

**DOWNTOWN REVIEW BOARD AGENDA  
SEPTEMBER 4, 2019**

**STAFF: RYAN TEFERTILLER**

**FILE NO:  
CPC NV 19-00100 – QUASI-JUDICIAL**

**PROJECT:** TEJON AND COSTILLA HOTEL SIGN WARRANT

**OWNER:** CS DUAL HOTEL, LLC

**DEVELOPER:** JVKHE, LLC

**CONSULTANT:** KELLY KEIM' SALAZAR OF SIGN SHOP ILLUMINATED



**PROJECT SUMMARY:**

1. Project Description: The requested warrant application was submitted to allow the installation of approximately 608 square feet of temporary construction signage where

City Code limits the total construction signage for the subject property to 128 square feet. The property is zoned FBZ-CEN (Form-Based Zone – Central Sector), and is located on the southwest corner of S. Tejon St. and E. Costilla St. **(FIGURE 1)**

2. Applicant's Project Statement: **FIGURE 2**
3. Planning & Development Team's Recommendation: **Approval of the application with technical modifications.**

#### **BACKGROUND:**

1. Site Addresses: 402 through 414 S. Tejon St.
2. Existing Zoning/Land Use: FBZ-CEN (Form-Based Zone – Central Sector) / The site currently under construction for a new hotel project.
3. Surrounding Zoning/Land Use:
  - North: FBZ-CEN / parking structure, commercial and office uses
  - South: FBZ-CEN / commercial, office and residential uses
  - East: FBZ-CEN / commercial and office uses
  - West: FBZ-CEN / commercial and office uses
4. Comprehensive Plan/Designated 2020 Land Use: Regional Center
5. Annexation: Town of Colorado Springs, 1872
6. Master Plan/Designated Master Plan Land Use: Experience Downtown Master Plan (2016) / Activity Center Mixed Use
7. Subdivision: Tejon and Costilla Hotel Subdivision Filing No. 1 (2019)
8. Zoning Enforcement Action: None
9. Physical Characteristics: The site is under construction for a recently approved hotel project.

#### **STAKEHOLDER PROCESS AND INVOLVEMENT:**

The stakeholder process for this project included notification to 54 property owners within a 500 foot buffer from the property shortly after the application was submitted. Those notices contained brief information about the project and invited stakeholders to provide comment to Planning Staff. Only one formal comment was received by the City; a letter of support dated August 14, 2019 was submitted by the Downtown Partnership of Colorado Springs **(FIGURE 3)**. Notices will again be mailed and posters posted on the site prior to the public hearing at the Downtown Review Board.

#### **ANALYSIS OF REVIEW CRITERIA AND MAJOR ISSUES**

The subject property is currently under construction for a new 8-story, 261-room, dual-branded hotel project with two levels of structured parking (below grade), a street-level restaurant, and a roof-top restaurant/bar space. That project was administratively approved by Planning Staff in June 2019 via file number AR DP 18-00764. No review by the Downtown Review Board was needed for the development plan since the project complied with all Form-Based Code standards. The current application (CPC NV 19-00100) was initiated to allow the developer to install and display numerous large signs around the perimeter of the site during the construction of the project. The proposed signs will serve to screen and secure the construction site while simultaneously display images and renderings of the finished hotel.

The Downtown Colorado Springs Form-Based Code standard 2.9 indicates that the City-wide sign code is applicable throughout the Form-Based Zone. Relief from City-wide sign standards

can only be granted via a Warrant. The City's sign code regulates sign type, size, and number based on a number of factors including use, frontage and site size. Temporary signage, including real estate signs, political signs, and construction signs, are primarily regulated by the use and size of the subject property. Specific to this project, City Code limits the site to two temporary construction signs not to exceed 64 square feet each.

As illustrated in the warrant plan (**FIGURE 1**), the applicant is requesting the ability to install eight construction signs, each of which are 8 feet tall by 8 feet wide. A ninth sign, measuring 8 feet tall by 12 feet wide, is also proposed for the site. The majority of the signs will include renderings of the finished hotel or photographs of interior rooms and amenities that will be offered at the project when it is completed. Two of the signs will include information about the developers, partners, contractors, and project sponsors. The signs will be centered on the corner of Tejon and Costilla and will extend just south and west of the corner. While the signs will effectively screen the site at the corner, the majority of the site's frontage along Tejon and Costilla will be unscreened.

Any project that requires relief from a form-based standard must gain approval of a warrant by the Downtown Review Board. Warrants are reviewed using the five criteria found in Section 5.4 of the Form-Based Code. The criteria are:

1. Is the requested warrant consistent with the intent of the Form-Based Code?
2. Is the requested warrant, as well as the project as a whole, consistent with Section 4 – Design Guidelines of the form-based code?
3. Is the requested warrant reasonable due to the proposed project's exceptional civic or environmental design?
4. Is the requested warrant consistent with the Downtown Master Plan?
5. Is the requested warrant consistent with the City's Comprehensive Plan?

It is difficult to evaluate some of the required criteria given the nature of the proposed application. There is little, if any, language within the intent and purpose of the Form-Based Code that provides guidance on this request. One could argue that the proposed signs will improve the pedestrian experience relative to an unscreened construction site or blank construction screening. Additionally, it could be argued that the ability to market the finished product once complete will improve the viability of the project. Ultimately, the proposed signs will only be in place during the project's construction and will have no long-term impact on the area.

The Experience Downtown Master Plan and the City's Comprehensive Plan both include more high-level guidance for economic development, infill investment, and pedestrian experience / walkability. However, neither specifically address temporary signage or screening of construction related activities.

Ultimately, Staff has concluded that the proposed signage will benefit the project without creating negative impacts to surrounding properties. Staff finds that the proposed application is consistent with the required warrant criteria and recommends that the Downtown Review Board approve the request.

### **STAFF RECOMMENDATION:**

**CPC NV 19-00100 – TEJON AND COSTILLA HOTEL SIGN WARRANT**

**Approve** the proposed sign warrant based on the findings that the warrant criteria found in section 5.4 of the Form-Based Code will be substantially met once the following modifications are made:

Technical modifications to the warrant plan:

1. Add the file number to the bottom right-hand corner of each plan sheet.
2. Add the standard property information to the plan's legend to include site, owner, and application information.
3. Add a note documenting the approval of a warrant to allow the temporary signage as illustrated.
4. Add a note indicating that the temporary signage must be permitted by a separate sign permit.
5. Add a note indicating that the temporary signage must be removed prior to certificate of occupancy.