

PLANNING AND ZONING COMMISSION  
APRIL 18, 2012 MEETING PACKET  
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**AGENDA  
CITY OF GUNNISON  
PLANNING & ZONING COMMISSION  
SPECIAL MEETING  
Rev 4/12/2012**

**DATE:** WEDNESDAY, APRIL 18, 2012  
**TIME:** 7:00 P.M.  
**PLACE:** CITY HALL, COUNCIL CHAMBERS, 201 WEST VIRGINIA AVE.

- 7:00pm**
- I. CALL TO ORDER**
  - II. PLEDGE OF ALLEGIANCE TO THE FLAG**
  - III. DISCUSSION AND POSSIBLE RECOMMENDATION: TEXT AMENDMENT APPLICATION ZA 12-1, PROPOSING THE ADOPTION OF AN AMENDED CHAPTER 15.100 SIGN STANDARDS, OF THE *CITY OF GUNNISON LAND DEVELOPMENT CODE*.**
  - V. ADJOURN**

**TO COMPLY WITH ADA REGULATIONS, PEOPLE WITH SPECIAL NEEDS ARE REQUESTED TO CONTACT THE CITY OF GUNNISON COMMUNITY DEVELOPMENT DEPARTMENT AT 641.8090**

This agenda is subject to change, including the addition or deletion of items at any time. Regular Meetings and Special Meetings are recorded and action can be taken. Minutes are posted at City Hall and on the City website at [www.cityofgunnison-co.gov](http://www.cityofgunnison-co.gov). Work sessions are not recorded and formal action cannot be taken. For further information, contact the Community Development Department at 641-8090.

**ALL PLANNING & ZONING COMMISSION MEETINGS  
ARE USUALLY BROADCAST LIVE ON LOCAL CABLE CHANNEL 15**

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INTEROFFICE MEMORANDUM

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**TO:** PLANNING AND ZONING COMMISSION  
**FROM:** STEVE WESTBAY  
**SUBJECT:** ATTORNEY'S OPINION ON PROPOSED SIGN CODE  
**DATE:** 4/10/2012

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As indicated in the Text Amendment Staff Report, Acting City Attorney Kathy Fogo suggested some slight changes to the proposed *Sign Code* language. Subsequent to the Staff Report she also suggested a change to the definition of "Flashing sign." Below are the relevant sections with the suggested changes indicated by ~~strikeout~~ or underline. These changes will clarify the intent and simplify administration of the *Code*.

**15.100.020 Applicability.**

*The provisions of this Section shall apply to the display, construction, erection, alteration, use, location and maintenance of all signs within the City, excluding traffic signage required by the Model Traffic Code. It is unlawful hereafter to display, construct, erect, alter, use or maintain any sign except in conformance with the provisions of this Section. ~~Signs that are issued a City Sign permit prior to the time of adoption of this LDC may be treated as Non-Conforming Signs.~~ Any sign in existence on the effective date of the adopted Land Development Code (Ordinance 1-1997) which was effective January 28, 1997, shall be allowed to remain and to be maintained, in conformance with Section 15.170.050 (Non-conforming Signs), of the Land Development Code.*

**15.100.030 Definitions.**

"Sign Types"

2. "Animated sign"

c. "Electrically Activated signs"

i. "Flashing" means any sign that contains an intermittent or flashing light source, or includes the illusion of intermittent or flashing light by means of animated electronic function whose illumination is characterized by a repetitive cycle of illumination and non-illumination. ~~in which the period of illumination is either the same as or less than the period of non-illumination.~~ For the purposes of this ordinance, flashing will not be defined as occurring if the frame static display period exceeds five seconds or more.

4. "Brand-Name sign" means a word, name, or symbol, especially one legally registered as a trademark, used by a manufacturer or merchant to identify its products distinctively from others of the same type and usually prominently displayed.

25. "Revolving, Rotating or Spinning sign" is a sign that has the capability to revolve three hundred and sixty degrees (360°) about an axis. See also: *Animated Sign, Mechanically Activated Sign.*

30. "Time/Temperature/Community Announcement sign" means a sign which displays information of interest to the community and bearing no commercial statements.

**15.100.050 Prohibited Signs.**

K. revolving, rotating and spinning signs;

**15.100.080 General Regulations.**

C. Electronic Message Centers (EMCs). ~~As a guideline, scrolling, traveling, flashing, spinning, rotating, any moving effects and all dynamic frame effects or patterns of illusionary movement or simulated movement should be avoided.~~ The following standards apply:

**From:** [Delaney Keating](#)  
**To:** [erich@gunnisonforsale.com](mailto:erich@gunnisonforsale.com); [Carolyn Riggs](#); [Ellen Harriman](#); [Steve Westbay](#)  
**Subject:** meeting tonight  
**Date:** Wednesday, April 11, 2012 5:20:19 PM

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## City of Gunnison P&Zers:

I am unable to make it do to our workload and the need for a break from all things business. Based on my general understanding of tonight's meeting please consider the following comments as a downtown business owner:

### Lighted Signs:

Small lit signs seem to work fine and I think an (enforced) size requirement keeps it in reason. Flashing lettered signs seem to go against the grain of the shopping/tourist atmosphere I understand that the downtown retailers seek, but do not have that same effect on HWY 50. Can these areas be delineated in the code?

### Sandwich Boards:

1. By and large, I think they are fine and contribute to the downtown sidewalk culture and also attract attention to the highway businesses as they have less time to grab attention from motorists. They are a little "overused" which I think hinders the effectiveness of them. I think a maximum size enforced would be good and they should be required to be weighted. A few do blow around in the wind. With the bike racks now mounted where they are (which I am sure has a reason), sign boards certainly are not any more in the way of the thoroughfare downtown. Do these apply to the businesses permitted sign space now?

### Banners:

Should they be given a time constraint? Many are up 365 and a majority of the time they don't contribute to an establishments look of quality or permanence. In my mind, they are not structured for permanent application, but for limited time promotional marketing needs. Can they be mandated that they be moved, changed or removed every 30 days? Can a new business get a certain amount of time to have one as a temporary use until they get a permanent sign?

### Off Premise Signage: Can it be done well?

As it was briefly explained, I understand that this would allow other businesses to have a small sign directing traffic to theirs from a partnering business. I think conceptually this is a cute idea - can it be done well?

Where I struggle with all of this is how concept and code work together. All of the concepts are great within a certain set of parameters or under the application of a certain aesthetic - which is where this all gets into a very gray area and very tricky. How do you code an aesthetic? Because where I lack faith is that things like introducing "off premise signage" will actually be delivered well. I find that collectively in this town we fall short of following through with enough gusto on an idea or concept that it gets done well enough to be effective or interesting. And all of this brutal honesty is at the center of what would guide any of my subjective comments at tonight's meeting.

Objectively - all of the above work and can contribute to the overall business atmosphere. And they can all get a pass or fail for aesthetic effectiveness regardless of any code and that is at the hands of the business owner and response from the

consumer. I don't think there is enough cohesion in the variety of people in Gunnison to establish aesthetic guidelines that the majority would agree and/or adhere to. We just aren't there yet. We want to attract the tourists that go to towns that implement such codes and review boards, but at the exact same time we do not want to be that town.

I think too many banners and too many flashing lit signs are a red flag and appear desperate. But who am I? If someone else thinks they are great and they gain business from them then how can we hinder that?

Good luck!

Delaney Keating  
Owner RoShamBo



Delaney Keating, Creative Director

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April 9<sup>th</sup> 2012

To; City of Gunnison Planning and Zoning Commission

From; Mike Darnell, 20 year business owner, Past Director of Gunnison Valley Economic Development Corp., Full time Pastor, Commercial property Developer.  
320 Leroy Ave.  
Gunnison Co. 81230

I would like to address you with this letter as I am not able to attend your Wednesday night meeting. Please include this letter into public comments in regards to the sign code discussions.

I have been involved for years, since 1987, with sign code issues in the City. At that time I was instructed to replace a sign for the cable company I worked for at 412 W. Tomichi. The new sign was to use reflective paint for better visibility as the business sat back from the highway some distance. I recall spending many nights at meetings and time spent to finally come to the conclusion that we could indeed place the sign as there were no codes restricting it.

I have been involved many times since that experience fighting for several businesses which I have built and helped other business owners work their way through the codes. I will admit, on the positive side, that in the past two or three years dealing with Eric, the City Building official, and Andy R. in the office, my sign issues have been pleasurable.

I believe that any set of standards, like the LDC inclusive, must be a living document. To that end, I applaud the efforts that are now taking place to adjust the codes.

I am hearing, however, that the proposed changes will likely create a more restrictive environment for businesses trying to make a living. In this day and time local private businesses have enough regulation and taxes imposed upon them, we do not need further restrictions.

Specifically to the issue of lighted and motion signs, I believe that they are designed, purchased and placed for two purposes: 1. To draw the eye of a perspective customer. 2. To convey a simple message to the customer.

In the past when a business started up they would carve or paint on an old shingle, the name of their business. Another shingle was placed in the window to let the customer know if they were open or "Shut". Today we have much more visible signage, and are able to send simple messages to the customer with led motion signs.

For any retail business, their success depends on how many customers come into the store and purchase goods or services. Having a good location is very important, but so is good signage. Looking further at this truth, the more successful the local businesses are, the more successful the local Government will be.



I was recently approached by an employee of the City of Gunnison on behalf of the City Recreational Center. I was asked what it would take to place a sign for the rec. center on my pylon sign at the corner of Main and Spencer. Currently this sign gives direction for the 4 business's residing within the PUD know as Gunnison center phase 1-C. This sign area was plated by the original developer and subsequently redefined and a new sign place by D & S Land Holdings LLC, my building company for the benefit of my tenants and one other property who shared in the cost to build the pylon sign.

I must admit, that I laughed at the request. After I apologized to the employee for laughing, I explained that City code does not allow any business to place a sign, to direct possible customers to their business, on any property but their own. That would be an off premise sign, not allowed by Code. However I told the employee that I understood that the City allows for businesses to place an off premise sign at the ball parks or skating rinks if you pay them money every year. Perhaps if I could charge the City, if it were allowed by City Code, they could talk me out of one of my spaces on the pylon sign.

In my opinion, City Codes should be used for the safety, health and welfare if it's residents and visitors.

I would like to ask the police chief if there has ever been a recorded accident within the city of Gunnison where a blinking or motion sign was the cause. I don't believe you will find one. I don't believe that any person has complained about a motion sign causing a health issue. Furthermore, I do believe that you will find that businesses who have incorporated motion signs into their visual invitation to customers will report an increase in traffic into their stores and increased dollars at the register. This, which I know you don't need to be reminded of, is how the City of Gunnison operates. Tax dollar collections!

I would like to ask the City council and the Planning and Zoning Commission two very simple question:

1. Does the City of Gunnison leadership want a successful business climate?
2. Will the leadership be willing to put aside personal likes and dislikes and do what is best to accomplish question one?

Sincerely,  
Mike Darnell

**Zoning Amendment 12-1**  
**Proposing the Adoption of amended Chapter 15.100 Sign Standards, of the City of**  
**Gunnison Land Development Code.**  
**Notes of Public Input Received at the**  
**April 11, 2012 Planning and Zoning Commission Public Hearing**

**Public Input.** Included in the public record are:

- a memo from Director Westbay with recommended changes to the proposed Sign Code;
- a letter from Mike Darnell stating that: motion signs attract business; off-premise signs should be considered; the Planning and Zoning Commission should focus on the health, safety and welfare of the community; decision makers should provide businesses support for success.
- a letter from Delaney Keating addressing: lighted signs; the location and appropriate number of sandwich board signs; the potential of limiting banners to a 30 day period; and that off-premise signs should be developed in good taste.

Chair Beda clarified that, regarding Sandwich Board signs and License Agreements, the License Agreement is not new, but Sandwich Board signs are. Director Westbay further explained that historically, the process has been that License Agreements go to City Council, which is laborious to staff and Council. Revisions to the *Code* include provision of the *Public Street Code* and will be provision for an Administrative License Agreement that would not have to go to City Council but that the City Manager can sign or send to Council.

Chair Beda asked if any members of the public wished to speak.

- Rick Miller addressed the Commission. He asked why Councilor Seymour and Commissioners Riggs and Ferchau were at the table since they have an interest in downtown businesses. Director Westbay responded that the City Attorney was contacted about members recusing themselves. She provided opinions based on her knowledge of potential liabilities. She said that Commissioners Ferguson and Larson should recuse themselves because they purchased an Electronic Message Center for the computer store and have the potential for monetary gain based on the decisions on the *Sign Code* because they purchased a sign that is not allowed under the current *Sign Standards* and prior to approval of the new *Sign Code*. Mr. Miller responded that he thinks it is poor representation.

Commissioner Ferchau stated that he raised the question also [about whether he should recuse himself]. He said, "It is a quandary we face in a lot of the matters in the *LDC* discussion; there are a lot of us that are benefitting by decisions here. We feel we enable businesses to be successful and agree we are all benefitting. Apparently there was something in the joint meeting [with City Council and the Planning and Zoning Commission] that emphasized their [Commissioners Ferguson's and Larson's] benefit from the sign in place. He stated he acknowledges the issue, but doesn't have an answer.

City Manager Ken Coleman provided further explanation. Staff did follow-up on a question posed concerning conflict of interest. It pertained particularly to a sign that was purchased that is not currently allowed, and if the *Code* were passed it would be allowed. They [Ferguson and Larson] would make gain in something already purchased. The others [Seymour, Riggs, and Ferchau] have signs that are already allowed.

Commissioner Ferchau observed that others on the Commission have Sandwich Boards and lighting that is are allowed, how do we address this *LDC*? Is it on a line item basis? Director

Westbay responded that the *LDC* review is a legislative process; meaning that it is for the community at large, not individual property. The Planning and Zoning Commission has the prerogative to address the *LDC*. City Manager Coleman said that Council wants to see the whole thing as a whole, but there is a question on the *Sign Code* that needed to be resolved and taken care of separately.

Mr. Miller stated, "I believe that the electronic sign in question is an approved sign under the existing *Code*. The new *Sign Code* is a matter of interpretation. I own one of the signs as well and was asked to stop using its full function because the interpretation is that it is not allowed. I think there is misbalance on way things are being handled – we are allowing sandwich boards."

Mr. Miller listed his specific concerns and made some observations:

- "Electronic signs – the proposed *Sign Code* stifles all opportunities of these signs;
- The newspaper article asked if they fit character of the community – what is the character of the community? I propose it is a service hub to the valley; we aren't a national historic district, when we refer to the character that is how it should be referred to.
- Regarding them causing a distraction – to me a distraction would be that you notice them. No one has had an accident because of the "Pizza" sign – the *purpose* is to draw attention.
- He asked the dollar amount of having the City as additional insured for License Agreements for Sandwich Board signs. Director Westbay responded that the amount of coverage comes from *State Statute* (\$600,000) but insurance companies have \$1 million coverage.
- Prohibited signs include inflatable signs – there are some for special events that should be allowed (such as inflatable gorillas);
- The definition of Animated signs and Patterned Illusionary Movement signs means that I can't have a tracing boarder on my sign, or flashing;
- Who enforces 5,000 nits under the General regulations – the "nit picker"?
- *General regulations for Illuminated signs* says that the National Oceanic and Atmospheric Administration (NOAA) determines Apparent Sunset. Why should I have to call NOAA to find out when to turn my sign off?
- Under Electronic Message Centers it says I cannot have scrolling, traveling, flashing spinning, rotating or moving effects – I can have a single message and can't use any of the technology that was referred to earlier.
- I am beside myself, not because I purchased one, I would have the same complaints if I hadn't. I encourage you to come to Main Street and try to support yourself. As a businessman I can ensure you I won't do anything to deter from the community. I purchased a piece of equipment I felt was approved under the *Code*. I have been told by Council members they think that sign is atrocious. I have had effective return on that sign. It is an effective way to translate my message to my clients. It gives a clear message. That is what a sign is about.
- I hope that the P&Z takes a lot longer look at electronic signs and sandwich signs making sure the technology that is here today can be used. We have to do everything we can to keep up. We will not become Las Vegas; there will not be a proliferation. There are five out there and 400 businesses. It is an alternative way to get the message across. I ask you to allow them and the full function of them. I don't want to call NOAA but would entertain a curfew on highly illuminated signs. We have gone way over board. We are making government thicker everyday and tougher to do business on Main Street every day. It is tough out there. Take another look at this. Walk downtown and talk to these people. I can show you what it [my sign] can do.

- I appreciate the ability to sit in front of you. Let's go back to a handshake and pat on the back [and less regulation]."

Chair Beda responded that "One of the reasons we are here is different interpretations. That is why we pulled this out; we are faced with it now." Mr. Miller responded, "But illuminated signs have to be password protected. It is just a complication. This is a complaint-driven issue. There have been about six complaints. I put a message on my sign and had 15 people come in and 12 phone calls. I haven't had any complaints. So I tripled the return compared to complaints."

Warren Wilcox addressed the Commission, stating he has been a resident since 1968. He made several observations:

- "One of the complaints I hear is that we [City residents] know where we are going to get to a business, but we have a lot of visitors who say they can't find anything in Gunnison. You have to address the fact that it isn't greedy business owners, but people who are trying to find a service.
- I have never been offended by any sign I have seen in this county, I can't understand why anyone would be. One of the first things I saw when I came here was bank signs with time, temperature, and announcements, and thought that was a nice service.
- Regarding businesses on the east/west streets off of Main, it is difficult to tell what is in those buildings; it should be feasible for them to have large enough signs to tell what business is there.
- A lot of people who can afford to travel are older – those are the ones with money and willing to spend it. We need to make it easier for them to find businesses.
- I don't understand the idea of 1997 being the grandfathering point, if you are changing it now, why not use this date? It doesn't seem like a logical path to pick some date out of the air.
- I don't understand some of the electronic problems; they are not any more distracting than the bank sign."

Commissioner Ferchau asked Mr. Wilcox if there are there any aspects he finds too limiting, and if, in principle, he is fine with signage. Mr. Wilcox responded, "I understand you are making them larger – that is good. I have never noticed anything that caused irritation. [The electronic sign standards] may be too far into the process of detail that makes it not reasonable. You shouldn't have to have a password or limit the timing of brightness. A sign is a sign. If it gets that hard to operate, it is too complicated. I shouldn't have to hire someone to change a sign."

Councilor Seymour stated that regarding sign size, "Under this proposed *Sign Code*, I don't think there is a sign in the city that would push that envelope." Mr. Wilcox responded, "I think that is good, a necessary change. Under the current economy people can't afford to build new signs."

Chris Madison addressed the Commission and made some observations:

- "I agree with what both gentlemen said.
- Electronic signs – that is the biggest question. You referred to the United States Sign Council. One thought is that with all these functions being regulated, it would be stifling their use if they have to be limited. If they are programmed to do these things, then they must be okay at a higher level. They have never been too distracting. I understand that we need to preserve as much as can as far as the look and feel of Gunnison, but we don't want

to be stifling. People will go out of town; we can't bring in revenue if people are going to Montrose because regulations impede business growth.

- I suggest you take a good look at electronic signs, they are here to stay.
- If signs are built with the functions, they are meant to be used that way.
- Think about the future of the community and try to help businesses grow.”

Paula Swenson addressed the Commission. She said:

- “I got in trouble in 1986 when I put a chalk board on the sidewalk.
- I commend you for taking this on, it is long overdue. The *Sign Code* is ambiguous for business owners and property owners. It [revising the *Sign Code*] is hard and grueling and people get upset.
- There are a few things that are good: increase in size, sandwich boards to be legal, I am also thankful that it is administrative review for License Agreements.
- Regarding electronic signs, there are lots of pros and cons. You shouldn't have to ask NOAA, just have a time frame.”

Commissioner Ferchau asked, “So you support electronic signage with a scheduled time?” Ms. Swenson replied that she mostly looked at sandwich board signs. There is give and take to keep it under control.

Kirstin Dickey addressed the Commission. She stated she recently opened a sign shop and will be a downtown merchant. She observed:

- “The new standards are easier;
- I love the window lettering;
- One thing that concerns me is banners. [In her letter], Delaney [Keating] mentioned that under 30 days is good. I don't like banners as permanent signage. It is a concern with the look and feel of Gunnison. If I were writing these I would move banners to temporary signage.
- Off-premise signage – will there be some kind of distance?” Director Westbay said that there is no specification. Ms. Dickey responded, “That concerns me. What if a Main Street business is advertising for the airport? The signage should be for your space.” Several Commissioners responded:
  - Chair Beda interjected that it is because of limiting on some square footage.
  - Commissioner Riggs said that “When we focused on it we used my business as example – putting a sign on Main Street to get people to turn a corner and walk down a block. We are trying to create opportunities for businesses that are not in prominent locations.”
  - Councilor Seymour said that it also allows use of window space in a different way, or a vacant store front.
  - Commissioner Ferchau stated, “What you are pointing out is there will be different opinions, some in favor, some not. Are we doing the most we can to promote business? We won't all be happy, but we need maximum flexibility. Specifically on banners – I have mixed feelings on whether I like them or not. Temporary versus not – most people that shop downtown are not permanent residents, it is the visitors. So to them, if they are here a week, the banner is only here a week. The next week other people see it. Sometimes they can be weathered and tacky. Maybe we could have a time of year to take them down. Bright orange “Welcome Hunters” signs have always served a purpose. Everyone is here because they love being here. Rick [Miller] could have bought a larger sign, but he doesn't want it to look like Vegas either.”

John Solanek addressed the Commission. He said,

- “Mr. Miller and Mr. Wilcox said a lot. I want to reiterate the character of town. Three dimensional formation and movement creates energy. Energy is contagious. It is understanding and being sensitive to the brick and mortar environment we live in, not the internet.
- We do have more people coming in who don’t know where they are going.
- Sandwich boards create the opportunity to stop to see what is there. It makes sense to create that in the personality of a town.
- I have travelled with my kids a lot this winter and it is constant - why does Gunnison refuse to come up to specific terms that everyone else has? The national economy is the same everywhere. It feels different everywhere. [At a recent hockey tournament] we had eight different teams here and I was a coordinator so it was a convenience for people to ask where to go to eat. So, I gave directions. So often the responses were that they have never seen a town that refuses to promote themselves; there was no energy or feel; one person said they didn’t know a business was open until people came out. It [electronic signs] creates that movement, excitement and energy that this town seems to lack. The illusion of something going on will stop people and create three dimensional activity of movement.
- I encourage you to really lighten up on the sign laws. Sandwich boards create community.

Wayne Caska addressed the Commission and stated that he and his wife have a business on Main Street.

- He asked whether the City will allow restaurants to put offsite signs on hwy 50 so that as people travelling through will stop by knowing other businesses besides McDonalds and Taco Bell are here. They need to see good food establishments. Director Westbay replied that it would be allowed under the new *Code*.
- He said that regarding Electronic signs, they should be ok, if they are tasteful, but he wouldn’t want to see all businesses have them, and they should be small.

Navid Navidi addressed the Commission. He said:

- “For the record, I agree with everything Rick and Warren said. Let people have flexibility. Let them use the full potential of the sign. I have been in business her for 30 years, there are a lot of people who make decisions who don’t rely on making money in Gunnison. Let the businesses in this town breathe.”

Vicki Johnson of The Sign Guys addressed the Commission. She said:

- “I have read a lot of codes. This is easy to read. It is in the middle of the codes I have read.
- Where are real estate signs? Are they temporary signs?
- Allowing wall signs to be 12 inches away from the wall is a good addition.
- I don’t see electric signs restricting businesses. You should let business do what can to promote themselves.”

John Solanek returned to the podium:

- “Signs that are existing right now, based on old school signs that are too big, do they have to be smaller?” Director Westbay replied that, “All nonconforming signs existing prior to the existing sign code are grandfathered. If it needs repair, they can fix it. If there are structural problems, we will allow them to change that. When the business is gone for more than 6 months or year, then that sign is no longer allowed to be used. For example, the Safeway sign; they can keep that sign as long as their total sign area is not exceeded. Once they take the sign down, it can’t go back up.” Mr. Solanek asked, “With all of this restriction, is it stopping community businesses from upgrading their curb appeal?” Director Westbay

responded, using the Safeway sign as an example. It would have to be reduced to 60 square feet if they took down the old sign. Regarding the Pizza Mountain sign; if they decide they want a new sign, the size would it be reduced. They could apply for an historic sign where the sign is exempt and the sign area isn't counted.

- Commissioner Ferchau clarified that it is the sign, not the sign area. He continued, by saying, "We have heard comments that we need to allow more square footage. What if there was no *Sign Code* and it was limitless? How different would it look? We are self-limiting individually. It probably wouldn't look any different. We aren't allowing that to happen. We concluded we are ok with some limitations. We have public hearings to make sure we are consistent with what the public thinks."

Warren Wilcox observed that looking at signs on Main Street in pictures of 1890, think about how energetic it looked then as compared to now.

DRAFT

## Chapter 15.100

### SIGN CODE

#### Sections:

- 15.100.010 Purpose and Intent.
- 15.100.020 Applicability.
- 15.100.030 Definitions.
- 15.100.040 Exemptions.
- 15.100.050 Prohibited Signs.
- 15.100.060 Temporary Signs.
- 15.100.070 Sign Area.
- 15.100.080 General Regulations
- 15.100.090 Zone District Sign Regulations.
- 15.100.100 Structural Requirements.
- 15.100.110 Permits.

#### **15.100.010 Purpose and Intent.**

The purpose of this Section is to provide information to the public; identify businesses, services and activities; and, establish uniform control of signs. It is the intent of the regulations set forth in this Section to:

- A. recognize that signs are a necessary means of visual communication;
- B. recognize and ensure the right of those concerned to identify businesses, services and other activities by use of signs;
- C. ensure that signs are compatible with adjacent land uses and with the total visual environment of the community; and,
- D. protect the public from hazardous conditions that result from signs which are structurally unsafe, obscure the vision of motorists and/or compete or conflict with necessary traffic signals and warning signs.

#### **15.100.020 Applicability.**

The provisions of this Section shall apply to the display, construction, erection, alteration, use, location and maintenance of all signs within the City, excluding traffic signage required by the Model Traffic Code. It is unlawful hereafter to display, construct, erect, alter, use or maintain any sign except in conformance with the provisions of this Section. ~~Signs that are issued a City Sign permit prior to the time of adoption of this LDC may be treated as Non-Conforming Signs.~~ Any sign in existence on the effective date of the adopted Land Development Code (Ordinance 1-1997) which was effective January 28, 1997, shall be allowed to remain and to be maintained, in conformance with Section 15.170.050 (Non-conforming Signs), of the Land Development Code.

#### **15.100.030 Definitions.**

“Apparent Sunrise” means the time of sunrise as determined by the National Oceanic and Atmospheric Administration (NOAA), US Department of Commerce, for the specific geographic location and date.

“Apparent Sunset” means the time of sunset as determined by the National Oceanic and Atmospheric Administration (NOAA), US Department of Commerce, for the specific geographic location and date.

“Area of sign” means the area of the smallest regular geometric symbol encompassing all the informative features of the sign, including copy, insignia, background and borders.

“*Awning*” means a movable shelter supported entirely from the exterior wall of a building and of a type which can be retracted, folded or collapsed against the face of the supporting building; or a covered space frame structure.

“*Building Code*” means the latest edition of the *Building Code*, as amended and adopted by the City.

“*Building Official*” means the officer or other person charged with the administration and enforcement of this Section, or his or her duly authorized deputy.

“*Canopy*” means a permanently roofed shelter covering a sidewalk, driveway or other similar area, which shelter may be wholly supported by a building or may be wholly or partially supported by columns, poles or braces extended from the ground.

“*Dissolve*” means a mode of message transition on an Electronic Message Sign accomplished by varying the light intensity or pattern, in which the first message gradually appears to dissipate and lose legibility with the gradual appearance and legibility of the second message.

“*Face or wall of building*” means the general outer surface of any main exterior wall or foundation wall of the building, including windows and storefront.

“*Flag*” means the flag, pennant or insignia of any nation, organization of nations, state, county, city, religious, civic, charitable or fraternal organization, or educational institution.

“*Foot Candle*” is an English Unit of measurement of the amount of light falling upon a surface (illuminance). One foot candle is equal to one lumen per square foot and can be measured by means of an illuminance meter.

“*Frame*” means a complete, static display screen on an Electronic Message Sign.

“*Frame Effect*” means a visual effect on an Electronic Message Sign applied to a single frame.

“*Frontage, building*” means the horizontal, linear dimension of that exterior side of a building which abuts a street, a parking area, a mall or other circulation area open to the general public; and has either a main window display of the enterprise or a public entrance to the building. Where more than one use occupies a building, each such use having an exterior public entrance or exterior main window display for its exclusive use shall be considered to have its own building frontage, which shall be the front width of the portion of the building occupied by that use.

“*Frontage, street*” means the linear frontage (or frontages) of a lot or parcel abutting on a private or public street which provides principal access to, or visibility of, the premises.

“*Height*” means the vertical distance measured from the elevation of the nearest sidewalk or, in the absence of a sidewalk within 25 feet, then from the lowest point of finished grade on the lot upon which the sign is located and within 25 feet of the sign, to the uppermost point on the sign or sign structure.

“*Illuminance*” is the amount of light falling upon a real or imaginary surface, commonly called “light level” or “illumination.” Illumination is measured in foot candles (lumens/square foot) in the English system and lux (lumens/square meter) in the SI (metric) system.

“*Kiosk*” means a small structure, typically located within a pedestrian walkway or similar circulation area, and intended for use as display space for posters, notices, exhibits, etc.

“*Liquid Crystal Display (LCD)*”, means a method of displaying readings continuously using a liquid crystal film sealed between glass plates, which changes its optical properties when a voltage is applied.

“*Light Emitting Diode (LED)*” means diodes that emit visible light when electricity is applied, much like a light bulb. When many LEDs are side-by-side, they can create pictures and images.

“*Light source*” means and includes any device, or method of producing light, including neon, fluorescent or similar tube lighting, incandescent bulb and any reflecting surface which, by reason of its construction and/or placement, becomes in effect the light source.

“*Lighting, backlighted*” means a concealed light source located behind the surface of the sign to highlight specific elements of the sign.

“*Lighting, neon*” means any method of lighting using neon tubes in a manner in which the neon tube can be seen.

“*Lot*” means a portion or parcel of land, whether part of a platted subdivision or otherwise, occupied or intended to be occupied by a building or use and its accessories, together with such yards as are required under the provisions of this *LDC*. A lot must be an integral unit of land held under unified ownership in fee or in co-tenancy.

“*Luminance*” is the light that is emitted by or reflected from a surface. Measured in units of luminous intensity (candelas) per unit area (square meters in SI measurement units or square feet in English measurement units.) Luminance is expressed in SI units as  $cd/m^2$ , and in English units as foot lamberts. Luminance is sometimes also expressed as “nits,” a colloquial reference to SI units. Luminance can be measured by means of a luminance meter.

“*Lux*” is the SI (metric) unit for illuminance. One lux equals 0.093 foot candles.

“*Maintenance*” means the replacing, repairing or repainting of a portion of a sign structure; periodic changing of bulletin board panels; or renewing of copy which has been made unusable by ordinary wear and tear, weather or accident.

“*Marquee*” means a permanently roofed structure attached to and supported by a building, and projecting from the building.

“*Nit*” is a photometric unit of measurement referring to luminance. One nit is equal to one candela per square meter ( $cd/m^2$ ).

“*Obscene sign*” means a sign having those characteristics defined as obscene in the *Colorado Revised Statutes*, as amended.

“*Off-premise window display*” means a display in the window of a vacant building advertising a business at another location.

“*Permitted Sign Area*” means the total allowed sign for any street frontage, as calculated according to GMC 15.100.070.

“*Roof*” means the cover of any building, including the eaves and similar projections.

“*Roof line*” means the highest point on any building where an exterior wall encloses usable floor space, including floor area for housing mechanical equipment. Roof line also includes the highest point of any parapet wall, provided that the parapet wall extends around the entire perimeter of the building.

“*Scroll*” is a mode of message transition on an Electronic Message Sign in which the message appears to move vertically across the display surface.

“*Sequencing*” is the display of two or more successive screens on an Electronic Message Center to convey a message.

“*SI (International System of Units)*” is the modern metric system of measurement; abbreviated SI for the French term “Le Systeme International d’Unites.”

“*Sign*” means any writing, pictorial representation, decoration (including any material used to differentiate sign copy from its background), form, emblem or trademark, flag or banner, or mural to attract business, or any other display of similar character which:

1. Is a structure or any part thereof (including the roof or wall of a building);
2. Is written, printed, projected, painted, constructed or otherwise placed or displayed upon or designed into a building, board, plate, canopy, awning, vehicle or upon any material object or device whatsoever; and
3. By reason of its form, color, wording, symbol, design, illumination, motion or other feature attracts or is designed to attract attention to the subject thereof or is used as a means of identification, advertisement or announcement.

“*Sign face*” means the surface of a sign upon, against or through which the message is displayed or illustrated.

“*Sign Types*”

1. “*Abandoned sign*” means a sign that no longer identifies or advertises an ongoing business, product, location, service, idea, or activity conducted on the premises on which the sign is located. Whether a sign has been abandoned or not shall be determined by the intent of the owner of the sign and shall be governed by applicable State Case Law and Statutory Law on abandoned structures.
2. “*Animated sign*” means a sign employing actual motion, the illusion of motion, or light and/or color changes achieved through mechanical, electrical, or electronic means. Animated signs, which are differentiated from changeable signs as defined and regulated by this Code, include the following types:
  - a. “*Environmentally Activated sign*” means animated signs or devices motivated by wind, thermal changes, or other natural environmental input. Includes spinners, pinwheels, pennant strings, and/or other devices or displays that respond to naturally occurring external motivation.
  - b. “*Mechanically Activated sign*” means animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.
  - c. “*Electrically Activated signs*” are animated signs producing the illusion of movement by means of electronic, electrical, or electromechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:
    - i. “*Flashing*” means any sign that contains an intermittent or flashing light source, or includes the illusion of intermittent or flashing light by means of animated electronic

function whose illumination is characterized by a repetitive cycle of illumination and non-illumination, in which the period of illumination is either the same as or less than the period of non-illumination. For the purposes of this ordinance, flashing will not be defined as occurring if the frame static display period exceeds five seconds or more.

- ii. *“Patterned Illusionary Movement”* means animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion. For the purposes of this Code, signs with Patterned Illusionary Movement of less than 2.5 square feet are permitted.
3. *“Awning sign”* means a sign painted, printed or attached flat against the surface of an awning. For the purposes of determining the maximum permitted sign area, only the area encompassing the graphic representation of the message shall be counted.
4. *“Banner”* means a sign painted on cloth or vinyl and hung over a street or entrance, or on a wall. Banners may announce special events or sales.
5. *“Brand-Name sign”* means a word, name, or symbol, especially one legally registered as a trademark, used by a manufacturer or merchant to identify its products distinctively from others of the same type and usually prominently displayed.
6. *“Bulletin Board sign”* means a sign used for the purpose of notification to the public of an event or occurrence of public interest, such as a church service, political rally, civic meeting or other similar event.
7. *“Canopy Signs”*
  - a. *“Canopy Fascia sign”* means signs which are mounted to the front or side fascia of a canopy and contained completely within that fascia.
  - b. *“Above Canopy sign”* means signs which are mounted partially or entirely above the front fascia of a canopy and oriented parallel to the building wall surface.
  - c. *“Under Canopy sign”* means signs which are suspended under a canopy, perpendicular to the building façade. Such signs are also considered to be suspended signs.
8. *“Changeable sign”* means a sign with the capability of content change by means of manual or remote input includes the following types:
  - a. *“Manually Activated”* means a Changeable sign whose message copy or content can be changed manually on a display surface.
  - b. *“Electrically Activated”* means a *Changeable sign* whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices; or it may be from an external light source designed to reflect off the changeable component display. For the purposes of this *Code*, Electrically Activated Changeable Signs shall be classified as *Electronic Message Centers*.
9. *“Construction sign”* means a temporary sign announcing subdivision, development, construction or other improvement of a property by a builder, contractor or other person furnishing services, materials or labor to the premises. For the purposes of this Section, a construction sign shall not be construed to be a real estate sign as defined in this Section.

10. “*Double-face sign*” means a sign where two sides are separated by not more than 18 inches and are parallel to each other. Such signs shall be considered as one sign.
11. “*Electric sign*” is any sign activated or illuminated by means of electrical energy.
12. “*Electronic Message Center or Sign (EMC)*” means an electrically activated changeable sign whose variable message and/or graphic presentation capability can be electronically programmed by computer from a remote location. EMCs typically use light emitting diodes (LED) or liquid crystal display (LCD) as a lighting source. Electronic Message Centers provide a static image frame display for a minimum five second interval.
13. “*Electronic Reader Board*” means a sign which contains a traveling message or a message that appears to be traveling, usually in a horizontal manner. The characteristics incorporated into any message remains constant and does not change in hue or intensity or appear to change in hue or intensity as they appear to travel across or through the automatic changing copy area. Electronic reader boards are only mono colored. Electronic Reader Boards shall be classified as *Electronic Message Centers*
14. “*Flashing sign*” - see *Animated Sign, Electrically Activated* (0.b, above).
15. “*Freestanding sign*” means a sign which is supported by one or more columns, uprights, poles or braces extended from the ground or from an object on the ground, or a sign which is erected on the ground, provided that no part of the sign is attached to any part of any building, structure or other sign. Freestanding sign includes pole signs, pedestal signs and ground signs.
16. “*Government Directional sign*” or “*Safety sign*” means a sign erected by the City or other governmental agency, or a sign erected by permission of the City, directing vehicular or pedestrian traffic.
17. “*Historical sign*” means a sign designated as such by City Council that has been in place for at least 20 years and contains historic and/or community significance. The sign may have relevance because of its unique mechanical features, it’s relevance to a building’s design, or possesses other traits that may be worthy for such designation. Historical signs must be maintained in both appearance and structure.
18. “*Identification sign*” means and includes any of the following:
  - a. A nameplate which establishes the identity of an occupant by listing his or her name and business or professional title;
  - b. A sign which establishes the identity of a building or building complex by name or symbol only;
  - c. A sign which indicates street address or combines nameplate and street address;
  - d. A sign which identifies an area in the City which, by reason of development, natural features, historical occurrences or common references, has or will become a landmark in the City; or,
  - e. A commemorative sign, such as a cornerstone, memorial or plaque, when such is cut into a masonry surface or constructed of bronze or other incombustible material and is made an integral part of the structure.

19. “*Illuminated sign*” means a sign characterized by the use of artificial light, either projecting through its surface(s) (internally or trans-illuminated); or reflecting off its surface(s) (externally illuminated).
20. “*Joint Identification sign*” means a sign which serves as common or collective identification for two or more uses on the same lot.
21. “*Marquee sign*” means a sign depicted upon, attached to, or supported by, a marquee as defined in this Section.
22. “*Off-premises Advertising sign*” means any off-premises sign, including a general outdoor advertising device, which advertises or directs attention to a business, commodity, service or activity conducted, sold or offered else-where than on the same lot or within the same building upon which such sign is located.
23. “*Portable sign*” means a sign which is not attached to the ground, a building or other structure, but does not include a *Vehicle-mounted sign* or *Sandwich Board sign* as defined in this Section.
24. “*Projecting sign*” means a sign attached to a building or extending in whole or in part greater than 12 inches or more horizontally beyond the surface of the building to which the sign is attached, but does not include a marquee sign as defined in this Section.
25. “*Real Estate sign*” means a sign indicating the availability for sale, rent or lease of the specific lot, building or portion of a building or lot upon which the sign is erected or displayed.
26. “*Revolving, Rotating or Spinning sign*” is a sign that has the capability to revolve three hundred and sixty degrees (360°) about an axis. See also: *Animated Sign, Mechanically Activated Sign*.
27. “*Roof sign*” means a sign painted on the roof of a building; supported by poles, uprights or braces extending from the roof of a building, but does not include a sign projecting from or attached to a wall as permitted by this Section (see *Wall sign*).
28. “*Sale sign*” means a temporary sign advertising a special sale of merchandise.
29. “*Sandwich Board sign*” means a sign not exceeding two feet in width to three and one half feet in height located on a sidewalk/grass strip of a public right-of-way or on private property.
30. *Suspended sign* means a sign suspended from the ceiling of an arcade, marquee or canopy.
31. “*Temporary sign*” means a sign which is intended for a temporary period of display for the purpose of announcing a special event, advertising or directing persons to a subdivision or other land or building development, advertising personal property for sale, or promoting a political campaign or special election.
32. “*Time/Temperature/Community Announcement sign*” means a sign which displays information of interest to the community such as the current time and temperature or community announcements and bearing no commercial statements.
33. “*Vehicle-mounted sign*” means a sign displayed upon a trailer, van, truck, automobile, bus, railroad car, tractor, semi-trailer or other vehicle, whether or not such vehicle is in operating condition.
34. “*Vending Machine sign*” means a sign that is incorporated into and designed as a part of a vending machine.

35. “*Wall sign*” means a sign displayed upon or against the wall of an enclosed building or structure where the exposed face of the sign is in a plane parallel to the plane of the wall and extends not more than 12 inches horizontally from the face of the wall. A sign erected against the side of a roof (on the same plane) having a 6:12 pitch or less, is considered to be a wall sign, and shall be regulated as such.
36. “*Wind sign*” means a sign consisting of one or more banners, pennants, ribbons, spinners, streamers or captive balloons, or other objects or materials fastened in such a manner as to move upon being subjected to pressure by wind or breeze, but does not include “*flags*” as defined above.
37. “*Window sign*” means a sign which is painted on, applied or attached to, or located within three feet of, the interior of a window, which can be seen through the window from the exterior of the structure. Merchandise included in a window display shall not be considered to be a sign.

“*Sign structure*” means any supports, uprights, braces or framework of a sign.

“*Signs, number of.*” For the purpose of determining the number of signs, a sign shall be considered to be a single display surface or display device containing elements clearly organized, related and composed to form a unit. Where sign elements are displayed in an unrelated or random manner, each element shall be considered to be a single sign.

“*Transition*” is a visual effect used on an *Electronic Message Center* to change from one message to another.

“*Travel*” is a mode of message transition on an *Electronic Message Center* in which the message appears to move horizontally across the display surface.

#### **15.100.040 Exemptions.**

Except as specifically provided, the following may be erected without a sign permit. All signs shall meet all applicable setback, sign area, construction, illumination and safety standards excluding *Government Directional signs* and *Safety signs*.

- A. Signs which are not visible beyond the boundaries of the lot or parcel upon which they are located and/or from any public thoroughfare or right-of-way.
- B. Official governmental notices and notices posted by governmental officers in the performance of their duties, and governmental signs to control traffic or for other regulatory purposes, to identify streets or to warn of danger.
- C. Flags, limited to three flags per lot. The maximum individual size of a permanently displayed flag shall be 40 square feet.
- D. Temporary decorations or displays, when such are clearly incidental to and are customarily and commonly associated with any national, state, local or religious holiday, celebration or event.
- E. Temporary or permanent signs erected by the City, public utility companies or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines and similar devices.
- F. Merchandise, pictures or models of projects or services which are incorporated as an integral part of a window display, where all such items displayed are located within the interior of the building where the business is located.

- G. Signs displayed on trucks, buses, trailers or other vehicles which are being operated or stored in the normal course of a business, such as signs indicating the name of the owner or business which are located on moving vans, delivery trucks, rental trucks and trailers and the like, provided that the primary purpose of such vehicles is not for the display of signs, and provide that they are parked or stored in areas appropriate to their use as vehicles.
- H. All “open,” “vacancy” and “no vacancy” signs and signs designated to indicate vacancy, such as “yes,” “no,” and “sorry,” whether they are nonilluminated, internally illuminated, indirectly illuminated or directly illuminated signs, provided that the area of the sign does not exceed two and one-half square feet per face.
- I. Displays of string lights, provided that they are decorative displays, which only outline or highlight landscaping or architectural features of a building.
- J. Signs displayed on motor vehicles providing public transportation, provided that they conform to the following requirements:
1. the signs are flat and do not project more than four inches from the surface of the motor vehicle; and
  2. the signs shall not be prohibited signs as more specifically set forth in GMC 15.100.050.
  3. *Motor vehicle providing public transportation* is a motor vehicle operated pursuant to a certificate of public convenience and necessity to operate as a common carrier for hire for the transportation of passengers and their baggage, on schedule, issued by the Public Utilities Commission of the State. Vehicles which are exempt from regulation as public utilities pursuant to §40-15-101, C.R.S., are not eligible for an exemption from the sign code pursuant to this Section.
- K. Identification signs which do not exceed two square feet per face or four square feet in total surface area; limited to six feet in height and limited to one such sign per use or per building, whichever is the greater number.
- L. Temporary nonilluminated real estate signs which do not exceed eight square feet in total area and six feet in height, limited to one such sign per street frontage. Such signs are restricted to the subject property and shall not remain in place more than seven days after the sale, lease or rental of the subject property.
- M. Signs in the nature of cornerstones and commemorative tablets, which do not exceed four square feet per face in area and six feet in height, and which are nonilluminated or indirectly illuminated.
- N. Private traffic directional signs guiding or directing vehicular or pedestrian traffic onto or off of a lot or within a lot when such do not exceed three square feet per sign per face in area and eight feet in height, and do not contain any advertising or trade name identification. Private traffic control signs which conform to the standards of the *Colorado Manual of Uniform Traffic Control Devices* may exceed three square feet per face in area, but shall not exceed seven square feet per face. Such signs shall not exceed eight feet in height.
- O. Signs required or specifically authorized for a public purpose by any law, statute, ordinance or resolution.
- P. Signs commonly associated with, and limited to information and directions related to the permitted use on the lot on which the sign is located, provided that each such sign does not exceed 150 square inches

in total area. This category shall be interpreted to include such signs as “no smoking,” “restroom,” “no solicitors,” “self-service” and similar informational signs.

- Q. Signs which identify items such as credit cards, menus or prices; limited to one such sign for each use, not to exceed four square feet per face or eight square feet in total area. Such signs may be attached to the building, as projecting or wall signs, or included as an integral part of a freestanding sign.
- R. Regulatory signs erected on private property, such as “no trespassing” signs, which do not exceed two square feet per face or four square feet in total surface area, limited to four such signs per use or per building.
- S. A sign, or component area thereof, that is used exclusively to announce or describe public holidays, special community events, or seasonal promotion of interest to the entire community and bearing no commercial statements are exempt. Signs used for such purposes shall not exceed 16 square feet per face or 32 square feet in total surface area, and are limited to one sign per lot.
- T. Vending machine signs, provided that such signs are limited to the product being vended.
- U. Kiosks or similar structures and the display thereon of signs, posters, notices, etc. when such structures are located in pedestrian-oriented circulation areas. Such structures shall only be permitted in the Commercial, CBD, or Industrial districts or in a PUD.
- V. Signs for placement upon publicly owned athletic field fences, scoreboards, ice rink boards, and rodeo arenas which meet the following criteria:
  - 1. Such signs shall be securely fastened, constructed and continuously maintained in such a manner as to prevent damage from the natural elements.
  - 2. Such signs shall be located only upon fences or boards which encircle playing fields or rinks, and in such a manner so as to minimize visual impacts to areas located outside of the park facilities.
  - 3. Such signs shall be permitted for the sole purpose of generating funds for government-sponsored programs and facilities. In all cases, the overall aesthetics of the surrounding area shall be significant considerations in the placement and design of the signs.
  - 4. In the case of City facilities, an agreement between the City and the sign sponsor shall be executed specifying annual or one-time fees and a maintenance schedule. This agreement may be reviewed annually.
- W. Signs designated by passage of a City Council resolution establishing a pre-existing sign as a historical sign.
- X. Suspended signs, as long as they comply with the provisions of GMC 15.100.090.

**15.100.050 Prohibited Signs.**

The following signs shall not be permitted, erected or maintained in the City:

- A. obscene signs;
- B. any sign which is hand-held, installed or erected in or projects onto or over any public right-of-way, except in the case of a sign which meets the standards of this Section and is granted under a license agreement by the City;

- C. inflatable signs and other permanent objects including, but not limited to, balloons. Party balloons less than two cubic feet are allowed. Balloons larger than two cubic feet may be permitted in temporary non-commercial situations; for instance: they are permitted for special occasions at a residence.
- D. any sign or sign structure which:
  - 1. is structurally unsafe, or
  - 2. constitutes a hazard to safety or health by reason of inadequate maintenance or dilapidation, or
  - 3. is capable of causing electrical shocks to persons likely to come in contact with it.
- E. any sign or sign structure which:
  - 1. may be confused with, or obstruct the view of, any authorized traffic sign or signal, obstructs the sight-distance triangle at any road intersection or extends into the public right-of-way;
  - 2. creates an unsafe distraction for motor vehicle operators; or,
  - 3. obstructs the view of motor vehicle operators entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare.
- F. any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exit way;
- G. signs placed on or painted on a motor vehicle or trailer parked with the primary purpose of providing signage not otherwise allowed by the *Code*; or any sign displayed on a parked trailer or truck or other vehicle where the primary purpose of the vehicle is to advertise a product, service business, or other activity or if it meets the definition of an abandoned vehicle. This regulation shall permit the use of business logos, identification or advertising on vehicles primarily and actively used for business purposes and/or personal transportation.
- H. animated signs, except signs that have a static frame change rate of five seconds or longer, are not subject to the prohibition noted herein;
- I. patterned illusionary movement signs;
- J. any sign which adversely affects safety including signs which prevent free ingress or egress from any door, window, fire escape, or that prevent free access from one part of a roof to any other part. No sign other than a safety sign shall be attached to a stand-pipe or fire escape.
- K. revolving, rotating and spinning signs;
- L. roof signs, except for those permitted in the Industrial zone district and under the definition of a wall sign;
- M. any sign which emits smoke, visible vapors, particles, sound or odor;
- N. open flames used to attract public attention to a place of business or to an advertising sign;
- O. no mirror device shall be used as part of a sign; and,
- P. abandoned signs.

**15.100.060 Temporary Signs.** Temporary signs in all zone districts shall be subject to the following specific requirements:

A. Banners

1. In the public right-of-way. Banners in the public right-of-way are administered under an Administrative License Agreement in accordance with GMC 9.40 unless they are for a City-approved function.
2. Banners for Special Events or Sales. Banners or signs for special events shall be permitted no more than six times per year for two-week intervals each. Such signs and banners shall not exceed 24 square feet in area.

B. Construction Signs. Signs advertising subdivision, development, construction or other improvements of a property shall be permitted in any zone district and shall comply with the following:

1. Such signs shall be limited to free-standing or wall signs and shall not exceed 36 square feet per face, and shall not exceed 12 feet in height. No riders or attachments to such signs shall be permitted. For residential developments consisting of five dwelling units or less, the maximum area permitted for a construction sign shall be three square feet per face for each dwelling unit being constructed.
2. Construction signs shall be displayed only on the property to which the sign pertains. One such sign shall be permitted for each street upon which the property either has frontage or has an entrance from a major thoroughfare; provided that the minimum distance between signs on any single development shall be 1,000 feet.
3. In the case of a subdivision, construction signs shall not be displayed prior to the date of official filing of the subdivision plat.
4. In other cases, such signs may be displayed for the duration of the building permit.

C. Election Signs. Those signs concerning issues and candidates in forthcoming elections shall be removed by the person placing or erecting them or by the occupier of the premises on which they are located within 10 days following the election to which they pertain unless the sign conveys some other or further ideological message or has some other or further ideological significance. Election signs shall be restricted to a maximum size of four square feet in all residential districts and a maximum size of 60 square feet in all other districts.

D. Real Estate Signs. Real Estate signs are exempt under 15.100.040 L. (Exemptions).

E. Sale Signs. A sale sign shall be permitted no more than six times per year for two-week intervals each. A sale sign shall not exceed 24 square feet in area.

**15.100.070 Sign Area.**

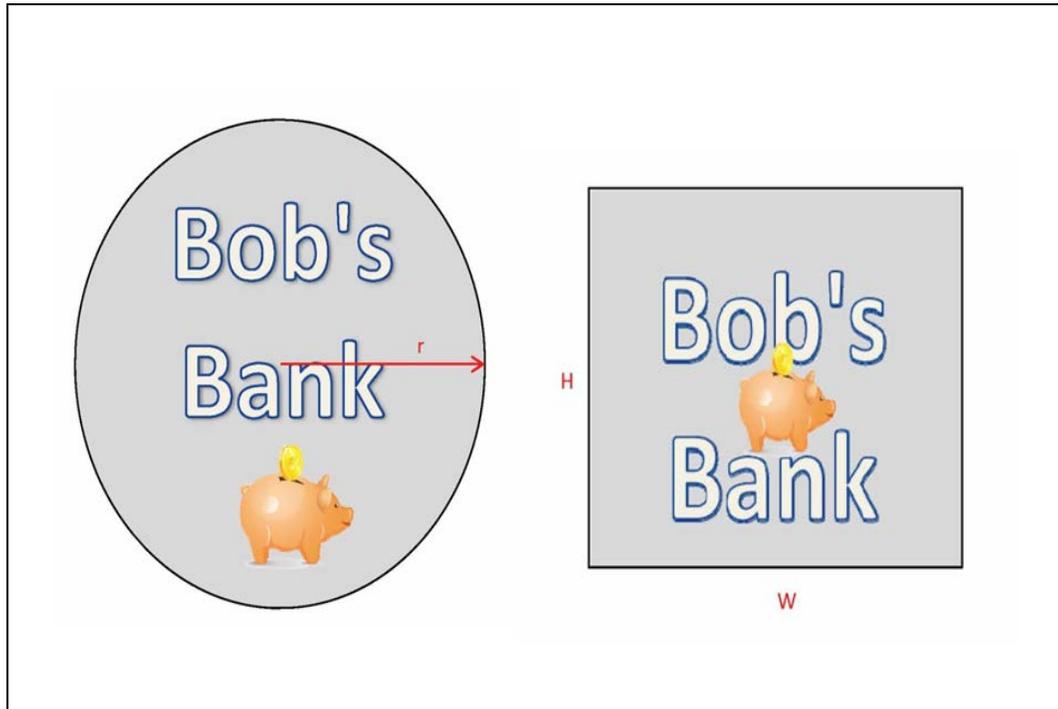
- A. Total Permitted Sign Area. The total Permitted Sign Area (PSA) for any street frontage shall be calculated by using the formula below; provided that the maximum permitted sign area, which is the sum of all signs, shall not exceed a total of 150 square feet per ownership parcel.

Formula:  $(LF \times 2) + 20$  square feet = PSA

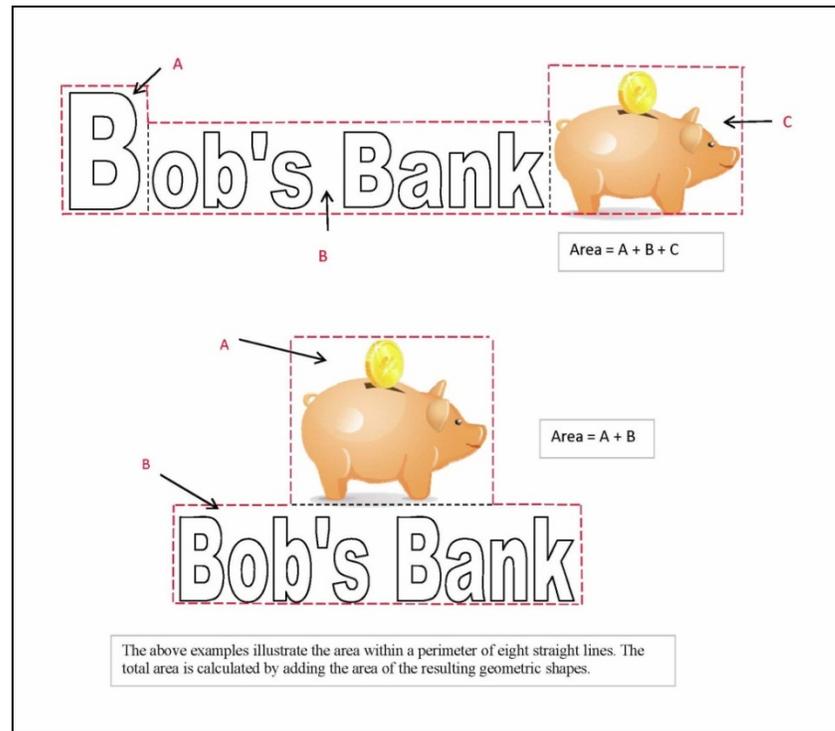
Where: LF = Lineal feet of street frontage of the property and

PSA = Permitted Sign Area in square feet.

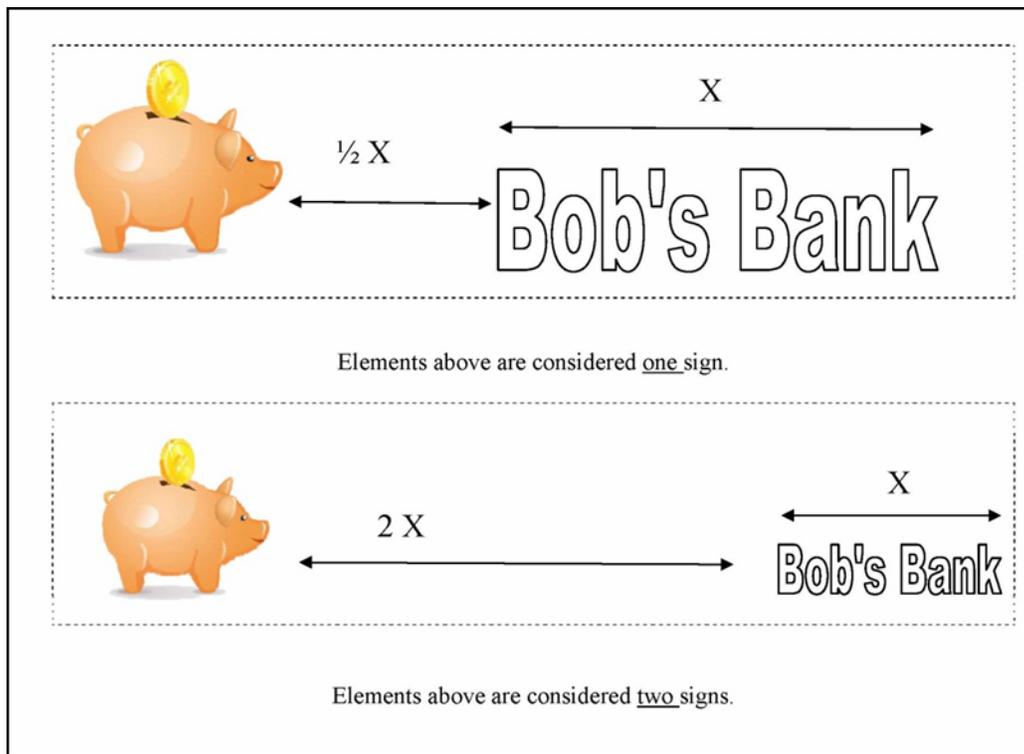
- B. Signs or Uses with Multiple Frontage. The total area of all signs on any face of a building shall not exceed one and one-half square feet per lineal foot of building frontage at ground level.
- C. Multiple Tenant Buildings. In the case of building occupied multiple tenant spaces with individual entrances directly to a public street frontage, the sign area shall be calculated using the lineal distance of each business space fronting the street. In such circumstances the total sign area for the entire building may exceed the total maximum area of 150 square feet.
- D. Computation of Sign Area. The area of a sign shall be measured with the following regulations:
1. For signs whose shape is a regular geometric figure (square, rectangle, circle, oval, etc.), the area shall be calculated using standard formulas ( $H \times W$ ;  $\pi r^2$ ; etc).



2. In the case of an irregularly shaped sign or a sign with letters and/or symbols directly affixed to or painted on the wall of a building, the area of the sign shall be the entire area within a single continuous perimeter of not more than eight straight or radial lines enclosing the extreme limits of writing, representation, emblem or any figure of similar character, together with any material or color forming an integral part or background of the display or used to differentiate such sign from the backdrop or structure against which it is placed.



3. Where a sign contains a frame, background, or other material used to differentiate the sign from the background on which it is placed, the sign area shall be measured to include the entire frame, background, or other material.
4. Where a sign has two or more display faces and is not a double-faced sign, the area of all faces shall be included in determining sign area.
5. The following standards shall be used to determine the area of signs containing multiple elements. The figure below illustrates these measurement methods.
- Regardless of their spacing, the letters forming a word or name shall be considered a single sign.
  - When two or more separate items in a sign (such as a word and a logo) are separated horizontally or vertically by less than twice the width or height of the largest item, the items shall be considered a single sign, and the area shall be determined by measuring the area enclosed by a perimeter enclosing all of the items.
  - When two or more separate items (such as a word and a logo) are separated horizontally or vertically by more than twice the width or height of the largest item, the items shall be considered two signs, and the area of each item shall be determined individually.



6. Where three-dimensional figures are used as signs, the area shall be the total area, as projected on a vertical plane (elevation view), of each side of the figure which is visible by the public beyond the boundaries of the lot upon which the figure is located. For purposes of this regulation, a figure shall be considered to have not less than one or more than four sides.
7. Lot frontage used as the basis of determining permitted sign area for one use shall not be used again as the basis for determining the permitted sign area for a different use. Nothing in this Subsection shall be construed to prohibit the additional lot, building or use from erecting a sign which would otherwise be authorized by the provisions of this Section.
8. All riders or attachments to signs or sign structures (whether temporary or permanent) shall be included as part of the total sign area for the sign to which they are attached.

#### 15.100.080 General Regulations.

- A. Signs at Street Intersections and Driveways. Other than a pole 12 square inches or less in cross-sectional area, signs that will obstruct vision between a height of three feet and 11 feet shall not be erected, placed or maintained within the sight visibility triangle formed by a straight line starting at the point of intersection of the curb line and extending 30 feet from their point of intersections.
- B. Illumination. Illuminated signs shall be subject to the following conditions:
  1. signs may be indirectly or internally illuminated;
  2. any light used for the illumination of a sign shall be shielded so that the beams or rays of light will not shine directly beyond the lot upon which the sign is located;
  3. neither the direct nor the reflected light from any light source shall create a traffic hazard or distraction to operators of motor vehicles on public thoroughfares;
  4. no sign shall exceed 5,000 nits during the day and 500 nits during nighttime hours. Prior to

issuance of a sign permit the applicant shall provide written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed 5,000 nits and that the intensity level is protected from end-user manipulation by password-protected software or other method determined appropriate by the Community Development Director.

5. all illuminated signs must comply with the maximum luminance level of 500 cd/m<sup>2</sup> or nits at least one-half hour before Apparent Sunset, ~~as determined by the National Oceanic and Atmospheric Administration (NOAA), US Department of Commerce, for the specific geographic location and date.~~ All illuminated signs must comply with this maximum luminance level throughout the night, if the sign is energized, until Apparent Sunrise, ~~as determined by the NOAA,~~ at which time the sign may resume luminance levels appropriate for daylight conditions, when required or appropriate.
  6. signs that have external illumination, whether the lighting is mounted above or below the sign face or panel, shall have lighting fixtures or luminaires that are fully shielded;
  7. on-premise signs do not constitute a form of outdoor lighting at night, and are exempt from any other outdoor lighting regulations adopted by the City.
- C. **Electronic Message Centers (EMCs).** ~~As a guideline, scrolling, traveling, flashing, spinning, rotating, any moving effects and all dynamic frame effects or patterns of illusionary movement or simulated movement should be avoided.~~ The following standards apply:
1. The minimum static frame display time interval is five seconds.
  2. The transition time between messages or message frames will be one second.
  3. Electronic Message Centers are not permitted in residential districts except for schools, churches or other community buildings that are located in a residential district.
- D. **Signs on Fences and Freestanding Walls.** Signs on fences or freestanding walls shall be erected or mounted in a plane parallel to the fence or wall, and shall not extend above the top of the fence or wall nor project more than 12 inches from the face of the fence or wall. Such signs shall be subject to all regulations of this Section applicable to free-standing signs, including but not limited to maximum area per sign, maximum sign height, minimum setback from property lines and number of signs permitted per lot or per premises.
- E. **Window Signs.** The area of all window signs less than 25 percent of the total window area or 12 square feet maximum, at ground floor level will not be included in the total permitted sign area.
- F. **Subdivision Identification Signs.** Signs which identify lands which have been subdivided in accordance with this *LDC* shall be subject to the following regulations:
1. The sign may be located within public street right-of-way where such sign is approved as an integral feature of the street construction plans at the time of final plat approval. Otherwise, the sign shall be located so as not to intrude into the right-of-way.
  2. Such signs shall conform to the sign requirements relating to the site distances at intersections under the provisions of §4.3.J.4.
  3. The maximum size for a subdivision identification sign shall be 36 square feet per face as long as

they meet the definition of a “*Double-faced sign*”.

4. The signs shall only contain the name of the subdivision.
- G. Signs or Banners in the Public Right-of-Way. Any sign or banner in the public right-of-way is subject to an administrative license agreement and shall be compliant with all sign standards. The staff may refer the application to City Council for any reason. The City Manager or their designee may issue an administrative license agreement to allow the sign in accordance with GMC 9.40 as long as:
1. the City is carried as “additionally insured” on a current insurance policy; and,
  2. proof of coverage is provided to the City Clerk and remains in effect for the duration of the permit issued.
- H. Sandwich Board Signs. One sign per property (parcel) not exceeding 30 inches in width and 42 inches in height may be permitted within the sidewalk/grass strip of a public right-of-way or on private property provided the following requirements are met:
1. the building owner has obtained a license agreement pursuant to G, above;
  2. the sign is located in front of, and within 12 feet of the main entrance to the establishment it advertises;
  3. placement of the sign allows a minimum of four feet of unobstructed sidewalk/accessway clearance between it and any building, adjacent parking space or other obstruction or comply with the Americans with Disabilities Act, whichever is more restrictive;
  4. the sign must be free-standing and shall not be permanently affixed, chained, anchored, or otherwise secured to the ground or to any pole, parking meter, tree, tree grate, fire hydrant, railing, or other structure;
  5. the sign must be internally weighted so that it is stable and windproof;
  6. the sign is placed within the public right-of-way only during the hours of the establishment’s operation;
  7. no sign shall be placed in a public right-of-way for the duration of a declared snow emergency; and,
  8. *Sandwich Board* signs shall not count toward the permitted sign area of the premise.
- I. Off-Premise Signs. Off-premise signs shall comply with all sign code standards. The calculated area of any off-premise sign shall be counted towards the total permitted sign area of the ownership parcel that displays the off-premise sign.
- J. Free Standing Sign Height. The free standing sign height shall be based on the distance the sign is setback from the back of the curb or edge of pavement where no curb exists. Signs setback zero to 20 feet shall have a maximum height of 15 feet; signs setback greater than 20 feet may increase the sign height six inches for every one foot of additional setback, to a maximum of 25 feet.

**15.100.090 Zone District Sign Regulations.**

- A. Zoning Districts. The zoning districts, as set forth in GMC 15.50 and 15.60 and amendments thereto,

shall apply to this Section. The boundaries of these zone districts shall be determined by reference to the zoning map of the City of Gunnison.

- B. Establishment of Zone District Regulations. The type of signs permitted and the regulation of the number, placement, area and use of signs is established herein. No sign shall be erected except as provided in this Section and in the district in which it is permitted, nor shall any sign be used for any purpose or in any manner except as allowed by the regulations for the district in which such sign is proposed or maintained.
- C. Schedule of Requirements. The following schedule of “class of sign permitted,” “type of sign permitted,” “maximum sign area permitted per lot,” “maximum area per sign face,” “maximum number of signs permitted” and “maximum height of freestanding signs” regulations for the various zoning districts is adopted.
- D. Maximum Sign Area is calculated according to the provisions of GMC 15.100.070.

SCHEDULE OF REQUIREMENTS FOR NONRESIDENTIAL ZONE DISTRICTS (CBD, I, C)			
Prohibited Signs	Maximum Sign Area by Permitted Type	Maximum Number of Signs Permitted	Maximum Height of Signs or other Restrictions
See GMC 15.100.050 Prohibited Signs	<b>Awning signs, Canopy signs , or signs on Architectural Projections:</b> 30% of the width multiplied by the vertical height of the projection	1 per building face or per business storefront	
	<b>Free Standing signs:</b> calculated PSA up to a maximum of 60 square feet. <b>EMC:</b> 25% of sign area in Commercial; 12 square feet in CBD and Industrial	2 per parcel	25 feet; see GMC 15.100.080 for additional standards associated with freestanding signs.
	<b>Joint Identification signs:</b> PSA depends on the type of sign	1 per building face or per business storefront	May be freestanding, projecting, or wall. Where a joint identification sign is used, there shall be no other freestanding signs permitted on the premises.
	Other Sign Types: <b>Marquees, Roof signs, or Wind signs</b> – calculated PSA up to a maximum of 60 square feet	1 per building face or per business storefront	Industrial zone district roof signs must meet the definition of a wall sign
	<b>Projecting signs:</b> 12 square feet per sign face <b>EMC:</b> 25% of sign area.	1 per frontage or 2 allowed on corner parcels	4 feet from the property line in the CBD, 8 feet from property lines in all other zoning districts. Maximum height: 18 feet or to the eave line or top of parapet wall of the building to which it is affixed. Minimum clearance: 8 feet from the ground to the bottom edge of the sign Maximum projection: 5 feet
	<b>Standard Brand-Name signs:</b>	1 per building face or per business storefront	Not more than 20% of the total percent of the PSA for any permitted use shall be devoted to the advertising of any standard brand-name commodities or services which are not the principal commodity or service being sold or rendered on the premises, or area not a part of the name of the business concern involved.

SCHEDULE OF REQUIREMENTS FOR NONRESIDENTIAL ZONE DISTRICTS (CBD, I, C) (CONTINUED)			
Prohibited Signs	Maximum Sign Area by Permitted Type	Maximum Number of Signs Permitted	Maximum Height of Signs or other Restrictions
	<b>Suspended signs:</b> 1.5 square feet per face (3' total). Does not count toward the total PSA.	1 per building face or per business storefront	8 feet from the ground to the bottom edge of the sign Minimum horizontal separation: 15 feet between suspended signs. Projection: shall not project beyond the outside limits of the arcade, canopy, or marquee to which they are attached.
	<b>Temporary signs:</b> 36 square feet	1 per street frontage	12 feet
	<b>Time/Temperature/Community Announcement signs:</b> The display area of less than 16 square feet shall not be included in the allowable sign area; provided, however, any identification or advertising attached to or incorporated in such signs shall be included in the total allowable sign area.	1 per building face or per business storefront	
	<b>Wall signs:</b> calculated PSA. <b>EMC:</b> 25% of sign area in Commercial; 12 square feet in CBD and Industrial	1 per building face or per business storefront	Maximum height: 25 feet above the ground. Maximum projection: 24" above the eave line or parapet. 12" from the face of the building. Any sign erected upon the plane of a roof having a 6:12 pitch or less from vertical shall be considered a wall sign, and shall be subject to the size and height limitations noted under this subsection.

SCHEDULE OF REQUIREMENTS FOR THE B-1 DISTRICT (B-1) (Continued)			
Prohibited Signs	Maximum Sign Area Permitted per Business	Maximum Number of Signs Permitted	Maximum Height of Signs or other Restrictions
<p>In addition to GMC 15.100.050, the following signs are prohibited:</p> <p><b>Bulletin Board</b> signs</p> <p><b>Marquee</b> signs</p> <p><b>Portable</b> signs</p> <p><b>Roof</b> signs</p> <p><b>Vending Machine</b> signs</p>	<p><b>Awning signs, Canopy signs, or signs on architectural projections:</b> 30% of the width multiplied by the vertical height of the projection</p>	<p>1 per building face or per business storefront</p>	<p>The face of any such sign shall not project above or below the face of the canopy, awning or architectural projection. Signs may project horizontally beyond the face of the canopy or architectural projection the distance necessary to accommodate the thickness of the letters, but no more than 12 inches. Signs displayed on architectural projections which extend 15 inches or less from the face of a building may be considered wall signs, and are subject to those provisions.</p>
	<p><b>Free Standing signs:</b> calculated PSA or 12 square feet maximum. <b>EMC:</b> 15% of sign area</p>	<p>1 per general access point</p>	<p>6 feet</p>
	<p><b>Joint Identification signs:</b> PSA depends upon the sign type.</p>	<p>1 per building face or per business storefront</p>	<p>May be freestanding, projecting, or wall. Where a joint identification sign is used, there shall be no other freestanding signs permitted on the premises.</p>
	<p><b>Projecting signs:</b> 12 square feet per sign face <b>EMC:</b> 25% of sign area</p>	<p>1 per building face or per business storefront</p>	<p>18' or to the eave line or top of parapet wall of the building to which it is affixed. 8 feet from the property line. Minimum clearance: 8 feet from the ground to the bottom edge of the sign. Maximum projection: 5 feet</p>
	<p><b>Suspended signs:</b> 1.5 square feet per face (3 feet total). Does not count toward the total PSA. <b>EMC:</b> 25% of sign area.</p>		<p>8 feet from the ground to the bottom edge of the sign.</p> <p>Minimum horizontal separation: 15 feet between suspended signs.</p> <p>Projection: shall not project beyond the outside limits of the arcade, canopy, or marquee to which they are attached.</p>
	<p><b>Standard Brand-Name signs:</b> Not more than 20% of the total percent of the PSA for any permitted use shall be devoted to the advertising of any standard brand-name</p>	<p>1 per building face or per business storefront.</p>	

SCHEDULE OF REQUIREMENTS FOR THE B-1 DISTRICT (B-1) (Continued)			
Prohibited Signs	Maximum Sign Area Permitted per Business	Maximum Number of Signs Permitted	Maximum Height of Signs or other Restrictions
	commodities or services which are not the principal commodity or service being sold or rendered on the premises, or area not a part of the name of the business concern involved.		
	<b>Temporary signs:</b> 36 square feet	1 per street frontage	12 feet
	<b>Time/Temperature/Community Announcement signs:</b> The display area of less than 16 square feet shall not be included in the allowable sign area; provided however, any identification or advertising attached to or incorporated in such signs shall be included in the total allowable sign area.	1 per building face or per business storefront	
	<b>Wall signs:</b> calculated PSA up to 75 square feet maximum. <b>EMC:</b> 12 square feet of sign area.		

SCHEDULE OF REQUIREMENTS FOR SINGLE-FAMILY AND DUPLEX DISTRICTS (R-1, R-1M, R-2)			
Prohibited Signs	Maximum Sign Area Permitted per Business	Maximum Number of Signs Permitted	Maximum Height of Signs or other Restrictions
In addition to GMC 15.100.050, the following signs are prohibited:	<b>Identification signs:</b> 4 square feet	1 per building	6 feet
<b>Awning signs</b>	<b>Temporary Signs:</b> 36 square feet	1 per street frontage	12 feet
<b>Canopy signs</b>			
<b>Changeable signs</b>			
<b>Electronic Message Centers</b>	<b>EMC:</b> 12 square feet of sign area.		Allowed for churches, schools, and community buildings only.
<b>Joint Identification signs</b>			
<b>Marquee signs</b>			
<b>Portable signs</b>			
<b>Roof signs</b>			
<b>Vending Machine signs</b>			
<b>Wind signs</b>			

<b>SCHEDULE OF REQUIREMENTS FOR RESIDENTIAL MULTI-FAMILY DISTRICTS (RMU and R-3)</b>			
Prohibited Signs	Maximum Sign Area Permitted per Business	Maximum Number of Signs Permitted	Maximum Height of Signs
In addition to GMC 15.100.050, the following signs are prohibited:  <b>Awning signs</b>  <b>Bulletin Board signs</b>  <b>Canopy signs</b>  <b>Electronic Message Centers</b>  <b>Marquee signs</b>  <b>Portable sign</b>  <b>Roof signs</b>  <b>Vending Machine signs</b>  <b>Wind signs</b>	<b>Free Standing signs:</b> calculated PSA up to 60 square feet except for complexes with 25+ units, up to 75 square feet	1 per general access point.	15 feet
	<b>Projecting signs:</b> 15 square feet		18 feet or to the eave line or top of parapet wall of the building to which it is affixed
	<b>Suspended signs :</b> 1.5 square feet per face (3' total)		
	<b>Wall signs:</b> calculated PSA up to 75 square feet maximum		
	<b>Temporary signs:</b> 36 square feet	1 per street frontage	12 feet
	<b>EMC:</b> 12 square feet of sign area.		Allowed for churches, schools, and community buildings only.

### 15.100.100 Structural Requirements.

#### A. Construction

1. The installation, repair or replacement of any sign is subject to possible required issuance of a building permit by the City of Gunnison Building Official.
2. The City of Gunnison Building Official may require that building plans for any sign be stamped by an engineer licensed in the State of Colorado.
3. Signs, sign structures, sign foundations and methods to attach and anchor signs must be designed and constructed in accordance with applicable provisions of the *International Building Code* as adopted by the City. All signs and their foundations and attachments must be designed for the appropriate dead load, wind load and snow load for the geographic area in question.
4. The supports and foundations used in construction for all signs and sign structures must be located outside of any public rights-of-way.
5. Welds of sign structures and sections of sign structures must be welded in accordance with the *International Building Code*.

#### B. Electrical and Fire Code Requirement

1. *Electric signs* and *Electronic Message Centers* shall be manufactured and installed in compliance with National Fire Protection Association (NFPA) NFPA70e, or other code administered by the State of Colorado. Installation of any electronic sign is subject to obtaining an electrical permit.
2. The listing label number for all signs shall be provided on the Sign Permit application, or, if the sign has not been manufactured yet, through Nationally Recognized Testing Laboratory (NRTL) validation: A NRTL file number from the sign manufacturer shall be provided for all electric signs

on the Sign Permit application.

- C. **Dangerous Sign Structures and Equipment.** Signs, sign structures or awnings that are dangerous must be taken down and removed or made safe as the Building Official deems necessary. Signs may be deemed dangerous for any specific reason including but not limited to:
1. if a sign structure, it's foundation, attachments to a building, or a building to which a sign is attached is damaged by fire, earthquake, wind, flood or by any other cause, to such an extent that the structural strength or stability is materially less than it was before the catastrophe;
  2. if any portion or member of a sign, sign structure or awning is likely to fail, or become detached or dislodged, or to collapse;
  3. if any portion or member of a sign, sign structure or awning is likely to partially or completely collapse as a result of any cause, including, dilapidation, deterioration, or decay; faulty construction or wiring; or removal, movement or instability of any portion of the ground or building necessary for supporting such structure;
  4. if a sign, sign structure or awning is structurally or electrically unsafe or otherwise hazardous to human life or safety by reason of inadequate maintenance, dilapidation, obsolescence, fire hazard, disaster, damage or abandonment;
  5. All signs, sign structures and awnings determined after inspection by the Code Officer to be dangerous must be abated by repair, rehabilitation, demolition or removal.
- D. **Clearance.** Signs shall not be located with less than six feet horizontal clearance or 10 feet vertical clearance from overhead primary lines.
- E. **Freestanding Signs.** Where such signs are located in vehicular parking and circulation areas, a base or barrier of concrete, steel or other effective barrier not less than 30 inches high, shall be provided to protect the base of the sign from possible damage by vehicles. Where any freestanding sign has a clearance of less than nine feet from the ground, there shall be provided a barrier or other adequate protection to prevent hazard to pedestrians and motorists.

#### **15.100.110 Permits.**

- A. **Sign Permit Required.** Except as provided in GMC15.100.040, it is unlawful to display, erect, relocate or alter any sign without first filing with the Building Official an application in writing and obtaining a sign permit. When a sign permit has been issued by the Building Official, it is unlawful to change, modify, alter or otherwise deviate from the terms or conditions of the permit without prior approval of the building official. A written record of such approval shall be entered upon the original permit application and maintained in the files of the building official.
- B. **Application for Permit.** The application for a sign permit shall be made by the owner or tenant of the property on which the sign is to be located, or his or her authorized agent. Such applications shall be made in writing on forms furnished by the Building Official and shall be signed by the applicant. The Building Official shall, within seven working days of the date of the application, either approve or deny the application or refer the application back to the applicant in any instance where insufficient information has been furnished.
- C. **Revocation of Permits.** If the Building Official finds that work under any permit issued is not in accordance with the information supplied in the permit application and/or is in violation of this Section or any other pertinent ordinance of the City, or should he or she find that there has been any misrepresentation in connection with the application for the permit, he or she shall notify the sign

owner or erector of such findings and that the violations must be corrected without delay. If such correction is not made forthwith, the Building Official shall revoke the permit and serve written notice thereof upon the sign owner or erector. No person shall proceed with any part of such work after such notice is received.

D. Revocation of Permits for Nonuse

1. If actual work whether on-site or off-site is not completed under any permit issued within 60 days from the date of such permit, and/or if substantial building operations under any permit issued under this Section are suspended for a period of 60 consecutive days, the permit shall automatically become null and void.
2. The Building Official may grant an extension of time in which to start or resume operations. All requests for extension and approval thereof shall be in writing.

E. Plans, specifications and other data required. The application for a sign permit shall be accompanied by the following plans and other information:

1. the name, address and telephone number of the owner or person entitled to possession of the sign and of the sign contractor or erector;
2. the location, by street address or other location identification acceptable to the building official, of the proposed sign structure;
3. complete information as required on an application form provided by the Building Official, including a site plan and elevation drawings of the proposed sign, caption of the proposed sign, type of proposed illumination and such other data as is pertinent to the application;
4. plans indicating the scope and structural details of the work to be done, including details of all connections, guy lines, supports and footings and materials to be used; and,
5. if an electrical permit is required, verification of final electrical inspection approval shall be provided to the Building Official.

F. Inspections. All signs shall be subject to inspection by the Building Official. Footing inspections may be required for all freestanding signs. The permit holder or his or her agent shall notify the Building Official when signs are complete and ready for final inspection.