



TOWN OF DILLON
Planning and Zoning Commission
Special Meeting
Council Chambers
Dillon Town Hall | 275 Lake Dillon Drive | Dillon, Colorado
Wednesday, July 10, 2024 | 5:30 p.m.
STAFF SUMMARY

DATE: July 3, 2024

AGENDA ITEM NUMBER: 4.a.

ACTION TO BE CONSIDERED:

Consideration of Resolution No. PZ 02-24, Series of 2024

(PUBLIC HEARING)

A RESOLUTION RECOMMENDING APPROVAL OF A LEVEL IV DEVELOPMENT APPLICATION FOR A PUD SIGN PLAN AT 135 MAIN STREET.

PROJECT ADDRESS & LOCATION:

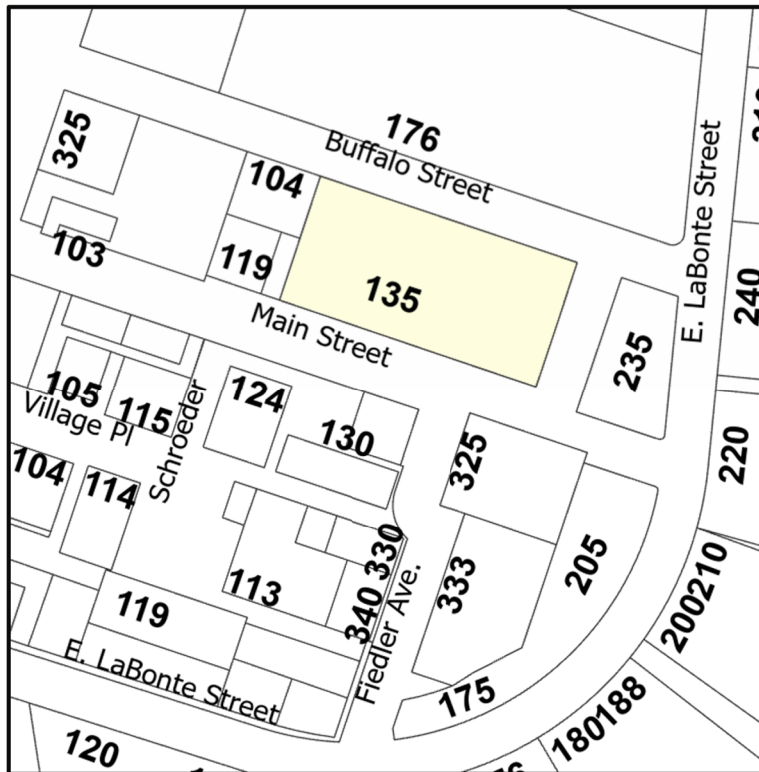


Figure 1. 135 Main Street

APPLICATION:

KenJo, LLC submitted a Level IV Development Permit PUD application for a Planned Unit Development (PUD) Sign Plan on February 15, 2024. The application representatives are German Pallares and Bobby Craig, Arapahoe Architects.

FEE:

An application fee of \$525 was paid for a Level IV PUD development application in accordance with the Schedule of Fees set forth in Appendix 19-A of the Dillon Municipal Code (“DMC” or “Code”) on February 28, 2024.

PROJECT NAME:

La Riva Del Lago PUD Sign Plan.

EXISTING CONDITIONS:

The existing signs date back to the mid-1990s, do not represent all of the businesses in the indoor mall, and lack the cohesiveness typical of a multi-tenant master sign plan. The La Riva Del Lago building is the largest and tallest building currently situated in the Core Area zone district.



Figure 2. Existing Site Conditions as Viewed in Front of 135 Main Street (Source: Google)

NOTE: Existing building signs are to be updated to the new design standard in the existing sign band locations.



Figure 3. Existing Conditions as Viewed at the Main Entrance off Buffalo Street (Source: Google)

PROJECT DESCRIPTION:

- Update the master sign plan to reflect a more contemporary style based on the design elements outlined in the adopted 2017 Design Guidelines.
- Add two (2) freestanding signs near the Main Street entrance.
- Add one (1) freestanding sign near the primary entrance off Buffalo Street
- Create sign cohesiveness:
 - Frame: Rough cedar board, 1" recessed, 1-1/2" cedar frame with natural finish
 - Letters: Stainless steel floating letters installed per manufacturer
 - Lighting: Halo-lit LED lighting strips behind letters per manufacturer
 - Freestanding Signs:
 - 12" x 12" Timber Post with 8" x 10" Timber Beam with steel supports
 - Stone veneer bases to match the building
- A total of 220.75 SF of signage is proposed for building identification and business signs. There are 27 units for rent in the building.
- Refer to **Exhibit 'A'** of Resolution PZ 02-24. Series of 2024 for the complete PUD Sign Plan.

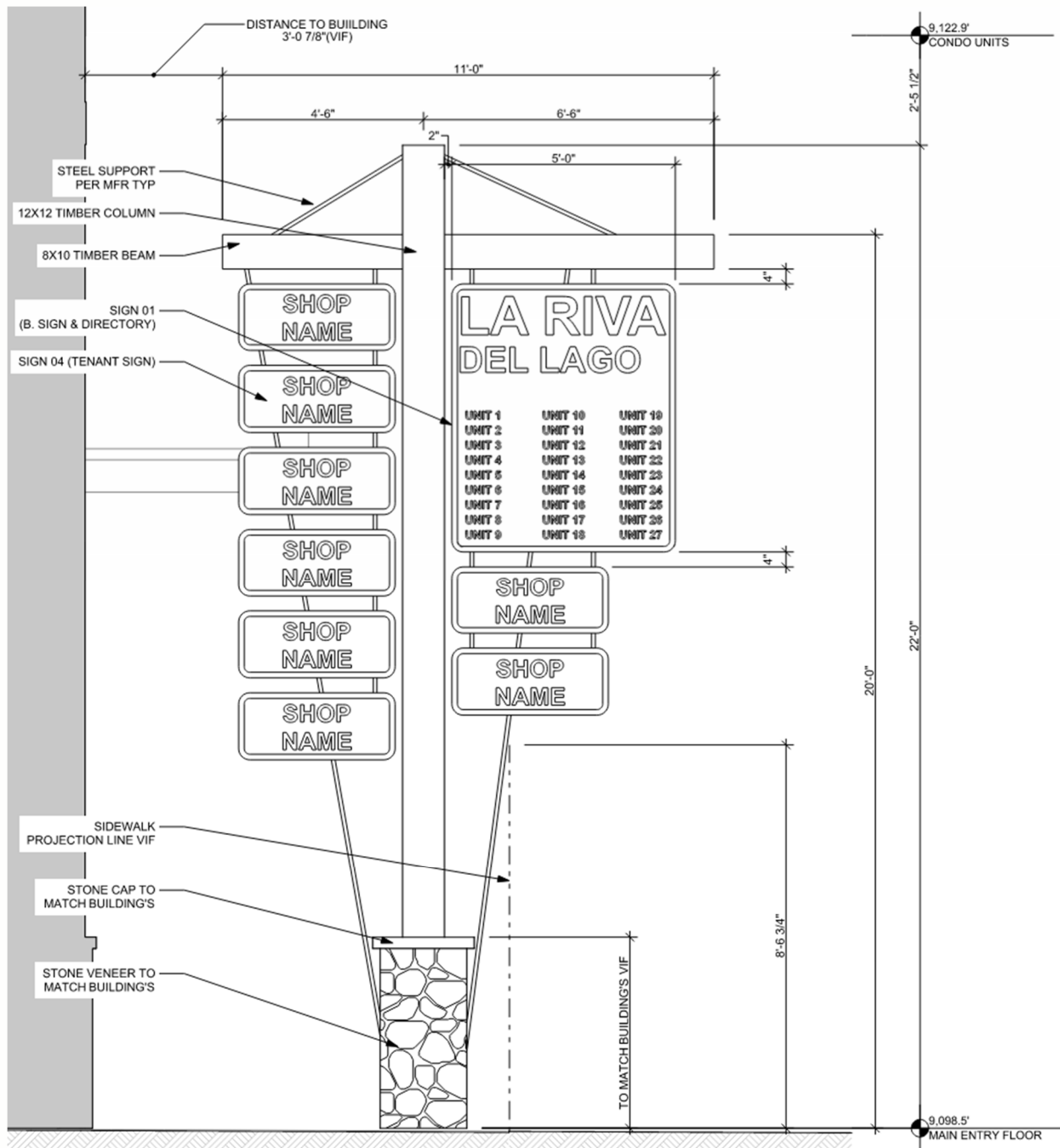


Figure 4. Example of one of the Proposed Freestanding Signs.

SIGN AREA CALCULATIONS					
BUILDING ID / DIRECTORY = 2 SIGNS, 50 SF TOTAL AREA ALLOWED					
SIGN ID	HEIGHT	LENGH	AREA S.F.	QUANTITY	TOTAL S.F.
SIGN - 01	3.00	5.00	15.00	1	15.00
SIGN - 02	6.00	5.00	30.00	1	30.00
TOTAL				2	45.00
TENANT SIGNS = 2 SIGNS PER TENANT, 18 SF EACH ALLOWED					
SIGN ID	HEIGHT	LENGH	AREA S.F.	QUANTITY	TOTAL S.F.
SIGNAGE ALLOWED	3.00	6.00	18.00	54	972.00
SIGN - 03	3.00	5.00	15.00	2	30.00
SIGN - 04	1.50	3.50	5.25	33	173.25
SIGN - 05	2.50	7.00	17.50	1	17.50
TOTAL				36	220.75
NOTES:					
-LA RIVA DEL LAGO BUILDING IS COMPOSED BY 12 LOTS					
-THE BUILDING HAS A TOTAL OF 27 UNITS FOR RENT					

Figure 5. Sign Area Matrix. Note that the sign dimensions for Sign-01 & Sign-02 are reversed.

NOTE: The Resolution recommending the Town Council approve the application is drafted to provide a limited amount of maximum sign area flexibility with a total permitted sign area of two- hundred seventy-five (275) square feet. The maximum sign area permitted through the PUD Sign Plan is less than the total permitted in the Code at a rate of two (2) eighteen (18) square foot signs per tenant business with 27 tenant spaces (= 972 SF).

MUNICIPAL CODE REVIEW:

Hearing Process:

A Level IV Development Application for a Planned Unit Development Sign Plan (“PUD”) requires public hearings before both the Planning and Zoning Commission and the Town Council in two separately held meetings. Hearing notices are mailed to residents within 300 feet of the boundary of the application, posted on site, posted at Town Hall, and published in the legal section of the paper of general circulation. Said notices are constrained to a time frame of not less than seven (7) days and not more than fourteen (14) days.

The public hearing is opened after the agenda item is introduced. During the public hearing, the Applicant is afforded the opportunity to present the application to the Commission. Town staff then presents a municipal code and zoning review of the application. The Commission may ask questions of the Applicant and staff and discuss the evidence presented. Written comments received prior to the hearing are provided to the Commission and are read into the record, or incorporated into the record by a motion, second, and vote to do so. The Commission will then open the public hearing to those in attendance who wish to provide public comments under sworn testimony which they would like to be entered into the record. A sign-in sheet is used to track those who wish to speak. The Commission may ask questions of anyone providing

testimony. Prior to closing the public hearing, the Commission shall come to a determination if the meeting needs to be continued to a future date such that additional evidence may be gathered and presented to the Commission. Upon closing the public hearing, the Commission may recommend the Town Council approve or deny the application. They may also ultimately determine that they do need additional information and may continue the meeting to a future date. In the case of a continuance with the hearing closed, a new series of public notification is required. An approval by the Commission means that they recommend the Council approve it.

Hearing Notice:

The mailing was postmarked and mailed on Friday, June 28, 2024; the legal notice ran in the paper on Friday, June 28, 2024; the notice was posted at Town Hall and the site was posted on Friday, June 28, 2024. These posting dates conform to the Code requirement of not less than seven (7) days and not greater than fourteen (14) days prior to the public hearing for the hearing notices to be posted, mailed, and published (DMC § 16-2-300).

Current Zoning:

The property is zoned Core Area (CA) which is located in Sign Zone A. The standard sign provisions in the Code permit the following in Sign Zone 'A':

-“Multi-tenant buildings. Each building containing more than one (1) business or tenant shall be allowed a total of fifty (50) square feet of signage to be used in one (1) or two (2) building identification signs or building directories, and two (2) signs per tenant which do not exceed eighteen (18) square feet each.” (DMC § 16-11-420).

-“Sign Zone A freestanding signs shall have a maximum height of six (6) feet.” (DMC § 16-11-300)

The Purpose of a PUD:

A Planned Unit Development (PUD) Sign Plan may be made for land in any zoning district (DMC § 16-5-20). The purpose of a PUD is to encourage flexibility in the development of land in order to promote appropriate and high-quality land use. A PUD is a commitment on the part of the developer to construct a project based on a plan approved by the Town Council following review and recommendation by the Planning and Zoning Commission. The developer shall adhere to applicable Town ordinances and other requirements that may be specified in an approved PUD development plan. All provisions of the underlying zoning district over which the PUD is located shall continue to apply unless varied or waived by the Town Council as part of the approved PUD development plan. Approval of a Planned Unit Development shall result in the creation of an overlay to the base zoning district, with specific requirements and standards that are unique to the planned development (DMC § 16-5-10). 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 (DMC § 16-5-110).

Adjacent Uses: The property is adjacent to multi-family residential developments to the east and southeast, Town Park to the north, and commercial developments to the west and south.

SUMMARY:

The Applicant requests the following site-specific considerations through the PUD process:

1. Signs within the Main Street Right of Way. The Town has entered into an Encroachment License Agreement for this purpose.
2. The freestanding sign height is increased from that typically permitted in Sign Zone A to a maximum height of twenty-two (22) feet including the architectural elements of the signs. Although the sign height is substantially higher than that typically permitted in Sign Zone 'A', the signs have high-quality design characteristics which are harmonious with the mass of the building.
3. Three (3) freestanding signs are proposed. Two (2) at the main entrance off Main Street and one (1) on the property near the rear, primary entrance off Buffalo Street.
4. Sign lighting is accomplished by halo lighting the individual letters with LED light strips on the back side of the stainless steel, floating letters.

BUDGET IMPACT:

Net positive with the economic development potential with the updated signs.

STAFF RECOMMENDATION:

Town staff recommends approval of Resolution No. PZ 02-24, Series of 2024

MOTION FOR APPROVAL:

I move we approve Resolution PZ No. 02-24, Series of 2024 as presented.

ACTION REQUESTED: Motion, Second, Roll Call Vote.

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

DEPARTMENT HEAD RESPONSIBLE: Ned West, AICP, Sr. Town Planner