RESOLUTION NO. PZ 16-18 Series of 2018

A RESOLUTION BY THE PLANNING AND ZONING COMMISSION OF THE TOWN OF DILLON, COLORADO, RECOMMENDING THE APPROVAL OF THE SIGN PLAN FOR THE DILLON HOMEWOOD SUITES PUD DEVELOPMENT PLAN LOCATED AT 122 LAKE DILLON DRIVE; AND, SETTING FORTH DETAILS IN RELATION THERETO.

WHEREAS, Dillon Gateway Development, LLC ("Applicant") will be the owner of real property located at 122 Lake Dillon Drive, Dillon, Colorado, upon completion of the replatting process and the legal transfer of two parcels of land from the Town of Dillon to the Applicant, and more specifically described as Lot 1R, Block B, New Town of Dillon Subdivision ("Lot 1R"), according to the "Final Plat of Dillon Homewood, a Resubdivision of Lots 1, 1A, 1B, and 1C, Block B, New Town of Dillon, Summit County, Colorado" approved and adopted by the Dillon Town Council by Resolution 40-18, Series of 2018 on June 19, 2018; and

WHEREAS, the Town Council of the Town of Dillon approved the "Homewood Suites PUD Development Plan" by Ordinance 03-18, Series of 2018, on June 5th, 2018 with a condition of approval that the Applicant submit a revised final Sign Plan for review and final approval by the Planning and Zoning Commission and the Town Council; and

WHEREAS, the Planning Commission has received a submittal for the Homewood Suites PUD Development Plan signage plans ("Sign Plan"); and

WHEREAS, the Planning Commission has determined that the Application is complete; and

WHEREAS, the Planning and Zoning Commission reviewed the Sign Plan on September 5^{th} , 2018; and

WHEREAS, following the review of the Sign Plan, the Planning Commission has made certain findings of fact regarding the Application and has determined that certain conditions which are reasonable and necessary to and relate to impacts created by the development should attach to the approval of the Application.

NOW, THEREFORE, BE IT RESOLVED BY THE PLANNING AND ZONING COMMISSION OF THE TOWN OF DILLON, COLORADO, AS FOLLOWS:

Section 1. That the Planning Commission, reviewed the Sign Plan on September 5th, 2018 on the Application, and following said review makes the following findings of fact:

A. That the Application is complete.

- B. That the Application meets the applicable Town of Dillon Municipal Code ("Code") requirements.
- C. That the Application for signage is compatible with the Commercial Zoning District, is compatible with the size of the proposed hotel building and is compatible with surrounding uses.
- D. That the Application is in general compliance with the Town of Dillon Comprehensive Plan.
- E. That the Application is for a total of five (5) signs totaling Two-Hundred Eighty and Four Tenths (280.4) square feet. The signs consist of two (2) internally lit monument signs and three (3) building identification signs are approved. Signs 3 and 4 shall be halo back-lit channelized letters and Sign 2 Shall be illuminated from a light under the Port Cochere.
- F. That the proposed Sign Plan submittal satisfies a condition of approval of Ordinance 03-18, Series of 2018.
- G. That the Town Manager of the Town of Dillon approves the locations of the Freestanding Monument Sign and Directory Sign in the Lake Dillon Drive Right of way as permitted by Section 16-11-180 of the Dillon Municipal Code.

Section 2. That the Planning Commission hereby recommends to the Town Council of the Town of Dillon the approval of the Application for the Homewood Suites PUD Development Plan Sign Plan, Dillon, Colorado with the following conditions:

- A. That the signs be installed in the locations, size, and style conforming to the Homewood Suites Sign Plan submittal prepared by Persona Signs, dated August 31, 2018.
- B. That the Applicant shall enter into a Revocable Right-of-Way Encroachment License Agreement with the Town of Dillon for the Freestanding Monument Sign and Directory Sign located in the Lake Dillon Drive Right of way as approved by the Town Manager.
- C. That the Applicant shall maintain two (2) square feet of landscaping around the freestanding signs for each one (1) square feet of sign area, in accordance with Section 16-11-260 of the Dillon Municipal Code.
- D. That the Applicant add the words "Dillon, Colorado" to the Freestanding Monument Sign or the Monument Sign base such that it be visible as a part of the sign and not obstructed by landscaping.
- E. That the Freestanding Monument Sign base match the architectural stone used on the hotel building.

RECOMMENDED FOR APPROVAL THIS 5th DAY OF SEPTEMBER 2018 BY THE PLANNING AND ZONING COMMISSION OF THE TOWN OF DILLON, COLORADO.

PLANNING AND ZONING COMMISSION, TOWN OF DILLON

By: Teresa England, Chairperson	
ATTEST:	
By: Corrie Woloshan, Secretary to the Commission	

PLANNING AND ZONING COMMISSION ACTION ITEM STAFF SUMMARY SEPTEMBER 5, 2018 PLANNING AND ZONING COMMISSION MEETING

DATE: August 31, 2018

AGENDA ITEM NUMBER: 7

ACTION TO BE CONSIDERED:

Consideration of Resolution No. PZ 16-18, Series of 2018.

A RESOLUTION BY THE PLANNING AND ZONING COMMISSION OF THE TOWN OF DILLON, COLORADO, RECOMMENDING THE APPROVAL OF THE SIGN PLAN FOR THE DILLON HOMEWOOD SUITES PUD DEVELOPMENT PLAN LOCATED AT 122 LAKE DILLON DRIVE; AND, SETTING FORTH DETAILS IN RELATION THERETO.

SUMMARY:

Dillon Gateway Development, LLC ("Applicant") will be the owner of real property located at 122 Lake Dillon Drive, Dillon, Colorado. The Dillon Town Council approved the Dillon Homewood Suites PUD Development Plan by Ordinance 03-18, Series of 2018 on June 5, 2018 with conditions. One condition was that the Applicant submit a final Sign Plan to be reviewed and approved by both the Planning and Zoning Commission and the Town Council. This Resolution satisfies that condition of the PUD approval.

The general sign band locations and the location of the Freestanding Monument Sign were approved during the PUD review and approval process which provided rudimentary sign concepts. This submittal refines the signs, as required by the Town Council.

SIGN ZONE:

The proposed signs are located within Sign Zone B on the lot located in the Commercial zone district.

SIGN CRIERIA:

The Homewood Suites PUD Development Plan was approved through the Planned Unit Development (PUD) process which allows for certain aspects of a project to deviate from the underlying zoning requirements, including signage.

The underlying Sign Zone B provides for the following signage:

- 1. A single-tenant building located in Sign Zone A is permitted seventy-five (75) square feet of signage to be used as one (1) or two (2) building identification signs, and one (1) additional sign which does not exceed thirty (30) square feet (Section 16-11-460(d)).
- 2. Freestanding signs within Sign Zone B may be eighteen (18) feet high (Section 16-11-260(c)(2)).
- 3. Freestanding signs which are designed as Monument Signs that are less than twelve (12) feet high may have their typical areas increased by the Planning and Zoning Commission by fifteen percent (15%) (16-11-260(e)). This would allow for the

- typical thirty (30) square foot "additional sign" to be increased to up to thirty-five and a half (34.5) square feet.
- 4. No sign shall exceed twenty (20) feet in length (Section 16-11-200).
- 5. Wall signs above the second floor are limited to twelve (12) square feet (Section 16-11-290).
- 6. "Up to two (2) building or project identification signs shall be permitted for each hotel, condominium or multi-family project. Such signs shall not exceed seventy-five (75) square feet in total" (Section 16-11-320).
- 7. "The PUD development plan may establish density, height, setback, lot size, wetlands buffer areas, parking lot design standards, architectural, signage and landscaping standards that differ from those in the underlying zone or in this Code, provided that the standards further the objectives of the PUD regulations, the Comprehensive Plan, and the specific PUD development plan" (Section 16-5-110(a)).
- 8. "No signs shall be placed on or within any public right-of-way or public place without the approval of the Town Manager" (Section 16-11-180). The Town Manager has approved the signs in the Right of way and is requiring that the Applicant enter into a Revocable License Agreement with the Town of Dillon.

The Dillon Homewood Suites PUD Development Plan Sign Plan proposes the following:

A total of Two-Hundred Eighty and Four Tenths (280.4) square feet of signage to include three (3) Building Identification signs, one (1) Freestanding Monument Sign, and one (1) Freestanding Directory Sign. The proposed hotel is 122 rooms and is approximately 110,000 square feet in size.

- a. **SIGN 1**: Sixteen and Seven Tenths (16.7) square foot Freestanding Monument Sign near the main driveway entrance located in the Lake Dillon Drive Right-of-Way. This sign shall be Internally illuminated.
- b. **SIGN 2**: Twenty-Eight and two tenths (28.2) square foot Building Identification Sign near the front entrance to the hotel on the first (1st) level. This sign shall be Soffit illuminated from above and set on the building wall near the front entrance to the building at the Porte Cochere.
- c. **SIGN 3**: One Hundred Fourteen and seven tenths (114.7) square foot Building Identification Sign on the southwestern face of the hotel building overlooking eastbound US Highway 6 on the fourth (4th) level overlooking the intersection of US Highway 6 and Lake Dillon Drive. This sign shall be Halo back-lit brushed stainless-steel or deep fabricated dark oxidized bronze graphics building wall signs overlooking US Highway 6.
- d. **SIGN 4**: One-Hundred-Eleven and three tenths (111.3) square foot Building Identification on the northern face of the hotel on the fourth (4th) level overlooking the intersection of Lake Dillon Drive and US Highway 6. This sign shall be Halo back-lit brushed stainless-steel or deep fabricated dark oxidized bronze graphics building wall signs overlooking US Highway 6.
- e. **SIGN 5**: Nine and five tenths (9.5) square foot Freestanding Directory Sign near the intersection of Lake Dillon Drive and the 40' Right of way. This sign shall be Internally illuminated.

Hilton has specific sign standards for their hotels (see Appendix B) that dictate certain aspects of signage for their hotels. One requirement is to have a freestanding sign on the property. They also have material and color standards.

COMPLIANCE WITH DILLON COMPREHENSIVE PLAN:

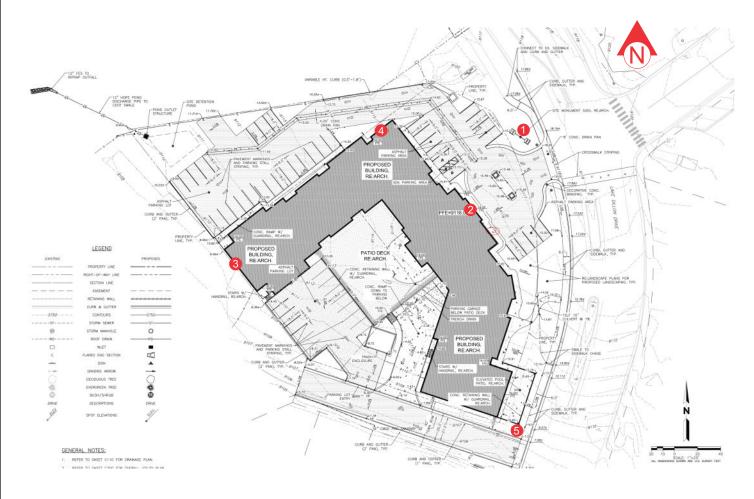
This Sign Plan required by the conditions of approval of the Dillon Homewood Suites PUD Development Plan is in general conformance with the goals of the Town of Dillon Comprehensive Plan.

ACTION REQUESTED: Motion, Second, Roll Call Vote. Resolutions require the affirmative vote of a majority of the members present.

STAFF MEMBER RESPONSIBLE: Dan Burroughs, Town of Dillon

p:\pnz\ressupportdocs\2018\pz16-18_homewood suites signage\staff-summary res pz_16-18_homewood-suites_signage.docx

RESOLUTION PZ 16-18, SERIES OF 2018 APPENDIX A



INN CODE: TBD HOMEWOOD SUITES DILLION, CO

NEW CONSTRUCTION / NO EXISTING SIGNS

PROPOSED SIGNS:

- 1 4'-1" X 4'-1" MONUMENT @ 6' OAH
- 2 12" PIN MOUNTED LETTER SET
- 3 24" CHANNEL LETTER SET (STAIR CORE)
- 4 24" CHANNEL LETTER SET
- **6** 3'-1" X 3'-1" DIRECTIONAL @ 4' OAH

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:
HOMEWOOD SUITES

B/31/18

B/31/18

AT/CM

Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:

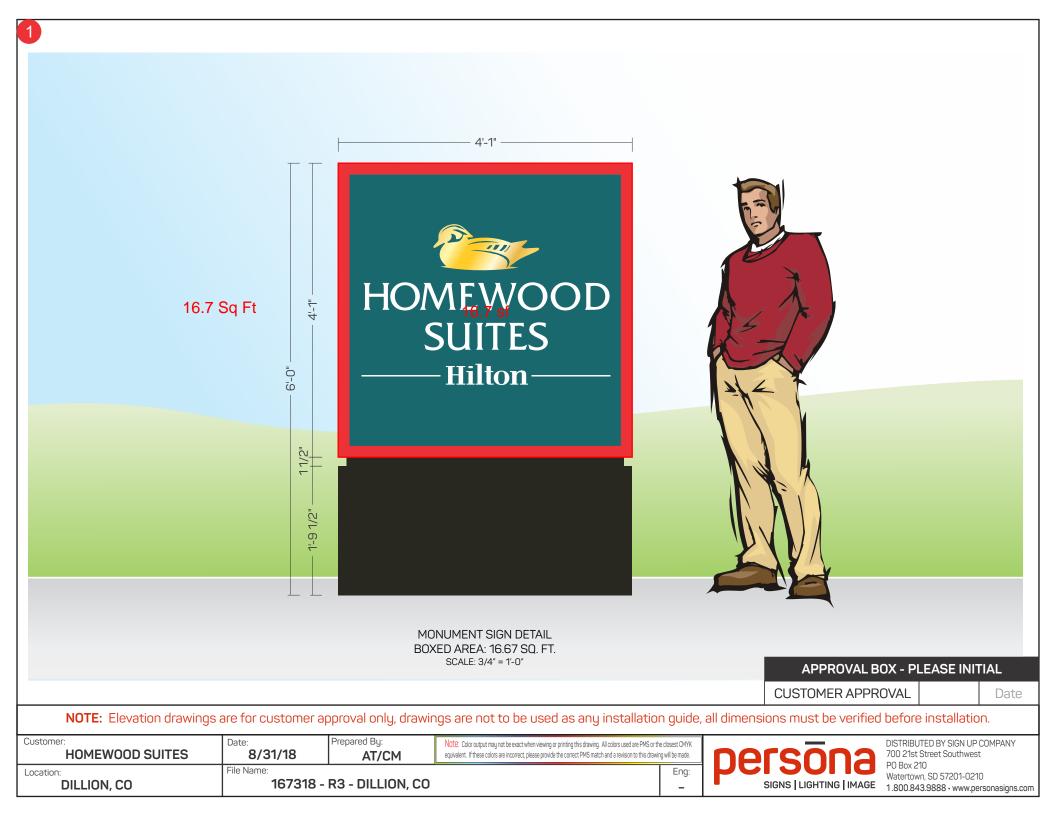
DILLION, CO

167318 - R3 - DILLION, CO

-



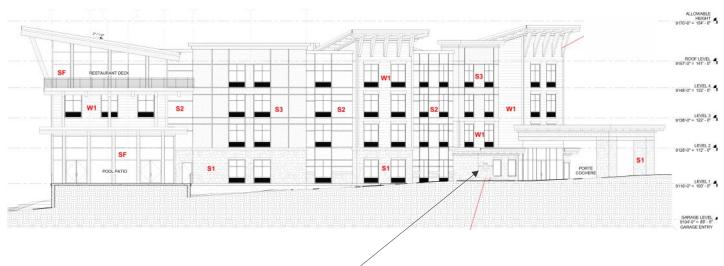
DISTRIBUTED BY SIGN UP COMPANY 700 21st Street Southwest PO Box 210 Watertown, SD 57201-0210 1.800.843.9888 • www.personasigns.com





EAST ELEVATION (MAIN ENTRY)

SCALE: 1/32" = 1'-0"



9'-1 13/16"

6.3 sf

9.4 sf OD

19/2 01-2

S 4.8 sf E S

28.2 Sq Ft



WALL SIGN DETAIL BOXED AREA: 53.51 SQ. FT. SCALE: 3/8" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:
HOMEWOOD SUITES
Date:
5/23/18
Prepared By:
AT
Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:
DILLION, CO
167318 - R3 - DILLION, CO

The properties By:
AT

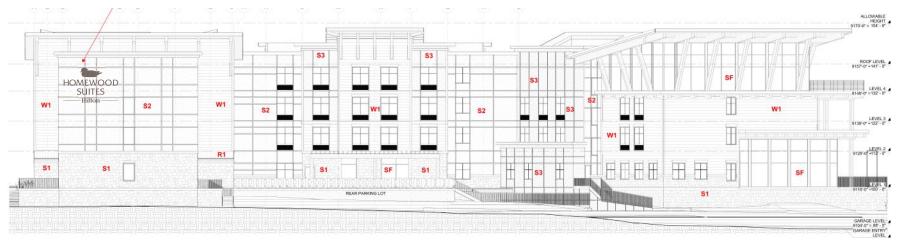
Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing. All colors used are PMS or the closest CMYK equivalent. If the second are incorrect, please provide the correct PMS match and a revision to this drawing. All colors used are PMS or the closest CMYK equivalent. The colors are incorrect, please provide the correct PMS match and a revision to this drawing. All colors used are PMS or the closest CMYK equivalent. The colors are incorrect, please provide the correct PMS match and a revision to this drawing. The colors are incorrect, please provide the correct PMS match and a revision to this drawing. The colors are incorrect, please provide the correct PMS match and a revision to this drawing. The colors are i

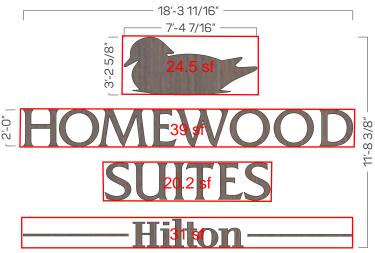


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SOUTH WEST ELEVATION (STAIR CORE SIGN)

SCALE: 1/32" = 1'-0"





114.7 Sq Ft



NOTEI IF THE SIGNS WERE TO BE LIT TOWARDS THE WALL TO ALLOW A HALO EFFECT



DILLION, CO

WALL SIGN DETAIL BOXED AREA: 214.17 SQ. FT. SCALE: 3/16" = 1'-0"

167318 - R3 - DILLION, CO

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

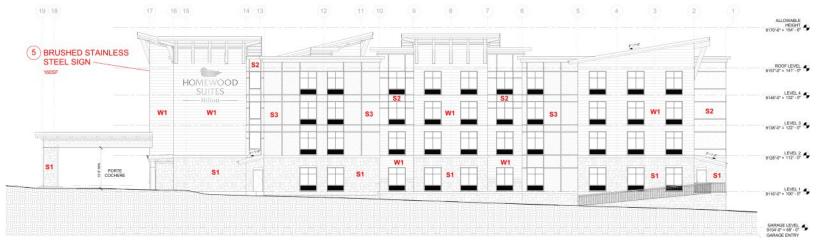
Prepared By: Customer: Date: Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK **HOMEWOOD SUITES** 5/23/18 AT equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made. File Name: Location:

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HWY 6 SIDE ELEVATION

SCALE: 1/32" = 1'-0"





111.3 Sq Ft



NOTEI IF THE SIGNS WERE TO BE LIT TOWARDS THE WALL TO ALLOW A HALO EFFECT



WALL SIGN DETAIL BOXED AREA: 148.70 SQ. FT. SCALE: 3/16" = 1'-0"

APPROVAL BOX - PLEASE INITIAL

CUSTOMER APPROVAL

Date

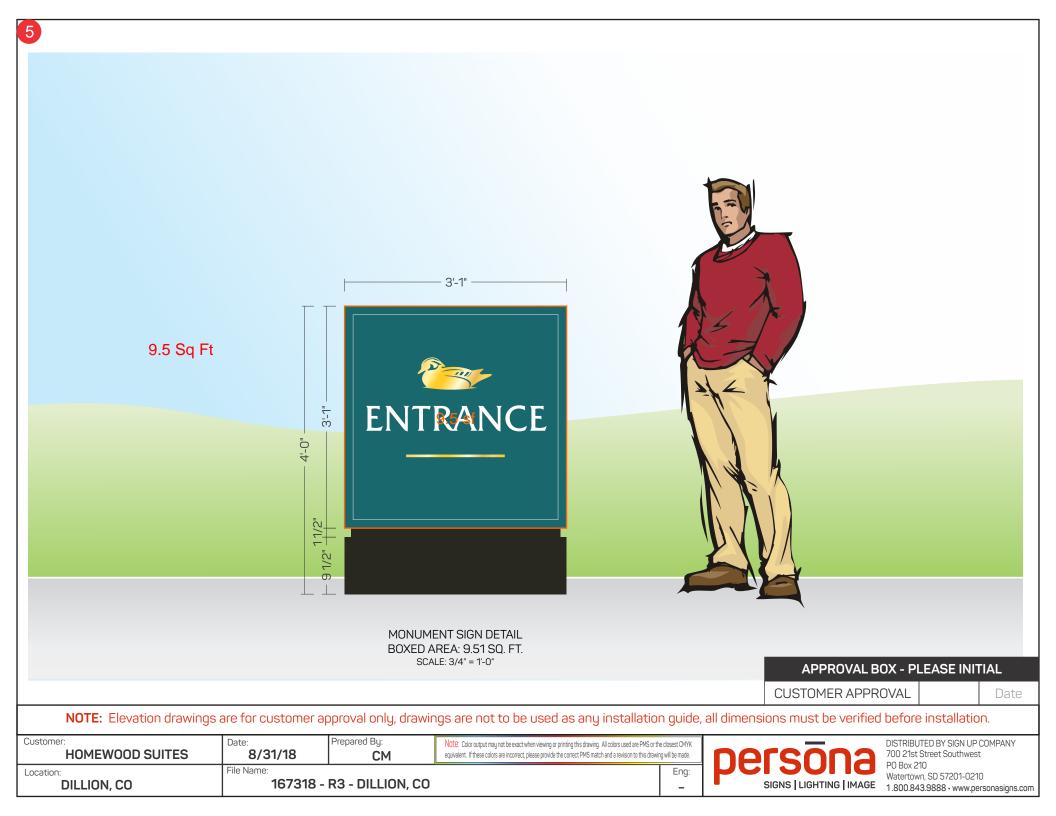
NOTE: Elevation drawings are for customer approval only, drawings are not to be used as any installation guide, all dimensions must be verified before installation.

Customer:
HOMEWOOD SUITES
Date:
5/23/18
Prepared By:
AT
Note: Color output may not be exact when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are incorrect, please provide the correct PMS match and a revision to this drawing will be made.

Location:
DILLION, CO
167318 - R3 - DILLION, CO



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GLOBAL SIGN FAMILY
CURRENT RELEASE AS OF APRIL 2015

Exterior Signage Implementation Guide

Purpose: The exterior signage program aims to create global awareness of the Hilton Worldwide brands. This document outlines the basic principles to achieve effective signs that attract and guide clients. All exterior signage is <u>trademarked and must be produced by an approved signage vendor</u> to ensure quality and consistency of materials, logos, colors and typefaces as well as insurances. Examples of all signs for your brand are given on the following pages.

High-level & Mid-level Signs

Implementation: High- & Mid-level channel letters and logos should be positioned on the building to maximize medium/long distance visibility. They should be applied to the main and/or secondary facade of the building so that at least one sign is visible from any approach and key vantage points. Their size should be maximized but suit the proportion, lines and style of the building. Ideal minimums: High-level min. 2000mm capitalized letter height to ensure 1km visibility; Mid-level min. 1000mm capitalized letter height to ensure 500m visibility. To achieve maximum impact, all signs must have high contrast against their backdrop. Dual color signs (day/night) available for all brands makes this possible. On multi-colored facades the same sign designs should be implemented across the whole building for consistency. In non-Roman script countries, these signs should be either dual language or in the script of the country.

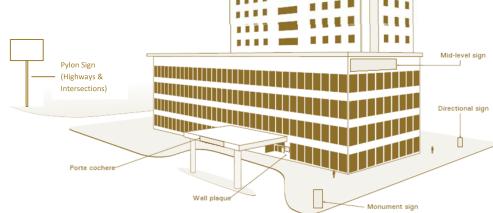
Low-level & Ground level Signs

Implementation: Low- & Ground Level Signs are to be positioned for approaching guests and consist of the following:

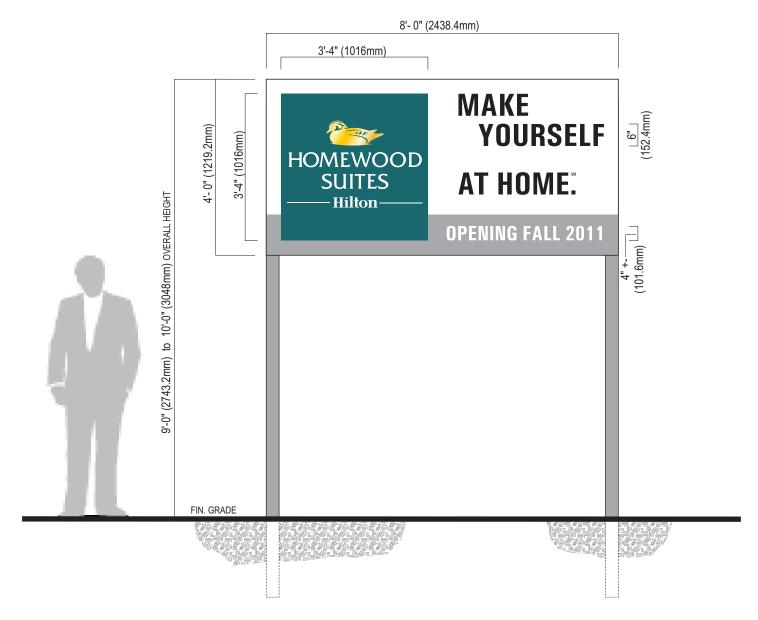
- <u>Pylon Signs:</u> On- and off-premise at strategic locations i.e. highway intersections
- Monument Signs: Used on-site to clearly identify the building upon approach ie. at driveway entry These show the property location logo and may contain 3rd party logos.
- <u>Directional Signs:</u> Used to guide guests once on premise i.e. from parking to reception or to and from other key locations.
- <u>Porte Cochère/Canopy Sign:</u> as height is normally restricted, the horizontal logo is normally suitable

Welcome Signs

Implementation: Welcome signs are comprised of <u>wall plaques</u>, <u>Flat Cut Out metal letters</u> and <u>door vinyls</u> (also used for safety purposes). These signs give the guest a sense of arrival once he has found the main entrance to the hotel. They should be discreet, elegant and work in harmony with one another – avoid over signing the entrance. Materials used must suit the building and be durable.





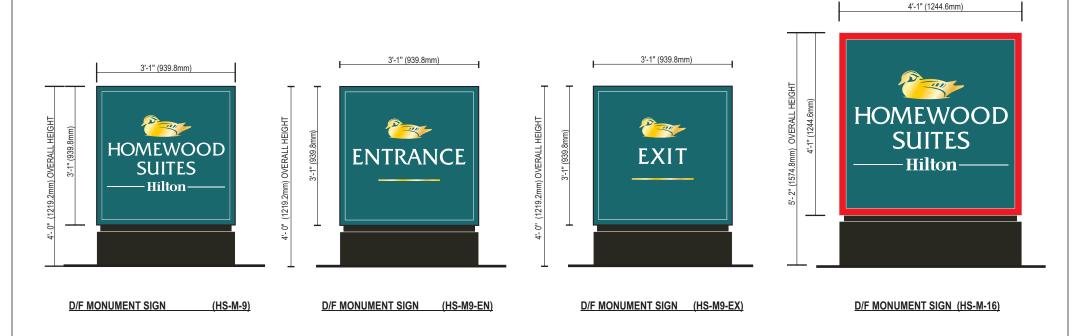


ELEVATION - HS TEMP SITE SIGN

32 square feet (2.97 sq. M.)









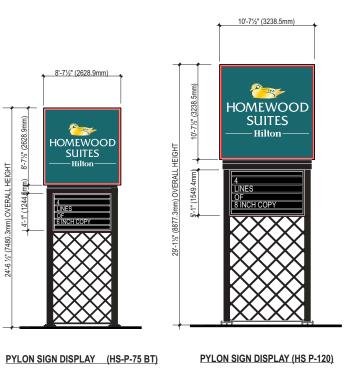


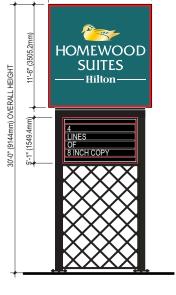




PYLON SIGN DISPLAY (HS-P-45 BT)





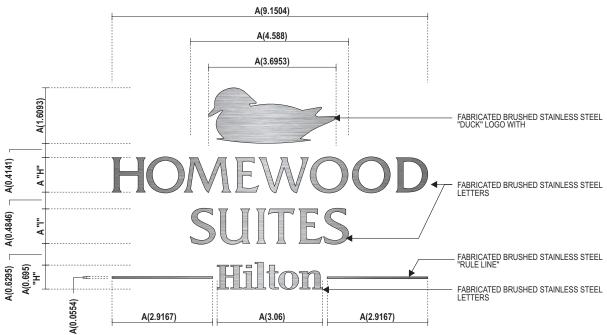


PYLON SIGN DISPLAY

11'-6" (3505.2mm)

HS-PYLONS





LETTER DETAIL

3/8" (9.5mm) DEEP FABRICATED BRUSHED STAINLESS STEEL GRAPHICS. MOUNT TO WALL WITH ALL-THREAD STUDS & SILICONE ADHESIVE.

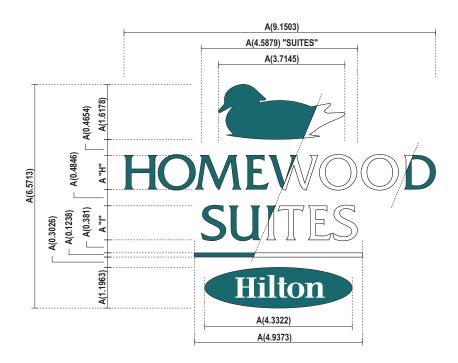


MATERIAL OPTION

3/8" (9.5mm) DEEP FABRICATED DARK OXIDIZED BRONZE GRAPHICS. MOUNT TO WALL WITH ALL-THREAD STUDS & SILICONE ADHESIVE.

HS-BL X





Hilton

A(4.3322)

A(4.9373)

DARK COLOR BUILDING LETTERS

DARK COLORED BUILDING WHITE DAY / WHITE NIGHT

A(0.4654)

A(0.4846)

- A(0.1238) - A(0.381)

A(0.3026)

A(6.5713)

A(9.1503)

A(4.5879) "SUITES"

A(3.7145)

LIGHT COLOR BUILDING LETTERS

LIGHT COLORED BUILDING TEAL DAY / WHITE NIGHT





2500 - DESIGN, CONSTRUCTION AND RENOVATION

- 2519.02.N.4 The back of the guestroom door must include a sign containing fire evacuation information. This sign must be centered on the door below the door viewer. The following must be included:
- 2519.02.N.4.a Emergency exit plan
- 2519.02.N.4.b Pull station and fire extinguisher locations
- 2519.02.N.4.c Maximum room rate (where required by law)
- 2519.02.N.4.d Check-in and check-out times (where required by law)
- 2519.02.N.4.e Safety deposit box availability
- 2519.02.N.4.f Local laws/standards
- 2519.02.N.4.g For your privacy and security, always use your deadbolt to double lock your room from inside. The safety latch and door viewer must be used to visually identify anyone outside your door. Follow these general guidelines at all applicable passage doors.
- 2519.02.N.5 When local codes require separate from the evacuation sign, room rate cards and local law cards must be professionally printed and displayed conspicuously within each room. Codes permitting, cards may be placed in the closet.
- 2519.03 Not Applicable to this Brand
- 2519.04 Exterior Signage
- 2519.04.A Property Identification Signage Reference
 - Refer to https://designinformation.hilton.com for property identification signs in the Exterior Signage Specifications.
- 2519.04.B Main Entry Door Property Identification Sign
 - An approved sign manufacturer, licensed by Hilton, must fabricate and install all property identification signs. Contact information may be found online at https://designinformation.hilton.com.
- 2519.04.C Property Identification Signs
- 2519 04 C 1 A minimum of one internally illuminated ground monument sign and one internally illuminated building mounted sign is required for all properties. Additional signage may be required by Hilton dependent upon building orientation and visibility.
- 2519.04.C.2 A wall-mounted sign must be provided at the Lodge building. The sign must be illuminated by a ground mounted floodlight.
- 2519.04.C.3 The ground sign pedestal or base must be protected from damage by planter box, landscaping or other means.
- 2519.04.C.4 Blade signs are allowed at urban locations when a mount location is not available for ground signs. Blade signs must be internally lit and comply with brand standards. Neon is not allowed.
- 2519.04.C.5 Illuminated signs must be time switched and photo-cell controlled.
- 2519.04.C.6 Exposed conduit and/or raceways are prohibited at building face signs.
- 2519.04.C.7 No marquees or electronic rate signs of any type are permitted. "No vacancy" signs are not allowed.
- 2519 04 C.8 At time of replacement, materials including the light source must match any remaining/existing materials. Full signage replacement must comply with current specification standards.
- 2500-179

Homewood Suites - Brand Standards - United States 2500 - Design, Construction & Renovation Standards

Effective July 02, 2018

2500 - DESIGN, CONSTRUCTION AND RENOVATION

2519.04.C.9 Exterior signage must be installed prior to opening, including conversion properties.

2519.04.D Exterior Miscellaneous Signs

- 2519.04.D.1 External way finding signage must be provided for properties where travel path decision points occur forcing a guest to turn left, right or continue straight ahead.
- 2519.04.D.2 Not Applicable to this Brand
- 2519.04.D.3 Not Applicable to this Brand
- 2519.04.D.4 Not Applicable to this Brand
- 2519.04.D.5 Porte cochere clearance signage must be provided for clearances less than 15'-0"/4.5 m. Letter height must be 6"/15 cm minimum and the color must contrast the adjacent building color.
- 2519.04.D.6 Not Applicable to this Brand
- 2519.04.D.7 Temporary exterior signage and/or banners must be approved by the Brand before being posted. No additional advertising (billboards or reader boards) are permitted.

2519.04.E Parking Signage

- 2519.04.E.1 Directional signage to the parking area must be clearly visible when not obvious.
- 2519.04 E.2 Floor level and area signs must be provided in parking garages for ease of locating vehicles.
- 2519.04.E.3 A disclaimer must be posted in all guest parking areas on the site that user assumes all risks. Signs must be located along parking lanes and be mounted to light poles or independent poles with spacing not to exceed 100-0730 m.
- 2519.04.E.4 Not Applicable to this Brand
- 2519.04.E.5 Signage identifying designated accessible parking spaces must be provided at guest parking areas.
- 2519.04.E.6 Signage must be provided designating parking space(s) reserved for electric vehicle charging stations.

Homewood Suites - Brand Standards - United States 2500 - Design, Construction & Renovation Standards

Effective July 02, 2018