

MEMO

Date: 2 January 2018
To: City of Louisville, Colorado
From: Robert Kearney, Owner
Project: **PUD Amendment #3 - Signage**
Re: Speedy Sparkle Car Wash, Jiffy Lube and King Soopers Fuel Station – Signage

History

The original PUD for the Black Diamond Car Wash provided for a shared monument sign. This PUD allocated ½ the space to the car wash and ½ the space to the property which now includes Jiffy Lube and King Soopers Fuel Station.

Upon King Soopers' development of its site a PUD was required by the City and included the same monument sign on S Boulder Road, however, the sharing of the sign was dramatically changed, providing the bulk of the space to King Soopers' gas prices.

In addition, the signage allocated to the car wash property along Hecla Way was never installed. The super small face of the sign probably made it unreadable and therefore, ineffective information for a passing motorist. Speedy Sparkle proposes a solution in the same footprint as the original sign, but in a format that can be read by a Hecla Way Motorist.

Issues and PUD Conflicts

Recorded PUD Conflict Resolution Agreeable to All parties:

The City of Louisville approved the same sign to be shared in a different manner during two different PUD submissions and did not obtain a signature consent from Black Diamond Car Wash on the PUD document filed for the King Soopers Sign PUD document.

In the case of the King Soopers sign, it is both an "off premises" sign and in conflict with the original PUD. It violates the use of the sign according to the Black Diamond Car Wash signage portion of the PUD, which was recorded against both properties.

The opportunity is to rectify the conflict between the two PUD documents, one covering both properties and the other only affecting the King Soopers/Jiffy Lube property and violating the PUD for the Car Wash property.

None of the parties' benefits from the PUD conflict and now have an opportunity to bring the signage up to modern standards agreeable to all parties with both adequate size space for the signage and LED informational screens, which allow varied messages of interest to consumers.

Owner Proposes a Winning Solution for All

There are a number of solutions available for correcting the conflict between the separately recorded PUD's and their treatment of the signage. Fortunately the PUD process allows the flexibility to resolve this conflict created by the old PUD. The goal is to minimize the disruption, expense to each of the three businesses, resolve past PUD conflicts and to improve the visibility of the signage for the businesses along S. Boulder Road.

Kroger/King Soopers, the Jiffy Lube franchisee and Speedy Sparkle Car Wash - Louisville all encourage the City to support our plan to resolve this issue by increasing the size of the allowed sign on South Boulder Road, which will resolve the issue/conflict and allow all of us better exposure to the traffic.

The mock up attached shows an allocation of the space equitably to each of the three businesses, maintains a single monument sign, improves the visibility of the signage improving traffic safety, provides LED gas price readout screen and allows an LED option on the sign face for any of the three parties who may choose to adopt this modern technology. This solution also allows Kroger/King Soopers to retain its gas price sign (we all support this outcome), rather than forcing them to reduce their sign area and deal with off premises sign issues.).

By resolving the problems of conflicting signage allowances under the PUD we will see that not one of the three businesses is shortchanged.

Catch Up Signage Issues for Speedy Sparkle Car Wash – Louisville:

Confusion regarding the menu boards for customers to select a wash in advance of the payment terminals lead to us not including them in the original administrative PUD amendment. Graciously, Louisville's staff simply asked us to deal with these on this PUD Amendment #3 – Signage.

First, the payment terminal menu signs are shown on an attached site plan. They are a vital and fundamental part of the customer service process. We would like to include them on this PUD Amendment #3 that will be required above, resolving the PUD conflict.

Second, the original sign along Hecla Way was probably never installed due to its size and extraordinarily small size. We have an alternative which will have the same footprint and location, but will be taller, allowing a readable sign along the access road. This allows use of the sign space originally allocated to signage in a way that will be helpful to motorists and the business. This Speedy Hecla Way monument sign's small footprint remains much smaller than all the signage on the adjacent fuel center or the NAPA store, but we feel fits adequately for this roadway and provides visibility from Plaza Drive roadway.