

BOULEVARD ONE DESIGN REVIEW COMMITTEE

April 21, 2022

Video/Audio E-Conference

Attendees:

Committee: Monty Force, Steve Lane, Carla McConnell, Steve Lane, Kevin Yoshida

CK Development: Nick Kitaeff, H McNeish

The meeting convened at 8:30 a.m.

- **Minutes Approval (3/3/22)**

A motion by Carla McConnell and seconded by Steve Lane was passed to approve the minutes from the March 3, 2022 meeting as presented.

- **Miscellaneous Updates**

- Nick reported that Chase has removed the decals from its Quebec window frontage
- Status of the Target dock door repair – There is a temporary fix in place and the replacement door is on order. The original door took five months for delivery. Nick was told that the February replacement order has a four-month lead time for delivery.

- **CK Development**

- **Amendment to the Comprehensive Signage Plan for The Exchange**

Monty commented that the CCD approved amendment to the CSP was not reviewed nor approved by the BDRC. The committee requested a comprehensive comparison of the changes to the document and have not received that information.

H introduced the topic of discussion by saying that he will indicate the modifications and compare them to any previous signage locations. The changes requested account for architectural and tenant specifics not contemplated with the original CSP.

Three of the four changes are on Lowry Blvd ground level and one on the north side.

- 1) The original CSP did not account for the unique canopy on the south side. The modification adjusts for a C.1 Canopy Sign to replace the previous W.1 Wall Sign.
- 2) Due to the unique balcony condition the amendment proposes an alternate W.1 Wall Sign location directly above the retail entrance or on the balcony face above the door, but not both. Proposal is also for W.1 Wall Sign in the east facing nook for potential use for any future tenant mix.

- 3) Adds an opportunity for future flexibility and consistency by adding a location for a W.1 Wall Sign for the end-cap retail space at the west end of the SW Building.
- 4) Proposal is on the north side above the public art for a W.1 Wall Sign rather than the original lower location that interrupts the art. For the first-floor tenant there is not much opportunity for signage with the artwork.

Committee Discussion (CK in bold)

Would #4 proposal replace any opportunity for a second floor tenant? **Office tenant signage opportunities are not in this location so there would be no interference with office tenant signage locations.**

Is there a possibility of locating #4 on the glass above the entry rather than on the upper level or on the projection closer to the entry? **The integrity of the glass would be impacted with any installation mechanics. The desire would be to give the merchant a larger signage impact at the second level location.**

There is a cacophony of visual activity with lights, signs, art. The Lowry Town Center is much quieter and calmer visually. **From a merchandizing perspective, the visual activity is desired. It should be pointed out that the planning was for five office tenants and with one tenant occupying the entire second level there is an overall reduction in second level signage.**

There should have been more coordination with the mural artist to include signage. However, #4 adjustment would eliminate one signage on the ground level and add one to the upper level.

Monty – He is not offended with the #4 sign at the upper level and not concerned with #s 1 and 2. He preferred to delay consideration on #3 until there is a change or shifts in tenancy with knowledge of those changes.

Steve – With the same reasoning from Monty on #3, he does not see any need for consideration for the #2 portion for an additional sign at the ground level east facing nook. He opined umbrellas sporting the logo in the Crisp & Green patio would attract business and wondered if they are regulated. Monty responded that he could not recall any Design Guidelines regulation in that regard.

Carla – asked for the W.2 locations on the upper level on Lowry Blvd. **CK responded there are only two.**

Jamie – He had no issues other than wondering if introducing future signage (#2 and #3) now is for efficiency since while in the process of making amendments. **Correct.**

Kevin – It has become complicated to review signage submittals without a working document that has been reviewed and approved by the DRC with a full understanding of all amendments. Monty agreed that the DRC has seen the CCD approved Amended CSP, but the DRC has not had a comprehensive comparison of all changes made to the document reviewed and approved. Kevin added that the only amendment that the DRC approved was relevant to the canopy for Logan House Coffee so that they could move forward with production of their signs prior to opening. **Nick said that they will work toward a clean document and indications of any deviations in the CCD approved Amended CSP. Immediate need is for Crisp & Green to obtain approval. Logan House Coffee obtained conditional approval contingent upon a full review and approval by the DRC of amendments to the CSP. Can there be conditional approval for the relocation of the W.1 sign relevant to the Crisp & Green signage submittal?** Kevin said the canopy signage for Logan House did not change any C.1 criteria. However, he is not comfortable moving forward without a consensus of what document to use for verification of compliance.

Monty said his recollection is that there was approval of the amendment necessary for Logan House, but that the DRC requested a comprehensive audit of CSP changes. **Nick agreed and thought this presentation today would be the comprehensive audit.** Kevin said there is also a tallying of signage for each tenant. Blue Sky and Kiddie Academy have installed signage with no prior review and approval. Reviews for new tenant signage proposals are pending submittal.

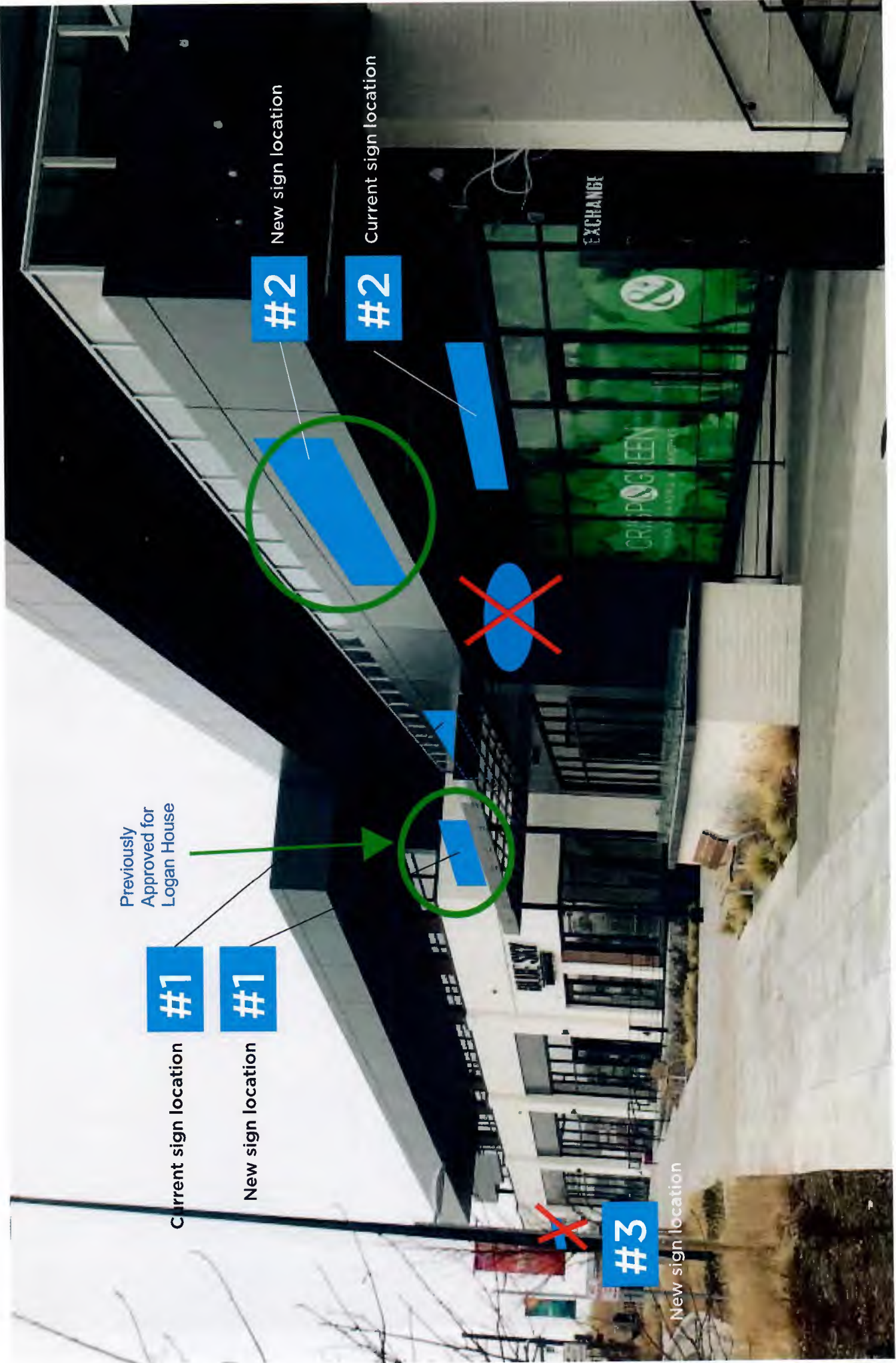
Monty said that there should be listing of all approvals as a starting point and showing any changes to the CSP text beyond the CCD approved Amendment for review by the DRC. **Information will be submitted to the DRC on May 12 in preparation for the May 19 regularly scheduled DRC meeting.**

A motion by Kevin Yoshida and seconded by Steve Lane was passed unanimously:

- 1) Approval of #1, removal of a W.1 sign and replaced with a C.1 canopy sign on the south side of the SW-B building for Logan Coffee House;**
- 2) Conditional approval of #2 for tenant signage submittal from Crisp & Green on the upper south side balcony face (rather than the current sign location above the store front); required submittal by May 12 for May 19 BDRC, of updated CSP and comparisons of changes to the previously approved document and a complete inventory of all installed tenant signage (including size and area calculations);**
- 3) #2 (east facing W.1 sign) and #3 for future sign consideration are removed from the proposal;**
- 4) #4 is deferred for research by CK on other location options.**

- **Adjournment**

The meeting adjourned at 9:55 a.m.



Previously
Approved for
Logan House

#1

Current sign location

#1

New sign location

#2

New sign location

#2

Current sign location

#3

New sign location

EXCHANGE



CRIPPO GREEN