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STAFF BRIEF

This document is the staff's comparison of the Secretary of the Interiors Standards for Rehabilitation, Design Guidelines for Denver Landmark Structures and Districts, the Landmark Preservation Ordinance (Chapter 30, Revised Municipal Code) and other applicable adopted area guidelines as applied to the proposed application. It is intended to provide guidance during the commission's deliberation of the proposed application. Guidelines are available at www.denvergov.org/preservation

Project: #2024-COA-0000389
Address: 1475 16th Street
Year structure built: c. 2018-2019 (Period of Significance: 1860-1941)
Applicant: John Rowe on behalf of tenant, State and Liberty
LDDRC Meeting: July 11, 2024
Staff: Krystal Marquez

Project Scope Under Review:

Applicant is requesting to install a projecting sign for the retail tenant, State and Liberty, on the 16th Street elevation of the site.

Projecting Sign Dimensions: Approx. 6 sq. ft. (see plans)

Projecting Sign Materials:

Signage: HDU foam, painted and sealed with an aluminum mounting bracket
Illumination: External illumination

Staff Summary:

The property is located at 1475 Market Street. 1475 Market Street has an associated Comprehensive Sign Plan (CSP) that was approved by the LDDRC in 2019. The Market Station CSP will be used to review all signage for 1475 Market Street.

The applicant is requesting to install one (1) new projecting sign for retail tenant, State and Liberty. Only projecting signage requires LDDRC review and approval.

The projecting sign will be made to look like the top of a suit with a suit jacket, shirt and tie with the tenant's name emblazoned over it on both sides. The projecting sign will use a simple black aluminum bracket. The sign will be externally illuminated from above by shielded lamps and will stand a total of 2.41 ft. tall.

Excerpted from Market Station Comprehensive Sign Plan (2019)

Sign Type: Projecting Sign – Tenant	Meets guideline?	Comments
<p>Intent: Of all the sign types permitted for use in Denver's LoDo District, and Market Station, Projecting Signs come with the most additional guidelines, criteria and scrutiny. Projecting Signs are permitted in the LoDo District through the provisions detailed in Section 10.10.16 of Denver Zoning Code.</p> <p>Specifically, Projecting Signs must be creative in the use of unique 2 and 3 dimensional form, profile and iconographic representation; employ exceptional</p>	Yes	This is 1 projecting sign for the retail tenant, State and Liberty. This projecting sign is creative in its use of a 3-dimensional form and profile of the top of a suit with jacket, shirt and tie. The sign is not a rectangular form and creates an iconographic design.

lighting design and represent exceptional graphic design, including the outstanding use of color; pattern, typography and materials. Signage which simply maximizes allowable volume in rectangular form is strongly discouraged.		
Location: Projecting Signs are limited to predetermined demising pier locations for street level and second level Tenants with direct street level access. They are to be wall mounted perpendicular or diagonally to the building facade, centered on the column or field on which it is placed and project 18" to 84" from the building surface. Vertical height is defined by the Tenant's space. Signs must maintain a minimum clearance of eight feet (8'-0") above the sidewalk and their size should be limited to 12 sq. ft.	Yes	The sign does not exceed 12 sq. ft. of area and is located at a pre-determined location on the 16 th Street elevation. The vertical height is limited to the first floor of the structure and is a minimum of 8' above grade.
Allowance: Tenants are allowed one (1) Projecting Sign per frontage. These signs should be limited to 12 sq. ft. in area.	Yes	The sign will be at a designated location identified in the approved CSP and is limited to 12 sq. ft. in area.
Illumination: Static, unobtrusive illumination allowed. Back lit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed.	Yes	The sign will utilize external, shielded down lighting.
Attachment Details: Tenants have three options of custom designed Projecting Sign bracket armatures from which to choose. Landlord will provide Tenant with specifications/drawings for these options.	Yes	The new sign uses a simple black metal armature.
Required Approaches: <ol style="list-style-type: none"> 1. Recognizable and realistic sculptural representations of everyday objects, as appropriate for Tenant, crafted in stout materials intended for outdoor use. Can include Tenant branding as a minor element to the sign. 2. Exaggerated, artistic interpretations of objects, including Tenant branding, also fabricated/ sculpted from suitable materials. 3. Combination of geometric forms and recognizable forms, together creating an interesting profile or collage. 4. Found, reclaimed, recycled or resourced actual objects in an assembly with backer panels, support cabinets or bracket arms, with the object(s) serving as the major element. Care 	Yes	<p>The proposed projecting sign uses a sculptural representation of the top part of a suit with jacket, shirt and tie.</p> <p>The sign show's men's clothing relating to the business with the name at across the bottom utilizing the tenant's branding.</p> <p>HDU foam with a painted and sealed coating will be used to protect the sign. The words have been kept to a minimum and will be the name of the business and what they sell.</p>

must be taken to ensure these are high quality and resilient to the elements.		
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Recommendation: **APPROVE**

Basis: The proposed projecting sign for the project meets the requirements of the CSP.

Suggested Motion: I move to APPROVE application #2024-COA-389 for the projecting sign at 1475 Market Street, per the requirements of the approved comprehensive sign plan, presented testimony, submitted documentation and information provided in the staff report.

END