

STAFF REPORT

Derby Review Board

Meeting Date: March 21, 2017

Case Planner: Caitlin Long

Case #: DRB-060-17

Location: 7249 Monaco St, Commerce City, CO 80022

**Applicant/
Owner:** Derby Hair Salon
7249 Monaco Street, Commerce City, CO 80022

Request:

1. The applicant is requesting Derby Review Board approval of 3 new wall signs and an "A" frame sign.
2. The applicant is requesting Derby Review Board approval of \$2,524 in catalyst funds for the new signage.

Staff Recommendation: Staff is recommending approval of the proposed signage and the catalyst fund request as the enhancements 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

| <u>Existing Land Use</u> | | <u>Occupant</u> | <u>Zoning</u> |
|--------------------------|------------|--------------------------|---------------|
| North | Commercial | Yellow Rose Event Center | PUD |
| South | Commercial | Multi-tenant building | PUD |
| East | Commercial | Eagle Tires | PUD |
| West | Commercial | Super Family Mart | 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.

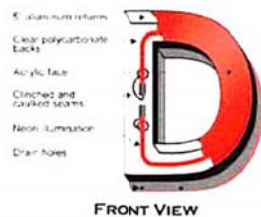
The subject property is designated as commercial/mixed-use and is legally conforming. It is located on the east side of Monaco Street between East 72nd Avenue and East 72nd Place. The entire property is 10,995 square-feet and contains a two-story retail building. The total building is approximately 11,004 square-feet with 5 ground-floor units fronting Monaco Street. The applicant is the tenant at the north end unit of the building.

Summary of Applicant's Request

The applicant is requesting approval of new signage for her hair salon business within the Derby District. She proposes to install a new 4-foot by 8-foot lighted cabinet sign and a small 1-foot by 8-foot descriptive sign on the front (east) of her unit within the building; a 4-foot by 10-foot lighted sign on the north side of the building; and a double-sided 2-foot by 3-foot "A" frame sign for daily use. The signs will have a blue background with white and light blue text in a script font. Images of the proposed signs are shown below.

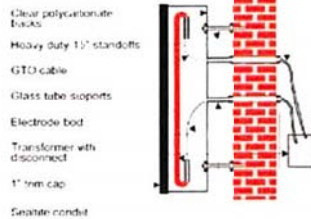
Proposed Signs:

Front/Back Lit Cabinet Diagram



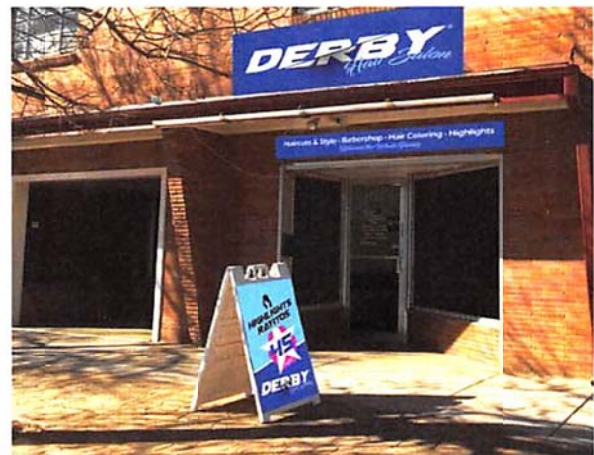
FRONT VIEW

Source: conduit to transformer box



SIDE VIEW

FRONT VIEW



Staff Analysis

The applicant's request for new 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.

Building History

The applicant's business is located within a unique building in the Derby Downtown District. According to the Adams County Assessors records, the subject building was constructed in 1956 as a multi-tenant retail building. The building itself is approximately 11,004 square-feet, and is one of the only 2-story buildings in Derby. The ground floor consists of approximately 5 tenant storefronts, while the upper level is currently not in use. The applicant has been in business for several years, and now wants to upgrade her signage. There are three existing signs, 2 on the east and one on the north sides of the building, which will all be removed as part of this upgrade.

Architectural Character

The subject building is typical of Post-World War II commercial architecture. This time period was defined by clean lines and simple design, often with a focus on function rather than form. The subject building "possesses a high level of integrity with regard to materials, design, workmanship" and its "significant architectural features include the brick and concrete block construction, the corbelled brick piers defining the building's structural bays and party walls, and the aluminum storefronts and steel casement windows.¹" To the north and south are single-story buildings that were constructed during the same 1950s time period with two-tone brick facades.

¹ Historic Derby District Survey Report. Hoehn Architects PC, 2014

Subject Building



Signage in Derby

Although the signage styles throughout the Derby District vary and are not all a match with the subject property, the variety of styles tell the story of commercial development within the Derby Downtown District. Signs are generally encouraged to complement the architectural character of the building on which they are placed, as to contribute to the identity of the district. This context has been considered by staff and is important to the review of the proposed signage. Some examples of nearby and recently approved signs are shown on the next page. The use of bright colors and unique fonts are the primary similar features identified in this area.

Existing Signs in Surrounding Area:



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 the district's overall 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 enhancements have 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 term “Googie architecture” is a form of modern architecture, a subdivision of futurist architecture influenced by car culture, the Space Age, and the Atomic Age. Originating in Southern California during the late 1940’s and continuing approximately into the mid-1960s, Googie-themed architecture was popular among motels, coffee houses and gas stations.

The applicant is requesting signage enhancements that are in alignment with the Derby Design Guidelines, which include new permanent and temporary signs and lighting. The proposed sign faces include a blue background with white text and light blue script font accents, which mimics the appearance of neon signs. In addition, the proposed “A” frame sign will provide greater visibility along the street and invite customers into the store from the sidewalk. The proposed signs will update the appearance of the building bring the existing building into further alignment with the vision and goals of the Derby Sub-Area Master Plan and the Derby Design Guidelines. These documents envision the buildings within the Derby Downtown District to have attractive facades that are well maintained and inviting to visitors; display signage that reflects the architectural era of the buildings on which they are placed; and promote sustainability through the use of long-lasting and energy efficient materials. The sign upgrades will attract new customers to the business.

The proposed signage improvements have been quoted at \$5,049 to the applicant. The applicant is requesting the maximum of 50% reimbursement for these improvements, a total of \$2,524. Building permits will be required for the wall signs; a temporary sign permit is also needed for the “A” frame sign.

Derby Design Guidelines -- Goals for this Application:

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

- Unique business identification

Goal #4: Revitalize Derby through:

- Support and promotion of new businesses and property owners

Goal #5: Use the 1950s era as a unifying architectural foundation for greater identity while still encouraging building 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. Signage standards are deferred to the Derby Design Guidelines.

Final Analysis

The applicant is proposing to upgrade the signage on her tenant space that has been in place for several years. The building was originally constructed in 1956, and embodies the modernist architectural style that was prevalent from the 1950s through the 1970s. The proposed signs utilize an accent font style that is reminiscent of the neon lighting of this time period, and the colors coordinate with the color palette in the Design Guidelines.

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 upgrades are a sign of reinvestment into an existing business in Derby to attract additional customers.

As a result, the Planning Division recommends **approval** of the requests. 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-060-17, a Derby Redevelopment application for the property located at 7249 Monaco Street.”

Recommended Catalyst Fund Motion: “I move that the Derby Review Board approve the use of catalyst funds in an amount not to exceed **\$2,524** to reimburse the applicant for costs the City determines qualify under the program.”

Advisory: The applicant shall obtain approved sign permits from the Community Development Department prior to installation of any signage or electrical work.

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-060-17 subject to conditions and one advisory, a Derby Redevelopment application for the property located at 7249 Monaco Street.”

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-060-17, a Derby Redevelopment application for the property located at 7249 Monaco Street.”

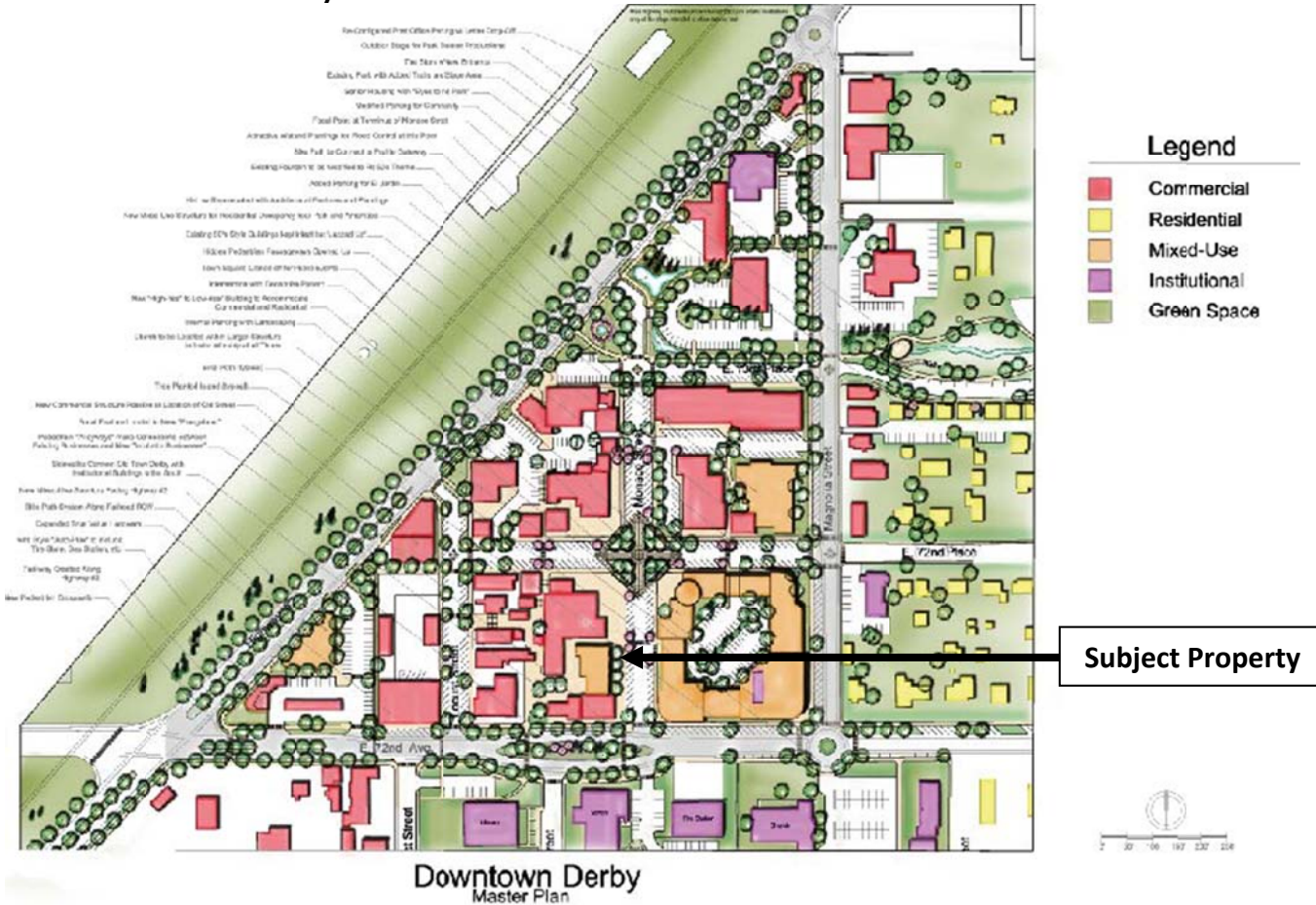
Denial Catalyst Fund Motion: “I move that the Derby Review Board **deny** the use of catalyst funds.”

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:

