



28 August 2019

Mr. Rob Zuccaro
Director of Planning & Building Safety
749 Main Street
Louisville, CO 80027

RE: Speedy Sparkle Car Wash
PUD Amendment #3 – Signage
CWA #18021

Dear Mr. Zuccaro,

As we understood at the 7-11-19 Planning Commission meeting, the Planning Commission granted Speedy Sparkle Car Wash a continuance to the 9-12-19 hearing date to modify the PUD Amendment #3 – Signage proposal to reflect discussions we had at this meeting. The following is a brief summary of our understanding of the Planning Commission meeting discussions:

1. Speedy Sparkle inherited the existing 10 sf of monument signage area that currently exists at the existing joint South Boulder Road monument sign.
2. Generally, the Planning Commission agreed the current 10 sf of signage for Speedy Sparkle is not adequate signage for this small business. Businesses need signage to stay in business.
3. Speedy Sparkle inherited the prior PUD conflict. This conflict consists of the existing South Boulder Road Monument Sign being built over the property line between Jiffy Lube and Speedy Sparkle. In which the King Soopers PUD granted an off-site monument sign and readjusted the allocation of sign areas. The original Car Wash PUD allocated a 50/50 shared sign area. The King Soopers PUD provide for an allocation of the shared sign area at 67% King Soopers, 16.5% Car Wash and 16.5% Jiffy Lube. Thus a 33.5% reduction of sign area for the Car Wash from their original PUD.
4. Speedy Sparkle has the largest property (between Speedy Sparkle, King Soopers Fueling Station and Jiffy Lube properties) with the smallest sign area allocated.
5. Speedy Sparkle should be allowed fair and equitable sign area.
6. LED messaging signage is not allowed.
7. Hecla Way monument sign height is too high at the proposed 9'.
8. Menu signs as presented are "Ok" with the Planning Commission and City Staff.
9. The Planning Commission generally agreed the steel beams presented as supports for the monument signs match the architectural features of the existing building architecture.
10. This PUD Amendment #3 – Signage will follow the current sign code (CDDSG – Commercial Development Design Standards and Guidelines) since the new sign code was not adopted at the time of application. General review of the new draft sign code should be considered.

The applicant has met with the City Staff and discussed the following:

1. The applicant is disappointed the Planning Directors limited meeting times during the continuance time frame, didn't allow the applicant time to meet the resubmittal continuance schedule for the 9-12-19 hearing date. The Planning Director has continued the Planning Commission hearing to the 10-10-19 hearing date. Reference the attached City Review Comments document. The applicant started discussions with the City on this PUD Amendment #3 – Signage just over (1) year ago.
2. South Boulder Monument Sign discussions:
 - Staff - Speedy modify their existing sign panel from 10 sf to 15 sf.
 - Speedy Sparkle – King Soopers existing two monument signs = 70 sf (property size is less then haft of Speedy Sparkle). Staff's recommendation for an extra 5 sf of sign area is not fair and equitable sign area for Speedy Sparkle. Staff contends that Gas stations are allowed larger sign areas than other businesses – the applicant sees no reference to this claim within the CDDSG – Commercial Development Design Standards and Guidelines. Reference the attached City Review Comments document. Also reference the attached City proposed signage study survey where the public preferred commercial monument signs to have a moderate increase in sign area and height above the 60 sf area and 12' height per the CDDSG.
 - Staff - Speedy gets their own monument sign to the east on their own property but needs to move the existing monument sign further west.
 - Owner – this current PUD Amendment #3 – Signage modification does not include any sign modifications for Jiffy Lube or King Soopers monument sign. Speedy Sparkle will grant Jiffy Lube and King Soopers a 10' easement around the existing South Boulder Monument Sign to resolve the existing PUD conflict and remove their existing sign panel. The City confirmed with the owner that this easement grant is the legal and appropriate solution to resolve the existing PUD conflict. Speedy Sparkle does not have the legal right to force other property owners to move their existing sign.
 - Staff - Speedy gets their own monument sign to the east on their property but leave the existing sign where it is. (not supported by the City)
 - Owner – with these current PUD modifications Speedy Sparkle has reduced their proposed-on property monument sign from the original proposed 48 sf to 40 sf and has removed the LED message panel. A concrete base was also been added. This monument sign is modest in size and is less than allowed in the CDDSG – Commercial Development Design Standards and Guidelines section 7.2.C.1 which allows for monument signs not to exceed 60 sf. Reference the drawings sheet A2.0 for confirmation the new Speedy Sparkle monument sign has no interference with the

existing King Soopers/Jiffy Lube monument sign with a site line of 550'. This drawing also shows no sign clutter on South Boulder Road with this new proposed Speedy Sparkle monument sign.

3. Hecla Way Monument Sign discussions:

- Staff – sign should be the max. height of the original PUD monument sign at 5'-2".
 - Owner – Lowered the original proposed sign height from 9' to the City requested 5'-2" height and decreased the sign area from the original proposed 22.5 sf to 17 sf. The building address numbers were added. This sign is located at the primary entry to the business and provides individual business identification and building address, per the CDDSG – Commercial Development Design Standards and Guidelines 7.5.A.2.

4. Menu Signs discussions:

- Staff – no discussions since the Planning Commission, Staff and applicant all indicate they are OK with the original proposed signs.

Staff has concerns that the community is not interested in Speedy Sparkle's two new proposed monument signs, one at South Boulder road and the other at Hecla Way. Thus, Speedy Sparkle took a survey sampling of their customers to determine what their thoughts are on the proposed signs. 203 customers responded in support of the proposed Speedy Sparkle monument signs. Please reference the attached survey description and the support of 203 customers for the proposed Speedy Sparkle signs.

Please reference the attached drawings reflecting the applicant's sign modifications proposal as referenced above.

With the above comments the applicant has addressed the Planning Commission and Staff discussions. The applicant believes their proposed business signage conforms with the City of Louisville middle of the road-built sign environment sign sizes and meets the current City sign code in the CDDSG – Commercial Development Design Standards and Guidelines. This current family of signs proposed for Speedy Sparkle are consistent and serve to identify, inform and direct the public to this business.

We believe this current PUD Amendment #3 – Signage modifications provide fair and equitable sign sizes for Speedy Sparkle Car Wash and request approval by the Planning Commission.

Sincerely,
Robert Kearney
Owner
Speedy Sparkle Car Wash - Louisville

Chip Weincek, AIA LEED AP
Principal Architect/Planner
CWA

attachments