



## Planning & Zoning Commission

### HARP-12-01

September 12, 2012

**To:** City of Pueblo, Planning and Zoning Commission  
**From:** Kelly Grisham, Planner  
**Through:** Jim Munch, Acting Director of Planning and Community Development  
**Location:** 115 E. Riverwalk  
**Applicant:** Gary Anzuini  
**Owner:** Eco Walk BOA  
**Legal Description:** Lot 4, Historic Arkansas Riverwalk Project, Filing No 1  
**Zone District:** HARP-1, Historic Arkansas Riverwalk of Pueblo Zone District - One

**Request:** Sign Plan approval.

#### Synopsis:

The applicant is requesting sign plan approval for wall signs located on the building at 115 E. Riverwalk, also known as the Eco Walk Building. The Eco Walk Building contains multiple businesses with some of the businesses not adjacent to South Main Street level; therefore, some of the businesses are not permitted signage at the street level. In addition, the signage for the HARP-1 Zone District is significantly lower than what is permitted in similar business zones. The HARP-1 Zone District is only permitted one-half (1/2) of a square foot per linear foot of the building façade; whereas, other business zones are permitted two (2) square foot of signage per linear foot of the building façade.

#### Analysis:

Based on the reduced amount of allowable signage on each face of the building, as well as the number of tenants that exist at this property, the applicant is requesting to designate several locations on the building as allowable sign panels, and allow for each floor of the building to be permitted a certain amount of signage on each face of the building. The applicant is requesting to be allowed 30 square foot of signage per floor on the Northeast and Southwest Facades (Parking lot and Riverwalk), and 15 square foot of signage per floor on the Southeast and Northwest Facades (Main Street and Grand Staircase), which equals just over one (1) square foot of signage per linear foot of building frontage, to be shared by the tenants located within the building, and to be located only within the approved sign locations as designated on the attached plan (minor protrusions outside of the permitted sign panel, up to 5% of the permitted sign area, may be allowed by the Planning Department, so long as the overall area is within the sign allowance). The Eco Walk Business Owner's Association (Eco Walk BOA) will determine which business is permitted to be located in each sign panel; the Planning and Community Development Department will only determine if the sign is permitted, but will not designate which tenant gets what sign on the building. In addition, several notes, listed below, have been added to the plan providing additional restrictions to the allowable signage on this property:

- Illuminated signs shall be reverse pan channel with recessed lighting.
- Non illuminated signs shall be individual letter with option of illumination by approved gooseneck light fixtures (dark sky spec).
- Corporate logos may be in illuminated backlit channels. Corporate logos cannot be box signs, the cabinet must contour around the logo.

- Banners, illuminated pan channel signs, pan channel signs on raceways, illuminated sign cabinets (except corporate logos) are *not* permitted.
- Window signs may have no more than 25% coverage, signs in glass doors may be no more than 15% coverage, of each window or door.

**Recommendation:**

Staff recommends Planning and Zoning Commission **APPROVE** HARP-12-01 with the following conditions:

1. The Planning and Community Development Department will not designate which tenant is permitted to use a particular sign.
2. The applicant must submit a letter of approval from the Eco Walk Business Owner's Association (Eco Walk BOA) for all proposed signs, prior to sign permit approval by the Planning and Community Development Department.
3. All signs must comply with the approved Sign Plan, including all notes contained on the Plan.

**Exhibits**

- A. Maps
- B. Photographs
- C. Sign Plan
- D. Application and exhibits

### HARP-12-01



Exhibit A. Aerial Overview



Exhibit B. Zoning Map

Weston Burrer  
Chair

Brian Lucas  
Vice Chair

Jeff Falletta



Planning & Zoning Commission

Chris Kaufman

Brandice Eslinger

Jean Latka

Raymond Seybold

**HARP-12-01**



**Exhibit C. Comprehensive Map**

Weston Burrer  
*Chair*

Brian Lucas  
*Vice Chair*

Jeff Falletta



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Chris Kaufman

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### HARP-12-01



**Public Notice Poster**



**Site location**



Southeast Elevation  
1/8" = 1'-0"

Northeast Elevation  
1/8" = 1'-0"



Northwest Elevation  
1/8" = 1'-0"

Southwest Elevation  
1/8" = 1'-0"

**NOTES:**

Each Floor of Building is permitted 30 sq. ft. on the Southwest and Northeast Elevations and 15 sq. ft. on the Southeast and Northwest Elevations. Signage must be located within the designated sign panels only.

Illuminated signs shall be reverse pan channel with recessed lighting.

Non illuminated signs shall be individual letter with option of illumination by approved gooseneck light fixtures (dark sky spec).

Corporate logos may be in illuminated backlit channels. Corporate logos cannot be box signs, the cabinet must contour around the logo.

Banners, illuminated pan channel signs, pan channel signs on raceways, illuminated sign cabinets (except corporate logos) are not permitted

Window signs may have no more than 25% coverage, signs in glass doors may be no more than 15% coverage.

115 E. RIVERWALK  
SIGNAGE

HISTORIC ARKANSAS RIVERWALK OF PUEBLO Sheet **A-6**

Lot 4 LLC

Date 4-14-09

Rev. 5-4-10

3-18-10

\*7-8-12

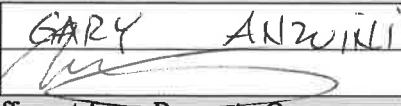
### HARP Application

Please type or **print** clearly. Illegible applications will not be accepted. Date Submitted: \_\_\_\_\_

<b>Contact Info</b>	<b>Property Owner:</b>		<b>Applicant (if different from property owner):</b>	
	Name: <u>ECO WALK BOA</u>		Name: <u>GARY ANZINI</u>	
	Address: <u>115 E. RIVERWALK</u>		Company:	
	City, State & Zip: <u>PUEBLO CO. 81003</u>		Address:	Zip:
	Phone: <u>(719) 251 6970</u>		Phone: ( )	Fax:
	Email:		Email:	
<i>The applicant will be the primary contact unless otherwise noted.</i>				
<b>Property Info</b>	Property Address:			
	Parcel No:			
	Legal Description: <u>HARP LOT FILING # 1</u>			
	Property Size: <u>6,000 SQ FT</u>		Zone: <u>HARP 1</u>	
<b>Project Information</b>	<b>General Information</b>			
	Name of business: <u>MIXED USE - MULTIPLE OCCUPANTS</u>			
	Provide a short description of the proposed work: <u>ESTABLISH GUIDELINES</u> (separate narrative as Attachment A also required) <u>FOR EXTERIOR SIGNAGE</u>			
	Scope of work: (Mark all that apply and attach a detailed description as Attachment A)			
	<input type="checkbox"/> New construction <input type="checkbox"/> Addition - % of existing _____ % <input type="checkbox"/> Modification <input type="checkbox"/> Paint: Please list colors: _____ <input type="checkbox"/> Paint removal <input type="checkbox"/> Awning <input type="checkbox"/> Replace or add windows or doors <input checked="" type="checkbox"/> Signs <input type="checkbox"/> Reroof <input type="checkbox"/> Demolition <input type="checkbox"/> Maintenance of stone or brick <input type="checkbox"/> Lighting <input type="checkbox"/> Other: _____			
	Location of work on building:			
<input type="checkbox"/> Front façade <input type="checkbox"/> Left side <input type="checkbox"/> Right side <input type="checkbox"/> Rear <input checked="" type="checkbox"/> Entire building <input type="checkbox"/> Roof <input type="checkbox"/> Other: _____				

(Continue Next Page)

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<b>Project Information</b>	<b>Existing Building Information</b>	
	Area?	17,200 SQ FT 4 STORIES
	Storefront width?	
	Height?	
	Materials?	
	Year built?	2011
	Is the building adjacent to the Union Ave Historic District?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	<b>Proposed Construction Information</b>	
	Area?	
	Height?	
Materials?		
Additional information regarding the specific request: DRAWING ILLUSTRATES POTENTIAL SIGNAGE LOCATIONS		
<b>Attachments</b>	<b>Attachment Checklist:</b>	
	<p>The following list of attachments are required to accompany all applications:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> A. Explanation of the request as described above. Be specific.</li> <li><input type="checkbox"/> B. Site plan detailing the request (See site plan requirements sheet).</li> <li><input type="checkbox"/> C. Applicable application, if any (i.e. Commercial site plan review).</li> <li><input type="checkbox"/> D. Photographs.</li> <li><input type="checkbox"/> E. Color samples.</li> <li><input checked="" type="checkbox"/> F. Additional information that you believe justifies the request.</li> </ul>	
<b>Terms</b>	By signing below, the Property Owner and Applicant are representing that each understands and agrees to the following terms:	
	<p>1. Authorized personnel from the City of Pueblo, are hereby granted the right to enter the subject property for the purposes of reviewing and processing the application, including Certificate of Occupancy Inspections.</p> <p>2. There are no known hazards or vicious animals present on the subject property.</p> <p>3. All information contained in this application, is true and accurate to the best of my knowledge.</p> <p>4. The City of Pueblo is under no obligation to approve the request contained in this application. No promises of approval are conveyed with the acceptance of this application.</p> <p>5. It is highly recommended that a licensed surveyor complete a property survey before any construction takes place. The property owner is responsible for any construction that takes place within the boundaries of their property. The city may require any construction built outside of the property legal boundaries or within any setbacks (by intent or error), to be removed at the owners' expense.</p>	
<b>Signatures</b>	<b>Property Owner</b>	
	Print Name:	GARY ANZWILLI
	Signature:	 Date: 8.7.12
	<b>Applicant, if different from Property Owner</b>	
Print Name:		
Signature:		
<b>Office Use Only</b>	<b>Zoning Compliance (Completed by City Staff)</b>	
	Application received by:	Date:
	Application checked for completeness by:	Date:
	Case Manager:	Fee Paid:
	Hearing date:	<input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Approved w/conditions
	Case #:	
		<b>Receipt:</b>