

# STAFF REPORT

## Derby Review Board

**Meeting Date:** February 20, 2018

**Case Planner:** Caitlin Hasenbalg Long

**Case #:** DRB-070-18

**Location:** 7326 Magnolia Street, Commerce City, CO 80022

**Applicant/  
Owner:** Bank of the West  
7326 Magnolia Street, Commerce City, CO 80022

**Request:** Approval of new signage throughout the site.

**Staff Recommendation:**

Staff is recommending approval of the proposed signage 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	Laundromat	PUD
South	Public	Los Valientes Park	PUD
East	Residential	Single-family home	R-3
West	Commercial	Key Bank	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. 72<sup>nd</sup> 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 73<sup>rd</sup> Place. It is designated for mixed-use/commercial, and the bank use is legally conforming. The site consists of two parcels which have a combined area of 40,709 square-feet. The main parcel contains the bank building, while the smaller parcel is additional parking adjacent to Los Valientes Park. The building was constructed in 1974, and there is no significant case history.

### Summary of Applicant's Request

The applicant is requesting to replace signage throughout the site as part of a rebranding. This includes the existing wall signs, pylon sign, and directional signs.

## 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.

### Building History

The subject property was built in 1974 as Brighton Federal Savings & Loan Association. It has remained in use as a bank since that time, and has been a Bank of the West since 1998.

### Architectural Character

The subject building is an example of 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."

Figure 1: Subject Building



### Surrounding Properties

The property to the north of the subject property was built in 1954 as a retail store. It is currently occupied by Magnolia Coin Laundry. This building consists primarily of red brick with large storefront windows facing Magnolia Street.

**Figure 2: Adjacent building to the north**



To the south of the subject property is Los Valientes Park, which includes a playground, picnic pavilions, and serves as storm water detention.

**Figure 3: Adjacent property to the south**



Across the street from the subject property is Key Bank, which was built in 1969 as Metropolitan State Bank. According to the Historic Derby District Architectural & Historical Survey Report (September 2014), this resource is significant for its continuous use as a local bank and for its local representation of the Modern Movement – New Formalism style of architecture. The building utilizes Classical elements including the expression of the concrete structural frame and the dominant overhanging entablature at the top of the building.”



Figure 4: Key Bank 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 Derby Design Guidelines state that “Signs should be contextual with their architectural and urban settings and should complement and harmonize with their surroundings” and that “signs should be limited to 50’s style only on 50’s buildings, while structures built in the 70’s and 80’s should have a more subdued and historically relevant style to avoid a theme park feel.” Since the subject building was constructed in

1974, it is not required to have 1950s style signage. The proposed sign package is neutral and subdued in its design, with clean black text and green accents on a white and silver background. The proposed signage which will complement the building and the surrounding properties.

### **Derby Design Guidelines -- Goals for this Application:**

#### **Goal #4: Revitalize Derby through:**

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

#### **Goal #7: Transform Derby into a healthy and multi-modal traffic environment while continuing to support the necessity of the automobile through:**

- **Elegant and cohesive landscaping, lighting, and wayfinding signage.**

### **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 bank is considered a legal, conforming use in Derby.

### **Conformance with the Land Development Code**

The proposed signage has been reviewed for compliance with Article VIII of the LDC, and has been found to meet the standards.

### **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 signage complements the architectural style of the building without being overly thematic. Rather, the signage is modern, neutral, and subdued.

City staff concludes that the proposed signage is harmonious with the principles of the Derby Design Guidelines. It is both an improvement to the site and to the Derby Downtown District as it represents upgrading and reinvestment in the district.

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 signage as presented;
2. The Board can choose not to approve the proposed signage;
3. The Board can recommend approval with changes made to the proposed signage and to work with the Planning staff to finalize the approval; or
4. The Board can recommend changes be made to the proposed signage 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-070-18, a Derby Redevelopment application for the property located at 7326 Magnolia Street.”

**Advisory:** The applicant shall obtain all necessary building permits from the Community Development Department prior to installation of the 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-070-18 subject to conditions and one advisory, a Derby Redevelopment application for the property located at 7326 Magnolia Street.”

#### List conditions

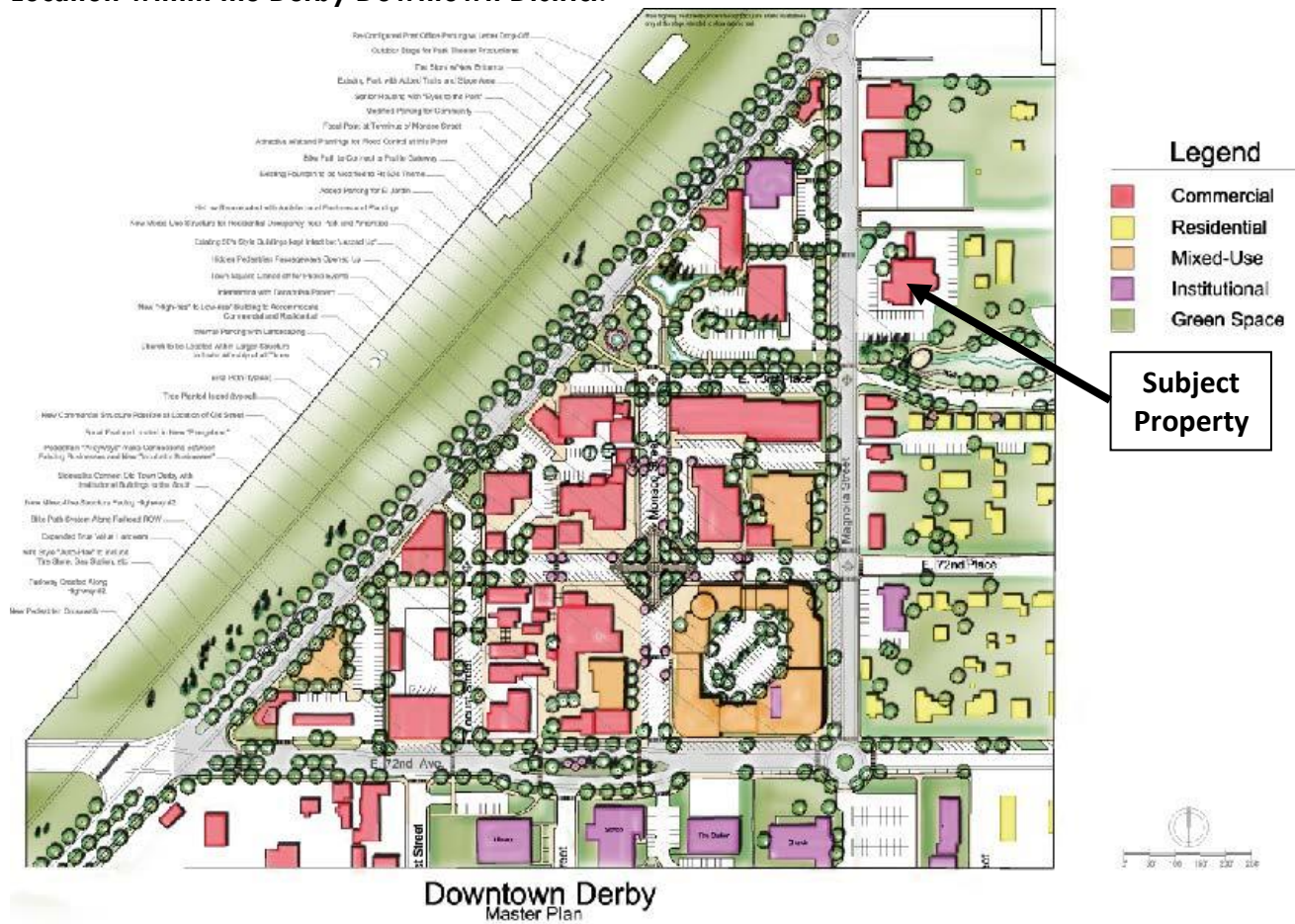
**Denial Motion:** “Based upon the finding that the application does not meet the design standards and principles of the Derby Design Guidelines, I move that the Derby Review Board **deny** case DRB-070-18, a Derby Redevelopment application for the property located at 7326 Magnolia Street.”

### 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:

