

MEETING DATE: June 14, 2022

STAFF: Stuart Borders, Senior Planner

PROJECT NAME: Englewood Arts District sign

CASE NUMBER / REQUEST: 22-600-01 – Special Sign Permit for 10901 E. Winner Road in the ARTS District

APPLICANT: Teresa Dorsch, Englewood Arts nonprofit organization

PROPERTY ADDRESS: 10901 E. Winner Road

SURROUNDING ZONING / LAND USE:

North: ARTS; Various commercial buildings and uses

South: R-12 (Two Family Residential) ARTS; Single family homes

East/West: ARTS; Various commercial buildings and uses

RECOMMENDATION

Staff recommends **APPROVAL** of this special sign permit.

PROJECT DESCRIPTION & BACKGROUND INFORMATION

PROJECT DESCRIPTION:

As created by the City in 2011, the ARTS special zoning district encompasses the Englewood business district along Winner Road, west of Sterling Avenue. The intent of the special zoning district was to create a new artist niche and vibrancy for the area. Just before the pandemic, a nonprofit organization, Englewood Arts, bought the vacant Comprehensive Mental Health building at 10901 E. Winner Road to convert it into classrooms for art activities. To help promote the organization and the ARTS District, the organization now seeks to install a lighted sign on the roof of this Englewood Arts Center.

The sign has two components: letters spelling out 'ENGLEWOOD' and along with a script sign stating, '*Where Art Lives.*' The word ENGLEWOOD is 42 feet in length with each letter being six feet in height. Taking design cues from the famous 'HOLLYWOOD' sign, the ENGLEWOOD sign will use white letters in the same font as that famous sign, with the letters also being slightly askew. The *Where Art Lives* script will be situated in the lower middle of the ENGLEWOOD text.

A specially designed steel framework will attach to the rooftop to support the sign's weight and to withstand wind loads. It will have a north/northwest orientation with its height above the roof top being 25 feet, and 55+ feet above street level. The roof mounted lights for ENGLEWOOD will be shine directly onto the letters, not towards the surrounding neighborhood. The *Where Art Lives* sign consists of encased red neon, which has a soft output, rather than brighter colors. The sign will be on

a timer to control its operational times, which will change depending on the season; it is not intended to be lighted 24 hours a day.

ANALYSIS

Consistency with *Independence for All*, Strategic Plan:

The proposed signage will help market and attract visitors to the district and the city in general.

Comprehensive Plan Guiding Land Use Principles:

This sign will help the aesthetic character and function of this established commercial district.

REVIEW CRITERIA

Recommendations to and decisions of the Planning Commission on Special Sign Permit applications must be based on consideration of the following:

1. **The purpose and intent of the article** – *The proposed sign will provide a wayfinding means for visitors and an identification mechanism for the district rather than an individual business. The ARTS District is intended to encourage the preservation of and enhancement of art-related uses and to preserve and enhance the area as a center for arts and to promote a strong pedestrian character.*
2. **Use of the facility** – *When completed, the building will be used for art classrooms and educational operations.*
3. **Size of the site** – *This property contains 0.72 acres.*
4. **Height of the building** – *According to the applicant, the building is 32 feet in height, containing three floors, with a basement. It is one of the taller buildings in the Englewood ARTS District.*
5. **Number, size, and height of signs on the surround properties** – *Most of the signs in the ARTS District are wall signs, there's also a couple of roof signs, a marquee sign (on the theater), and multiple pole and ground signs. The proposed sign is intended to be an iconic call out for the Englewood ARTS District rather than an individual business.*
6. **Number, size, and height of signs previously approved for similar uses within the community** – *There are no other signs in the city that resemble this proposal.*
7. **Surrounding zoning and land uses** – *Properties along the along the Winner Road corridor are zoned ARTS with the lots behind the corridor being zoned R-12 (Two Family Residential) and contains primarily single-family homes.*
8. **Topography of the site** – *Topography along this segment of the Winner Road corridor descends gradually from a high point of 930 feet above mean sea level (MSL) at its Sterling Avenue intersection to roughly 900 feet MSL at the western end of the district. The street elevation at 10901 E. Winner Road is 915 feet MSL.*
9. **Any other factor relating to:**
 - a. *The physical character of the sign, excluding content except for obscenity – The 'HOLLYWOOD' lettering motif with added neon of the sign fits the art character of the district.*

- b. Its physical relationship to the principal building and site – *The sign atop the building would be about 25 feet above roof level. The design and lettering are scaled for the size of the building.*
- c. Any unique visibility considerations. – *The lighting of the sign will have limited hours to prevent any concerns about light bleed into the residential neighborhoods at night.*

EXHIBITS

- 1. Applicants Letter
- 2. Application
- 3. Sign Information
- 4. Sign Elevations
- 5. Sign Supports
- 6. Comp Plan Map
- 7. Zoning Map