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Mayor

**CITY AND COUNTY OF DENVER
LANDMARK PRESERVATION COMMISSION**

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Lower Downtown Design Review Board

MEETING ACTIVITY SUMMARY (Not intended to be verbatim minutes)

Thursday, January 7, 2010

MEETING LOCATION

The Northern Trust Bank Community Room – Enter at 1400 16th Street Mall

Members Present: Chaired by Larry Nelson, Joe Poli, Judy Morley, Kelly Davis, Michael West, and Tee Cowperthwaite

Absent: Dee Chirafisi

Staff Present: Steve Oliver, Jeremy Wells, Judy Blake, Kerry Buckey and Savannah Jameson

Chair called meeting to order at 7:40 a.m.

A. Review and Approval of Minutes

Motion by: M. West, I move that we approve the minutes of December 3, 2009.

Second by: T. Cowperthwaite

Vote: Unanimous in favor, motion carries.

B. Design Review

1. #400-09 1555 Blake St.

Staff Presentation

S. Oliver - Provisions of the Zoning code require “a comprehensive and balanced systems of signs” when projecting signs are desired by a Building Owner or tenants. Such a system of signage is proposed through this application in accordance with the Lower Downtown design guidelines.

Staff recommendation is for approval.

Applicants Presentation

Mark Tweed, MT Design, H Burger

Nick Koncilja, Urban Villages – I represent the landlord for the Sugar Cube building. The first tenant going in this building is H Burger who is stuck in traffic and can’t get here this morning. We are trying to fill in and support them.

Board discussion

J. Poli - It looks like the maximum sign area is 3x4 feet. You put up an area that looks like 4x4 feet? I just want clarification that you are not asking us to approve a 4x4.

M. Tweed – No, I am not sure if that is going to be horizontal or vertical at this time.

T. Cowperthwaite – It would be nice if in the text there was reference to the vital signs ordinance for your tenants.

Motion by: J. Poli, Project #400-09, 1555 Blake St., I move that we approve this comprehensive sign package as presented with consideration for assurance that all signs meet the Vital Sign Code and be 12 sf or less in size.

Second by: J. Morley

Vote: Unanimous in favor, motion carries.

2. #399-09 1555 Blake St.

Staff Presentation

S. Oliver - An approximately 4-foot by 2-foot contemporary projecting sign is proposed. The curved form only provides a minimal three-dimensionality and the pin-mounted lettering which is intended to further add to that, does not accomplish the iconographic form desired. It is lighted by external illumination.

Staff recommendation is to not approve.

Applicants Presentation

Peter Pflum, H Burger – We have already changed this design a number of times and the sign does not match with what we are trying to accomplish. We think the latest sign design is classy and in keeping. We are asking for your feedback.

Board discussion

Comments were as follows:

- Steve’s review is pretty clear with vital sign issues. This is a perfect sign for a flat sign on the building. This (referring to the sign with the hamburger bun on it) meets the vital spirit of what a vital sign is.
- The Sugar cube is a great piece of architecture. Your proposal would work great in Cherry Creek, but not here. This is not about the building but rather the district.
- The sign needs something with the spirit of the business, harkening back to the times when a sign may have been hung out with some sort of icon on it.

Nick Koncilja, Urban Villages –From our perspective this is not a sign the landlord would approve. The burger is abrasive to us.

Mark Tweed, H Burger – We are looking for a more contemporary sign; something to compliment the building; something attractive to the vogue crowd. We didn’t think that we needed something like a hamburger bun or sesame seeds on the sign.

Motion by: J. Morley, Project 399-09, 1555 Blake St., for H Burger, we deny the project as presented, for the printed dated December 23, 2009.

Second by: M. West

Vote: Unanimous in favor, motion carries.

3. #387-09 1765 Blake St.

Staff Presentation

S. Oliver – This is a new building and does not yet have a comprehensive sign plan. An approximately 42” x 36” projecting sign is proposed. This has a flat aluminum face with halo illumination, and internally-lit text box with push-through acrylic letters.

Staff recommendation is to deny.

Applicants Presentation

Mike Johnson, Eclipse – This sign is for Choppers, and we are here today to get your opinions. The location on this exterior will change a bit.

Board discussion

- A comment was made that this sign was too plastic in looks.
- We would ask that you return with a more vital sign plan.

Motion by: T. Cowperthwaite, Project 387-09, 1765 Blake St., regarding the sign for Choppers, I move that we deny the signage as presented and ask for a re-submittal of an overall building plan and a re-submittal of this project in particular based on board comment.

Second by: K. Davis

Vote: Unanimous in favor, motion carries.

4. #337-09 1800 Wazee St.

Staff Presentation

S. Oliver - The programmatic form of the proposed new structure fits within the guidelines for the relationship to surrounding buildings in terms of height and mass. The façade will be pushed up to the property line. The residential component is accomplished in the final phase in a Blake Street structure.

Staff recommendation is to approve.

Applicants Presentation

Chris Shears, Shears Adkins, Architects – The last time we were here which was November 5, 2009, we discussed Phase I with three (3) alternatives. There was a lot of unknown at that time. The next day we received customer X’s requirements. Now we know that the need would be for approximately 200,000 sf for the initial occupancy. Today’s building covers the entire block and limits it to 55’ in height. We can’t tell you now what the mass and form will be. The important consideration is that market conditions don’t allow for the Market St. side. This project will replace what is currently an empty and undeveloped block. We are asking the board to approve phase development and the deferral of the residential component.

Board discussion

- It was noted in the survey that the applicant has had conversations with Kerry Buckey and asked that the applicant summarize this conversation. The applicants reply was that they did meet the requirements of the guidelines.
- Other discussion centered on the fact that the 55' line is somewhat below the roofline and clarification was made regarding how the height is measured by the elevation of the four (4) corners of the roof.
- Conversation took place regarding the phasing or deferral of the residential which all board members have accepted.
- It was mentioned that the applicant was presenting on a lot of controversial issues but that the issue at hand was the concept of approval of the full build out on Wazee St.

Motion by: J. Poli, Project 337-09, 1800 Wazee St., I move that we approve the concept of Phase I, II and III as presented.

Second by: J. Morley

Vote: Unanimous in favor, motion carries.

Meeting adjourned,
Submitted by:

Judy Blake