

STAFF REPORT

Derby Review Board

Meeting Date: February 20, 2018

Case Planner: Caitlin Long

Case #: DRB-071-18

Location: 7260 Monaco Street, Commerce City, CO 80022

**Applicant/
Owner:** Dorli Morales/ Jill Lafferty
18435 WCR 33 LaSalle, CO 80645

Request: 1. The applicant requests Derby Review Board approval of 1 proposed business sign.
2. The applicant requests approval of a maximum of \$1,928.00 in catalyst funds.

Staff Recommendation:

Staff is recommending approval of the proposed sign and catalyst fund requests 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	Commerce City Small Business Resource Center	PUD
South	Commercial	Vacant commercial space in multi-tenant building	PUD
East	Commercial	Derby Studios	PUD
West	Commercial	La Plazita	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 on the east side of Monaco Street. The applicant is Derby Insurance. The entire lot area is 5,313 square-feet and contains one unit of an in-line commercial retail building. The entire commercial building is approximately 10,000 square-feet with building frontage on both Monaco Street and E. 72nd Place. The specific unit of the subject property is 2,232 square-feet. The subject property is designated as commercial/mixed-use and is legally conforming. This property has been used for several commercial/retail/service purposes in the past several years. Case DRB-001-08 was approved for updates to the façade of the building, including awnings, signage, and the pedestrian space in front of the subject property.

Summary of Applicant's Request

The applicant is requesting an individual business sign to identify a new use of the building. The proposed sign consists of white channel lettering with blue geometric shapes, all internally illuminated. The proposed sign faces west along Monaco Street. The proposed sign that will face west is approximately 27 square-feet. Below is the proposed sign:

A photograph of the exterior of a Derby Insurance building. The building is a single-story structure with a brick facade. Above the entrance, there is a large sign that reads "Derby Insurance" with a logo consisting of three stylized blue waves. The entrance features a glass door and large windows. A red neon "OPEN" sign is visible in the window. To the left of the entrance, there is a small evergreen tree. To the right, there is a blue handicapped parking sign on a pole. The building has a metal awning over the entrance area. The parking lot in front is paved and has white lines.

DERBY INSURANCE

PROPOSED SIGN

Total 26.67 SQFT
Scale 1/16" = 1'-0"

DETAILS

D

1/8" White Acrylic Face
1" Black Trim with 3" Black Return
White LED

1/8" White Acrylic Face
Translucent Vinyl Applied
1" Black Trim with 3" Black Return
White LED

PROPOSED SIGN

CLIENT APPROVAL

DERBY INSURANCE
7260 Monaco St. #B 7260 Commerce City, CO 80022
303.288.4400

Signature

LANDLORD APPROVAL

Jill Laflerty
18435 WCR 33, La Salle, CO 80645
Heavenlyhavens@msn.com 970-590-4156

Signature

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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). These regulatory and guideline documents do not regulate the content or the language of any proposed signage and therefore analysis of content is not included. 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 individual letters, illumination, and bright, bold colors. Lastly, the applicant is requesting catalyst funds in an amount not to exceed \$1,928 for the proposed signage.

Building History

The subject property is located within an in-line commercial building within the Derby Downtown District. The applicant is a tenant within the subject building. The building is subdivided into 4 individual lots. According to the Adams County Assessors records, the subject building was constructed in 1952. The building itself is approximately 10,000 square-feet and has been used by a variety of users over the years.

Architectural Character

The subject building's architecture has been influenced by the Modern/International style. These architectural styles are defined by the large use of concrete or masonry. Often this style of architecture was utilized to construct buildings with a focus on function rather than form. The image in Figure 1 of the subject building clearly shows that the character of the building has only been influenced Modern/International architectural styles and is not a complete match. This architectural style was prominent across the United States in the 1950s and 60s. This property was constructed to create several storefronts that face along Monaco Street to the west. The building has a parking lot between the building and Monaco Street. The properties surrounding the subject property were built during a similar era and have features that correspond with the architecture of the subject property. Due to the subject property being one of the units within an in-line commercial building, the properties directly to the south are identical in architectural style and the signage that is proposed will replace existing signage that is harmonious with the surrounding uses.

Figure 1: Subject Building



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. 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 does meet the standards of the Derby Design Guidelines creating new and creative signage that is easy to replace and identifies a new use of the subject property. Furthermore, the proposed signage accomplishes greater daytime and nighttime business identification for the applicant. The signage is modern and does not obscure any of the architectural detail of the building and is located in a similar space as other signs within the in-line commercial center. Lastly, the signage is harmonious with other signage in the area and which will create an amenity for the entirety of the Derby Downtown District.

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

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

Final Analysis

Premier Insurance Group 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 an upgrade in both style, form and function from the previous temporary banner appearing on site.

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 block font and channel form with bright colors and geometric shapes that promote the goals of the Derby Design Guidelines.

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.

Finally, in an effort to ensure that good communication between tenants and property owners are fostered, there is a condition that prior to any permit being issued for this sign, the property owner must give consent to the proposed signage.

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-071-18, a Derby Redevelopment application for the property located at 7260 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 **\$1,928.00** 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

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.”

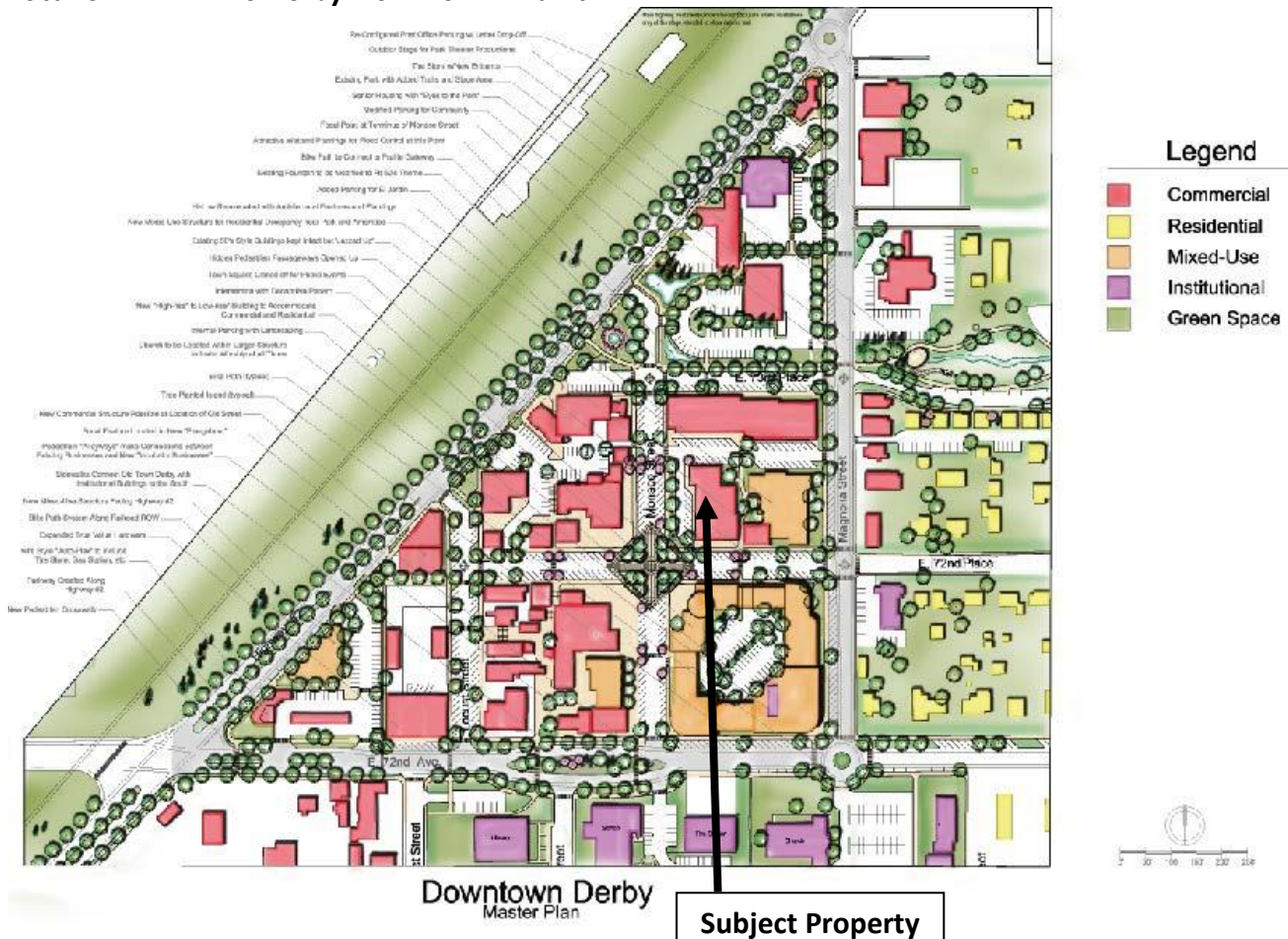
Denial Motion: “Based upon the finding that the application does not meet the design standards and principles of the Derby Design Guidelines, I move that the Derby Review Board **deny** case DRB-071-18, a Derby Redevelopment application for the property located at 7280 Monaco Street.”

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:

