

**PLANNING AND ZONING COMMISSION ACTION ITEM  
STAFF SUMMARY  
MARCH 4, 2020 PLANNING AND ZONING COMMISSION MEETING**

**DATE:** February 28, 2020

**AGENDA ITEM NUMBER:** 4

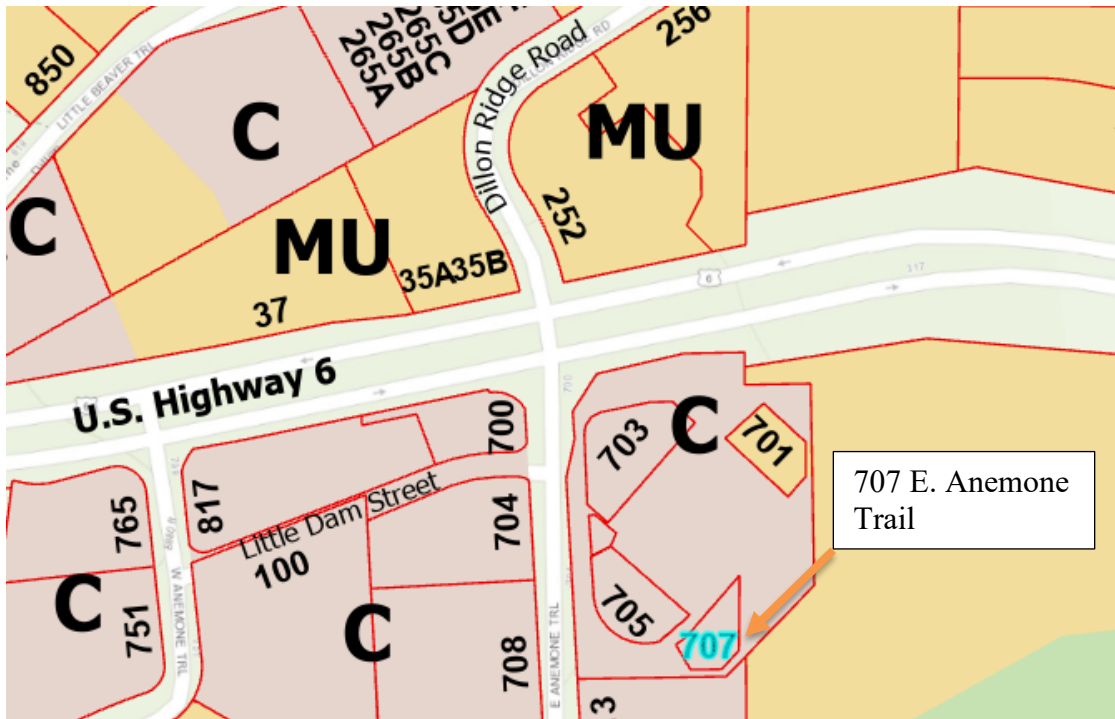
**ACTION TO BE CONSIDERED:**

Consideration of Resolution No. PZ 03-20, Series of 2020.

**A RESOLUTION APPROVING A MASTER SIGN PLAN AMENDMENT FOR  
THE MULTI-TENANT BUILDING LOCATED AT 707 E. ANEMONE TRAIL.**

**SUMMARY:**

The Town has received a Class I Sign Permit Application for a Master Sign Plan Amendment (“**Amendment**”) for the multi-tenant building located at 707 E. Anemone. The Amendment adds material choices, modifies the sign band location display, modifies the total number of tenant signs, and eliminates certain other aspects of the previously approved master sign plan (July 12, 2000). The permitted materials are expanded to include: MDO Plywood, Natural Materials, or Painted / Coated Aluminum sign faces. Signs are straightened on the sign band locations, still hung below the sign spandrel, but horizontally mounted versus the previously required skewed appearance. An Amendment to an approved Master Sign Plan application requires review and approval by the Planning and Zoning Commission at a regular meeting. The Amended Master Sign Plan for the building is attached to the Resolution.



*Vicinity Map for 707 E. Anemone Trail, Red Mountain Plaza, Dillon*



***707 E. Anemone Trail, Red Mountain Plaza, Dillon***

**Applicant: Live Work Dillon LLC, Ned Walley**

**Existing Master Sign Plan:** The existing Master Sign Plan for the building was approved by the Planning and Zoning Commission in July 2000. It provides for an eighteen square foot (18 SF) sign for each of six (6) tenants and one building identification sign at eighteen square feet (18 SF). An additional freestanding tenant sign is provided for the rear live / work unit accessed by the stairs on the northern / left side of the building. The existing plan specifies a background color, Stone Lion, and the use of MDO Plywood as a background material. As opposed to horizontally hung signs, the existing master sign plan requires a skewed angle mounting configuration.

There is currently one (1) tenant sign mounted below the sign spandrel. This sign is to remain as an existing sign and has been incorporated into the sign plan amendment by being displayed horizontally below the sign spandrel. Any future changes to the tenant sign will require the application for a new sign permit. There are currently no building identification signs mounted on the sign spandrel, but one is authorized as a component of the master sign plan, if desired. The freestanding tenant sign is also not currently on display. Such signs would each require application and approval for a sign permit.

**CODE ANALYSIS:**

***Master Sign Plans and Approval Criteria:***

Multi-tenant buildings are required to have a master sign plan that creates a consistent and architecturally compatible appearance for all of the building signage.

**Sec. 16-11-510. - Criteria.**

Approval of a master sign plan shall be based on general compatibility with the architectural character of the community and project. Individual signs within a master sign plan, including directory signs, building identification signs and individual business signs, should be consistent. It is encouraged that signs allowed by a master sign plan be of a coordinated design, with each of the individual signs sharing at least two (2) of the following design elements in common: size, shape, materials, letter style and color.

Sign Zone & Requirements: The Application is located in Sign Zone B, the Sign Regulations for which are as follow.

**Sec. 16-11-460. - Sign Zone B.**

(a) Sign design and materials.

(1) Permanent signs should be constructed predominantly of natural materials, such as rough cedar, redwood, pine or other types of wood. Plastic or other similar materials are not prohibited, but shall be designed in a manner that is compatible with the proposed development.

(2) List of acceptable materials:

- a. Rough cedar.
- b. Redwood.
- c. Pine.
- d. Stone.
- e. Brass.
- f. MDO plywood.
- g. Materials that simulate natural materials and are approved by the Planning and Zoning Commission.
- h. Pan channel letters.

(b) Lighting requirements.

(1) Shielded lighting. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from the vehicular travel lanes of adjacent public rights-of-way. The use of adequate shielding, designed so that light from sign-illuminating devices does not shine directly into the eyes of passing motorists without first being reflected off the sign or its background, is required whenever exterior sign lighting is used.

(2) Subdued lighting. The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a sign from the adjacent travel way or closest municipal street, and the illumination of a sign shall not be noticeably brighter than other lighting in the vicinity.

(3) Direction of lighting. Exterior sources of lighting for signs and other uses on the property shall not be directed toward nearby residential properties.

(c) Sign Zone B. Within the Sign Zone B area, all buildings shall be allowed the signage as set out in Subsections (d) through (f) below.

(d) Single-tenant buildings. Each single-tenant building shall be allowed a total of seventy-five (75) feet of signage to be used in one (1) or two (2) building identification signs, and one (1) additional sign which does not exceed thirty (30) square feet in size.

(e) Multi-tenant buildings. Each building containing more than one (1) business or tenant shall be allowed a total of seventy-five (75) square feet of signage to be used in one (1) or two (2) building identification signs or building directories and signage for tenants based on the following:

(1) Where a project contains multiple buildings, the first building shall be allowed a total

of seventy-five (75) square feet of building identification signage, and all subsequent buildings shall be allowed twenty-five (25) square feet, which may only be used to identify the second or subsequent building and may not be added to the signage allowed for the primary project sign or first building within the project.

(2) Each business or tenant occupying less than two thousand five hundred (2,500) square feet of floor area shall be allowed a total of thirty (30) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signage, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(3) Each business or tenant occupying between two thousand five hundred (2,500) square feet and five thousand (5,000) square feet of floor area shall be allowed a total of forty (40) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signage, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(4) Each business or tenant occupying between five thousand (5,000) square feet and nine thousand nine hundred ninety-nine (9,999) square feet of floor area shall be allowed a total of forty-five (45) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(5) Each business or tenant occupying between ten thousand (10,000) square feet and fourteen thousand nine hundred ninety-nine (14,999) square feet of floor area shall be allowed a total of fifty (50) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(6) Each business or tenant occupying between fifteen thousand (15,000) square feet and nineteen thousand nine hundred ninety-nine (19,999) square feet of floor area shall be allowed a total of sixty (60) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(7) Each business or tenant occupying between twenty thousand (20,000) square feet and twenty-four thousand nine hundred ninety-nine (24,999) square feet of floor area shall be allowed a total of seventy (70) square feet of signage that may be used in one (1) or two (2) signs, plus an additional twenty (20) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(8) Each business or tenant occupying between twenty-five thousand (25,000) square feet and twenty-nine thousand nine hundred ninety-nine (29,999) square feet of floor area shall be allowed a total of eighty (80) square feet of signage that may be used in one (1) or two (2) signs, plus an additional twenty (20) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(9) Each business or tenant occupying greater than thirty thousand (30,000) square feet of floor area shall be allowed a total of ninety (90) square feet of signage that may be used in one (1) or two (2) signs, plus an additional twenty (20) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

**MASTER SIGN PLAN AMENDMENT CONSIDERATION:**

The addition of painted / coated Aluminum to the permitted sign materials for the building may be approved by the Planning and Zoning Commission if the material is determined by the Commission to be compatible with the development. Such a coated aluminum sign background material can be used to manufacture a sign that resembles traditional MDO Plywood signs but provides for greater durability and weather resistance.

The previously skewed sign panel installation has been straightened to a more typical horizontal mounting configuration, but the sign panels continue to be hung below the sign spandrel as originally conceived.

The number of tenant spaces has also been changed; there are now only four (4) tenant spaces versus the previous six (6). Three (3) tenants may have signs mounted on the sign spandrel, and the optional building identification sign is to be mounted on the spandrel as well. There are identified seven (7) locations on the spandrel in the existing master sign plan, and those locations are not amended with this master sign plan amendment. Signs will be installed on the spandrel uniformly and reasonably proximal to the primary unit access or unit frontage. One additional freestanding tenant sign remains approved as a component of the previously approved master sign plan, such that each unit, whether a live / work type unit or a more traditional retail or office space is afforded the potential for a sign within the master sign plan.

The common elements of the amended sign plan are the shape, dimensions, and sign display locations. Sign color, fonts, and letter size are not specified, and are evaluated on a tenant basis, with consideration given toward corporate branding and other specific wishes of the tenants. The signage should incorporate hues commonly found in nature, and excessively bright, neon colors are not permitted.

**MOTION FOR APPROVAL:**

I move the approval of Resolution PZ 03-20, Series of 2020 with conditions as presented.

**ACTION REQUESTED:** Motion, Second, Roll Call Vote.

Resolutions require the affirmative vote of a majority of the members present.

**STAFF MEMBER RESPONSIBLE:** Scott O'Brien, Public Works Director

**RESOLUTION NO. PZ 03-20**  
**Series of 2020**

**A RESOLUTION APPROVING A MASTER SIGN PLAN AMENDMENT  
FOR THE MULTI-TENANT BUILDING LOCATED AT 707 E. ANEMONE  
TRAIL.**

**WHEREAS**, the Planning and Zoning Commission for the Town of Dillon (“**Commission**”) has received an application from Live Work Dillon LLC (“**Applicant**”) for an amendment to the Master Sign Plan (“**Existing Sign Plan**”) approved in connection with the multi-tenant building located at 707 E. Anemone Trail (“**Sign Plan Amendment**”); and

**WHEREAS**, the Commission reviewed the Sign Plan Amendment on March 4, 2020 at its regular meeting; and

**WHEREAS**, following the review of the Sign Plan Amendment, the Commission has found that the Sign Plan Amendment is generally compatible with the architectural character of the community, and that the proposed individual signs are consistent and of coordinated design, and has thus determined that the Sign Plan Amendment should be approved.

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

Section 1. The Planning and Zoning Commission of the Town of Dillon (“**Commission**”) hereby approves the Master Sign Plan Amendment for the multi-tenant building located at 707 E. Anemone Trail, Dillon, Colorado as shown in Exhibit ‘A’ attached hereto.

**APPROVED AND ADOPTED THIS 4<sup>th</sup> DAY OF MARCH, 2020, BY THE  
PLANNING AND ZONING COMMISSION OF THE TOWN OF DILLON,  
COLORADO.**

**TOWN OF DILLON**  
a Colorado municipal corporation

By: \_\_\_\_\_  
Teresa England, Chair

ATTEST:

\_\_\_\_\_  
Michelle Haynes, Secretary

**RESOLUTION PZ 03-20, SERIES OF 2020**

**Exhibit 'A'**  
Amended Master Sign Plan  
707 E. Anemone Trail

**Master Sign Plan**  
**Multi-tenant Building**

**Address:** 707 E. Anemone Trail – The Courtyard Building, Red Mountain Plaza

**Sign Zone:** B

**Number of Tenant Units:** Four (4)

**Common Master Sign Plan Elements, General:**

Signs within a Master Sign Plan shall have a consistent and coordinated design with a combination of at least two (2) of the following elements: size, shape, materials, letter style and color:

1. **Size:**
  - a. 18 SF each maximum Tenant Sign;
  - b. 18 SF maximum Building Identification Sign
2. **Shape:** Rectangular with dimensional ratio
3. **Materials:** MDO Plywood, Natural Materials, or painted / coated Aluminum
4. **Letter Style:** Not Specified
5. **Color:** Not specified, but shall be architecturally compatible

**Total Number of Signs Permitted:** Five (5)

**Sign Dimensional Allowances:**

1. **Building Identification Signs (optional):** One (1) sign eighteen (18) SF to identify the building.
2. **Tenant Signs (optional):** Four (4) signs, up to 18 SF each attached to the building:
  - a. Dimensions: Rectangular Two (2') Feet High by Nine (9) Feet Wide
  - b. Each tenant is permitted one (1) sign – 18 SF maximum
  - c. Mounted below the sign band framework (sign spandrel) fronting the building. Each of the three (3) tenants accessing their units by the front of the building may install one (1) tenant sign in one (1) of the master sign plan one (1) through seven (7) sign band locations in the vicinity of the primary access to the tenant space.
  - d. Each Tenant sign shall be approved by the property owner prior to application for an individual sign permit.



- e. Application and approval by the Town for each tenant sign is required.
- 3. **Freestanding Sign (optional):**
  - a. One (1) eight (8) square foot freestanding sign on the left side facing the building frontage, and as indicated on the sign site plan, see Figure 3, sign location 8.
  - b. The freestanding sign is only for the potential live / work unit that is accessed by the walkway and stairs heading behind the building at the northern corner (or left side facing the building) of the building.
  - c. The freestanding sign shall be located not less than five (5) feet to the interior of the building lot line
  - d. The sign shall be approved by the property owner prior to application for an individual sign permit.
  - e. Application and approval by the Town for each tenant sign is required. The materials and post mounting shall be approved by the Town.
- 4. **Directory Sign:** None

**Total Permitted Sign Area:**

- 1. **Building Identification Signs:** 18 SF Total
- 2. **Tenant Signs:** 4 x 18 SF max = 72 SF Total
- 3. Freestanding Tenant Sign: 8 SF
- 4. **TOTAL SIGN AREA:** 98 SF

**Sign Materials:**

- 1. MDO Plywood
- 2. Natural Materials:
- 3. Aluminum with a painted finish to resemble MDO Plywood

**Design Standards / Common Elements:**

- 1. Rectangular Signs: 2' x 9'
- 2. Installed uniformly on the sign spandrel in close proximity of the primary access to the tenant spaces.

**Sign Lighting:**

Shall conform with the Master Sign Plan and Sign Regulations as set forth in the Dillon Municipal Code, to include, but not limited to:

- 1. Downcast gooseneck lights
- 2. Shielded / zero cutoff lighting directed onto the sign and not adjacent rights-of-way, residential properties, or the night sky.
- 3. Subdued lighting: limited to that light necessary to illuminate the sign such that it may be viewed from an adjacent right-of-way or dedicated

multi-modal way. The sign illumination shall not be discernably brighter than surrounding area lighting.

4. Direction of lighting: Downcast onto the sign surface.
5. All light fixtures, conduit and shielding shall be a flat, dark color or shall be a color to be architecturally compatible with either the building or the supporting structure that serves as the background of the sign. Fixtures and shielding for the lighting associated with the signs on the building shall be consistent.
6. Energy efficient lighting, in general conformance with industry standards, is required.

**Architectural Compatibility:**

A sign, including its supporting structure and components, if any, shall be architecturally compatible with the building and with the surrounding structures. Architectural compatibility includes features such as sign location, materials, letter style, colors or size.

**Architectural Compatibility:**

All signs to be hung from the exterior glue laminate beam structure. This structure accentuates the clean, linear style of the building while highlighting the use of natural materials found in the area. Individual signage panels to be 2' x 9' and rectangular in shape to keep with the clean, linear style of the building. The uniform size of the signage enables visitors to identify their destination without making the signage unduly large and allowing it to detract from the architecture of the area. The signage should incorporate hues commonly found in nature and prohibits the use of excessively bright neon colors. The intent of the signage is to be informational in nature, to provide adequate identification, to complement the architecture and landscaping found on site, and not to become the focal point or detract from the surroundings.

To Show the sign band locations, attached are a few photos of the exterior beam that show its proximity and relation to the building.

The first photo is how the original Master Sign Plan laid out the tilt of the signs. The second picture shows how we would like to amend the MSP and have the signs in a horizontal position.



*Figure 1. Architectural Compatibility Description.*

**Sign Band Locations:**

As depicted in the sign plan architectural plan as depicted in Figure 2 as follows:

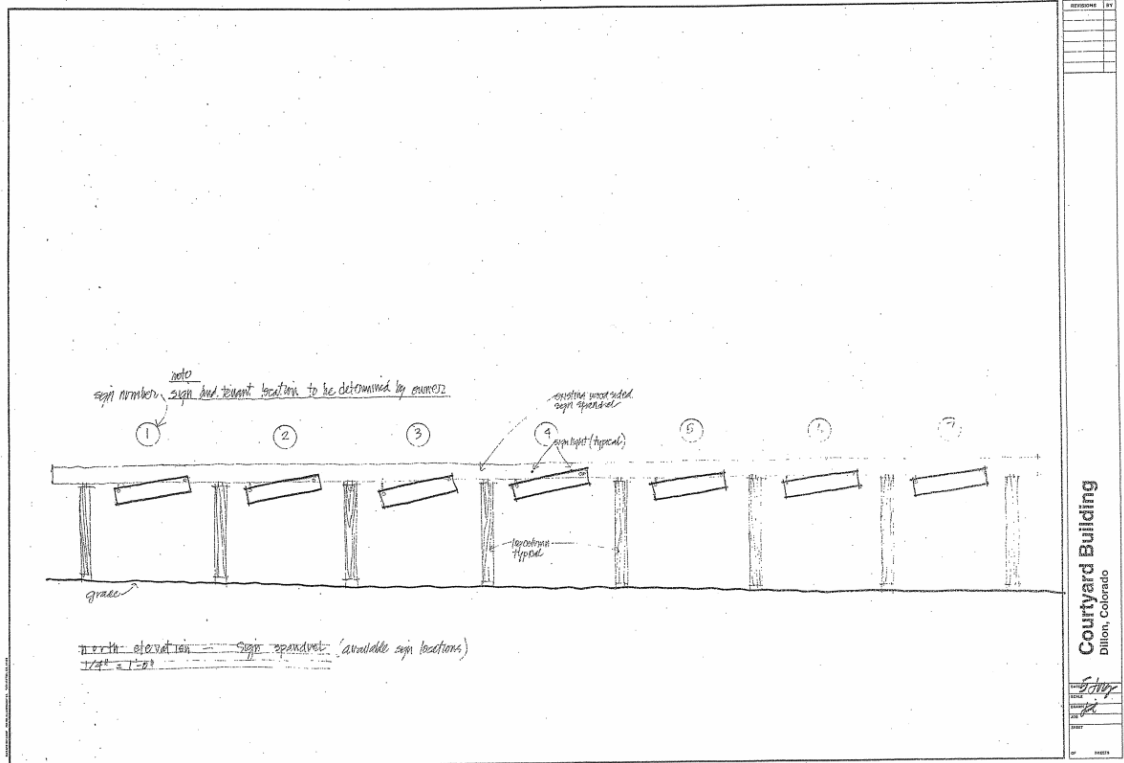


Figure 2. Sign band locations.  
 Note: This MSP Amendment removes the tilted signs.

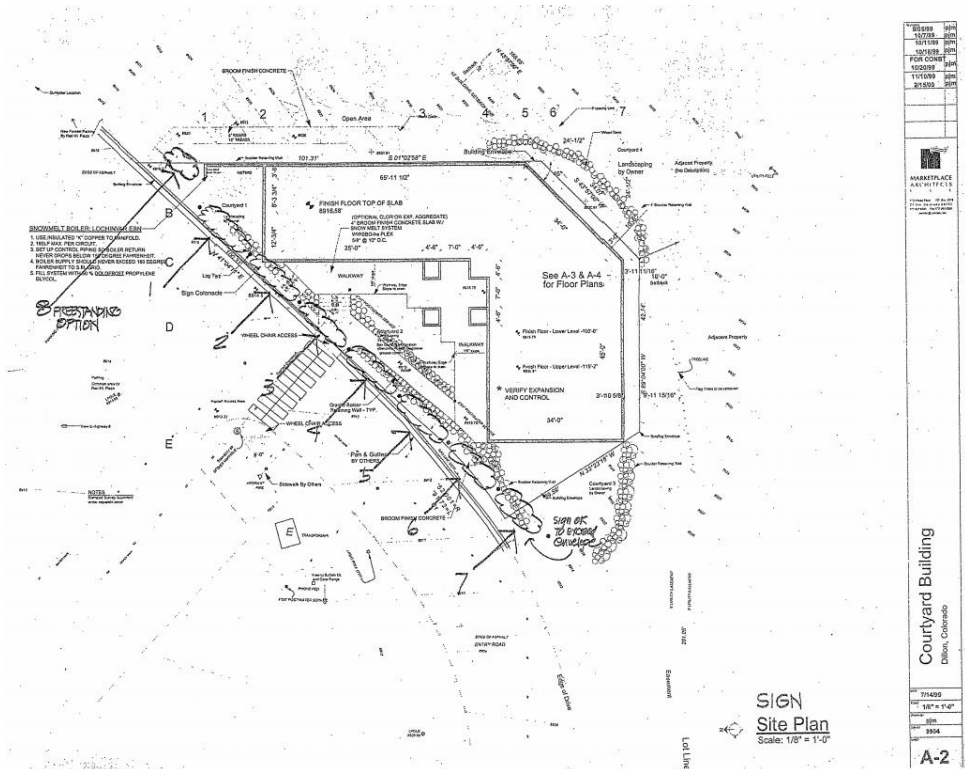


Figure 3. Sign Site Plan.

### **Conditions of Approval:**

1. The existing “Southern Exposure Salon” sign shall remain as a permitted sign so long as it is mounted in the horizontal configuration as part of the master sign plan amendment. Any modifications to this sign or change in copy shall require a new Tenant Sign within an Approved Master Sign Plan Permit, which shall be applied for and approved by the Town.
2. A major redevelopment of the building requiring a Town issued Development Permit shall require the submittal of a new Master Sign Plan.
3. Tenants shall obtain property owner approval for their sign to submit with the Town sign permit application.
4. Tenants shall apply for a Town issued building Tenant Sign within an approved Master Sign Plan Permit, if desired.
5. The Tenant of the upper, rear live / work unit shall apply for a Town issued freestanding Tenant Sign within an Approved Master Sign Plan Permit, if desired.
6. The building owner shall apply for a sign permit for the Building Identification Sign, if desired.
7. A Sign Permit is required for each sign.
8. No sign shall extend above the roofline of the building.
9. Building Identification Signs shall not identify or advertise a single tenant but shall be only for the purposes of identifying the building.
10. No signs may be installed on the roof features of the building.
11. Window signs shall conform with the Sign Regulations set forth in the Dillon Municipal Code. No permit is required, but window signs are regulated. Window signs shall be on the interior of the window.
12. Banners, temporary signs, and sandwich board signs shall conform with the Sign Regulations set forth in the Dillon Municipal Code and permits are required.