



CREATIVE SIGN PERMIT APPLICATION

448 East First Street, Suite 112
Salida, CO 81201

Phone: 719-530-2626 Fax: 719-539-5271

Email: planning@cityofsalida.com

A. GENERAL INFORMATION

Name of Applicant: Rivian Automotive, LLC. / Karen Heini (If the applicant is not the owner of the property, a letter of consent from the owner is required.)

Mailing Address: 14600 Myford Rd., Irvine, CA 92606, USA

Telephone Number: 248-376-1322 (Karen Heini) Email: kheining@rivian.com

Site Address: Safeway, 232 G St, Salida, CO 81201 (back of building)

Disclosure of Ownership: Safeway (May be in the form of a current certificate from a title insurance company, deed, ownership and encumbrance report, attorney's opinion, or other documentation acceptable to the City Attorney)

B. APPLICATION CONTENTS (City Code Section 16-10-90(d))

- ☒ 1. **Creative Sign Permit Application.**
- ☒ 2. **Scaled Sketch Plan** showing dimensions of signs, sign type, sign height and type of illumination.
- ☐ 3. **Structural Engineer Certification** for signs projecting over the right of way.
- ☒ 4. **Location.** A scaled site plan identifying the proposed location of the sign(s) and the location of all other existing signs on the building or parcel.
- ☐ 5. **Public Notice.**
 - a) List. A list shall be submitted by the applicant to the city of adjoining property owners' names and addresses. A property owner is considered adjoining if it is within 175 feet of the subject property regardless of public ways. The list shall be created using the current Chaffee County tax records.
 - b) Postage Paid Envelopes. Each name on the list shall be written on a postage-paid envelope. Postage is required for up to one ounce. Return Address shall be: City of Salida, 448 E. First Street, Suite 112, Salida, CO 81201.
 - c) Applicant is responsible for posting the property and submittal of notarized affidavits for proof of posting the public notice.
- ☒ 6. **Application Fee** - \$100.00 cash or check payable to the City of Salida

C. DEVIATION REQUESTED

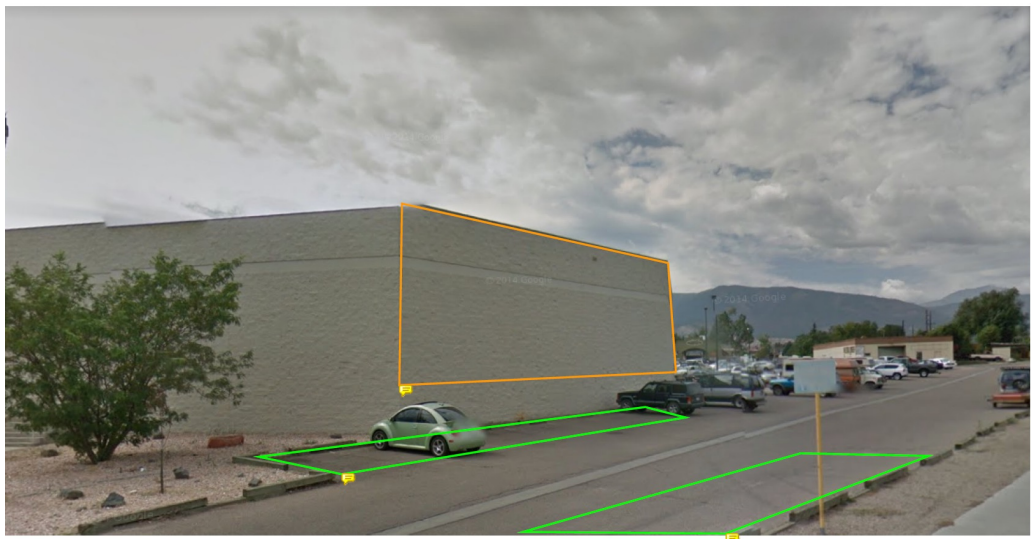
1. What design standards differ from the provisions of sections 16-10-50 and/or 16-10-60?

- | | | |
|---|--------------------------------------|---------------------------------------|
| <input checked="" type="checkbox"/> Sign Area | <input type="checkbox"/> Height | <input type="checkbox"/> Illumination |
| <input type="checkbox"/> Sign Type | <input type="checkbox"/> Other _____ | |

16-1-50 (d)

Mural painting

70' long x 20' high = 1,400 square feet of wall space



D. SIGN SIZE

First Floor: (linear lot frontage) x 1.0 = sq. ft. sign area permitted

Additional Floor: (linear lot frontage) x 0.5 = sq. ft. additional sign area permitted

Total sign area permitted

Total sign area requested

E. SIGN TYPE

SIGN TYPE	NUMBER	SIGN AREA	HEIGHT*	ILLUMINATED **	
Pole Sign				Yes	No
Monument/Ground Sign				Yes	No
Projecting Sign				Yes	No
Wall Sign	1	70'	20'	Yes	No
TOTAL	1	1,400			

NOTES:

* Height is measured from the top of a sign to grade.

** Illumination standards are provided in both Table 16-M and Section 16-8-100, Illumination Standards.

Any sign which projects over a right-of-way in such a manner that it may cause a danger to the public shall have supports, hangers or fasteners certified by a Colorado licensed structural engineer.

F. REVIEW STANDARDS (City Code Section 16-10-90(e))

- Impact Review Standards.** Please indicate the impact of the proposed sign. No sign shall be approved that the Planning Commission finds: will have an adverse impact on adjacent properties; or, creates a dangerous situation; or, distracts from the important architectural, natural or historic features of the building or neighborhood in which the sign is displayed.

There are no negative impacts from the mural installation, in regards to business or resident safety, or from a design aesthetic.

2. **Design Review Standards.** In addition to the Impact Review Standards, to approve a sign under the Creative Sign process, the Planning Commission must find that the unique and creative design of the sign will meet standards a, b, and c or standard d. Answers may be provided on an attached page.

- a. **Substantial Aesthetic Improvement.** Explain how the proposed sign constitutes a substantial aesthetic improvement to the site and has a positive visual impact on the surrounding area that justifies departure from the parameters of Section 16-10-50 and /or 16-10-60.

The building rear exterior wall is currently rough brick, painted light gray.

The mural installation will add beautiful color, and richness to the parking lot space behind the Safeway building, and add visual interest to those passing along the Monarch Spur Trail.

- b. **Creative.** Explain how the proposed sign utilizes or enhances the architectural or historic elements of the building or location where it is displayed in an historic, unique and/or creative manner that justifies departure from the parameters of Section 16-10-50 and/or 16-10-60.

The mural art will incorporate artistic elements and storytelling about Salida, that could include interpretations of people, the region and the natural environment. The mural will celebrate the spirit of adventure, environmental stewardship, and the spirit of the local community.

- c. **Strong Artistic Character.** Explain how the proposed sign provides strong artistic character through the imaginative use of design, graphics, color, texture, quality of materials, scale and proportion, character and identity of the area in which it is displayed.

The mural will be inspiring, colorful, thoughtful, inclusive, celebrate local culture, well - designed, and easy to maintain.

While the mural will be adjacent to the Rivian charging location, there is no intention for any company branding on mural.

- d. **Visibility.** Is the site constrained by topography, landscaping, existing buildings or unusual building design such that visibility of the sign from multiple directions is substantially blocked? If so, please explain.

No known obstructions to mural visibility.

I/We certify that the information and exhibits herewith submitted are true and correct to the best of my/our knowledge.

Signature of applicant/agent: Karen Heining Date 6/8/21

STAFF USE ONLY

Application received by: _____ Date/Time: _____ Receipt #: _____

Code: _____ Project Name: _____ File Name: _____

Fee: _____ Completeness Review: _____