

FIGURE 4: Stakeholder Letter:

Downtown Partnership

April 18, 2019

Matthew Fitzsimmons, Planner II
City of Colorado Springs
Land Use Review Division
30 S. Nevada Ave.
Colorado Springs, CO 80903

Dear Mr. Fitzsimmons,

The purpose of this letter is to express an opinion by Downtown Partnership regarding a request by The Culebra Properties, LLC with representation by Echo Architecture, LLC for approval of a Warrant for a sign. If approved, the proposed would allow for the retail space at 15 N. Nevada Avenue to install a sign that exceeds code requirements.

Downtown Partnership supports administrative relief allowing the sign to exceed codified standards for façade coverage by 15 percent. Downtown Partnership staff feels that the less dense, vehicle-oriented nature of the Nevada Avenue corridor is more conducive to larger signage than is found on the nearby Tejon Street corridor, which features a density of pedestrian oriented storefronts. Though further redevelopment is expected along the Nevada Avenue corridor in coming years, it is highly unlikely it will ever match the scale and density that necessitates the smaller signage found along Tejon Street. Furthermore, the design of the signage as two separate components will likely be less imposing than a single sign element that exceeds code standards.

Downtown Partnership staff feels that the 15 percent administrative relief is a reasonable allowance that avoids setting a precedent for excessively large signage throughout Downtown.

Thank you for your time and consideration.

Sincerely,



Alex Armani-Munn
Economic Development Specialist

Downtown Partnership of Colorado Springs