

Mountain Chalet – Project Statement

Mountain Chalet has been a retail staple of downtown Colorado Springs for over 50 years, and is now relocating their business off of Tejon St. and becoming part of an effort to revive Nevada Ave. In conjunction with new glazing and stucco work, the requested signage serves to transform the existing commercial facade into its new use as a retail space. (Note: the glazing percentage of 44% (an increase from the existing 26%) was approved by the Urban Planning Division as part of a Minor Improvement Plan AR DP 19-00010) As Nevada is less pedestrian-oriented than Tejon, a more prominent sign is required to catch the attention of vehicular traffic. We are also attempting to provide “an interesting visual environment for the pedestrian” by taking cues from the existing off-centered arched entry-way and creating an arched parapet that brings architectural interest to the building and announces this new retail entry. While the building is actually a two story building, its Nevada-facing facade is unfortunately only one story high. Since any new building in the FBZ Central area is required to be a minimum of two stories high, this signage attempts to raise the building’s stature to that of a retail space in downtown Colorado Springs.

The “Mountain Chalet” lettering is well within the required FBZ sign dimensions, however a warrant is requested to allow the half-round mountain feature that works in conjunction with it. As the adjacent lot on the North side of the building is also leased by Mountain Chalet, we are proposing that the entire width is considered for the sizing of the sign. This building is unique in the FBZ Central district in that it has only 50’ of building street frontage yet has an exposed perimeter of 480 linear feet, and site perimeter of 550 linear feet. Restricting a unique building of this nature to 75 s.f. of signage is not only restrictive but seems to be punitive for this unique situation. We hope to celebrate the outdoor culture of our city and recognize the oldest outdoor store in Colorado with an architecture suitable to its time and location. Therefore, we believe the utilization of the entire street frontage of 85 feet as the basis to determine the size of the sign is appropriate and meets the objectives of FBZ, the Downtown Master Plan, and the Applicant.



ORIGINAL PROPOSED SIGNAGE

LETTERING	31 SF
HALF ROUND	172 SF
	203 SF

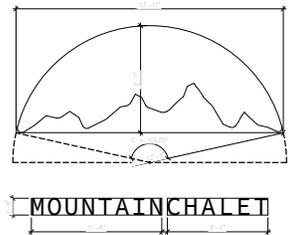
$$A = 1'-6" \times 11'-8" = 17.5 \text{ SF}$$

$$A = 1'-6" \times 9'-0" = 13.5 \text{ SF}$$

$$A = \frac{r^2}{2} \left(\frac{\pi}{180} C - \sin C \right)$$

$$A = \frac{12.29^2}{2} \left(\frac{\pi}{180} (155) - \sin(155) \right)$$

$$A = 75 (2.71 - .42) = 171.75 \text{ SF}$$



COMPLIANT SIGNAGE

LETTERING	25 SF
HALF ROUND	50 SF
	75 SF

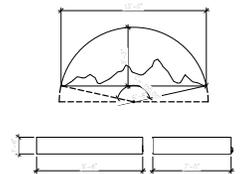
$$A = 1'-6" \times 9'-6" = 14.25 \text{ SF}$$

$$A = 1'-6" \times 7'-0" = 10.5 \text{ SF}$$

$$A = \frac{r^2}{2} \left(\frac{\pi}{180} C - \sin C \right)$$

$$A = \frac{6.66^2}{2} \left(\frac{\pi}{180} (155) - \sin(155) \right)$$

$$A = 22 (2.71 - .42) = 50 \text{ SF}$$



PROPOSED SIGNAGE

LETTERING	25 SF
HALF ROUND	102 SF
	127 SF

$$A = 1'-6" \times 9'-6" = 14.25 \text{ SF}$$

$$A = 1'-6" \times 7'-0" = 10.5 \text{ SF}$$

$$A = \frac{r^2}{2} \left(\frac{\pi}{180} C - \sin C \right)$$

$$A = \frac{9.42^2}{2} \left(\frac{\pi}{180} (156.5) - \sin(156.5) \right)$$

$$A = 44 (2.7 - .39) = 102 \text{ SF}$$

