

**PLANNING AND ZONING COMMISSION ACTION ITEM
STAFF SUMMARY
MAY 6, 2020 PLANNING AND ZONING COMMISSION MEETING**

DATE: April 29, 2020

AGENDA ITEM NUMBER: 5

ACTION TO BE CONSIDERED:

Consideration of Resolution No. PZ 04-20, Series of 2020.

**A RESOLUTION APPROVING A MASTER SIGN PLAN AMENDMENT
FOR THE MULTI-TENANT BUILDING LOCATED AT 765 W.
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 765 W. Anemone Trail. The Amendment adds some signs and moves the location of a sign. 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 765 W. Anemone Trail, Dillon Factory Stores Building



765 W. Anemone Trail, Dillon Factory Stores Building (© 2020 Google)

Applicant: Dillon Factory Stores, LLC – Sam Brown, Brown and Associates

Existing Master Sign Plan: The existing Master Sign Plan for the building was approved by the Planning and Zoning Commission on December 8, 2014. It provides for eight (8) building signs, including one building identification sign. The plan has rectangular sign band locations and provides maximum sign areas based on the tenant space. The plan also details materials and installation procedures.

There are currently two (2) tenants with approved signs: Denver Mattress and Alpenglow Organic Cannabis. These signs are to remain as currently configured. Any future changes to the tenant signs will require the application for a new sign permit. There are currently no building identification signs mounted on the building, but one is authorized as a component of the master sign plan, if desired. The freestanding Business Area Directory (B.A.D.) sign is included in the plan.

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 configuration of the tenant spaces in the building has changed and the sign plan amendment addresses that and potential future changes, such as the potential for a future division of the largest tenant space. Some additional signage is provided for in the amendment with Unit B being allowed two signs, if they chose, and an additional sign should Unit A divide at some point in the future.

The common elements of the amended sign plan are the shape, sign display locations, and the sign face material. 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.

MOTION FOR APPROVAL:

I move we approve Resolution PZ 04-20, Series of 2020.

ACTION REQUESTED: Motion, Second, Roll Call Vote.

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

STAFF MEMBER RESPONSIBLE: Ned West, Town Planner

RESOLUTION NO. PZ 04-20
Series of 2020

**A RESOLUTION APPROVING A MASTER SIGN PLAN AMENDMENT
FOR THE MULTI-TENANT BUILDING LOCATED AT 765 W. ANEMONE
TRAIL.**

WHEREAS, the Planning and Zoning Commission for the Town of Dillon (“**Commission**”) has received an application from Dillon Factory Stores LLC (“**Applicant**”) for an amendment to the Master Sign Plan (“**Existing Sign Plan**”) approved in connection with the multi-tenant building located at 765 W. Anemone Trail (“**Sign Plan Amendment**”); and

WHEREAS, the Commission reviewed the Sign Plan Amendment on May 6, 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 765 W. Anemone Trail, Dillon, Colorado as shown in Exhibit ‘A’ attached hereto.

**APPROVED AND ADOPTED THIS 6th DAY OF MAY, 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 04-20, Series of 2020

'Exhibit A'

Master Sign Plan

Multi-tenant Building

Address: 765 W. Anemone Trail – Dillon Factory Stores

Sign Zone: B

Number of Tenant Units: Up to seven (7)

Common Master Sign Plan Elements, General:

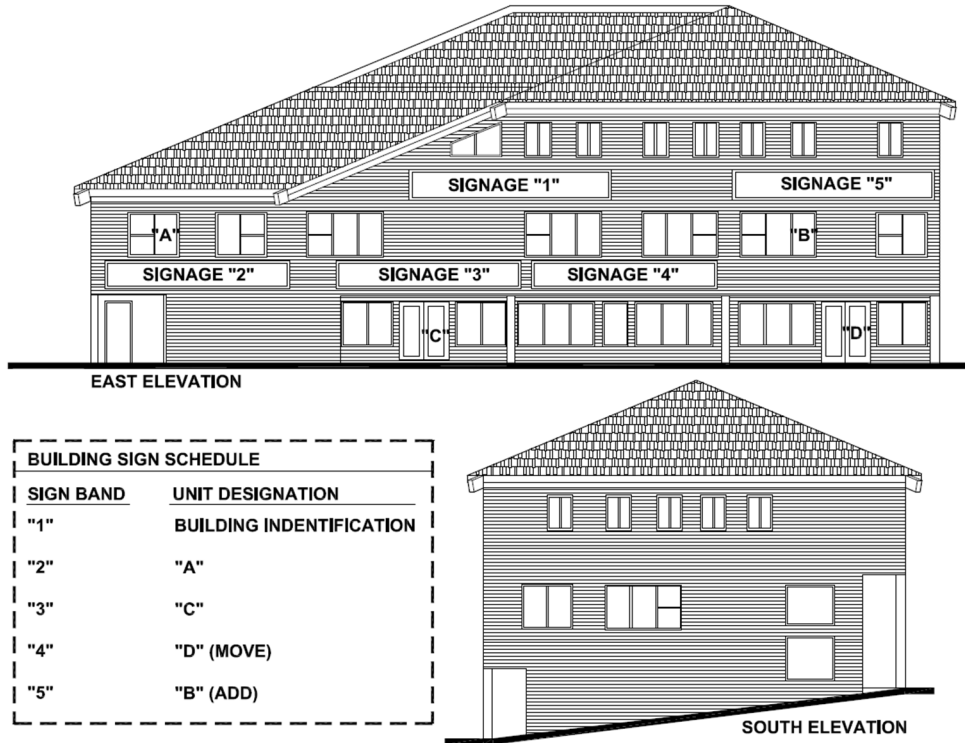
Signs within a Master Sign Plan shall have a consistent and coordinated design with a combination of at least two (2) of the following elements: size, shape, materials, letter style and color:

1. **Size:**
 - a. Primary Tenants (Units A, B, C & D): one sign or two signs combined to be 30 SF
 - b. Minor Tenants (Upper Level Office Units): one 15 SF sign each
 - c. 75 SF maximum Building Identification Sign
2. **Shape:** Rectangular placed in consistent sign band locations
3. **Materials:** Acrylic, or similar face material
4. **Letter Style:** Not Specified
5. **Color:** Not specified, but shall be architecturally compatible. Raceways, if used, shall be painted to match the building.

Total Number of Signs Permitted: Ten (10) Building Signs

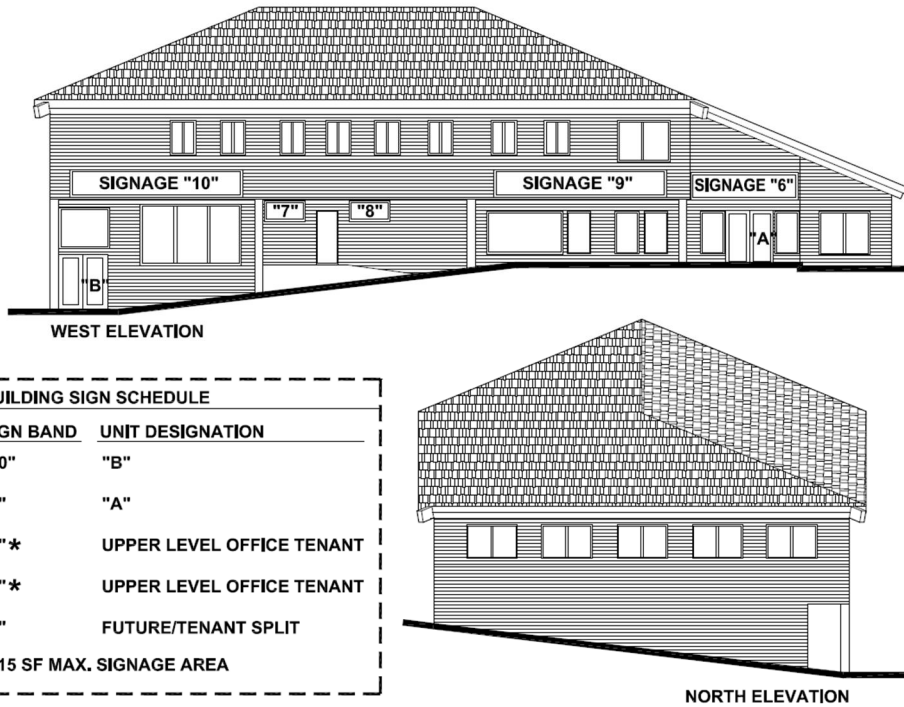
Sign Band Locations:

As depicted in Figure 1 & 2 as follows:



BUILDING SIGN SCHEDULE	
SIGN BAND	UNIT DESIGNATION
"1"	BUILDING IDENTIFICATION
"2"	"A"
"3"	"C"
"4"	"D" (MOVE)
"5"	"B" (ADD)

Figure 1. Sign band locations, rear.



BUILDING SIGN SCHEDULE	
SIGN BAND	UNIT DESIGNATION
"10"	"B"
"6"	"A"
"7"*	UPPER LEVEL OFFICE TENANT
"8"*	UPPER LEVEL OFFICE TENANT
"9"	FUTURE/TENANT SPLIT
* 15 SF MAX. SIGNAGE AREA	

Figure 2. Sign Band Locations, front.

Sign Dimensional Allowances:

(Unit & Sign Numbers correspond with Sign Band Locations)

1. **Building Identification Sign (optional):** Sign 1: 0- 75 Square Feet (SF)
2. **Tenant Signs (optional):** Nine (9) tenant building signs:
 - a. Sign Dimensions by tenant space:
 - i. Unit A:
 1. Option 1 – 1 or 2 signs:
 - a. Sign 2: 0-30 SF - Combined total signs 2 & 6 = 30 SF
 - b. Sign 6: 0-30 SF- Combined total signs 2 & 6 = 30 SF
 2. Option 2, Unit A divided into two units:
 - a. Unit A North – 1 or 2 signs:
 - i. Sign 2: 0-30 SF – Combined total signs 2 & 6 = 30 SF
 - ii. Sign 6: 0-30 SF – Combined total signs 2 & 6 = 30 SF
 - b. Unit A South – 1 sign:
 - i. Sign 9: up to 30 SF
 - ii. Unit B – 1 or 2 signs:
 1. Sign 5: 0-30 SF – Combined total signs 5 & 10 = 30 SF
 2. Sign 10: 0-30 SF – Combined total signs 5 & 10 = 30 SF
 - iii. Unit C – 1 sign: Sign 3: 0-30 SF
 - iv. Unit D – 1 sign: Sign 4: 0-30 SF
 - v. Upper Level Office Units – 1 sign each
 1. Sign 7: 0-15 SF
 2. Sign 8: 0-15 SF
 - b. Subject to subsection (a) above, each primary tenant is permitted one (1) sign with thirty (30) SF maximum total area permitted. Two of the units (Units A & B) are allowed one (1) or two (2) signs, totaling thirty (30) SF. If Unit A is split into two (2) units, Unit A North is allowed one (1) or two (2) signs totaling thirty (30) SF, and Unit A South is allowed one (1) sign totaling thirty (30) SF. Each minor tenant is afforded one (1) sign each, with a maximum sign area of fifteen (15) SF.
 - c. No business shall have more than thirty (30) SF of total building signage.
 - d. No sign shall exceed twenty (20) feet in length.
 - e. Signs shall be mounted on the building in the sign band locations indicated for the subject units.

- f. Each Tenant sign shall be approved by the property owner prior to application for an individual sign permit.
- g. Application and approval by the Town for each tenant sign is required.

3. Freestanding Business Area Directory Sign (optional):

- a. There exists a Business Area Directory (B.A.D.) Sign for the Dillon Factory Stores buildings located at 765 W Anemone Trail (Denver Mattress, Saved by the Wine, & Alpenglow) and 761 W Anemone Trail (Sun & Ski); the sign is located along U.S. Highway 6 near the front, northeastern corner of 765 W Anemone Trail (see Figures 5 & 6).
- b. Permits for sign panels in the B.A.D. are issued once the property owner approves the sign panel and an application is submitted to the Town for review.
- c. The B.A.D. Sign is limited to 100 SF of display (one side measurement of a two-sided sign).
- d. No single business may have a sign panel greater than 50 SF.
- e. The property owner shall designate the sign panel dimensions, locations, and to what tenants they chose to approve such applications.
- f. The freestanding sign shall not be located within five (5) feet of the property lot line.
- g. A landscaped area equal to 2 SF per each 1 SF of sign area shall be maintained in the vicinity of the freestanding sign.

4. Directory Sign: None

Total Permitted Sign Area:

- 1. **Building Identification Signs:** 75 SF Total
- 2. **Tenant Signs:**
 - a. 4-5 primary tenants at 30 SF each: 150 SF
 - b. 2 upper level office units at 15 SF each: 30 SF
- 3. Freestanding B.A.D. Sign: 100 SF
- 4. **TOTAL SIGN AREA:** 355 SF

Sign Materials:

- 1. Acrylic, or similar face material

Design Standards / Common Elements:

- 1. Rectangular Signs.
- 2. Sign Materials.

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. Shielded / zero cutoff lighting directed onto the sign and not adjacent rights-of-way, residential properties, or the night sky.
2. 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.
3. Energy efficient lighting, in general conformance with industry standards, is required.
4. Property owner approval.

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.

Conditions of Approval:

1. The existing Denver Mattress and Alpenglow signs shall remain as previously permitted. Any modifications to these signs or change in copy shall require submission of a new Tenant Sign application for Town approval, to be evaluated in accordance with the then-applicable Master Sign Plan Permit and applicable requirements of the Town Code.
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 (See Figures 3 & 4 for property owner specific requirements).
4. Tenants shall apply to the Town for a Tenant Sign within the approved Master Sign Plan Permit, if desired.
5. The building owner shall apply for a sign permit for the Building Identification Sign, if desired.
6. A Sign Permit is required for each sign including sign panels for the Business Area Directory Sign.
7. No sign shall extend above the roofline of the building.
8. Building Identification Signs shall not identify or advertise a single tenant but shall be only for the purposes of identifying the building.
9. No signs may be installed on the roof features of the building.

10. 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.
11. Banners, temporary signs, and sandwich board signs shall conform with the Sign Regulations set forth in the Dillon Municipal Code and permits are required.
12. Illuminated signs shall be turned off when a business is closed.
13. A landscaped area planted with a mixture of vegetation equal to two (2) square feet for each one (1) square foot of each side of a freestanding sign shall be maintained by the permit holder. Such area shall be kept in a neat and clean condition, free of trash, weeds and rubbish.

(Additional information continues on the next page)

Property owner criteria (Figures 3 & 4):

(Excerpt from previously approved Master Sign Plan)

DILLON FACTORY STORES
EXTERIOR SIGN CRITERIA AND MASTER SIGN PLAN
December 8, 2014

I. EXTERIOR SIGNAGE: General Requirements

A. Scope:

1. Lessee must obtain approval and install all Lessee supplied exterior Signage in accordance with these requirements.

B. Warranty:

1. Signage Contractor shall provide Lessor and Lessee a written guarantee warranting the Signage installation against failure to function properly and/or deterioration for a period of not less than one year from the date of installation.
2. Back lit signs shall be installed by Lessee.

C. Submittals:

1. All proposed Signage shall be submitted to Lessor or Lessor's designee and approval obtained prior to initiating sign fabrication.
2. Submittals shall include the following:
 - a. 1/4" scale drawing of sign elevation submitted on an 8 1/2 " X 11" sheet size indicating the following:
 - 1) Sign text
 - 2) Letter style
 - 3) Letter height
 - 4) Sign location in relation to tenant storefront, and
 - 5) Raceway size if a raceway is utilized
 - 6) If extruded letters are utilized, LED technology (internal illumination by LED's, not LED Digital Displays) must be utilized with minimum siding penetrations.
 - 7) Dimensions of the sign
 - 8) The number and locations of penetrations of the building's exterior to mount and light the sign.
 - b. Sign section indicating the following:
 - 1) Raceway configuration, construction composition and attachment method
 - 2) Letter configuration, construction composition and attachment method
 - c. All exposed sign surface colors
 - d. U.L. Certification:

Sign contractor will provide proof of U.L. certification
3. Complete submittals shall be submitted as a single package
To: Sam Brown
7687 W. 88th Ave
Arvada, CO 80005
sambrown@brown-associates.com
Phone: 303-938-9946
or to such other party or address as Lessor may designate.

D. Town Sign Code and Building Code Compliance:

1. Lessee's sign shall conform to the Town of Dillon Sign Code requirements.

Figure 3.

2. Where a Sign permit is required, Lessee, after first obtaining Lessor's approval of its sign as provided above, shall acquire a sign permit from the Town of Dillon.

II. Exterior Signage Criteria

A. Configuration: Total sign size shall be relatively proportionate to the size of the Tenants lease space size in relationship to square footage of the building, other tenants and approved by Lessor. The sign height and width must be approved by Lessor.

B. Location: Signage shall be located at the place approved by Lessor and shown on an elevation of the building.

C. Sign Construction:

1. Sign raceway, if utilized shall be finished with the paint color and consistency as indicated by Lessor. The raceway paint color shall match the building siding color immediately adjacent to it per the Planning and Zoning Commission approval, December 8, 2014.

D. Sign Color:

1. If a raceway is utilized, the Sign contractor shall match the color of metal siding behind sign as approved by Architect or Lessor
2. Letter back face and sides approved by Lessor

III. EXTERIOR SIGNAGE: Installation

A. General Requirements:

1. Notwithstanding any specific requirements indicated herein, all Signage shall be fabricated and installed in accordance with all applicable jurisdictional requirements pertaining to Signage and construction requirements.
2. Signage installation contractor shall provide Lessor and Lessee certificate of insurance if requested by Lessor.
3. Signage installation contractor shall protect all existing improvements during installation of Signage. Building and/or Site Improvement damage caused by the Signage installation shall be repaired by the Lessor and paid for by the Lessee.
4. All required building and/or installation permits shall be obtained and paid for by Signage installation contractor.

B. Specific Requirements:

1. Consult Lessor for Signage installation requirements.
2. Signage installation contractor shall be responsible for designing anchorage system required to permanently secure Signage.
3. Power drill minimum number of anchor penetrations required to accommodate sign anchors at slight downward angle from rear of fascia to front of fascia. Fill void between penetration and anchor solid with Dow Corning Plastic Metal and Masonry clear silicone sealant.
4. All exterior sign installation must be on a photo cell.
5. Lessee is responsible for wiring installation from Tenant's sign to tenants electrical panel by a licensed electrician.
6. Illuminated signs shall be turned off when businesses are closed.

Figure 4.

Business Area Directory (B.A.D.) Sign:

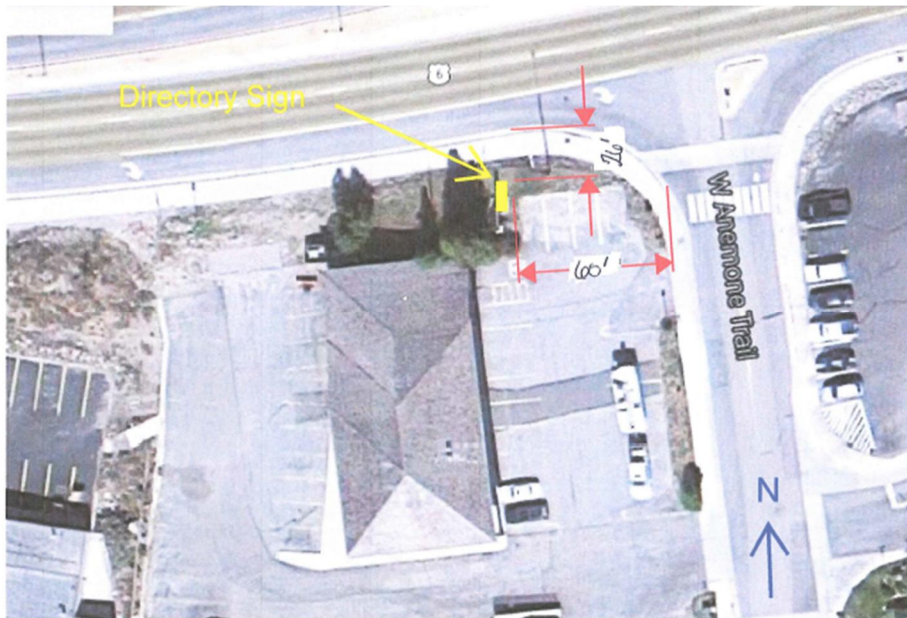


Figure 5. B.A.D. Sign Location



Figure 5. B.A.D. Sign