

Date: May 16, 2018

To: City Of Colorado Springs  
Land Use Review Division  
Planning & Community Development Department

Attn: Ryan Tefertiller, Planning Manager, AICP

Project: Winfield Scott Block Remodel/Addition - PATIO  
CPC DP 17-00100

Location: 60, 70, 80 East Moreno Street  
Colorado Springs, CO

### Project Statement

#### **Project Description:**

The following is a warrant request for three (3) new patio entry features / monument signs for the new south facing tenants at 60, 70 and 80 East Moreno Street in the Winfield Scott Block redevelopment.

#### **FORM BASED ZONE - WARRANTS:**

<i>COS Zoning Code Section 7.4.409: Request:</i>	<i>Maximum height for freestanding sign is 7'. Provide three (3) 12' high freestanding sign frames at the sidewalk entry to the patios for 60, 70 and 80 East Moreno Street. (Note: this warrant request is for the height of the "sign frame" for the patio entrance element that will support the signage. The actual signage will be permitted under a separate submittal)</i>
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#### **Review Criteria:**

##### **5.4.3.1** *Is the requested warrant consistent with the intent of the form-based code?*

Yes. The proposed sign frame elements help to enforce the visual impression that the buildings and businesses at 60, 70 and 80 East Moreno begin at a 0' setback on Moreno. The current existing building location does not provide this, but the patio layout, patio enclosure and sign frame is designed in order to help meet the intent of this setback requirement. We believe that the scale and mass of the proposed sign frame is necessary to meet the FBZ intent of a strong, continuous street frontage.

##### **5.4.3.2** *Is the requested warrant, as well as the project as a whole, consistent with Section 4 - Design Guidelines of the form-based code?*

The Form-Based Code defers to Chapter 7.4 of the Zoning Code for signage limitations and guidelines. However the Form-Based Code does provide Design Guidelines for signage in Section 4.4. Selected general guidelines are as follows:

*Signs should be positioned to emphasize or accent building elements such as storefront openings, entrances or architectural elements. Signs should be aligned to avoid visual clutter, and enhance legibility. The sign dimension and scale should respect the size and massing of the building. One long term sign should be provided per business. The signage color and material should ensure compatibility with the building facade and streetscape while also promoting the use of high-quality, durable sign elements.*

We believe our proposed "sign frames" comply with the general FBZ design guidelines. This development is a very unique property for downtown. The facades of 60, 70 and 80 East Moreno are set back from the property line by approximately 45'. A warrant for this increased setback was approved with CPC DP 17-00100. This setback allowed us to utilize the existing

masonry trolley barn as the storefront for three new downtown businesses, simultaneously showing off a beautiful historic structure while providing extensive front patios for the businesses to take advantage of during pleasant weather. The intent for the layout of the patios, sidewalks, patio enclosure railings and sign frames is to create the feel of a downtown 0' setback, helping the public to feel that they are entering the businesses space as soon as they step past the property line. Having a tall sign feature at the entrance to each patio reinforces this.

The design of the sign frames is a 6'-6"x6"x12' high vertical column. The frame material is weathering steel which also clads much of the new building addition at 528 South Tejon and provides the backing for the sign areas on the existing Winfield Scott building along Tejon. The height of the signage is based on the existing building openings all at 12' which we have taken great care to continue this datum line throughout building elements wrapping from Tejon to Moreno. The 12' high signs reinforce this datum line which help to create the impression that the building line starts at the property line rather than at the 45' setback of the rear of patios. In addition this height allows us to provide an opening in the sign which is an aesthetic that we feels ties it to the building (with it's many windows) but also provides a safety factor. If the sign frames were 6' or 7' high and completely opaque we are concerned that people could hide behind the signs which is a safety concern for us and our clients. The 12' height allows us to provide a large opening in the sign frame which allows visibility to both sides of the frame no matter which direction you are walking from, while providing a designated signage area in a highly visible location for both pedestrians and drivers.

Section 4.4.3 provides specific guidelines for Monument signs.

*Monument signs are typically used for buildings that are separated from adjacent streets by substantial setbacks.*

60, 70 and 80 East Moreno are set back from the property line by approximately 45'. A warrant for this increased setback was approved with CPC DP 17-00100. Our proposal is to provide a monument sign for each business at the property line to reinforce the 0' setback line along Moreno.

*A monument sign should be set onto a base, presenting a solid, attractive and well-proportioned appearance that compliments the building design and materials.*

The monument sign frame we are proposing is constructed of tube steel set in a solid concrete base. The frame is then wrapped in weathering steel. A material that is reflective of the building and site finishes. This is also a material that is long lasting with minimal maintenance.

*Maximum area: 20 square feet per sign face with no more than two sign faces.*

Two sign faces are provided on each frame (one on each side). The area allocated for signage is 4'x6'-6" on both sides of the frame. The signage will be permitted under separate contract, no individual sign will exceed 20 s.f.

Monument signs are limited to landscape area.

The proposed sign frames are located along the sidewalk adjacent to the landscape area separating the patio enclosure from the sidewalk.

Minimum setback from the public right of way: 5 feet

The sign frames are located at the property line. The actual sign frame is 6'-6" wide and has a proposed 0' setback. We believe that the sign frame is a building element that reinforces the street frontage and more closely complies with the FBZ building setback of 0' rather than the signage setback of 5.

*Lighting: External lighting fixtures designed to complement the appearance of the sign, or internal lighting that only illuminates text and logos.*

The signs will be internally lit which will be included in the sign permit. (No lighting proposed on the sign frame).

*Maximum height: 6' including base*  
See above.

*Text is limited to the building or development name, logos, and the business address. The background should be opaque and non-reflective.*

The look and content of the actual signage will be provided under separate submittal.

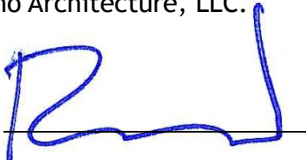
**5.4.3.3** *Is the requested warrant reasonable due to the proposed project's exceptional civic or environmental design?*

Yes. We have preserved, exposed, and exhibited a historic building for Colorado Springs. However the existing building setback pushed us out of compliance with certain requirements of the FBZ. The size, scale, and placement of the proposed sign frame provide visibility for the businesses, reinforces the street frontage, and compliments the building design.

**5.4.3.4** *Is the requested warrant consistent with the Imagine Downtown Master Plan?*

Yes. This development will attract the type of business to downtown that the Imagine Plan is hoping for. Per the FBZ attractive, well designed, and appropriate signage is vital. We believe we have achieved this in this unique situation.

Please feel free to contact me anytime with questions and/or comments on this Project Statement.

Respectfully,  
Echo Architecture, LLC.  
by   
Ryan Lloyd  
Architect