



## University Of Colorado Design Review Board Meeting Minutes

Date: Thursday, August 13, 2015  
Time: 9:00 a.m. – 2:00 p.m.  
Location: Conference Rooms 501 and 502, 1800 Grant Street, Denver, Colorado

**DRB members present:** Don Brandes, Rick Epstein, Victor Olgay (by phone), Michael Winters, Teresa Osborne (ex officio), and Andre Vite, Campus Representative

Mr. Brandes, Chair, determined a quorum and called the meeting to order at 9:05 a.m. Introductions of DRB members and guests were made.

### **9:00 - 10:00 CU Anschutz Medical Campus Tertiary Monumental Signage - Concept Design**

Architect(s): Dig Studio, Denver, Colorado

Presenter(s): Bill Vitek, Dig Studio

Todd Kreinbrink, Dig Studio

Description: Conceptual schemes for three monumental signs intended for the western portion of campus will be presented

### **Campus/Consultant Attendance:**

Suzann Ruedeman, Project Manager, Assoc. AIA, Denver – Anschutz Medical Campus; Linda Money, CU Real Estate Services, CU System Employee / DRB note taker.

### **Concept Design Presentation to the DRB:**

Mr. Vitek presented various design concepts, content and site plans and photo simulations for tertiary monumental signage proposed for three locations on the western side of the Anschutz Medical Campus; and a campus map indicating specific placements for each sign. Two options, a blade design and a curved design, were presented for two locations off of Peoria Street and a blade design was presented for a location off of Quentin and Montview Streets. All options presented were consistent in design and materials with the existing monumental signage at the Anschutz Medical Campus. Dimensions for the proposed blade signage are approximately 6' in height and 29' in length, and for the curved signage, slightly under 7' in height, approximately 36' feet in length end to end with a 21' radius on the curve of the arc. Direction had previously been given to Dig Studio by the Anschutz team to not design anything whereby construction would be disruptive to existing utility services at any of the three locations. The proposed blade signs were double-faced, while the curved signs were single-faced. Lighting options for the two signage designs were also discussed. The Board expressed concerns about the scale of the curved design vs. utility services and sidewalk placement for the proposed locations.

Winters moved for approval of the conceptual design based upon the recommendations provided by the Board to be incorporated into the designs before the next Board review. Epstein seconded the motion which unanimously passed. These recommendations are as follows:

- Work with Anschutz staff to further explore a curved sign for the southeast corner of the intersection of Peoria Street and East Montview Boulevard. Explore refining the placement and dimension of the sign, determining if the curve of the sign can be made to more closely mirror the curvature and tangent of the existing sidewalk while remaining within the confines of the existing utility locations and/or determining if the sidewalk could be altered to accommodate a redesign of the curvature of the sign while taking into consideration the possibility that signage at this location may become a precedent for future signage requirements on other corners of this intersection and, as such, consider treating the design for the signage, lighting and landscaping for this location slightly differently than the other two locations also being discussed and return to the Board with an updated combined schematic and DD plan;
- Develop a combined schematic and DD plan for review at the next DRB meeting for the placement of blade signs at the northeast corner of the intersection of Peoria Street and East 17<sup>th</sup> Avenue and at the southwest corner of the intersection of Quentin Street and East Montview Boulevard which should include specific details regarding location, lighting, landscaping and confirmation of the utility locations.
- Meet the Board for a site visit to review the placement and size of mock-up signage for each location.

The Board indicated that it would review these recommendations with President Benson soon in order to obtain his input and would forward this information to the architects prior to the next meeting.

**10:00 - 11:00**

**Sie Research Building Signage (RC2) – Consent Agenda Item**

Architect(s): TBD

Presenter(s): Andre Vite

Description: Donor recognition signage for the Sie Building (Research Complex 2) will be presented for approval by the Board.

**Campus/Consultant Attendance:**

Scott Arthur, Vice Chancellor for Advancement, Denver – Anschutz Medical Campus; Linda Money, CU Real Estate Services, CU System Employee / DRB note taker.

**Consent Agenda Item:**

Mr. Vite introduced this consent agenda item by indicating that the proposal is to rename the Research Complex 2 (“RC2”) Building on the Anschutz Medical Campus the Sie Research Building (“Sie Building”) in recognition of a substantial naming gift from a donor to the university and update the signage on the building accordingly. The proposal is being presented to the Sie family for its review and approval during the week following the Board meeting.

The proposal presented to the Board includes:

- Installing type 1 primary building identification signage on the north and south façade of RC2 which reads “Sie Research Building” for the top line of lettering and “University of Colorado Anschutz Medical Campus” in smaller 8” type on the second line of lettering immediately below the top line to the right of the interlocking CU logo, such signage to be in the same size, medium and typeface as is consistent with other building signage located on the Anschutz Medical Campus;
  - Note: After preliminary review of the proposal being presented to the Board, Mr. Vite indicated that the proposal is being modified so that on the type 1 primary building identification signage, the second line of 8” lettering would be removed as it was felt it would not legible at the scale being proposed. Mr. Vite also noted that the type 1 building identification signage would not be illuminated.
- Update the type 2 secondary entry signage including 10” to 15” lettering for pedestrian scale signage at the major entries of RC2 with the new Sie Building name;
- Update the tertiary tombstone vehicular wayfinding signage with the new Sie Building name; and
- Update the door graphics throughout the building with the new Sie Building name.

Mr. Arthur noted that this signage proposal is being completed along with parallel guidelines for recognition and that these changes were not being proposed as a singular event. The Board and Mr. Arthur discussed the potential need for creating naming signage guidelines. The Board also felt the Sie signage proposal was establishing an appropriate precedent.

Epstein moved approval of the four components for the Sie Building signage as proposed with the changes on the type 1 primary building identification signage as discussed which include removing the secondary 8” line of text and moving the entire sign down the side of the building slightly so it is balanced between the existing windows of the top floors. Winters seconded the motion which unanimously passed.

**11:00 - 12:00**

**Liniger Building at CU South Denver/Exterior Signage Proposal –  
Consent Agenda Item**

Architect(s): TBD

Presenter(s): Andre Vite

Lisa Douglas, Vice Chancellor, South Denver

Description: Additions and revisions to existing signage will be presented for DRB comments prior to submission to Shea Properties later this month.

**Campus/Consultant Attendance:**

Linda Money, CU Real Estate Services, CU System Employee / DRB note taker.

**Revised Proposal Discussion Agenda Item:**

By consensus, the Board removed the signage proposal at the Liniger Building from the consent agenda to a discussion of the revised design development matter before the Board.

Mr. Vite and Ms. Douglas presented a brief background regarding the acquisition and current uses of the Liniger Building for CU South Denver, event spaces and the Wildlife Experience Museum contained within the Liniger Building. Ms. Douglas also discussed the need to meet the developers' signage requirements and coordinate project approvals with these additional entities, as well as the branding and wayfinding signage needs.

The signage proposal has been revised since it was first presented to the Board. The revised proposal was reviewed by the Board and included:

- Two tertiary monumental identification signs, the first on the southwest corner of South Peoria Street and Lincoln Avenue which is updating an existing sign formerly used to identify The Wildlife Experience ("M1") and the second, a new sign on the southeast corner of Lincoln Avenue and Jefferson Parkway ("M2"), both with the same revised design;
- A type 1 building identification sign consisting of the interlocking CU logo and a long-term horizontal banner advertising The Wildlife Experience to be located on the theater arch (aka the barrel building) section of the building along Lioness Way and to be visible from Lincoln Avenue ("M3");
- A monumental building identification signage mounted on an existing wall next to the sidewalk parallel to South Peoria Street near the intersection of Lioness Way ("M4");
- Vertical long-term banner signage (two existing banners) on the building's wall parallel to South Peoria Street, with non-changing graphic designs ("B1");
- Square event banner signage (existing banner) on the side of the building facing the intersection of Lincoln Avenue and Jefferson Parkway to be updated as needed to announce upcoming events ("B3");

After reviewing these proposals, the Board indicated that the proposed vertical banner signage included as a part of the building identification signage within M3 felt too temporary due to the design, colors and medium and discussed other possible alternatives.

A motion regarding the signage proposal was made by Brandes and seconded by Epstein. Before a vote was taken, the Board discussed the proposal further, and the motion was amended by Epstein as follows:

- Regarding B1, the Board agreed to retain these existing banners for the time being but indicated that for planning purposes, the existing banners may not be appropriate identification or signage for the building and that in the future, the re-branding of the building and the design of the building's signage should be taken into consideration and that what is ultimately installed in this location should be more consistent with other, then-existing signage for the building;
- Regarding B3, the Board agreed to leave this banner as it is and that due to the informational, short-term, temporal nature of the banner and the messages it needs to convey, it is acceptable that it be different than the other signage at the building;
- Regarding M2, the Board agreed that the revised tertiary monumental signage for both corner locations noted above is acceptable as proposed;
- Regarding M3, the Board directed staff to further explore alternatives regarding the placement of M3 to acknowledge the permanence of CU in this building along with the semi-permanent, advertising-driven needs of The Wildlife Experience and the future, potentially changing needs of the building identification while attempting to retain the design family of the proposed signage and eliminate the appearance of a temporary banner; and
- Regarding M4, the Board felt that the signage for this location should be redesigned so it is consistent with the tertiary monument signage submitted in the revised proposal.

Brandes seconded amended motion, which unanimously passed.

The Board indicated that it would be acceptable for the revisions requested to be returned to Board by email for review.

**12:30 – 2:00**

**Red Cross Pavilion – Pre-Design**

Architect(s): Arch 11

Presenter(s): EJ Mead, Arch 11

James Trewitt, Arch 11

Description: Subsequent to the demolition of the Red Cross building in February 2015, Arch 11 has been engaged by the university to design a pavilion structure that would commemorate the original building and provide a covered gathering space in its place.

**Campus/Consultant Attendance:**

Ken Neeper, Project Manager, AMC Facilities Management, Denver – Anschutz Medical Campus; Linda Money, CU Real Estate Services, CU System Employee / DRB note taker.

**Pre-Design Agenda Item:**

Mr. Neeper provided a historical background regarding the Red Cross Building (the "Building") on the Anschutz Medical Campus, which was built in 1918 and was at least partially occupied by the Red Cross from 1918 through 1999 when the army closed its base at Fitzsimons after which time, the Red Cross parcel was transferred to the Fitzsimons Redevelopment Authority. In 2004, it was transferred to the university. Many attempts to renovate and occupy the Building were made after 1999, but due to its state of disrepair, costs to bring it up to current standards proved to be too great, and the Building was ultimately demolished in February 2015.

Although the Building did not meet historical preservation standards for the State of Colorado or the Federal government's Advisory Council on Historic Preservation, at some point prior to demolition, the City of Aurora Historic Preservation Commission designated the Building as an historic landmark. In 2014, the university and the City of Aurora agreed that the Building should be demolished, and in its place, a gazebo would be built that could act as a meeting place and a place of reflection and learning.

Arch 11 presented preliminary design plans for such a gazebo, currently known as the Red Cross Pavilion (the "Pavilion"). The Board reviewed the plans presented which included site plans, elevations, placement plans, potential horizon views, and surrounding building usage and circulation studies. Arch 11 also included numerous photographic representations of existing pavilion precedents. It was noted that the existing budget for the Pavilion is approximately \$200K which could considerably limit the scope of the project. The cost of an original potential preliminary design by Arch 11 was estimated at approximately \$650K.

The Board discussed with Arch 11 interactive possibilities that might be included within the design, what aspects of the design should determine the criteria for success, what should the scale of the Pavilion be given the budget, how much should the original Building be memorialized, design ideas regarding a lantern/beacon, seasonality, materiality, landscaping, art and potential fundraising and project phasing opportunities.

The Board further discussed the historical purposes and users of the building and directed that Arch 11 keep all of the topics discussed during this presentation in mind and to develop a hierarchical plan for these elements as it creates the conceptual plan and to bring back this conceptual plan to the Board at the next meeting.

The Board also indicated that the Pavilion concept design should be developed first and that as that design moves forward, the project budget can be addressed.

The public meeting was adjourned at 1:57 p.m.