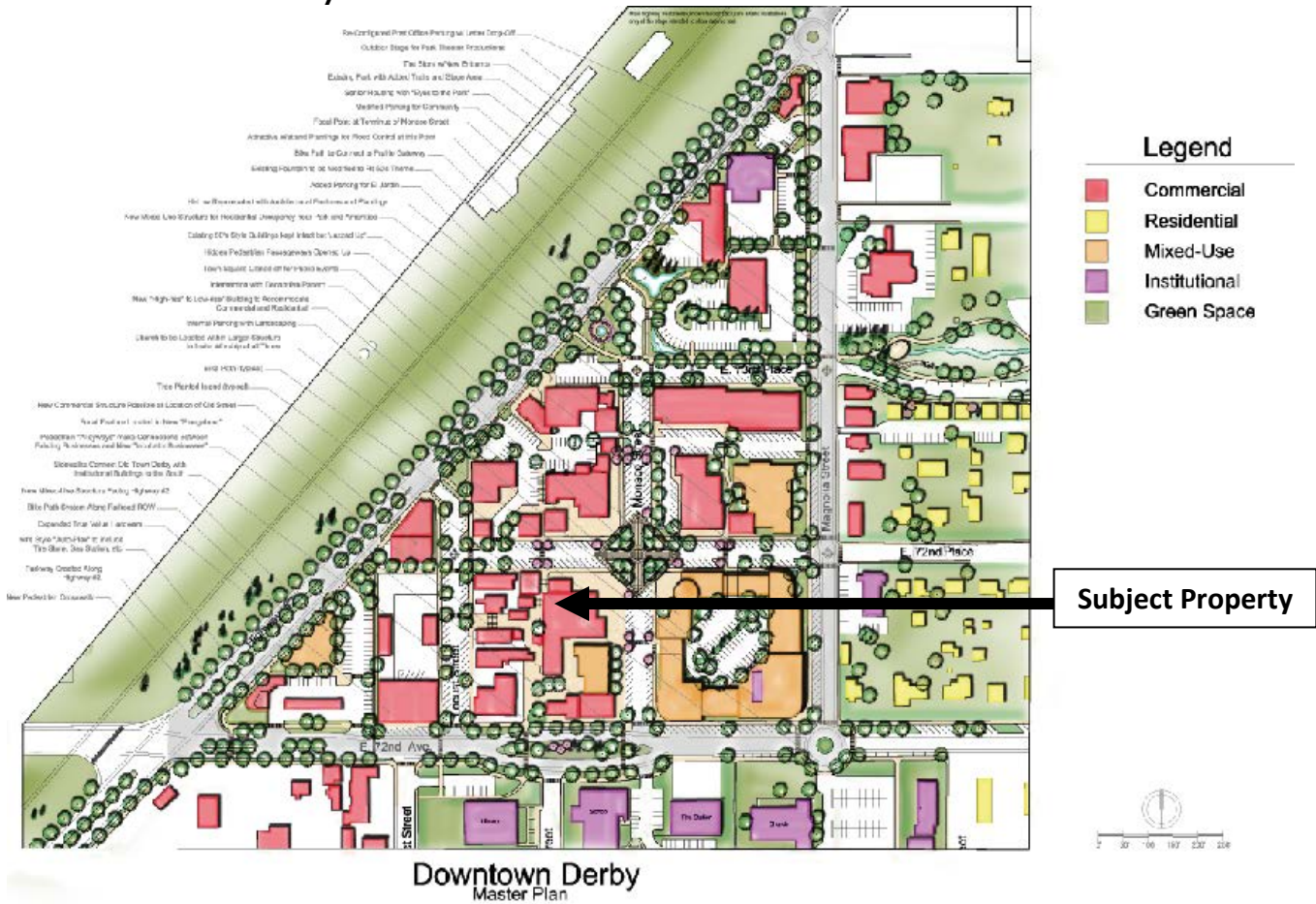
Denial Catalyst Fund Motion: “I move that the Derby Review Board **deny** the use of catalyst funds.”

Attachments

Please see the following pages for illustrations and plans of the proposed project which include:

- Location within the Derby Downtown District
- Aerial view of site

Location within the Derby Downtown District:



Aerial view of site:

