



201 West Colfax, Dept. 205
Denver, CO 80202
p: 720.865.2709
f: 720.865.3050
www.denvergov.org/preservation

STAFF REPORT

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:	#2022-CSP-011-AMEND	LDDRC Meeting:	December 5, 2024
Address:	1400 16 th Street	Staff:	Krystal Marquez & Will Prince
Year structure built:	C. 2000 (Period of Significance: 1860-1941)		
Applicant:	Chuck Desmoineaux, Arthouse Design		

Project Scope Under Review:
Comprehensive Sign Plan (CSP) – Amendment

Staff summary:
The proposed Comprehensive Sign Plan (CSP) Amendment is for the non-contributing multi-tenant mixed use structure at 1400 16th Street. The applicant is requesting to add 2 upper story wall sign locations at the rear of the structure for a single signature tenant that occupies a majority of the building. Only 1 of the upper story wall sign locations would be allowed to be used at a time.

Upper story signage: [Comprehensive Sign Plan is] required when upper story signage is requested.
Refer to page A-14.

Excerpted from Design Guidelines for Lower Downtown Historic District, Appendix A: Standards and Guidelines for Signs (2014)

Standards & Guidelines	Meets Standards & Guidelines?	Comments
<p>Intent Statement:</p> <p>1.2 Design signs to enhance impact on the pedestrian realm, not to maximize square footage or number of signs allowed by zoning.</p> <p>Guidelines:</p> <p>1.2a Design signs to be human-scaled rather than automobile-oriented so they are easily viewed by pedestrians at sidewalk level.</p> <p>1.2b Create signs that are attractive and readable during the day and at night.</p> <p>1.2c Use signs to highlight pedestrian entrances to businesses and multi-family buildings.</p>	No	<p>The CSP Amendment to add 2 upper story wall sign locations at the rear of the buildings does not enhance impact on the pedestrian realm as they will not be visible to the pedestrians at sidewalk level.</p> <p>The 2 new upper story wall sign locations are automobile oriented to be seen from a distance and not from pedestrians at sidewalk level.</p>

<p>1.2e Consider street trees and other streetscape amenities when determining signage design and placement.</p>		
<p>Intent Statement:</p> <p>1.4 Locate signage on a commercial building consistent with traditional signage patterns.</p> <p>Standards:</p> <p>1.4a Locate signs at the pedestrian first-floor level of the building at or near the business entry.</p> <p>Guidelines:</p> <p>1.4b Place a sign above or near the primary entrance to an establishment, preferably in a traditional location such as a historic sign band to avoid obscuring architectural details.</p> <p>1.4c Integrate signage into the architectural design of new buildings, particularly sign bands and canopies at building entries. Use an existing sign bracket, if possible.</p>	<p>No</p>	<p>The 2 proposed upper story signage locations are located at the rear upper elevation of the commercial building and are not consistent with traditional signage patterns or placements within the historic district as signs are usually placed on primary elevations.</p>
<p>Upper Story Wall Signs</p> <p>Intent Statement</p> <p>1.10 To allow upper story signage in unusual cases to acknowledge a signature tenant, while also ensuring that the overall signage program enhances the pedestrian streetscape.</p> <p>Standards:</p> <p>1.10c Only consider upper story signs for contemporary or non-contributing buildings when all of the following apply:</p> <p>(1) Standards 1 .10a – b above are met, as well as other Sign Standards and Guidelines in this Appendix,</p> <p>(2) Proposal is for an unlit flush-mounted or painted wall sign,</p> <p>(3) Sign design is integrated into a building's architecture,</p> <p>(4) Limited to primary elevation(s), with a maximum of 1 sign per building (or major building component),</p>	<p>No</p>	<p>The CSP Amendment to add 2 upper story wall sign locations at the rear of the buildings does not meet the standards set forth in 1.10c.</p> <p>The new upper story sign locations are at the rear elevation of the structure. The upper story wall sign locations are not integrated into the building's architecture (3) and is not located on a primary elevation (4).</p>

(5) Signage is located just below the roof line consistent with the district's historic character, and (6) Signage is of simple design and minimal size needed to provide readable signage within the district		
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Recommendation: **DENIAL**

Basis: The proposed Comprehensive Sign Plan Amendment does not meet design policy's and intent statements 1.2, 1.4 and 1.10 .

Suggested Motion: I move to DENY application #2022-CSP-011-AMEND for the addition of 2 upper story wall sign locations at 1400 16th Street, as per design policy, standards, and guidelines 1.2, 1.4, 1.10, presented testimony, submitted documentation and information provided in the staff report.