



800 15th St.

Request:

- *from* D-C, U0-1
- *to* D-TD, U0-1

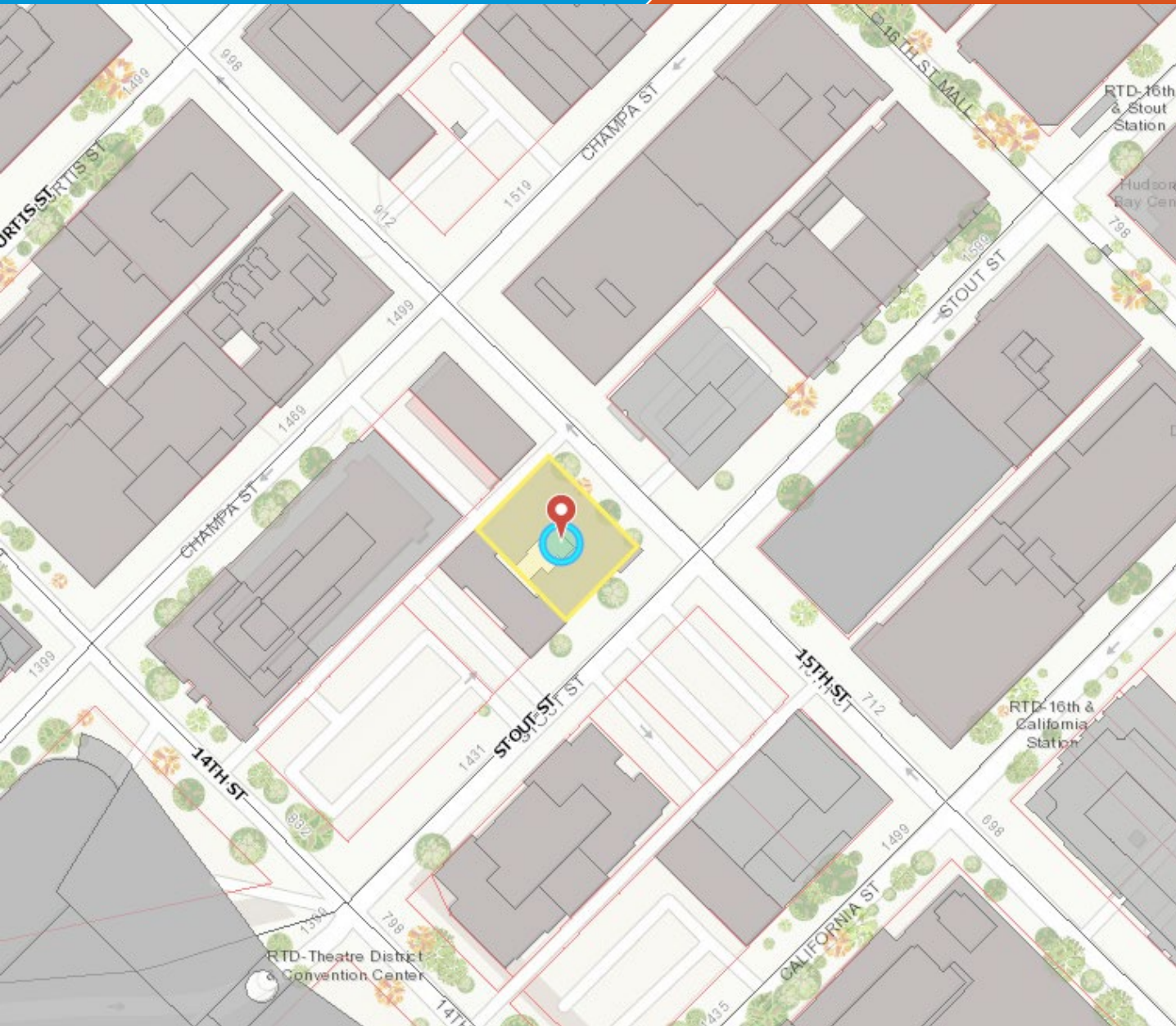
Date: 08.19.2025

Case Manager: Matthew Bossler

Presentation Agenda

- Request
- Location and Context
- Process
- Review Criteria





Application Request

- Property:
 - 0.29 Acres
 - Corner property, Mid-rise
 - 15th St and Stout St.
 - Aloft Denver Downtown (Hotel)
- Rezone
 - from D-C, UO-1
 - to D-TD, UO-1
- Requesting rezoning to “allow the construction of electronic message center signage (**Digital Signage**) that will serve as a gateway to the Denver Theatre District.”

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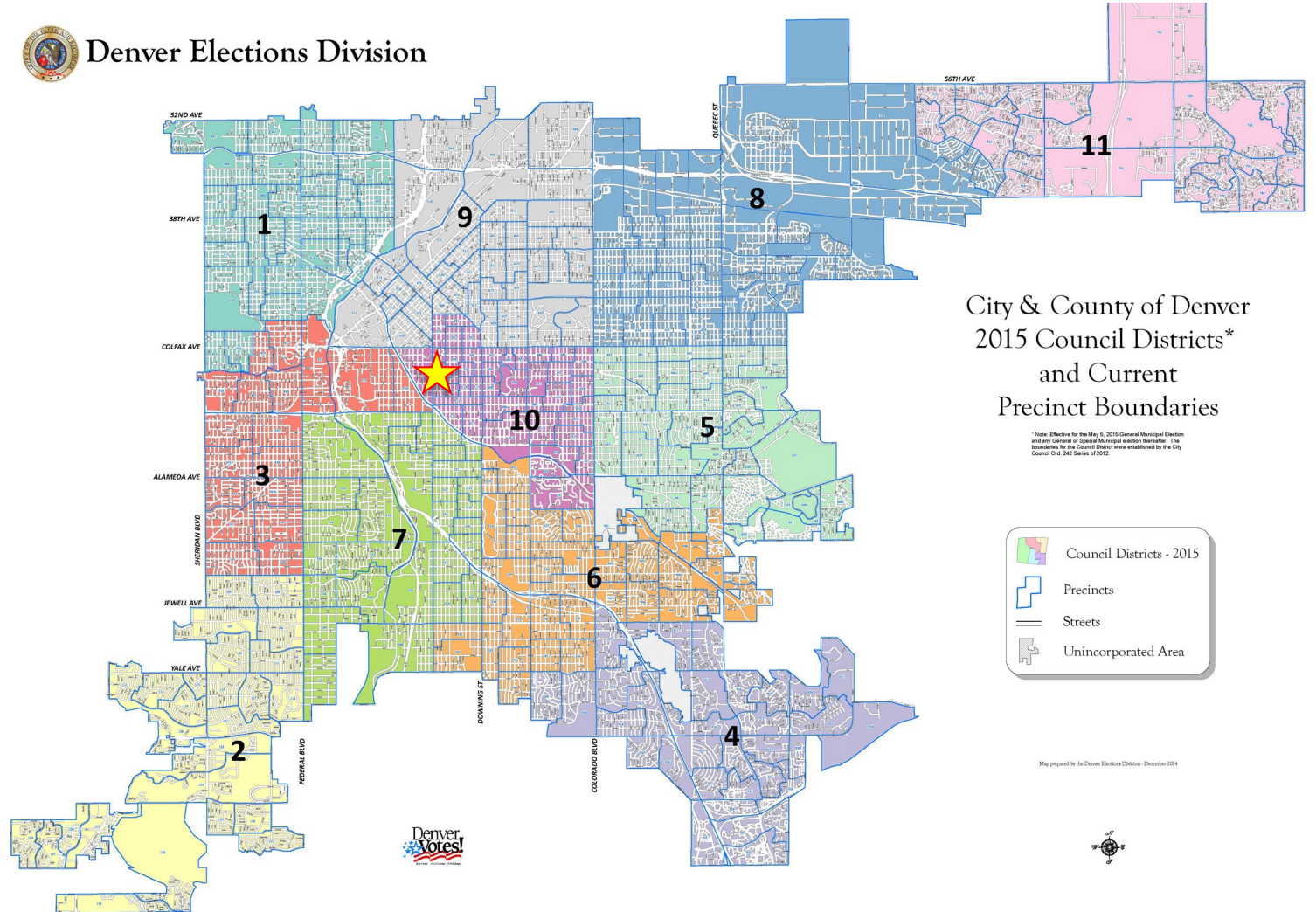
Location

Council District 10

- Councilperson
Chris Hinds

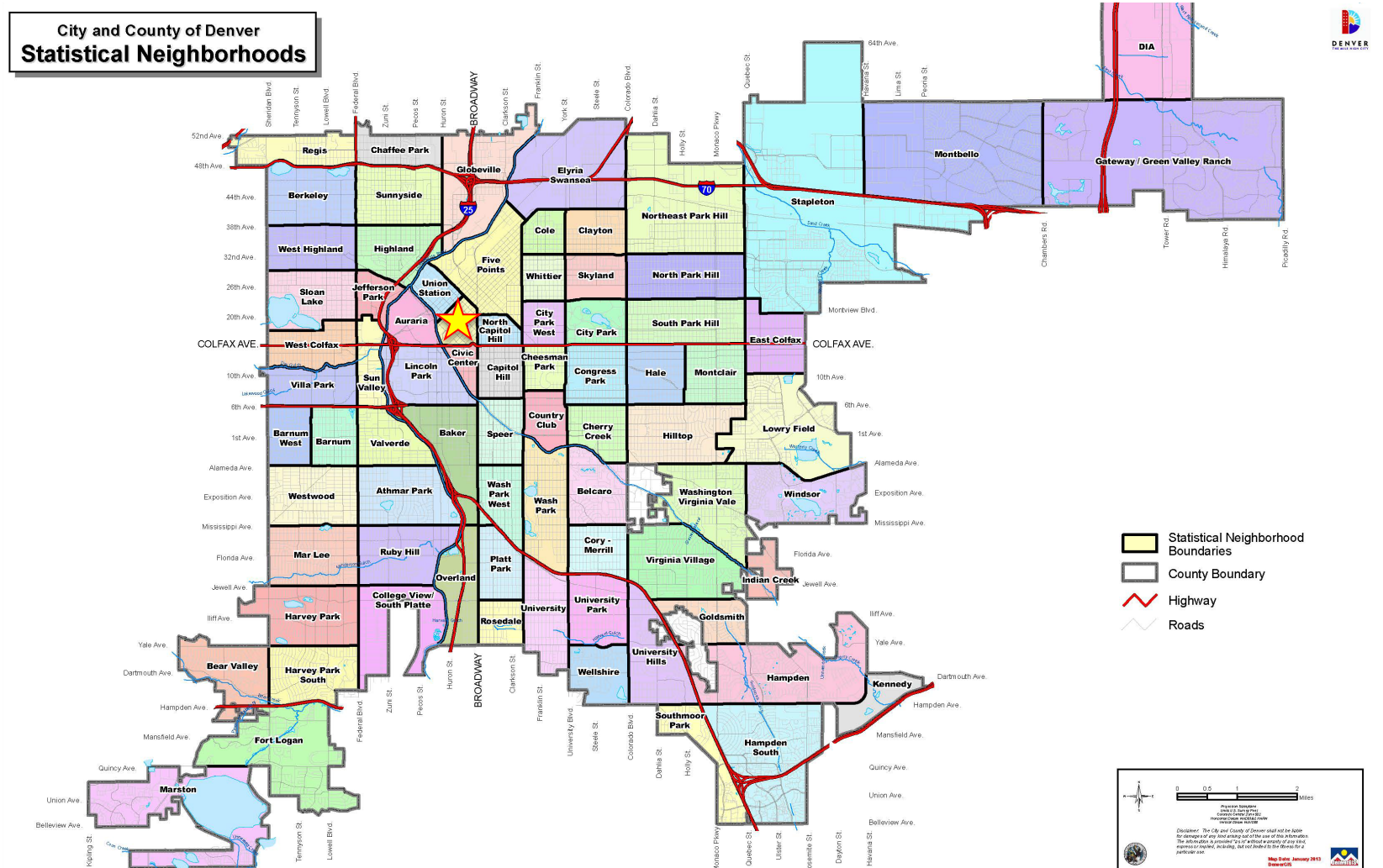


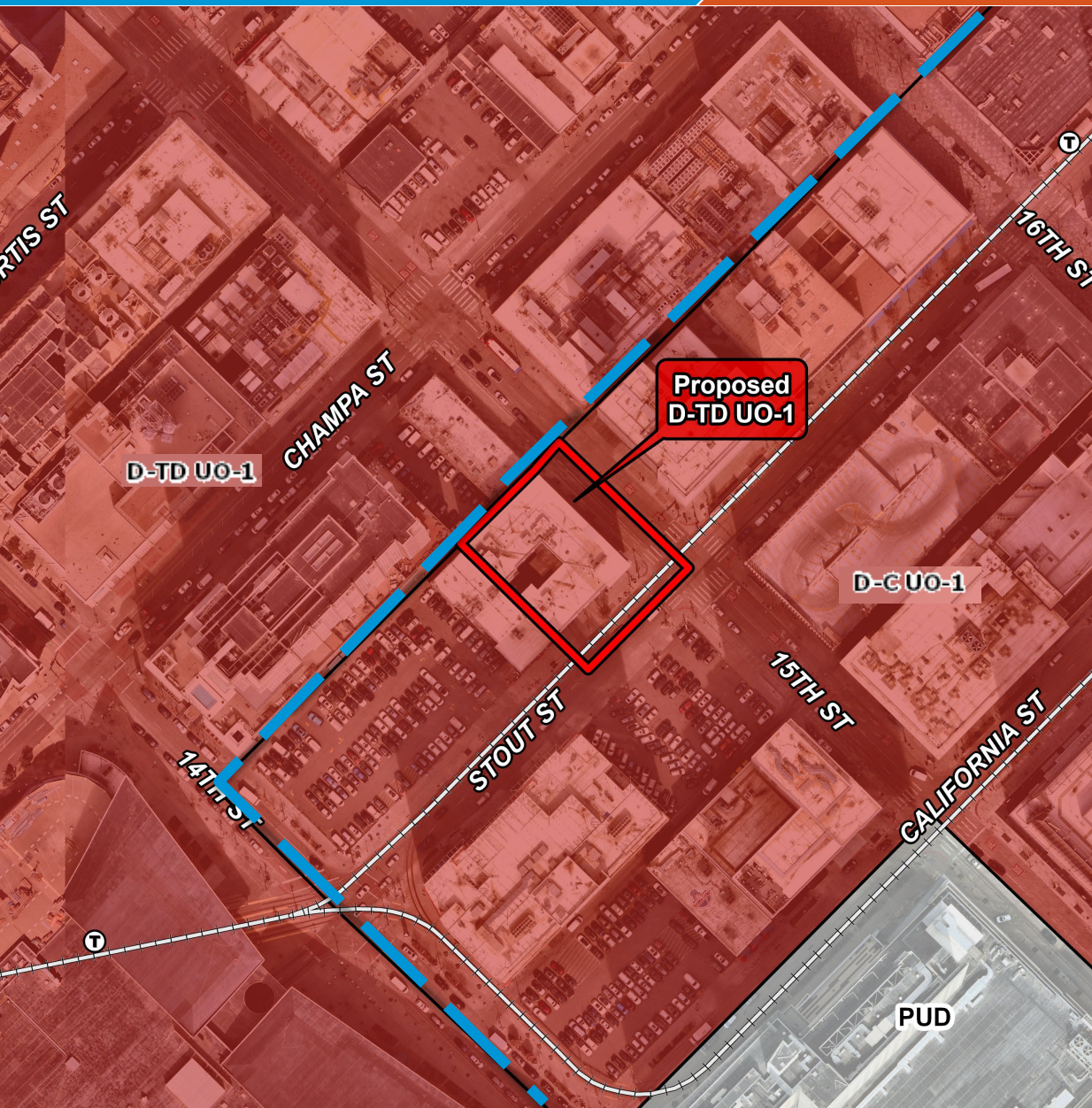
Denver Elections Division



Location

Statistical Neighborhood: Central Business District







Existing Zoning

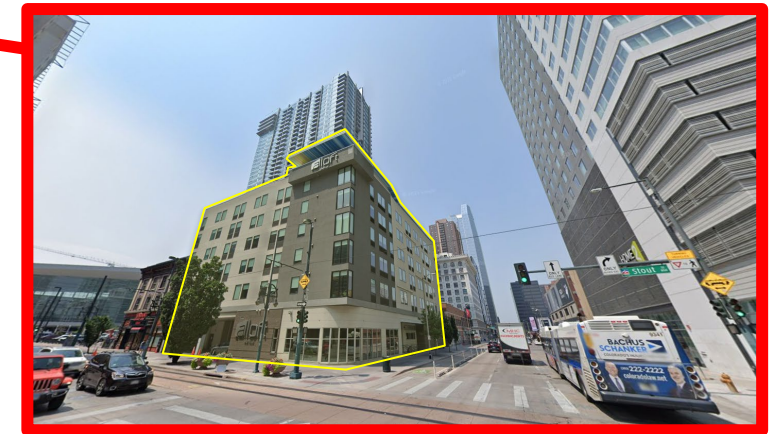
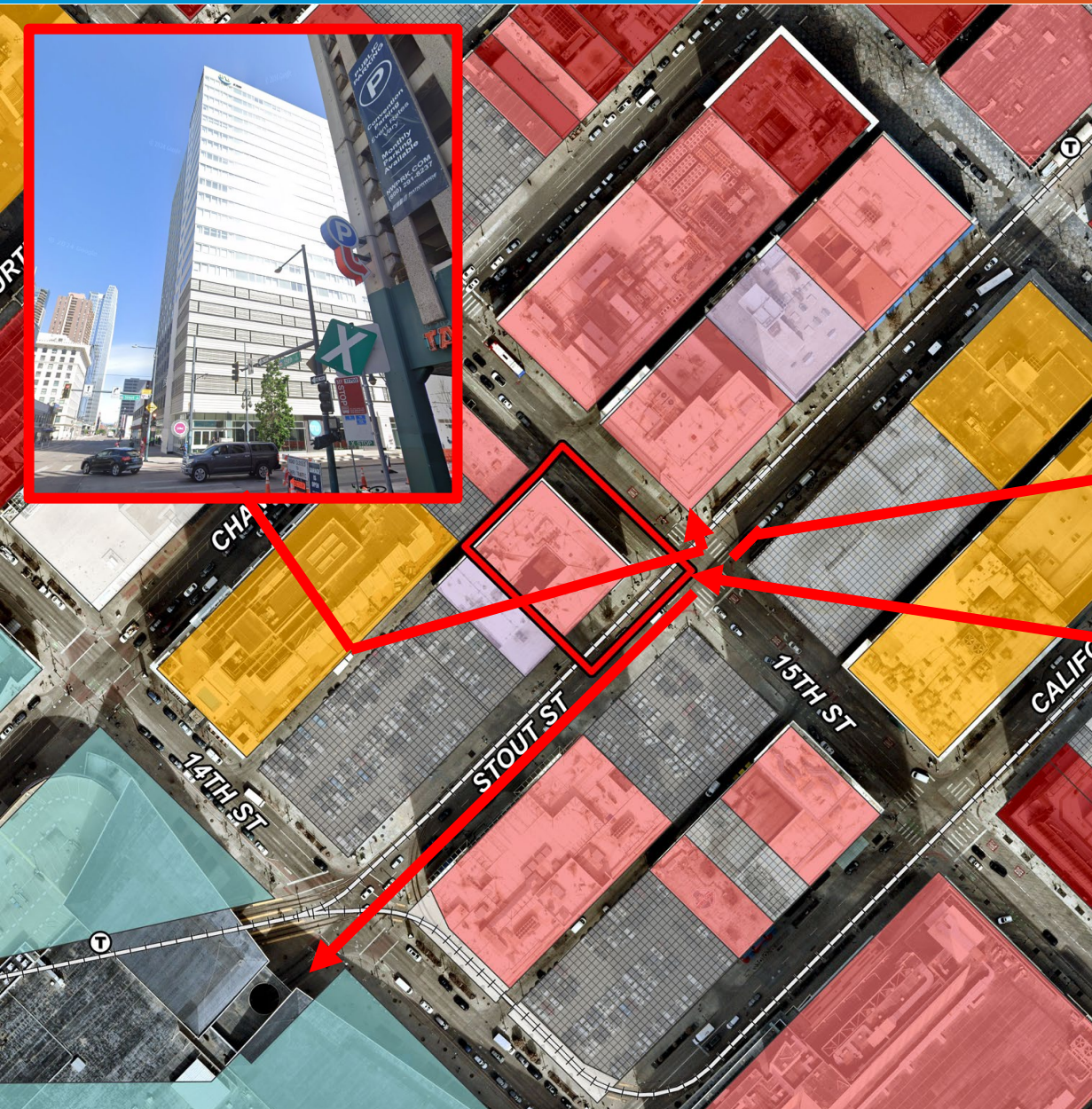
D-C, UO-1

- **Downtown - Center**
 - Does not allow off-site ads
 - Otherwise nearly identical to D-TD
- **UO-1 (Adult Use Overlay)**
 - may be maintained or dropped per applicant preference

Existing Zoning

-  Downtown (AS, C, CPV, GT, LD, TD)
-  Former Chapter 59 Zone

Existing Context – Land Use, Bldg. Form & Scale



Existing Land Use

- Multi-unit Residential
- Commercial/Retail
- Office
- Entertainment/Cultural
- Mixed-use
- Parking
- Vacant

Existing → Proposed Zoning – signs

- Existing (D-C) and Proposed (D-TD) zoning are same except for sign allowances
- Special signs are allowed in the proposed D-TD zone district
- Special signs in D-TD must conform with a district sign plan



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Process

- Informational Notice: 6/13/25
- Planning Board Notice: 7/22/25
- Planning Board Public Hearing: 8/06/25
- CPH Committee: 8/19/25
- City Council Public Hearing (tentative): 10/6/25

Planning Board Public Hearing

- Planning Board recommended approval on a 7-2 vote.
- Discussion centered on the off-site advertising allowance granted by D-TD and if signs should be considered a high-quality urban design element and community benefit
- Hope expressed that the forthcoming Downtown Area Plan amendment will provide more guidance and that a proactive city-led rezoning to D-TD could reduce the need for individual applicant rezonings

Public Comments

- Staff has received no public comments to date
- Applicant has received letter of support from Upper Downtown Neighborhood Association

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Review Criteria

1. Consistency with Adopted Plans
2. Public Interest
3. Consistency with Neighborhood Context, Zone District Purpose and Intent

See *DZC 12.4.10.7*

Review Criteria

1. Consistency with Adopted Plans

- *Comprehensive Plan 2040*
- *Blueprint Denver*
- *Downtown Area Plan*

2. Public Interest

3. Consistency with Neighborhood Context, Zone District Purpose and Intent

Review Criteria: Consistency with Adopted Plans

Comprehensive Plan 2040

- *Strong and Authentic Neighborhoods Goal 2 – Enhance Denver’s neighborhoods through **high-quality urban design*** (p. 34).
- *Economically Diverse and Vibrant, Goal 7 - Accelerate Denver’s **economic vitality through arts, culture and creativity*** (p. 47)
- *Economically Diverse and Vibrant, Goal 8 - **Expand participation in arts and culture** and ensure that arts and culture are accessible to all.* (p. 48).





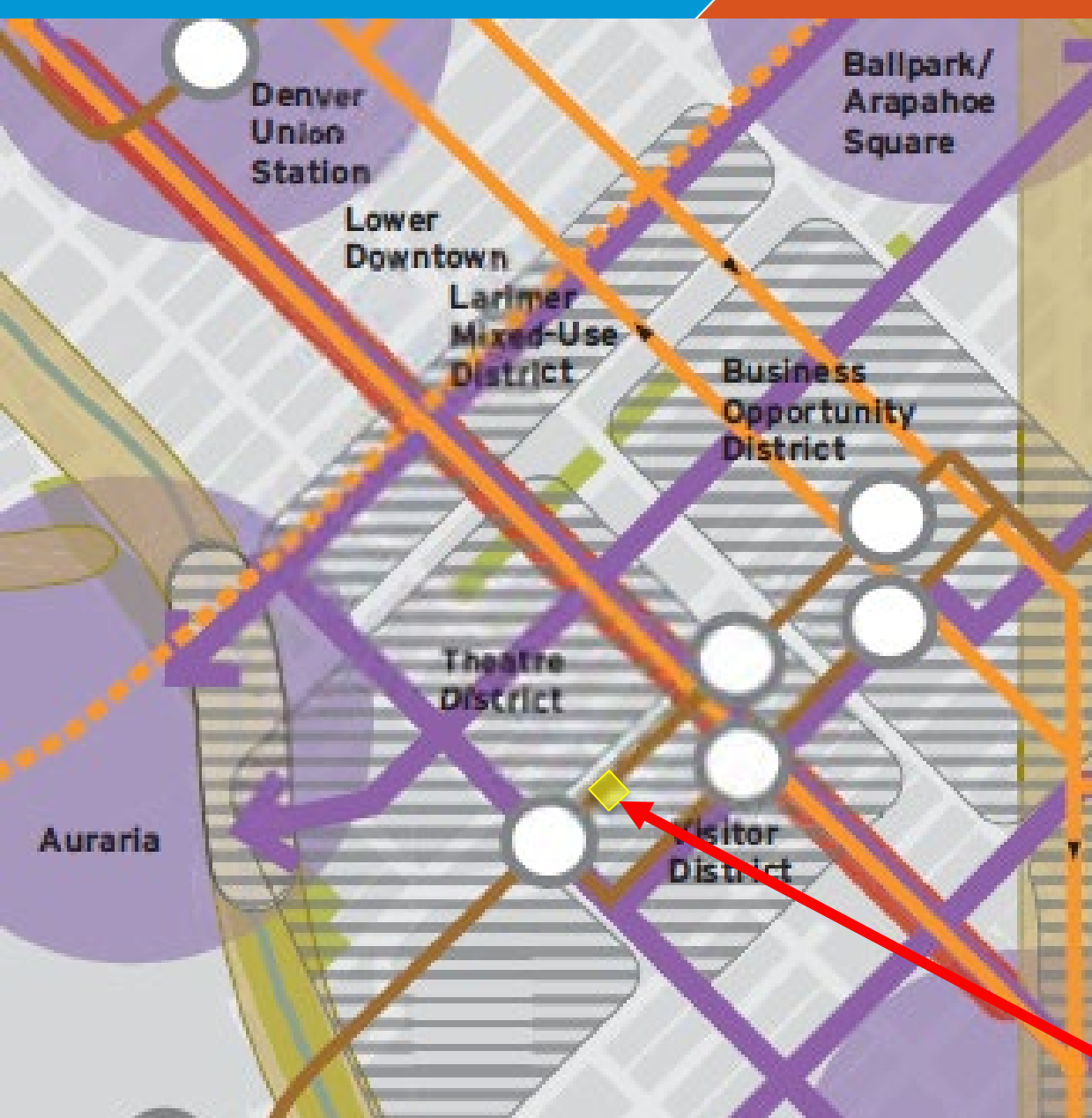
Blueprint Denver – Consistency Summary

- Neighborhood context: Downtown
- Future Places: Regional Center
- Future Street Type: Downtown Arterial
- Growth Areas Strategy: Regional Centers
- Goals: Quality of Life Infrastructure, Land Use and Built Form

Future Places

Centers

■ Regional Center

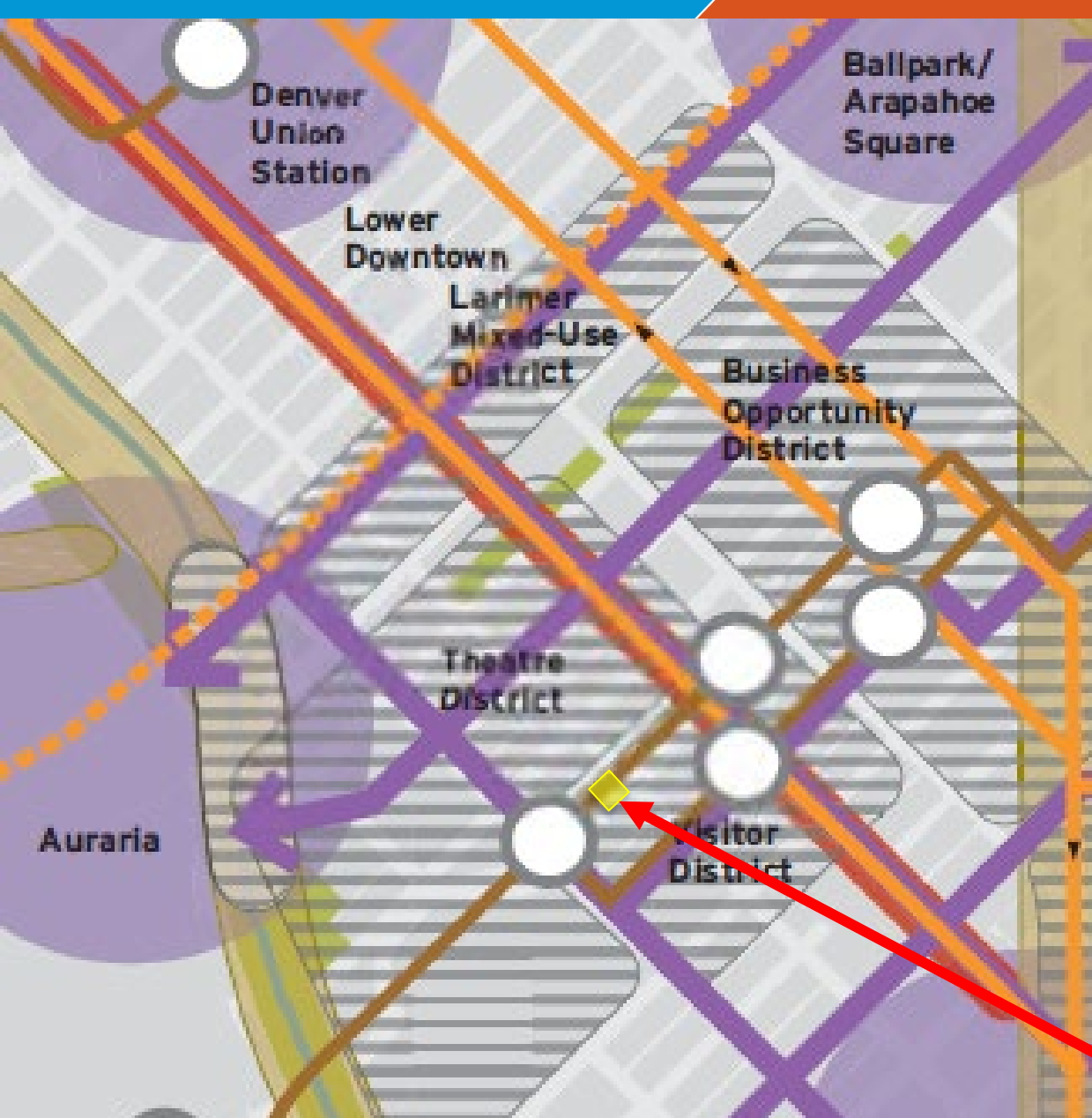


Downtown Area Plan (2007) - SUMMARY

A2: Energizing the Commercial Core

- “Establishment of...Theatre District...central axis along Curtis St....connects 16th St Mall to DCPA...will have enhanced signage, venues for outdoor cultural events, and arts-related commercial activities.”

SUBJECT PROPERTY



Downtown Area Plan (2007) - SUMMARY

A1: The Downtown of the Rocky Mountain Region

- “Create a **brand identity**”
- “**Arts...as key economic driver**”
- “**expand...clusters of world-class arts**”

SUBJECT PROPERTY

Review Criteria

1. Consistency with Adopted Plans

- *Comprehensive Plan 2040*
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- *Downtown Area Plan*

2. Public Interest

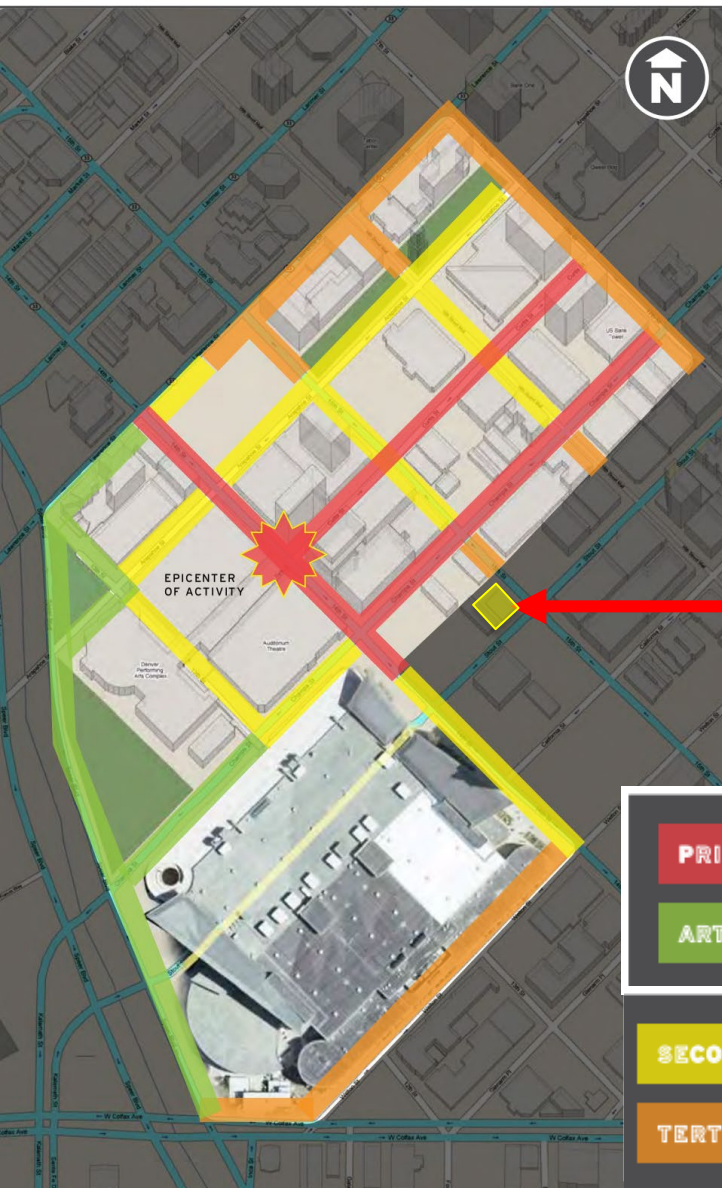
3. Consistency with Neighborhood Context, Zone District Purpose and Intent

CPD Recommendation

CPD recommends approval, based on finding all review criteria have been met

1. Consistency with Adopted Plans
2. Public Interest
3. Consistency with Neighborhood Context, Zone District Purpose and Intent

Appendix slides



Proposed Zoning – signs

DZC 10.10.15 – Sign Plan for D-TD

- Planning Board review criteria:
 - No adverse impacts on nearby residences
 - Only above the first floor
 - Complementary to building architecture
 - “Exciting, iconographic, and inventively illuminated”
- Off-premise advertising – **15% of gross revenue to DTD for public good**

SUBJECT
PROPERTY

PRIMARY ACTIVITY

ARTS RELATED SIGNS ONLY

SECONDARY ACTIVITY

TERTIARY ACTIVITY

Downtown Area Plan (DAP) Update

- Considering Theater District expansion beyond current/2007 DAP extents
- Public review draft released 08/04/2025

