

STAFF REPORT

Derby Review Board

Meeting Date: February 20, 2018

Case Planner: Caitlin Hasenbalg Long

Case #: DRB-069-18

Location: 7270 Magnolia Street, Commerce City, CO 80022

**Applicant/
Owner:** Eddie Olivas (State Farm)
7270 Magnolia Street, Commerce City, CO 80022

Request: 1. The applicant is requesting Derby Review Board approval of exterior LED lighting.
2. The applicant is requesting Derby Review Board approval of \$2,056 in catalyst funds.

Staff Recommendation: Staff is recommending approval of the proposed lighting and catalyst fund request as the proposal 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	Ocean Massage	PUD
South	Commercial	Jergensen Insurance, Abeyta's Barber Shop	PUD
East	Residential	Single-family home	R-3
West	Residential	Single-family home	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 E. 72nd Avenue to the south, Hwy 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 along the east side of Magnolia Street at East 72nd Place. The entire lot area is 11,770 square-feet and contains 1 building designated as commercial/mixed-use, which is legally conforming. The building was constructed in 1959 as a medical office, and underwent a renovation in 2008 in conjunction with the sign approval in DRB-007-08. The neon lights which are proposed to be replaced in this request were approved by the Derby Review Board in case DRB-011-09.

The current signs on the building were approved in case DRB-047-15 for the applicant's previous location at 6496 E. 73rd Avenue, and were moved when the applicant purchased this property.

Summary of Applicant's Request

The applicant is requesting to replace existing green neon accent lighting with new red LED accent lighting to better fit the State Farm brand. The proposed accent lighting will wrap along the fascia of the building incorporating the 1950's theme found within the Derby Downtown District while also meeting the business' needs.

Staff Analysis

The applicant's request for new lighting 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 lighting.

Building History

From Historic Derby District Architectural & Historical Survey Report (September 2014): "The medical office building, originally named "Doctors Clinic", was constructed circa 1959 at 7270 Magnolia Street (5AM3171). In 1957, Dr. Stewart D. Stevens purchased the property and constructed a medical office building here to serve the growing post-World War II population in Derby and Commerce City."

More recently, the subject property was the location of a dental office. It underwent a renovation in 2008, including paint, new windows and doors, and updated fascia with neon lighting. New signage was also approved in case DRB-007-08. The current applicant purchased the property in 2015, and moved his State Farm insurance office from elsewhere in Derby to this location. Mr. Olivas has painted the formerly mint green accents to better match the red color of the State Farm brand, and updating the exterior neon accent lighting along the fascia will allow one of the building's unique features to be used once again in a way that meets the needs of the current business.

Architectural Character

The subject building embodies the Modern Movement style of architecture. According to the Historic Derby District Architectural & Historical Survey Report (September 2014), "resources that were built for commercial purposes typically incorporate one or two colors of brick and often utilize a combination of Roman and modular brick, clear anodized aluminum storefront windows and entry doors, brick rowlock window sills, brick piers expressed at party walls/bearing walls between tenant spaces on primary façades, and flat or barrel-vaulted roofs." In the case of this particular building, the "design includes an angled entry at the front west façade, a flat roof with deep overhanging eaves, and neon tube lighting mounted on the sheet metal fascia."

Figure 1: Subject Building



Surrounding Properties

The property to the north of the subject property was built in 1922 as a medical office building. It is currently occupied by Ocean Massage. According to the Historic Derby District Architectural & Historical Survey Report (September 2014), this building “reflect[s] the Late 19th and Early 20th Century American Movement with some Craftsman features.”

Figure 2: Adjacent building to the north



To the south of the subject property is a duplex that was built in 1951. It has been converted for commercial use and is currently occupied by an insurance agent and a barber shop.

Figure 3: Adjacent building to the south



Across the street from the subject property are two single-family homes still used for residential purposes, built in 1945 and 1957.

Figure 4: Single-family residences to the west



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 accent lighting replacement was reviewed against the approval criteria within the Land Development Code and 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 has expressed an interest in keeping the existing fascia lighting around the building, but wants to update it for energy efficiency and to match the color to the State Farm brand. The proposed lighting meets the standards of the Derby Design Guidelines by embracing the 1950s Modern and Googie character. The applicant's proposal displays the following desired characteristics of this architectural era:

- Simple geometric exterior elements, such as lighting.
 - The proposed LED lighting will replace an existing linear neon lighting feature on the fascia that showcases the flat roof and deep overhang.
- Interesting signage with neon light accents to intrigue consumer.
 - While not exactly signage, the proposed lighting will be a neon-style accent on the exterior of the building that ties into the brand of the business and other signage.

Derby Design Guidelines -- Goals for this Application:

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 identity 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 insurance office is considered a legal, conforming use in Derby.

Final Analysis

The applicant's business has been located within the Derby Downtown District for several years and is a service to the residents and users of the area. The subject building reflects the Modern Movement style of architecture found within Derby. The proposed replacement lighting complements the architectural style of the building, drawing attention to the exaggerated roof overhang and highlighting the linear roofline in a way that meets the Derby Design Guidelines.

City staff concludes that the proposed lighting is harmonious with the principles of the Derby Design Guidelines and fulfills the goals of the redevelopment program. The proposed lighting is both an improvement to the building façade and to the Derby Downtown District as it represents the 1950's theme. Finally, the it is a unique architectural feature and meets design standards while addressing the business' needs.

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 accent lighting and catalyst funds as presented;
2. The Board can choose not to approve the proposed accent lighting and catalyst funds;
3. The Board can recommend approval with changes made to the proposed accent lighting 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 accent lighting 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-069-18, a Derby Redevelopment application for the property located at 7270 Magnolia Street.”

Recommended Catalyst Fund Motion: “I move that the Derby Review Board approve the use of catalyst funds in an amount not to exceed **\$2,056** to reimburse the applicant for costs the City determines qualify under the program.”

Advisory: The applicant shall obtain any necessary building permits from the Community Development Department prior to installation of the new lighting.

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-069-18 subject to conditions and one advisory, a Derby Redevelopment application for the property located at 7270 Magnolia 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-069-18, a Derby Redevelopment application for the property located at 7270 Magnolia 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:

