



STAFF REPORT

Planning Commission

CASE #Z-717-00-13

PC Date:	February 5, 2013	Case Planner:	Jenny Axmacher
CC Date:	March 18, 2013		
Location:	Belle Creek Subdivision Filings 1- 4 (The entire Belle Creek Community)		
Applicant:	Belle Creek Commercial Properties	Owner:	Various
Address:	370 17 th St. Ste 5300 Denver, CO 80202	Address:	Various

Case Summary

Request:	Amend signage regulations in the Belle Creek PUD to allow for subdivision and commercial project monumentation signage.
Project Description:	Belle Creek Commercial Properties is proposing to amend the Belle Creek PUD to allow for additional Belle Creek Subdivision monument signs as well as signage for the Belle Creek commercial area to be known as Belle Creek Corner Shops. The commercial signage will also provide the commercial tenants interior to the Belle Creek Subdivision additional visibility along Highway 85 and E. 104 th Avenue.
Issues/Concerns:	<ul style="list-style-type: none">• Amount of signage• Location of signs• Creating a uniform sign aesthetic
Key Approval Criteria:	<ul style="list-style-type: none">• The PUD zone document is consistent with all applicable City adopted plans or reflects conditions that have changed since the adoption of such plans• Sufficient public safety, transportation, and utility facilities and services are available to serve the subject property, while maintaining sufficient levels of service to existing development;
Staff Recommendation:	Approval
Current Zone District:	PUD (Planned Unit Development District)
Comp Plan Designation:	Commercial Residential Medium, Residential High, Open Space and Public

Attachments for Review: *Checked if applicable to case.*

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|---|---|
| <input checked="" type="checkbox"/> Applicant's Narrative Summary | <input checked="" type="checkbox"/> Vicinity Map |
| <input type="checkbox"/> Development Review Team Recommendation | <input type="checkbox"/> Neighborhood Meeting Notes |
| <input checked="" type="checkbox"/> Site Plan | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Proposed PUD Amendment | <input type="checkbox"/> |

Background Information

Site Information

Site Size:	171.3 total acreage for all of Belle Creek
Current Conditions:	Developed as a residential and mixed use subdivision with a commercial area on the south end
Existing Right-of-Way:	No additional right-of-way is needed as a part of this proposed amendment.
Existing Roads:	No additional roads are needed as a part of this proposed amendment
Existing Buildings:	The proposed amendment will not impact any existing or future buildings in Belle Creek
Buildings to Remain?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Site in Floodplain	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Portions of Belle Creek Open Space are in the floodplain.

Surrounding Properties

<u>Existing Land Use</u>		<u>Occupant</u>	<u>Zoning</u>
North	Undeveloped	Vacant/Agricultural land	ADCO
South	Undeveloped	Undeveloped	ADCO
East	Industrial	Schlumberger and the Union Pacific Railroad	I-3 and I-1
West	Residential	Unincorporated residential properties and Claybar Creek Subdivision	ADCO and R-1

Case History

Belle Creek was originally zoned PUD in 2000 with Filings 1, 3 and 4 being platted later that same year. Filings 2 was platted the following year.

<u>Case</u>	<u>Date</u>	<u>Request</u>	<u>Action</u>
Z-717-00	2/7/00	PUD zoning	Approval
Z-717-00-01	2001	Amendment to PUD	Withdrawn

Applicant's Request

The applicant is requesting to amend the Belle Creek PUD Zone Document to allow for additional signage within the Belle Creek Community. The types of signage proposed are 1 subdivision identification sign, 1 commercial area identification sign, 2 commercial area tenant signs and 1 town center tenant sign. All signs will have similar appearance and consistent Belle Creek branding.

Belle Creek Commercial Properties, LLC, requests approval of the Belle Creek PUD amendment, Sheets 12A and 12B to replace the approved PUD Sign Plan (Sheet 12 of 13) in order to provide three types of monument identification signs along the 104th and Highway 85 frontages. City code has a provision for subdivision signs, which will also be constructed for the overall development. These signs are also shown on Sheet 12B and designed with the same architectural features, materials and colors of the monument signs. The proposed signs establish and strengthen an updated design theme with materials and colors harmonious to existing elements in the development. Property owners believe the signs are necessary for the leasing and long term commercial success of the retail uses that do not directly front the perimeter highways and are located internal to the comprehensive development known as "Belle Creek: A Family Centered New Town". The applicant has received architectural approval from the Belle Creek Design Review Committee for the proposed PUD amendment and signage.

Development Review Team Analysis

The Development Review Team believes that Belle Creek is a prime example of the new urbanist development and wants to help it be as successful as possible, while still adhering to the new urbanist principles. Some of the main new urbanist principles include:

- Many activities of daily living should occur within walking distance, allowing independence to those who do not drive, especially the elderly and the young. Interconnected networks of streets should be designed to encourage walking, reduce the number and length of automobile trips, and conserve energy.
- Within neighborhoods, a broad range of housing types and price levels can bring people of diverse ages, races, and incomes into daily interaction, strengthening the personal and civic bonds essential to an authentic community.
- A primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use.
- Individual architectural projects should be seamlessly linked to their surroundings. This issue transcends style.

DRT had initial concerns on the amount and location of signage proposed by the applicant but was able to work together with the applicant to end up with a proposal that meets the needs of the Belle Creek Community, sets its commercial tenants up for success, and addresses DRT's initial concerns. All of the proposed signs have a similar aesthetic creating theme for all the Belle Creek signs. The signs also incorporate the existing Belle Creek logo and pillar, previously allowed under the existing PUD. Each individual sign has a specific purpose, whether it is to identify the Belle Creek Community or to alert travelers along Highway 85 to the retail opportunities embedded within the Belle Creek Town Center or Belle Creek Corner Shops. The DRT feels that the number of signs proposed is appropriate, considering the different purposes and that by having a uniform aesthetic the signs feel like a cohesive part of the overall Belle Creek Community Development. The DRT also feels that the proposed signs will help with the economic development of the Belle Creek commercial areas.

While community identification signage was allowed in the original PUD, the signage was limited and group tenant signage for the commercial area and town center were not contemplated, hence the need for the PUD amendment. No other alterations to the Belle Creek PUD zone document are proposed as part of this amendment.

EXISTING SIGNAGE CATEGORY	PROPOSED CHANGES
Commercial Area D, In-line or Multi Tenant Retail Buildings – Sign facia criteria	<ul style="list-style-type: none"> • Tenants that occupy the end of buildings with non-street frontage will be allowed an additional sign on the non-street frontage not to exceed 30 Sq Ft within the owner's designated area. • If access is provided to the tenant spaces on the rear of the multi-tenant building and customer parking is provided at the rear of the building, additional awning identification signage not to exceed 30 sq feet per tenant space will be permitted. Awning/rear door identification signage will not count against sign allowance if they are not visible from public right-of-way. • Internally illuminated logos are allowed in conjunction with or in lieu of channel letters as long as the area of the logo or combined area, if used with channel letters does not exceed the allowable tenant sign area.
Commercial Area D, Pad Site	Motor vehicle fueling facilities with convenience store and canopy

Signage, Single Tenant – Facia sign criteria	structure can have one fascia sign (including logos) per structure per street frontage.
Commercial (Area A- Town Center)	Logos may be internally illuminated cabinets as approved by the owners
Project Monumentation	Project Monumentation Signs have been modified to allow three types of joint identification signs along the US Highway 85 and 104 th Avenue frontages as shown on sheet 12B. In addition, two subdivision signs are allowed as defined here in.

Criteria Met?	Sec. 21-3251. PUD Zone Documents	Rationale
<input checked="" type="checkbox"/>	The PUD zone document is consistent with all applicable City adopted plans or reflects conditions that have changed since the adoption of such plans	The proposed amendment will not change any land uses or components of the PUD other than signage. The original PUD and proposed amendment are both consistent with City plans.
<input checked="" type="checkbox"/>	The PUD zone document is consistent with the PUD concept schematic	The proposed amendment is consistent with the PUD concept schematic. Signage was not a part of the concept schematic.
<input checked="" type="checkbox"/>	The PUD achieves the purposes set out in section 21-4370 and represents an improvement over what could have been accomplished through straight zoning.	The proposed signage amendment allows for a more comprehensive signage package than what would have been originally allowed in the PUD.
<input checked="" type="checkbox"/>	The PUD complies with all applicable city standards;	The PUD complies with all applicable city standards such as the Comprehensive Plan and subdivision regulations
<input checked="" type="checkbox"/>	The PUD is integrated and connected with adjacent development	The amendment does not propose to change the connections to adjacent development.
<input checked="" type="checkbox"/>	To the maximum extent feasible, the proposal mitigates any potential significant adverse impacts	The proposed signage was reviewed to make sure it would not have any adverse impacts by creating site distance issues, obstructing the floodplain, etc.
<input checked="" type="checkbox"/>	Sufficient public safety, transportation, and utility facilities and services are available to serve the subject property, while maintaining sufficient levels of service to existing development;	No changes to services available to the property are being proposed as part of the PUD amendment. Existing service levels are sufficient.
<input checked="" type="checkbox"/>	The objectives of the PUD could not be accomplished through height exceptions, variances, or minor modifications.	Variances to the sign standards of the PUD would not result in the cohesive sign package proposed in this PUD amendment.

Comprehensive Plan

The DRT recommendation for this case is supported by the following Comprehensive Plan Goals:

<u>Section</u>	<u>Goal</u>	<u>Description</u>
Economic Development	ED 4	Attract and support quality retailers.
<u>Analysis:</u>	Belle Creek is requesting this additional signage in order to support their commercial tenants.	
<u>Section</u>	<u>Goal</u>	<u>Description</u>
Appearance and Design	AD 3e	Exemplary Design Tools
<u>Analysis:</u>	Creating a cohesive sign package that addresses multiple needs such a subdivision identification signage as well as increased visibility for interior commercial tenants as part of a PUD Amendment is a better design tool than seeking variances for multiple eclectic signs.	

Development Review Team Recommendation

Based upon the analysis above, the Development Review Team believes that the application meets the criteria for a PUD Zone Document Amendment set forth in the Land Development Code and recommends that the Planning Commission forward the PUD Zone Document Amendment request to the City Council with a favorable recommendation.

Recommended Motion

To recommend approval:

I move that the Planning Commission enter a finding that the requested PUD Zone Document Amendment for the property located at **Belle Creek Subdivision Filings 1-4** contained in case **Z-717-00-13** meets the criteria of the Land Development Code and, based upon such finding, recommend that the City Council approve the PUD Zone Document Amendment.

Alternative Motions

To recommend approval subject to condition(s):

I move that the Planning Commission enter a finding that, subject to certain conditions, the requested PUD Zone Document Amendment for the property located at **Belle Creek Subdivision Filings 1-4** contained in case **Z-717-00-13** meets the criteria of the Land Development Code and, based upon such finding, recommend that the City Council approve the PUD Zone Document Amendment subject to the following conditions:

Insert Condition(s)

To recommend denial:

I move that the Planning Commission enter a finding that the requested PUD Zone Document Amendment for the property located at **Belle Creek Subdivision Filings 1-4** contained in case **Z-717-00-13** fails to meet the following criteria of the Land Development Code:

List the criteria not met

I further move that, based upon this finding, the Planning Commission recommend that the City Council deny the PUD Zone Document Amendment.