



February 26, 2021

Planning Commission
749 Main St
Louisville, CO 80027

Dear Planning Commission members,

Enclosed please find our application for the installation of a murale at 1501 Empire Rd. The murale depicts silhouetted photos of actual kids engaging in healthy activities in the outdoors - rock climbing, paddling, hiking, and biking.

When we moved our headquarters to 1501 Empire Road in February of 2020, we told the City of Louisville that we were committed to being a positive force within our local community. We believe that the addition of this murale to the Empire sub-division is one, small way that we are providing a positive benefit.

Here are a few specific thoughts about why this murale is a positive community benefit and acceptable project for Planning to approve:

- The proposed murale will be professional, clean, simple, and creative. It will encourage excellence in design, exhibit improved creativity in the area, promote community aesthetics, and be appropriate with the character of the area.
- This area is zoned "Industrial" - the murale adds some beauty and creativity to a space that currently does not have any.
- It provides an empowering message of active and healthy outdoor lifestyles; this message is in line with the image and mission of Louisville.
- The proposed murale will be compatible with the color, materials, and design of the on-site and nearby buildings.
- The proposed murale will be scaled and located in a manner that is compatible with the scale of the lot and the massing of the building.
- We recognize that the proposed murale is not in compliance with the state murale regulations for buildings zoned "Industrial." However:
 - The proposed murale DOES meet all of the acceptable criteria (size, height, location, design, and appearance) for areas zoned Commercial, Mixed Use, and Downtown (per page 42 of the [Louisville Sign Code](#)).
 - Unlike the nearby CTC industrial area, this area does not have a lot of businesses, and thus the murale would not be a distraction or negative addition for anyone else.



- In fact, we only have one one neighbor with consistent, on-site employees/customers - Empire Storage of Louisville. Here is the statement from Doug, Empire Storage owner: *"I have no problem with Avid's sign/mural even though it is larger than the industrial zoning signage limits. As a 16 year old Iowa farm kid who started backpacking and rock climbing with Outward Bound in southwest Colorado in 1969, I applaud Avid4 Adventure's mission of helping kids discover the outdoors. If the mural helps attract more parents to enroll their kids then it is certainly worthwhile."*

Thank you for considering our application. Please let me know if you need any additional or different information.

Sincerely,



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