



Sign Variance – Sign Illumination

Board of Adjustment Resolution 03-2020

July 16, 2020

Elizabeth Kay Marchetti, Senior Planner

Requested Action

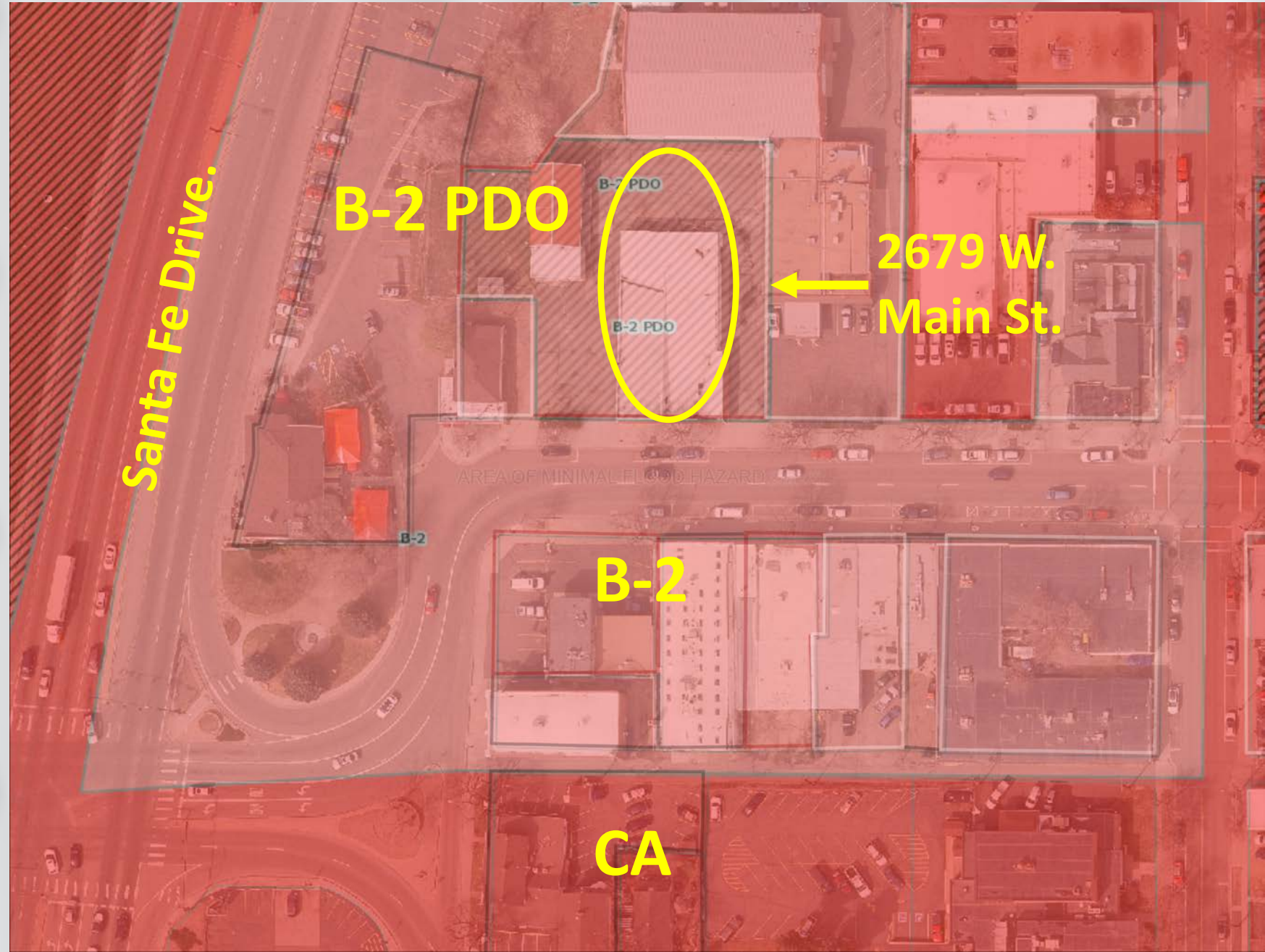
- Approval of a sign variance for 2679 W. Main Street
 - Allow internal illumination of a third-story wall sign from dusk until dawn

Overview

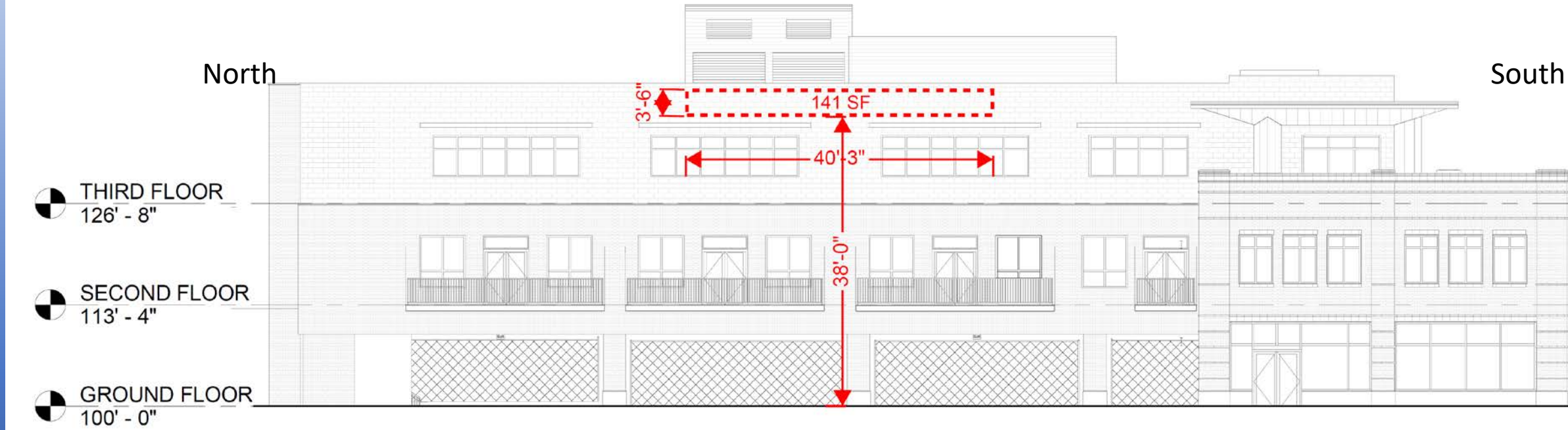
- Application & Sign Details
- Approval Criteria & Analysis
- Recommendation
- Board Action

Application Details

- 2679 W. Main Street
- B-2 PDO
- New Building



Application Details



- Shift Workspaces is occupying the 2nd and 3rd Floors and 800 s.f. of lobby
- Centered on top of west wall

- 141 Square Feet
- Littleton Downtown Design Standard #4.5.7 prohibits wall signs above the 2nd floor from being illuminated

Illuminated Sign Details – Nighttime Experience



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Illuminated Sign Details – Nighttime Experience



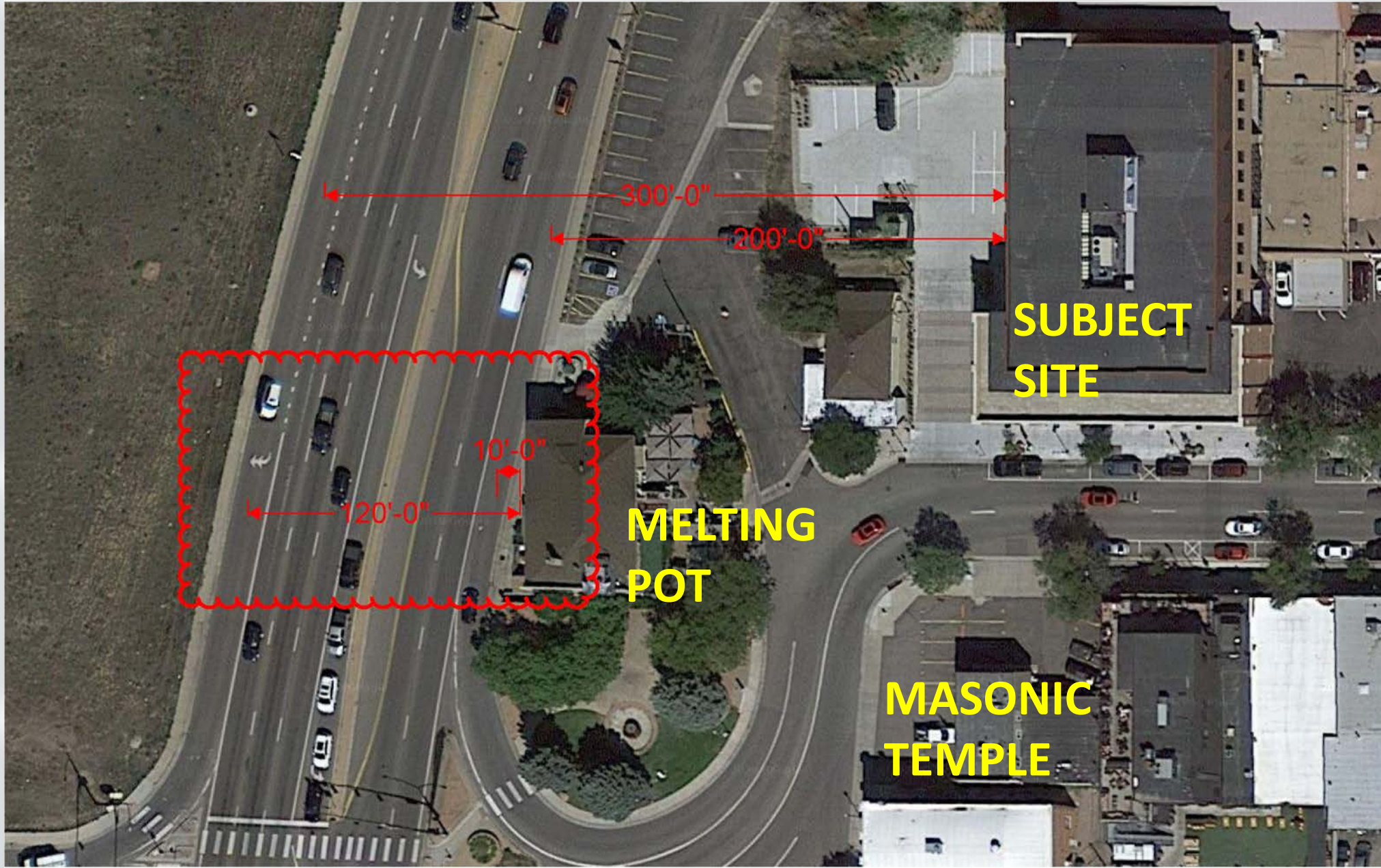
Illuminated Sign Details – Distance to Nearest Residence



Imagery ©2020 Google, Imagery ©2020 Maxar Technologies, Sanborn, U.S. Geological Survey, USDA Farm Service Agency, Map data ©2020 100 ft

Measure distance
Total distance: 1,226.06 ft (373.70 m)

Illuminated Sign Details – Distance Comparison



Criteria 10-17-7-11

(A) The setback of the western wall of the building is significantly greater than any other business in the vicinity that presents a face to Santa Fe Drive

(B) The nighttime illumination of the sign will be in harmony with the existing environment of other signs that face Santa Fe Drive and are illuminated

(C) The height, location away from Main Street, and design of the wall sign is the minimum necessary to draw travelers attention to the sign at night without detracting from the experience of visitors to Main Street

Staff Recommendation:

- **Approval of proposed BOA Resolution 03-2020**

Options:

- Approval with Conditions
- Continuation of hearing or consideration to date certain
- Denial