

# 5200 ONEIDA STREET

## SIGNAGE VARIANCE 2 - SECOND FREESTANDING SIGN

5200 ONIEDA STREET COMMERCE CITY, CO 80022

**Approve a second freestanding sign (Joint-ID) at the main entrance to identify all tenants and guide passenger vehicles & delivery trucks harmoniously / safely through the site.**

## WHAT WE'RE REQUESTING (AT A GLANCE)

- **Relief:** Allow one additional freestanding sign at the main entrance to identify all tenants.
- **Purpose:** On-premise confirmation at the turn into the site; reduces missed turns and internal circling.
- **Visibility facts:** 25 mph approach; joint-ID visible about 100–125 ft out (≈ 2.7–3.4 seconds of read time).
- **Configuration:** 2×7 grid, 14 tenant panels, each 12" × 42" with 2" gutters; non-illuminated; materials match the primary sign and building.
- **Compliance:** Area 90 sq ft (≤ 93.75 sq ft allowed), setbacks met, outside the sight triangle.

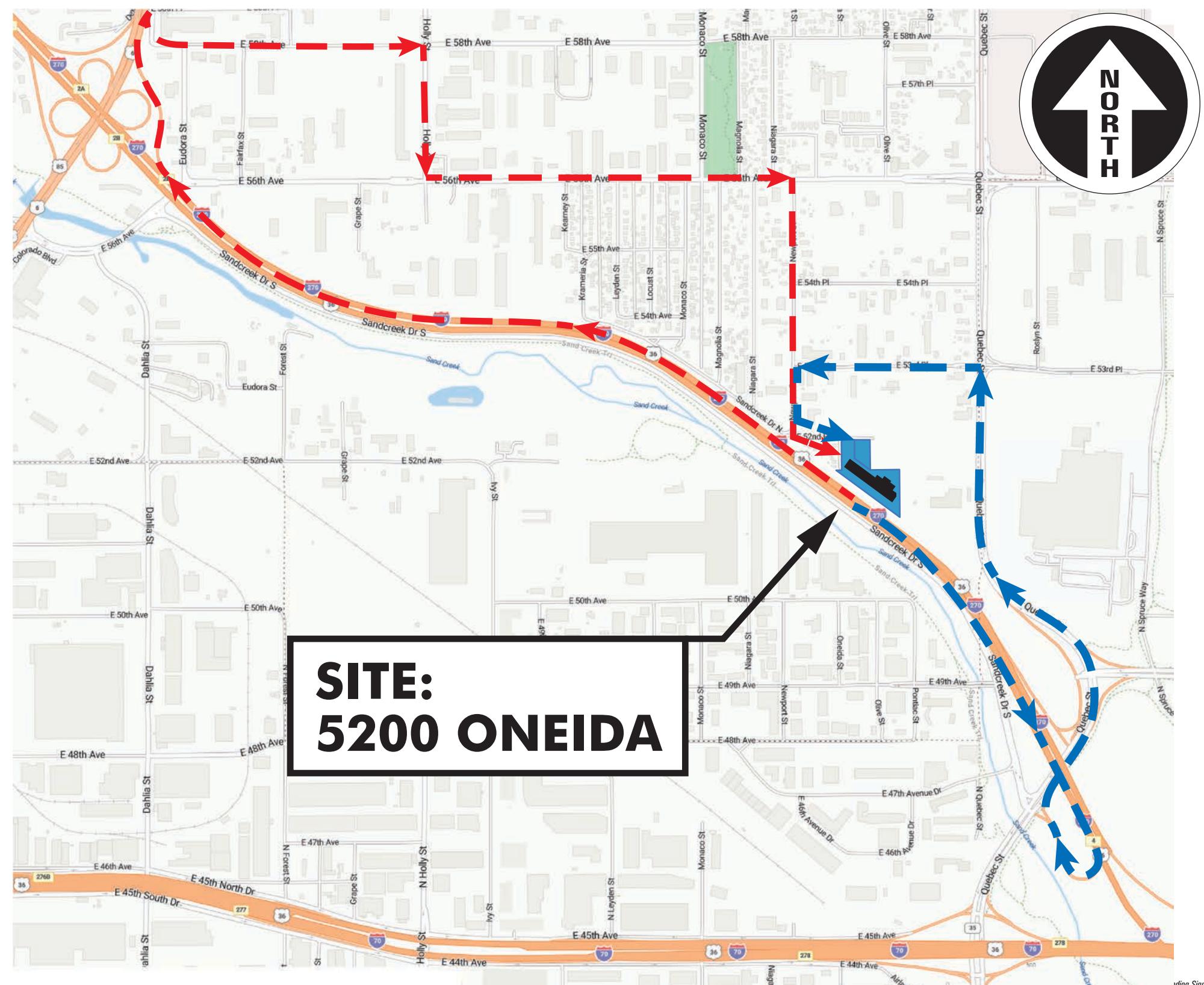
# Hardship: Site Conditions Limit Reasonable Use

- Indirect access from I-270. Both exits are ~½ mile away and don't feed directly to Oneida/52nd; first decision point is mid-block at the main entrance.
- Approach geometry hides wall signs. Storefronts face southwest; drivers coming East on 52nd > South on Oneida > 45° SE into the site cannot see tenant wall signs until after the turn.
- Decision-point visibility window. Joint-ID is in clear view from ~100–125 ft at 25 mph (≈ 3–4 seconds to read/confirm); immediately visible once on Oneida.
- Constrained but compliant placement. Sited ~7'-6" behind inside curb (property line), outside the sight triangle, at the edge of the detention-pond slope.
- Safety & operations. Without an entrance ID, first-time visitors overshoot, U-turn, or enter the deliveries-only drive on 52nd—creating conflicts. The Joint-ID gives timely confirmation and reduces last-second braking.

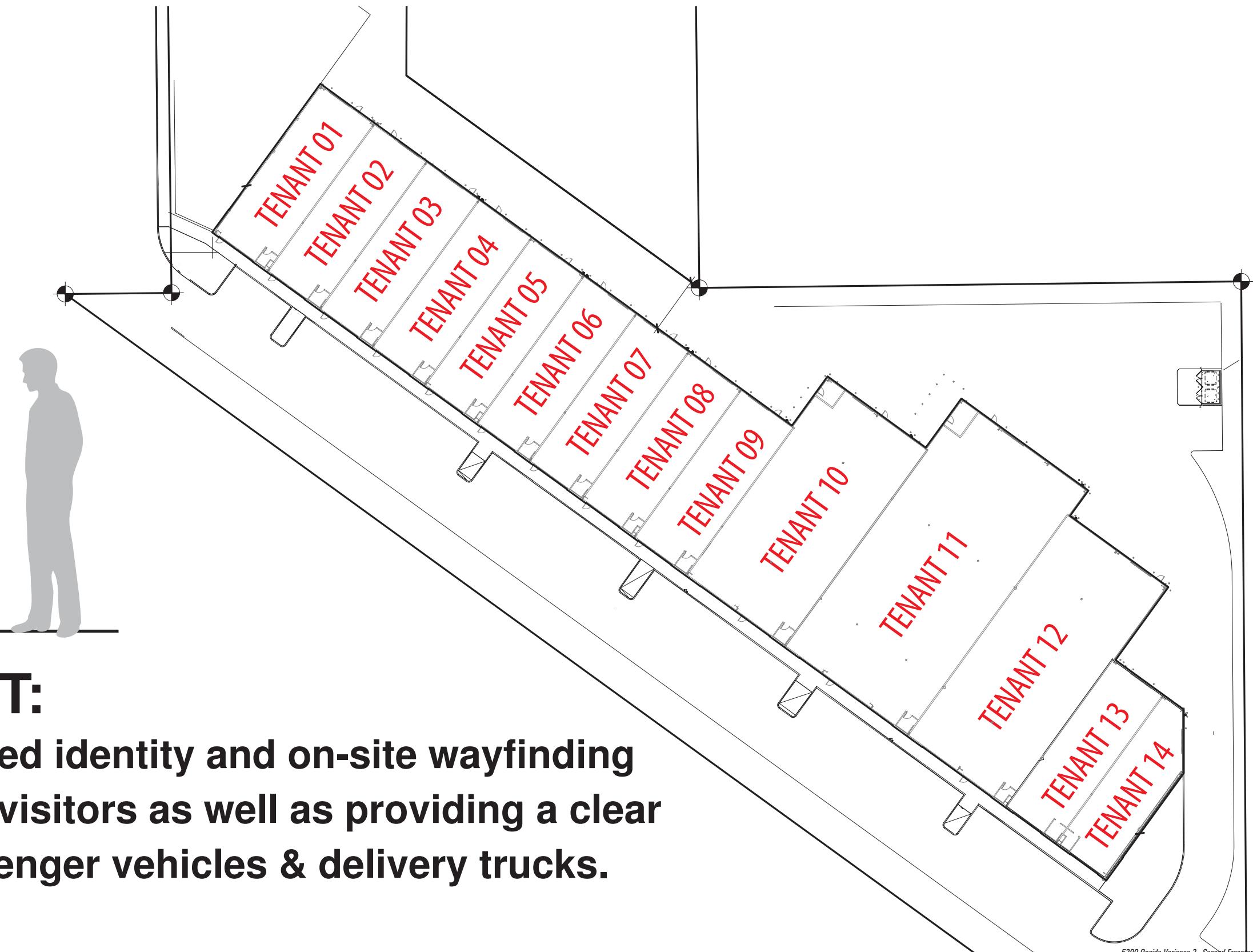
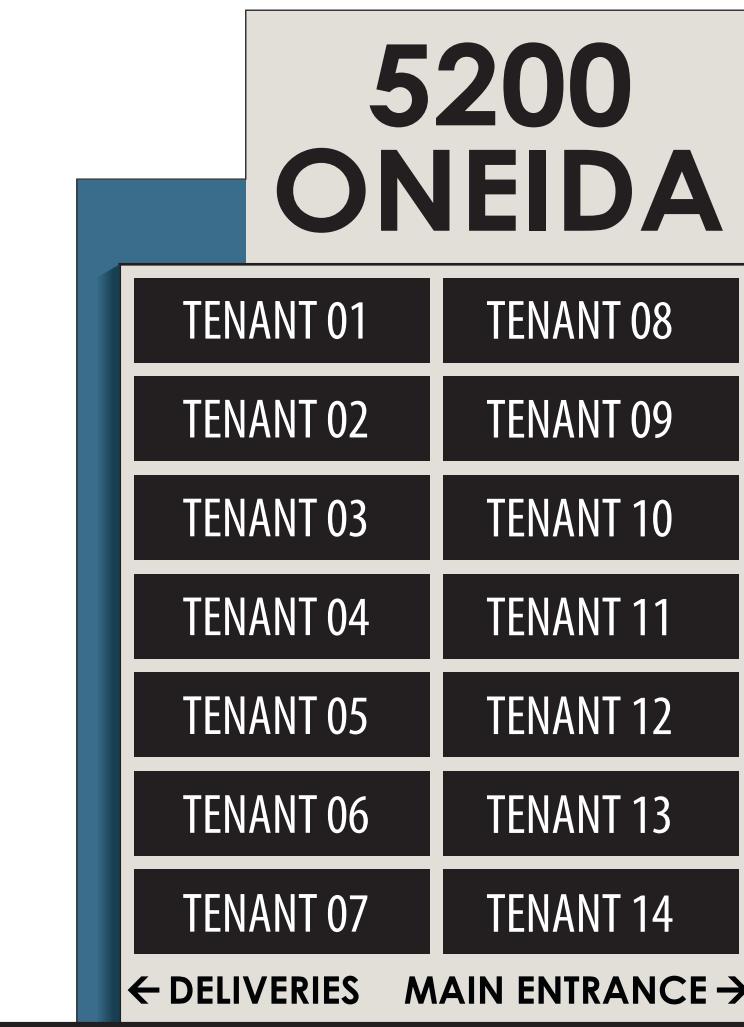
# Hardship: Site Conditions Limit Reasonable Use

- **ACCESS PATTERN:**  
I-270 exits are ~1/2 mile away  
and don't feed directly to  
Oneida/52nd freeway-oriented  
ID is essential to locate the  
site.

**NORTHBOUND**  
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**SOUTHBOUND**



# Hardship: Site Conditions Limit Reasonable Use



- **TENANT CONTEXT:**

14 tenants rely on a shared identity and on-site wayfinding to be found by first-time visitors as well as providing a clear separation path for passenger vehicles & delivery trucks.

# Hardship Is Not Self-Imposed

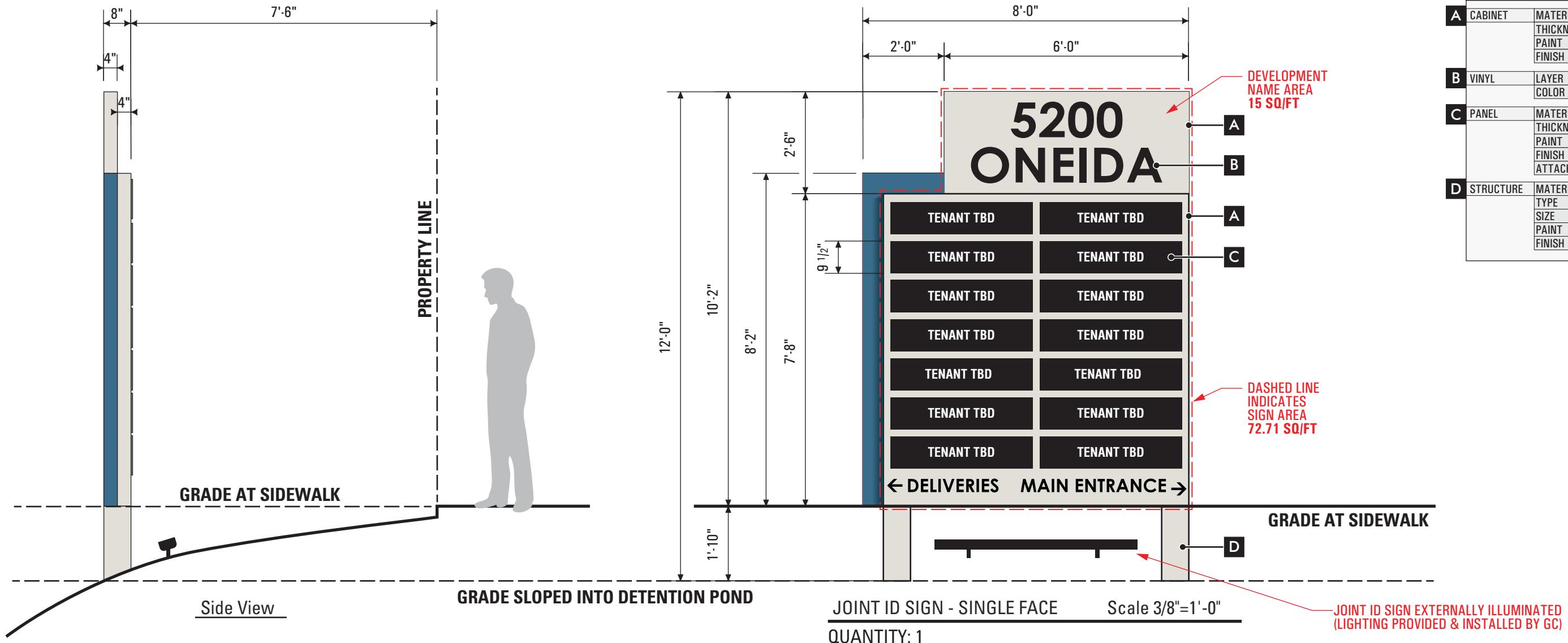
- Approach geometry. Typical path: E 52nd > South on Oneida > 45° SE turn; storefronts face SW and are off-axis until after the turn.
- Site/civil constraints. Detention-pond edge, drive alignment, and sight-triangle limits fix feasible placement.
- Operational need. Tenants require on-premise confirmation at the decision point; wall signs alone don't serve approaching drivers.

# No Substantial Detriment to Adjacent Property

- Non-illuminated. No glare to homes west of Oneida; quiet nighttime presence.
- Safe placement. ~7'-6" behind property line; outside the sight triangle; setbacks met.
- Orderly corridor. Consolidates tenants into one structure prevents ad-hoc banners/window clutter.

# Minimum Relief / District Character Maintained

- Exactly one additional identification structure.
- Area 90 sf ( $\leq$  93.75 allowed); non-illuminated; finishes coordinated with building and freeway sign.
- Legibility at 25 mph. 100–125' visibility window ( $\approx$  3 - 4 seconds); panel spec supports 6–8" cap height without upsizing the sign.



FABRICATION SPECIFICATIONS		
<b>A</b> CABINET	MATERIAL	ALUMINUM OVER SQ/TUBE
	THICKNESS	.063" SKIN / 4"X4" FRAME
	PAINT	SEE COLOR KEY
	FINISH	SATIN
<b>B</b> VINYL	LAYER	1st SURFACE
	COLOR	3M BLACK OPAQUE
<b>C</b> PANEL	MATERIAL	ALUMINUM
	THICKNESS	1/4"
	PAINT	SEE COLOR KEY
	FINISH	SATIN
	ATTACHMENT	COUNTERSUNK SCREWS
<b>D</b> STRUCTURE	MATERIAL	STEEL
	TYPE	SQUARE TUBE
	SIZE	ENGINEERING TO DETERMINE
	PAINT	SEE COLOR KEY
	FINISH	SATIN



**12 FOOT TALL JOINT ID SIGN  
CORNER OF ONEIDA & 52nd PL FACING SOUTH**



## NARRATIVE QUESTIONNAIRE

### VARIANCE

<b>A. General Property Information:</b>	
1.	Property Address or Parcel Identification Number (PIN):
2.	Applicant's Name:
3.	Property Owner's Name:
4.	Current Zoning of the Subject Property:
5.	Future Land Use Plan Designation:

<b>B. Background Information:</b>		<b>Yes</b>	<b>No</b>	
1.	Is this request an amendment to an existing variance?		✓	If yes, what was the previous case number? Case # _____
2.	Is this application an attempt to correct a violation of some kind?		✓	If yes, please provide a copy of the violation.
3.	Do you anticipate having employees at this location?	✓		If yes, how many employees do you anticipate? <b>TBD</b> _____ employees

The following pages contain specific questions about the nature of your request. Therefore, it is in your best interest to answer them in as much detail as possible to help limit the number of questions and review cycles.

**DO NOT ANSWER WITH A 'YES' OR 'NO' OR 'N/A' - BE SPECIFIC!**

## NARRATIVE QUESTIONNAIRE

<b>C. Specific Requests for Information</b>	
1.	What is your hardship? Describe in <b>detail</b> what makes your property or circumstance so unique that it is unfeasible for you to meet the applicable standard? <i>(A hardship <b>does not</b> include: (1) it would increase the value of the property; (2) it would cost too much; or (3) the land could produce more profit, supply jobs, or increase the tax base.)</i>

Visitors approach the site from 52nd Place and Oneida Street, turning at a mid-block entrance where storefronts are not visible. The building is angled and tenants face southwest, meaning wall signs are hidden until after the turn. First-time visitors frequently miss the entrance or turn into the deliveries-only drive. The lack of entrance signage makes wayfinding difficult and unsafe.

# NARRATIVE QUESTIONNAIRE

2. Describe in detail how the hardship, stated in Question #1, is not been self-imposed.

The driveway layout, building orientation, and detention-pond grading were established by site engineering and city-required stormwater design. These conditions fix where the sign can be placed and limit visibility from the approach. They are not choices made to justify additional signage.

## NARRATIVE QUESTIONNAIRE

3a.	What uses are located adjacent to the subject property?
North:	Residential
South:	Industrial/Heavy Industrial
East:	Industrial/Heavy Industrial
West:	Interstate-270 and CDOT right-of-way

## NARRATIVE QUESTIONNAIRE

3b. Will the variance cause a real or perceived loss in surrounding property values?

No. It does not intrude into or affect any adjacent conforming use. It improves circulation and reduces confusion, which benefits nearby uses.

3c. Will the variance substantially or permanently injure the legal use of any adjacent conforming property?

The Joint-ID sign is modest in size, coordinated in design, and located away from residential view. It aligns with the commercial corridor aesthetic.

## FTK: Variance

## NARRATIVE QUESTIONNAIRE

4. Will the requested variance alter the character of the neighborhood?

None. It is non-illuminated and has no mechanical components. No impact on solar access or glare.

5. Will the requested variance block solar access, create glare, or produce air pollution impacting the surrounding area?

None. It is non-illuminated and has no mechanical components. No impact on solar access or glare.

## NARRATIVE QUESTIONNAIRE

6. Will the requested variance create or increase traffic and/or parking problems in the area?

It reduces circulation issues by providing confirmation at the correct entrance. Without it, customers mistakenly enter the delivery area or truck drivers enter through the main entrance. This sign will help reduce unnecessary U-turns.

7. Will the construction or operation for which the variance is needed create a police, fire, or building safety hazard?

No. The sign is well outside the sight triangle and has no lighting or moving parts. It will comply with all code requirements.

## NARRATIVE QUESTIONNAIRE

8. Why is the requested variance the minimum needed?

Yes. This is one entrance sign for 14 tenants. Its area is within CSP allowance and is placed to avoid confusion and missed turns.