

November 2, 2017

Steven Williams  
Town of Superior  
124 E. Coal Creek Drive  
Superior, CO. 80027

**Regarding:** FDP Submittal, Project Narrative  
Ethan Allen Design Center  
Superior Marketplace  
600 Center Drive  
Superior, CO. 80027

Dear Steve:

This narrative is in support of the Final Development Plan drawings submitted for review and approval. The narrative below has been updated in response to comments received from Town of Superior on August 23, 2017 and revised on September 19, 2017 as well as discussion in a meeting between myself and Town of Superior Planning and Engineering staff on September 21, 2017.

**Ethan Allen Operations Narrative:**

Ethan Allen Global, Inc. is an American furniture company and one of the largest furniture companies in the US. This new Design Center will serve the Town of Superior and the surrounding communities. This location will function solely as a showroom. Approximately 25-35 customers will consult with designers and order merchandise at this location but will receive their purchases directly at their homes from our Service Center located in Aurora, Colorado. Merchandise will not be stocked or shipped from this location so generation of trash and recycling material will be minimal. We have two containers in an outdoor enclosure, one container dedicated to recycling and the other for trash. There will be an initial stocking of our store by tractor-trailer with merchandise for our in-store displays but after that, our need for large tractor-trailer type trucks will be reduced to only twice a year when in-house displays are updated. Throughout the year, smaller trucks will make limited deliveries to the showroom approximately every two weeks. They will access the Design Center via a service drive and then through double doors leading into the small warehouse/receiving room located on the East side of the building.

The proposed project involves the construction of a new 11,971 sf, single story building on 1.280 acres, including 277 sf of warehouse space, 683 sf of office space, and 11,011 sf of retail space. This location will employ a staff of approximately 15, and there will be about 7 employees on site during each daily shift. It will operate between the hours of 10am-6pm, Monday through Sunday.

**Architectural Narrative:**

This narrative compares the design guidelines stated in the Superior Marketplace PD with our proposed design for Ethan Allen. As we are one of the final lots in the development, we have fewer components to deal with on many of the guidelines. We have no aspects of the following Submittal Design Guidelines to deal with:

- B. Circulation Elements,
- C. Buffers,
- D. Planning,
- E. Eastern Commercial Development,
- F. Architectural Theme.

We are affected by the Architectural Guidelines indicated below:

A. Intent. The "Craftsman Image" is the intended theme of Superior Marketplace. Ethan Allen's design uses complimentary materials and massing to match and compliment this guideline. This includes the manufactured stone that blends Ethan Allen's colors with the Superior Marketplace native sandstone look. We also use a blend of stucco colors that compliment, not compete with the Superior Marketplace colors. Ornamental metal elements, although placed differently than on the Superior marketplace anchors, are used as an accent above our windows and entrance. These metal elements help anchor a horizontal element on the building.

The architectural theme of the Ethan Allen is best described as a "Classical Image" consisting of a combination of aesthetic elements and materials which describe the Ethan Allen identity while allowing this project to compliment the Superior Marketplace aesthetic.

The building is made up of regular bays defined by columns and cornices with an enlarged central tower on each building side. The larger central towers serve to break up the length of each side with higher stepped parapets and by projecting out from the face of the building. Most bays include an oversized window with ornamental

metal awnings over each. The enlarged central tower on the south near the parking lot includes a vestibule with wood veneered doors and projecting metal awnings overhead. This is the public entry point. Each typical bay is composed of a stone wainscot, stucco wall face above the wainscot, an enlarged window, and a stucco cornice at the top. One shade of stucco is used. This beige color stucco is repeated in other buildings throughout Superior Marketplace. The chosen stone material with its red and orange hues is a cast flagstone as indicated in the Superior Marketplace Planned Development Guidelines and was selected to match the existing stone at Superior Marketplace. This stone is applied to the entire face of the center bays, corner columns and each bay as a wainscot. The parapets are high enough above the flat roof to completely hide any rooftop equipment.

Unlike many of the buildings at Superior Marketplace our building is on a pad site exposed on all four sides requiring continuous articulation. Because there is a service side to all retail buildings, that back side needs to have less glazing and must be treated differently. We ask for an exception to requirements here. Because this site was originally indicated on the Superior Marketplace PD as a Major Building, we are to be calculated in compliance with the Major Building Envelope set of guidelines. Below is a rough breakdown of materials used versus materials required. Note that on the percentages for stone we fall somewhere between the requirements for Major Building Envelope and Pad Site.

MAJOR BUILDING ENVELOPE								
MATERIALS INCORPORATED								
		FRONTS		SIDES		REARS		COMMENTS
		REQ'D.	ACTUAL	REQ'D.	ACTUAL	REQ'D.	ACTUAL	
	CAST FLAGSTONE	>30%	26%	>15%	11% MIN	>15%	17%	REQUESTING A VARIANCE AS THIS MATCHES THE REST OF THE BUILDING
	CMU	<25%	0%	<25%	0%	<25%	0%	OK
	STUCCO	<75%	49%	NA	65% MAX	NA	27%	OK
	GLAZING	>25%	25%	NO REQUIREMENTS				OK

**B. The Major Building Envelope:**

1. Fronts: We have slightly less than the required stone, yet because we are a smaller pad site, we feel that the building would look heavy with more stone than what we are proposing. We have no CMU on the building and we have a generous amount of glazing.
2. Sides: We do meet the requirements for stone and glass and we have no CMU.
3. Rears: We do meet the requirements for stone and glass and we have no CMU.
4. Roofs: We are asking for an exception to the sloped roof requirement of the Major Building Envelope as we are a smaller scale building and literally a Pad Site. We have parapets that are stepped to offer classic elements that announce the entrance and sides of the building. Note that this requirement does not apply to the Pad Sites.
5. Screening of Roof top units: This is accomplished by tall parapet walls.
6. Wall composition: Long uninterrupted facades are not an issue on the Ethan Allen building. The walls are stepped with a rhythm of pilasters and windows to create a façade with interest on all four sides. Glazing is incorporated more than required for the Major Building Envelope. There is no need for a loading dock so there is no screen wall.

**C. Building Entries:**

The building entry does incorporate more than 50% cast flagstone (stone) and is balanced out with signage glazing and ornamental ironwork awnings.

**D. Ornamental Ironwork:**

Ethan Allen uses iron elements as screens over windows and the main entry. These provide a different function than ornamental iron on the other buildings at Superior Marketplace, but provide an understated introduction to the rest of the buildings. The ornamental iron we are proposing is a modern use of shutters for large windows. The ornamental iron covers 100% of the building entrance element and

about 20% of that entrance element is ornamental iron, where the requirement is 5%.

#### **E. Pedestrian Walks:**

Components of this guideline that apply to Ethan Allen include:

- Street trees -
- We have place street trees between the paved parking and the front building facade.
- Architectural Paving -
- We have textured surfaces at handicap ramps.
- Pedestrian pole, wall mounted lights, freestanding sidewalk benches, and colonnades with trellises -
- We have provided these elements as they are appropriate to our site. We do not have pedestrian pole mounted lights or colonnades. Colonnades lend their strength to continuous strip fronts, not a stand alone building.

##### 1) Restrictions:

- a) Minimum depth from curb to building - at pads is 12':  
Our minimum depth is greater than 12', around 15'.
- b) Minimum number of trees - One tree per 40' of frontage:  
We have trees in planting beds at an average of 40'
- c) Attached planter boxes - A minimum of 25% of building frontage:  
We have planters at each bay of windows around the perimeter of the building.

#### **F. Site Furnishings:**

Major site furnishings include benches, waste receptacles, bicycle racks and tree grates. Although we are not a major pedestrian plaza, we have included benches that are comparable in color and scale to the other Superior Marketplace benches.

#### **G. Pad Buildings:**

360 Degree architectural treatments shall be embraced and great sensitivity must be given to the screening of service areas and utility entries. The architecture of these buildings shall be compatible to that of the center in terms of mass, materials, color and details. All facades of these pad buildings shall be a minimum of 20% integrally-colored cast stone. Entry areas shall be highlighted by unique architectural treatments where appropriate. The introduction of

display windows for users backing up to Marshall Road and McCaslin Boulevard shall be encouraged, and 20% of lineal frontage on these roads shall be vision or display windows to at least 10' above finished floor.

- To the greatest extent possible we have achieved these guidelines. Our massing is equivalent to the other structures, our materials and color are complimentary but not an exact match, there is elegant detailing on the columns and cornices. The service and utility entry area is minimal compared to other truck-dock oriented businesses, yet the trash is screened discreetly. We generally are in compliance with the cast stone percentage. Regarding the Marshall Road facade, we feel that it would be dishonest to provide additional glass display windows at that facade as that is the back of the building. An appropriate amount of glazing shares the interior of the space with the street facade at Marshall Road. We are asking for a waiver to this requirement of 20% of the lineal frontage on Marshall Road as display windows.

- We have already address the ornamental ironwork and sidewalks. The landscape guidelines are addressed later in this narrative.

#### **H. Light Standards:**

All light standards, be they parking, pedestrian pole or wall-mounted fixtures, shall be those shown in these documents.

Lighting Fixtures:

Lighting fixtures incorporated within the SURA District shall be as follows: (note that we only use the following items)

2. Parking Lot Lighting: shall match lighting shown in Figure 1 of the Superior Marketplace PD, shall be green in color, shall be less than 35' in height and have cut off capabilities.

3. Ornamental lights at sidewalks and pedestrian plazas: Ornamental lights at sidewalks and pedestrian plazas shall include...wall mounted fixtures designed to match those ornamental fixtures at the bridge on McCaslin. See illustration #2

- Exterior lighting includes decorative wall sconces, a wall mounted area light, new pole mounted area lights similar to the existing pole light fixtures on the adjacent site, existing post lights and existing pole mounted area lights. The new pole and wall mounted fixtures are full cutoff. Lumen output of pole light fixture has been reduced to provide a maximum of 5fc in the parking lot. The decorative sconces have frosted lenses to reduce glare. These fixtures are decorative and low output.

**I. Fifth Avenue Promenade - No Longer Valid**

**J. Color Scheme**

As all buildings are to be architecturally compatible, variations in sympathetic colors will afford interest to the overall center and help provide a human scale for the center. The range of colors shall be as follows:

- We have covered the color variations and materials previously in this narrative

**K. Elevations of commercial structures facing south onto sycamore street.**

Not applicable.

**L. Loading Docks**

Not applicable.

**M. Special Covenants**

Not applicable.

**N. Project Title**

Not applicable.

**O. Bicycle Racks**

The applicable section is:

3. Bicycle racks: Racks shall be incorporated throughout the development. Said racks shall be introduced in all FDP submittals at locations deemed appropriate by staff.

- We have located two bicycle racks adjacent to our front entrance.

**P. Unobstructed open space**

Not applicable.

**Q. Landscaped Areas within Parking Lots**

Not applicable.

**R. Other Open Space**

Not applicable.

**S. Landscaping Substitutions/Components**

Discrepancies in the landscaping submitted versus the landscaping guidelines are covered in the landscaping narrative section below.

**T. Pedestrian circulation within parking areas**

Not applicable.

**U. Architectural Review Committee (ARC) By Master Developer**

We have contacted Brixmor and have received comments relative to site and grading issues only.

**V. Views to and from the development**

Our height has been kept below the 35' limit  
Our HVAC units are screened with parapets and are located in an orderly fashion.

**W. Building Setbacks**

Adjacent to Marshall Road we have maintained the setback 20' from the ROW.

**Design and Planning Criteria for Superior Marketplace:**

These criteria are outlined in tabular form on the FDP drawings.

**Signage:**

Building signage is internally lit, 1' 5" white translucent lettering cut into a wall mounted aluminum box. This signage occurs at the central tower on each side of the building approximately 17' above grade.

Monument signage is also included with our FDP. Its design is very imitative of those monument signs existing along Marshall Road and is placed as those are, set back 3 feet from the property line. We have approached Brixmor Properties many times via e-mail but have received no useable feedback.

**Civil:**

The building is set back from the R.O.W. at Marshall Road 42 feet. Parking for our building is existent on-site mainly to the south and will be utilized through a shared parking agreement.<sup>1</sup> With cooperation of a fire consultant referred to us by Town of Superior Planning, Rocky Mountain Fire, we have provided a fire access lane on the east side of the building. Supply vehicles and trash removal vehicles will also use this drive.

The Drainage and Erosion Control Plan was updated to the latest Town of Superior standards criteria including updated engineering design calculations for both the initial and major storm runoffs. The plan includes proposed drainage and erosion control measures. Silt fence, inlet protection, vehicle control tracking, concrete washout area, stabilized staging area and temporary seeding will be used to reduce off-site sediment tracking and sediment infiltration into drainage basins. The locations of each proposed feature is shown on the plan sheet.

The Grading Plan includes existing and proposed grading contours as well as spot elevations for construction. The sidewalk surrounding the building and all curb ramps adhere to ADA Standards. No handicap parking area will exceed a slope of 2%. A drainage ditch will be utilized to collect water into open MH Covers (where applicable) which will eventually outfall at the existing detention pond located east of the proposed building. Any runoff located west of the proposed retaining wall will be discharged onto Fifth Avenue.

Drop Inlets will be utilized to catch storm water from the proposed building roof drains. The roof drain flow intersect at a proposed catch basin and eventually connect to the existing detention pond at the proposed End Section. In order to minimize erosion, rip rap areas are proposed at pipe outfalls leading to the Detention Basin. There are two proposed utility easements for the drainage pipe, one for Lot 3 and the other for Tract F. Since the plat has already been created, the easements will have to be created by a separate instrument. Sanitary drain piping will collect waste water from the various plumbing fixtures and discharge to the public sanitary sewer main. Existing sanitary sewer service line that runs north will be stubbed 5' before the building. A 6" fire service and 1-1/2" water service is proposed along the east side of the building and will be plugged and marked 5' from the building. The water service lines and meters have been sized per the latest edition of the AWWA M22 Manual. The electric, gas and telephone utilities will be designed by their respective providers during the final design phase.

**Parking:**

We plan on using a combination of new and existing parking. We are building 18 of the required 58 spaces on site. The remainder of the

spaces are existing and are located to the immediate south of our building on Lot 2. Town of Superior Planning expressed a desire to not create any additional parking with the opinion that it was not needed. There is a shared parking agreement in place.

**Mechanical:**

HVAC will consist of multiple packaged gas/electric rooftop units serving the entire facility. Public domestic water will be provided to the building from the city main to water service entry room. Domestic water will be distributed throughout the building through insulated copper water piping routed through the ceiling plenum. Sanitary drain piping will collect waste water from the various plumbing fixtures and discharge to the public sanitary sewer main.

**Landscape:**

The planting species specified on the Superior Marketplace PD are proposed on this site and have been selected to create visual connectivity with the overall site, providing seasonal color and contrast, layering in height, and/or to provide year around screening. Where appropriate, plants have been selected from the Superior Marketplace PD plant list. Where improved species provide the same characteristics, improved species have been specified. Junipers are not specified at the request of the Town of Superior.

Landscape Area, Planting Quantities and other PUD requirements:

- The landscape area for the Ethan Allen site is 24,022 S.F or 43%. Per the PUD landscape requirements include a total of 24 trees and 800 shrubs, or a tree equivalent of 104 T.E.'s (where 10 shrubs are equal to 1 tree) are required.
- The PUD requires 2/3<sup>rd</sup> evergreen and 1/3<sup>rd</sup> deciduous tree and shrub species.

Request for Relief:

The applicant requests relief from the excessive amount of plant material and from 104 T.E.'s required to 95 TE's for the following reasons:

- Lot landscape S.F. area is excessive at 43%, and approximately twice the size as a typical retail landscape area where between 10% - 20% landscape open space is usually required. This would reduce the required planting amounts by at least half.
- To increase views to building storefront, merchandise windows, signage and to attract sales.
- To more closely blend with the other shops along Marshall Rd.

- Landscape buffer along east PL could be minimized do to unlikely retail use.
- Landscape quantities have proven to be excessive elsewhere on this development and has included removal of plantings.
- PUD planting requirements are excessive to start with.

Thanks for your review of this submittal. Should you have any questions or concerns, please contact me at 720.529.8768 or [kkaris@mcgarchitecture.com](mailto:kkaris@mcgarchitecture.com).

Sincerely,

Kevin Karis  
Project Director  
MCG Architecture

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