

**CITY OF DURANGO**  
**SIGN CODE**  
**APRIL 2019**

Land Use and Development Code Article 3-6 Signs

**Ordinance No. 2019-08**

# CHAPTER 3 LOTS, BUILDINGS, AND STRUCTURES

---

## ARTICLE 3-6 SIGNS

---

### Division 3-6-1 Purpose and Applicability

---

#### Sec. 3-6-1-1 Purpose and Intent

---

- A. **Purposes.** These sign regulations are established to safeguard the health, safety, convenience, order and welfare of all residents of the City. The City recognizes that signs may act as a visual means of communication with the public. The Sign Code shall promote visual harmony and a respect for the environmental character of the community while also enhancing the economy, businesses and industries by encouraging efficient communication with the public. The purpose of this Article is to provide a balanced and fair legal framework for the design, construction, and placement of signs.
- B. **Intent.** It is the intent of these regulations to provide for the proper control of signs in a manner consistent with the First Amendment guarantee of free speech. It is not the intent of these regulations to regulate signs based on the content of their messages. Rather, this Article advances important, substantial, and compelling governmental interests.
1. The City has an important and substantial interest in preventing sign clutter (which is the proliferation of signs of increasing size and dimensions as a result of competition among property owners for the attention of passing motorists and pedestrians), because sign clutter:
    - a. Creates visual distraction and obstructs views, potentially creating a public safety hazard for motorists, bicyclists, and pedestrians;
    - b. May cause physical obstructions of streets or sidewalks, creating public safety hazards;
    - c. Degrades the aesthetic and essential historic character of the City, making the City a less attractive place for tourism, commerce, and private investment; and
    - d. Dilutes or obscures messages displayed along the City's streets through the proliferation of distracting structures and competing messages.
  2. The City has a substantial and/or compelling interest in preventing traffic accidents.
  3. The City has a substantial and/or compelling interest in preventing negative impacts associated with temporary signs. Temporary signs may be degraded, damaged, moved, or destroyed by wind, rain, snow, ice, and sun, and after such degradation, damage, movement, or destruction, such signs harm the safety and aesthetics of the City if they are not removed.
  4. Certain types of speech are not constitutionally protected due to the harm that they cause to the individual or the community.

5. The incidental restriction on the freedom of speech that may result from the regulation of signs hereunder is no greater than is essential to the furtherance of the important, substantial, and compelling interests that are advanced by this Article.

### **Sec. 3-6-1-3 Application**

---

- A. **Generally.** This Article shall govern and control the erection, remodeling, enlarging, moving, alteration, operation, and maintenance of all signs within all zones. It also provides penalties for violations of this Article.
- B. **Relationship to Other Regulations.**
  1. Nothing contained in this Article shall be deemed a waiver or variance of the provisions of any other Articles or Sections in this Code applicable to signs. Signs located in areas governed by several Articles or Sections of this Code shall comply with all such Articles and/or Sections (e.g. Division 2-2-3 Specific Standards for Specific, Limited and Conditional Uses).
  2. The City recognizes other regulations pertaining to signage (*i.e.*, State of Colorado, Department of Highways, "Rules and Regulations Pertaining to Outdoor Advertising," effective January 1, 1984, and as may be amended).
  3. The content of signs related to marijuana businesses is restricted by State laws and regulations, and both the advertising and sale of marijuana are prohibited by federal law. The City has no authority to supersede State or federal marijuana laws.
  4. Where any provision of this Article covers the same subject matter as other City, State or federal regulations, the more restrictive regulation shall apply.
- C. **Interpretation and Severability.** See Division 1-2-2, *Interpretation and Severability*.

### **Sec. 3-6-1-4 Non-conforming Signs**

---

- A. **Non-conforming Signs.** Existing signs which do not conform to the specific provisions of this Article are designated as nonconforming signs. Nonconforming signs must be brought into compliance with this Article when any of the following exist:
  1. A non-conforming sign has alterations requiring a permit as described in Section 3-6-2-1.
  2. A nonconforming sign structure does not display any message for a period of 60 days.
  3. Nonconforming signs that are a danger to the public safety due to damage or wear shall be removed and shall not be replaced unless the replacement sign and sign structure conform to this Article.
  4. A non-conforming sign is damaged or destroyed more than two-thirds (67 percent) of the fair market value of its replacement value.
  5. When the property or premises upon which the sign is located is vacant for a period of at least sixty (60) days.

### **Sec. 3-6-1-5 Enforcement**

---

The provisions herein shall be enforced by the Administrator. It shall be unlawful to erect, construct, reconstruct, alter or change any sign without first obtaining the required sign permit or other approval or exemption under this Article, and no permit shall be issued unless plans of and for the proposed erection, construction, reconstruction, alteration or use fully conform to the LUDC and this Article. Upon presentation of proper credentials, the Administrator may enter any building, structure, real property or premises to ensure compliance with the provisions of this Code.

### **Sec. 3-6-1-6 Violations and Penalties**

---

It shall be unlawful to erect, construct, move or change the use of any sign in the City or cause the same to be done contrary to or in violation of the provisions of this Article. Any person, firm or corporation, whether as principal, agent, employee or otherwise, either as owner, lessee, occupant or otherwise, who violates any of the provisions set forth herein or any amendment thereof or who interferes in any manner with any person in the performance of a right or duty granted or imposed upon him or her by the provisions of this Code and conviction thereof, shall be subject to the penalties and remedies set forth in Section 1-16, Durango Code of Ordinances, as the same may be amended. Each day of the existence of any violation shall be deemed a separate offense, subject to the above-referenced penalty provisions.

## **Division 3-6-2 Administration and Procedures**

---

### **Sec. 3-6-2-1 Sign Permit Required**

---

- A. **Sign Permit Required.** A sign permit shall be required for the placement and construction of all signs, except as exempted in Section 3-6-3-1, *Signs Authorized without Permit*.
1. The "construction of a new sign" shall include:
    - a. The alteration of sign faces by painting or overlay.
    - b. Erection, placement, moving, reconstruction, alteration, or display of a sign.
    - c. The painting of wall signs.
    - d. The installation of a new sign panel with different copy into an existing sign structure.
  2. Touching up or repainting existing letters, symbols, graphics, colors, etc., shall be considered maintenance and repair and shall not require a permit. Any other changes besides touching up or repainting existing signage with exactly the same message as presently exists shall require a new sign permit.

### **Sec. 3-6-2-2 Permit Procedures**

---

- A. **Permitting Generally.** All permanent signs (except signs authorized without a permit pursuant to Section 3-6-3-1) must receive approval from the City pursuant to the procedures in this Article.
- B. **Permit Requirements.**

1. A sign permit shall lapse and have no further effect unless a sign has been erected in compliance with the terms and conditions of the permit within one (1) year after the date of the sign permit approval.
2. The Administrator is authorized to grant, in writing, one (1) extension of time, for a period not more than one hundred eighty (180) days. The extension shall be requested in writing and justifiable cause demonstrated
3. In addition to the required sign permit, a building permit may be required by the City staff for signs incorporating structural elements or attached to buildings. Electrical permits may be required for signs that are illuminated or other signs with electrical components.
4. Any temporary or permanent signs which encroach into the public right-of-way must obtain a revocable encroachment permit.

**C. Permit Procedures.**

1. All applicants must complete a sign permit application, pay the required fees, and submit all required supporting documentation such as design drawings, color samples, pictures, lighting specifications, and other items.
2. The applicant may choose to apply for a sign permit for multiple signs in a development by filing a Master Sign Program in accordance with Section 3-6-2-4.
3. Upon receipt of a complete application the Administrator shall review the application for compliance with this Section and all applicable building code requirements, and either approve, approve with conditions, or deny the application.
4. The Administrator shall have the right to inspect the proposed sign location prior to acting on the application and shall also have the right to inspect the sign after construction to ensure compliance with this Section and any conditions of approval.
5. A denial of a sign permit by the Administrator may be appealed to the Design Review Board and shall be in accordance with the procedures provided in Section 6-3-17-1

**Sec. 3-6-2-3 Alternative Compliance**

---

- A. **Generally.** The Administrator shall be authorized to conduct design-based reviews of new signs and may grant modifications to any sign standard, including but not limited to sign area, setbacks, lighting, and/or height modifications, based upon a finding that:
1. Such action is taken in order to encourage the implementation of alternative or innovative practices that provide equivalent benefits to the public, and
  2. The following conditions are demonstrated:
    - a. There is a need to compensate for practical difficulties, hardships, or unusual aspects of the site or the proposed sign,

- b. The proposed sign is generally in alignment with the adopted Sign Design Guidelines and helps further design objectives for the area,
- c. The proposed sign will not be detrimental to any adjacent properties in the area, and
- d. The proposed sign does not pose a threat to public health, safety, or welfare.

**B. Limitations.** Alternative Compliance review cannot be applied to:

- 1. Signs which have been approved under Section 3-6-2-4, *Master Sign Program*,
- 2. Signs listed under Section 3-6-3-1, *Signs Authorized without Permit*,
- 3. Signs listed under Section 3-6-4-2, *Temporary Signs*, and
- 4. Signs listed under Section 3-6-3-2, *Prohibited Signs*.

**C. Referrals and Appeals**

- 1. The Administrator may refer a request for any sign permit or Alternative Compliance to the Design Review Board as specified in Chapter 6. Any appeal of the Administrator's decision to deny or approve with conditions a sign permit or alternative compliance request shall be made to the Design Review Board.
- 2. Notice and hearing. All appeals to the Design Review board shall be heard at a public hearing, notice of which shall be given in the manner required by the procedures of the Board. The decision of the Design Review Board on the referral, appeal or alternative compliance request shall be final.

**Sec. 3-6-2-4 Master Sign Program**

---

**A. Generally.**

- 1. A development may propose to the Design Review Board, for its approval, a Master Sign Program for the development area.
- 2. The purpose of a Master Sign Program is to provide design and standards flexibility for all signs to be placed within a development. Signs within such Program must be consistent in the design theme, be coordinated in color, graphics, texture, and material, and have placement controls within the development.
- 3. A Master Sign Program shall specify the location, number, and size of all signs on the property. The materials, methods of illumination, and graphic standards must also be defined.
- 4. An approved Master Sign Program shall set the boundary for which the sign program is approved and shall set out all design and procedural standards that shall apply within that boundary. All permits for any sign applied for within that boundary shall conform to the Master Sign Program as approved, or as subsequently amended.

**B. Modifications**

## 1. Minor Modifications.

- a. Generally. A minor change to an approved Master Sign Program (MSP), may be approved by the Administrator. The phrase "minor change(s)" is considered to represent changes which do not alter the overall characteristics of the existing MSP and which create no adverse impacts on adjacent uses, infrastructure, or public safety. Some examples of what can be considered as "minor changes" are (by way of illustration and not limitation):
  - i. Changes in location of signs.
  - ii. Changes in number of signs, as long as the aggregate square footage of the MSP stays the same.
  - iii. Changes in the individual square footages of signs, as long as the aggregate square footage of the MSP stays the same.
  - iv. Changes in the colors or materials of signs, as long as the intended character of the MSP remains.
- b. Application. A request for a minor change(s) shall be filed at the Department, in writing, on a form approved by the administrator, accompanied by the applicable fee and associated documents.
- c. Process. The Administrator may approve the request if the Administrator finds that the change is a "minor change" as defined in Subsection 1.a., above

## 2. Major Modifications.

- a. Generally. A major change to an approved Master Sign Program (MSP), shall be approved by the Design Review Board. The phrase "major change(s)" is considered to represent changes which can alter the overall characteristics of the existing MSP and which could create adverse impacts on adjacent uses or public infrastructure. Some examples of what can be considered as "major changes" are (by way of illustration and not limitation):
  - i. Changes in the aggregate square footage of MSP.
  - ii. Changes in sign heights over what was previously approved for the MSP.
  - iii. Changes in the colors or materials of signs which alter the overall character of the MSP.
- b. *Application*. A request for a major change(s) shall be filed at the Department, in writing, on a form approved by the Administrator, accompanied by the applicable fee and associated documents and drawings reflecting the major changes. The property shall also be posted during this review period as described in section 6-3-3-10.
- c. *Process*. The Administrator shall forward the application onto the Design Review Board at their next available meeting for their review and decision.

### **Sec. 3-6-2-5 Historic Sign Designation**

---

- A. **Generally.** In recognition of the historic contribution of some signs to the community, historic signage shall be eligible for Alternative Compliance if it meets the criteria set forth in Section 3-6-2-3 and the criteria of this section. Appeals of the Administrator's decision regarding historic signage shall be made to the Historic Preservation Board.
1. In order to qualify for such variance, the sign shall be at least 50 years old, and the Administrator shall find that the value of the sign's historic contribution to the community is greater than the impact of the violation. The Administrator must determine the sign is a character defining feature that is integral to the historic character of the building, property or community.

### **Division 3-6-3 General Sign Requirements**

#### **Sec. 3-6-3-1 Signs Authorized without Permit**

---

- A. **Generally.** The signs that are listed in this Section are allowed within the City subject to the limitations and requirements of this Article. Sign permits are not required for these signs.
- B. **General Limitations.** Signs that are authorized by this Section shall not:
1. Be illuminated, except as specifically allowed within this Article.
  2. Be included in the limitation on the number of signs allowed per parcel, nor shall they be included in the computation of aggregate permitted sign area unless otherwise stated in this Article.
- C. **Authorized Sign Types.**
1. *Public Sign.* A sign of a noncommercial nature and in the public interest, erected by, or on the order of, a public officer in the performance of duty. Specifically:
    - a. Signs erected by the City or by any federal, State or county government agency. Such sign may be off-premise.
    - b. Any public purpose/safety sign and any other notice or warning required by a valid and applicable federal, state or local law, regulation or resolution. Such sign may be of any type, number, area, height above grade, location, illumination, or animation authorized by the law, statute, or ordinance under which the sign is erected.
  2. *Flags.* Flags that are affixed to permanent flagpoles or flagpoles that are mounted to buildings (either temporary or permanent).
    - a. Such flags, when fully extended, shall not encroach on the public right-of-way.
    - b. For any single lot, up to three (3) poles for flags may be erected in any zone district in accordance with the maximum height requirement for such zone district.



- c. Flagpoles must be placed outside of sight triangles and must be setback at a minimum of three (3) feet from any property line.
- 3. *Integral Sign.* A sign made an integral part of a building's construction. Such sign shall not exceed six square feet in area.
- 4. *Directional Sign.* Such sign shall not exceed six square feet in area and four-feet (4') in height.
- 5. *Display Sign.* Such sign shall be either 1) mounted on a building wall oriented to pedestrians, or 2) a monument sign oriented to occupants of a vehicle in a drive aisle.
  - a. If mounted on a wall oriented to pedestrians, such signs shall not exceed six (6) square feet.
  - b. If a display sign oriented to occupants of a vehicle in a drive aisle, such sign shall not exceed thirty-two (32) square feet. Such sign shall not be designed to be read from the public right-of-way nor to attract attention to the site from the right-of-way. Such signs may be illuminated, subject to Section 3-6-3-3, *Sign Illumination*.
- 6. *Window Sign.* A sign that is painted on, attached to or placed within one foot (1') of the inside of a window, as long as the sign does not extend beyond the first story of the building on/in which it is located. Window signs shall not cover over twenty-five percent (25%) of the total window area. Such signs may not be illuminated.
- 7. *Incidental Sign.* Such sign shall have an area of less than six square feet.
- 8. *Scoreboards.* Scoreboards located adjacent to athletic fields. Such signs may be illuminated, subject to Section 3-6-3-3, *Sign Illumination*.
- 9. *Murals or works of art,* subject to approval through the Design Review process.
- 10. *Vehicle sign.* A sign painted or attached directly on vehicles advertising the business establishment using the vehicle.
  - a. Signs may only temporarily be attached to the exterior of vehicles i.e. roofs or truck beds and they may be no larger than four (4) square feet.
  - b. When such signing is on a vehicle that is parked or located in the vicinity of the business, the sign must be removed.
- 11. *Temporary signs.*
  - a. In residential zones temporary signs up to an aggregate area of 12 square feet may be displayed without a permit for an unlimited amount of time. An aggregate area of up to 48 square feet is allowed 30 days prior to an election.
  - b. In non-residential zones each business is allowed one temporary sign on private property, unless otherwise provided for in Section 3-6-2-4, *Master Sign Program*. Banners are considered temporary signs and are allowed to be displayed a maximum of six (6) times per calendar year for up to fourteen (14) consecutive days at a time. All banners must be registered prior to display.

### **Sec. 3-6-3-2 Prohibited Signs**

---

- A. The following signs and elements of signs are prohibited:
1. Signs which are of a size, location, movement, content, coloring, or manner of illumination which may be confused with, or construed as, a traffic-control device, or which hide from view any traffic or street sign or signal.
  2. Changeable copy sign (automatic), also known as an electronic message center, except for time and temperature signs and gas station price signs. The frequency of message changes for gas station price signs shall not exceed one change per every 24 hours.
  3. Signs or elements of signs which flash, move, blink, change color, chase, or have other animation effects. No sign shall have or contain fluttering or intermittent lights or other devices which create a change in brightness, direction, or intensity of lighting.
  4. Signs or elements of signs which are animated with moving parts or animated letters, symbols, characters, or changing scenes.
  5. Wind-driven sign elements such as pennants, balloons signs, and others. 'Teardrop'-style banners secured on one side are allowed in all zones other than the Central Business District.
  6. Signs which are placed on any curb, sidewalk, post, pole, hydrant, bridge, or other surface located on public property or in the public right-of-way, except as otherwise permitted by this Article.
  7. Signs that extend over a public right-of-way, with the following exceptions:
    - a. A wall-mounted sign may extend six (6) inches into a public right-of-way; and
    - b. Pedestrian-oriented projecting signs may be allowed within the Central Business (CB); Mixed-Use Arterial (MU-A); Mixed-Use Neighborhood (MU-N) and Commercial General (CG) Zones. Projecting signs which extend over the public right-of-way are only allowed if a revocable right-of-way encroachment permit is issued by the City Engineer as part of the sign permit approval.
  8. Any sign placed so as to impede the sight distance and visibility of motorists See Section 4-2-2-12, *Corner Sight Distance*, and Section 4-2-2-13, *Visibility Triangle*. One or two supports which are 10" wide or less and contain no sign copy is not considered a violation of the free air space requirement.
  9. Inflatable signs or displays placed on the ground or on buildings or tethered to other objects or structures.
  10. Signs on vehicles, when the vehicle is placed in a location for the primary purpose of displaying signage.
  11. Portable signs, except as otherwise provided for in Section 3-6-4-2C.
  12. Signs attached to trees or shrubs.
  13. Roof signs.

14. Freestanding pole signs.
15. Any sign that obstructs access to or impedes operation of any fire escape, downspout, window, door, stairway, ladder or opening intended to provide light, air, ingress or egress for any building or structure as may be required by law.
16. Any sign that obscures the architectural details of a structure or otherwise does not comply with the City's Design Guidelines.
17. Signs that advertise unlawful activity, except commercial speech related to marijuana. Federal law prohibits the advertising and sale of marijuana. Colorado law specifically allows the advertising and sale of marijuana, subject to comprehensive State regulation. Accordingly, the City will allow a limited exception to this Section for the signs of licensed marijuana businesses, provided that the businesses are licensed and operated in compliance with applicable State statutes and regulations. The exception created by this Subsection does not create an exemption from or a defense to the enforcement of federal law, nor shall the City be liable for any damages caused by the enforcement of federal law. If the federal policy officially changes such that federal marijuana prohibitions are enforced in Colorado, then the limited exception created by this Section shall automatically terminate, and signs advertising marijuana shall be considered prohibited signs.
18. Any exterior signage that uses the word "marijuana," "cannabis" or any other word, phrase or symbol commonly understood to refer to marijuana. Signage associated with marijuana shall be in accordance with Section 13-71 of this Code.
19. Any sign held or carried by a person in a manner which obstructs or makes hazardous the free passage of pedestrians and motor vehicles on any street, sidewalk or public-right-of way.
20. Signs which are erected or altered after the adoption of this Article and do not comply with the provisions thereof, unless such provision was expressly waived, or the sign is granted a variance.

### **Sec. 3-6-3-3 Sign Illumination**

---

- A. **General.** The following rules and standards apply in establishing the type of illumination that may be used for signs:
  1. External lighting of all types of signs, except temporary signs, is permitted. The light fixture shall be downcast toward the sign and the light source shall be shielded.
  2. The light from any internally illuminated sign shall be shaded, shielded, or directed so that the light intensity or brightness will not be disruptive to a residential use or property, or create a distraction to a motorist.
  3. Sign illumination design must be shown to be compliant with Dark Sky Friendly principles.
  4. Colored lights shall not be used at any location or in any manner so as to be confused with or construed as traffic-control devices.

5. Only external illumination of signage is allowed in the Central Business Zone, Mixed Use Neighborhood Zone and any residential zone, including residential areas of PD zones.
6. Internally illuminated signs shall have an opaque background so that light only shines through the letters and logos at night.
7. Neon illumination should not dominate a city block or a series of storefronts, especially within the Main Avenue Historic District. Any use of neon within the Main Avenue Historic District requires review and approval by the Design Review Board.
  - a. The use of the neon shall comply with the requirements of this Article and the following:
    1. Not more than fifty (50) percent of the allowable aggregate sign area, in any case not more than forty (40) square feet, per parcel, may be illuminated through the medium of neon.
    2. No single sign may have more than fifteen (15) square feet of neon illumination.
    3. The measurement of the neon lighting / sign shall include the total area within the periphery of the display which can be enclosed with a rectangle or a series of attached rectangles.

#### **Sec. 3-6-3-4 Aggregate Sign Area**

---

##### **A. General.**

1. The allowed aggregate sign area for each zone district is listed in Division 3-6-5, *Place-Based Sign Standards*.
  2. No single sign or combination of signs shall exceed the aggregate area allocation for a parcel.
  3. No more than four (4) signs requiring a sign permit shall be allowed on any one parcel unless approved in an adopted Master Sign Program.
- B. The following rules shall apply in determining the aggregate area of all signage upon a single parcel of land:
1. Off-premise signs shall be included in the aggregate area of the parcel upon which they are located.
  2. Signs authorized without a permit and temporary signs shall not be included in the calculation of aggregate sign area for a parcel listed in Section 3-6-5-1, *Permitted Signs by Zoning District*.

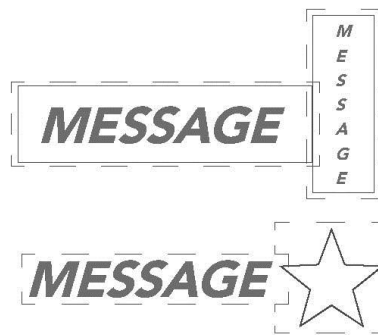
#### **Sec. 3-6-3-5 Sign Measurement**

##### **A. Computation of Sign Area.** The measurement of the area of a sign is determined as follows:

1. *Single-faced Sign.*

- a. Sign area is the entire surface area of a sign, including nonstructural trim. The supports, uprights, or structures on which any sign is mounted shall not be included in measuring sign area.
- b. Sign area for cutout letters or display shall include the total area within the periphery of the cutout letters or display which can be enclosed within a rectangle or series of attached rectangles.
- c. If a sign consists of a symbol or statuary, the entire surface area of the symbol or statuary which can be enclosed within a rectangle shall be measured as the sign area.

**Figure 3-6-3-5A  
Sign Area Computation**



2. *Multi-faced Sign.*

- a. If a sign has two, three or more faces, its sign area shall be computed as the sum of the areas of each individual face. For example, if the maximum allowable sign area is 100 square feet, then a double-sided sign may have an area of 50 square feet on each side. If a sign has four faces, then each face may have an area of 25 square feet each.

3. *Combined Signs.*

- a. Whenever more than one sign is hung or placed on a freestanding structure, or on a projecting structure, the combination of signs shall be considered as one sign for the purpose of computing sign area and determining the number of signs on a parcel. Total sign area shall be computed by adding the areas of the individual signs.

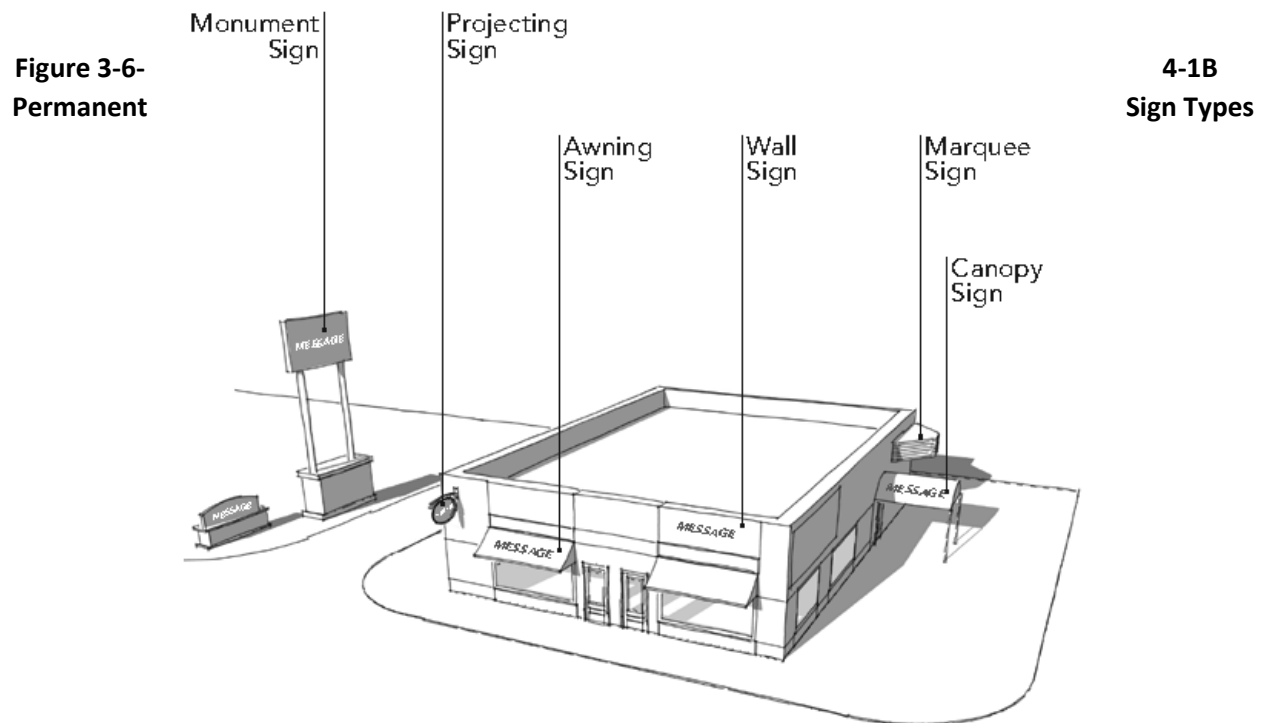
**B. Computation of Sign Height.**

1. The height of a freestanding sign shall be determined by the distance between the topmost portion of the sign structure and the ground elevation at the base of the sign. In cases where a freestanding sign base is located below the adjacent street, the sign may extend above the maximum allowed height by an amount equal to the vertical distance between the sign base and the elevation of the adjacent street at curb line.

## Division 3-6-4 Permitted Sign Types

### Sec. 3-6-4-1 Permanent Signs

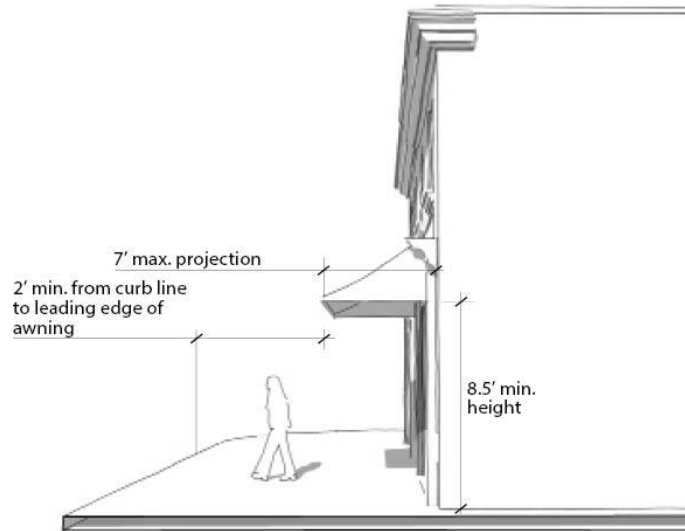
- A. **Generally.** The standards of this Section apply to all permanent signs, unless otherwise exempted by Section 3-6-3-1, *Signs Authorized without Permit* or by the approval of Alternative Compliance. In many instances, such standards are minimums and may be subject to additional standards set out elsewhere within this Article or applicable Design Guidelines.
- B. **Sign Types.** All signs shall be permanent in nature except for those signs allowed in Section 3-6-4-2, *Temporary Signs*, or street banners for which a permit has been issued through the Parks and Recreation Department. Permanent signs include the following types:
1. Awning Signs
  2. Canopy Signs
  3. Marquee Signs
  4. Monument Signs
  5. Projecting Signs
  6. Wall Signs



**C. Awning Signs. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

1. An awning may include a printed or mounted sign.
2. Signs may be placed only on awnings that are located on the ground floor façade of a building. No sign mounted to an awning shall project beyond, above or below the face of an awning.

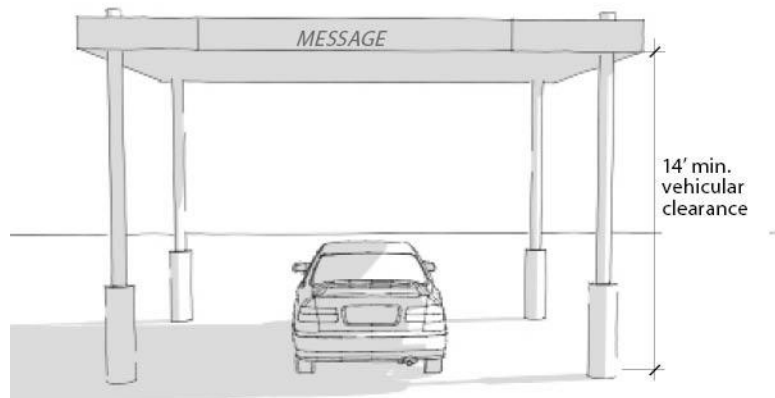
**Figure 3-6-4-1C  
Awning Sign Detail**



**D. Canopy Signs. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

1. A canopy may include a printed or mounted sign

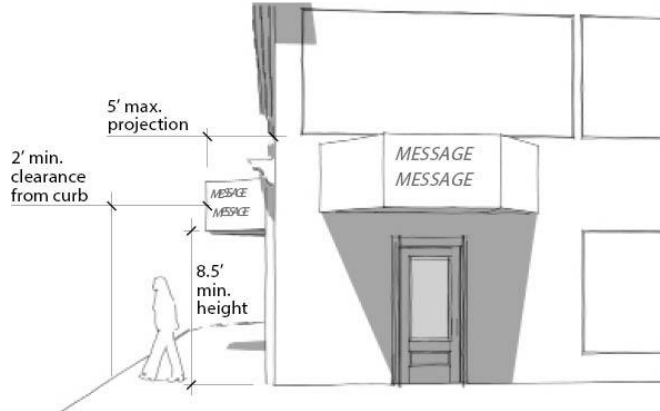
**Figure 3-6-4-1D  
Canopy Sign Detail**



**E. Marquee Signs. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

1. A marquee sign shall be placed on a ground floor façade of a building. No marquee sign shall extend above the roof or parapet line of any building.

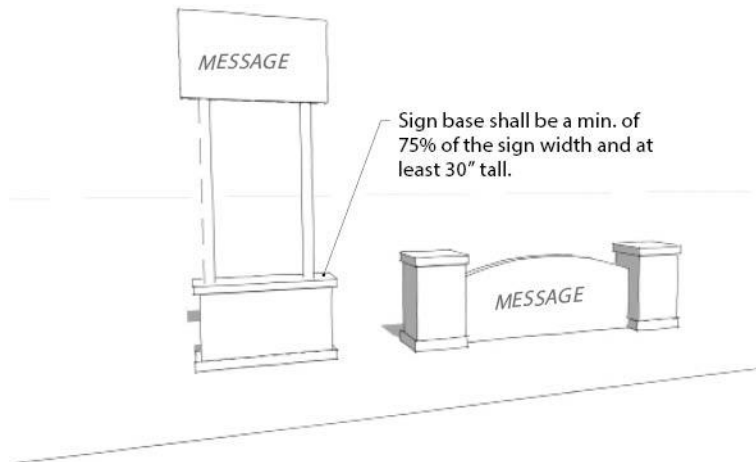
**Figure 3-6-4-1F  
Marquee Sign Detail**



**F. Monument Signs. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

1. The sign base for a monument sign shall be a minimum of 75% of the sign width and must be at least 30" tall.

**Figure 3-6-4-1G  
Monument Sign Detail**

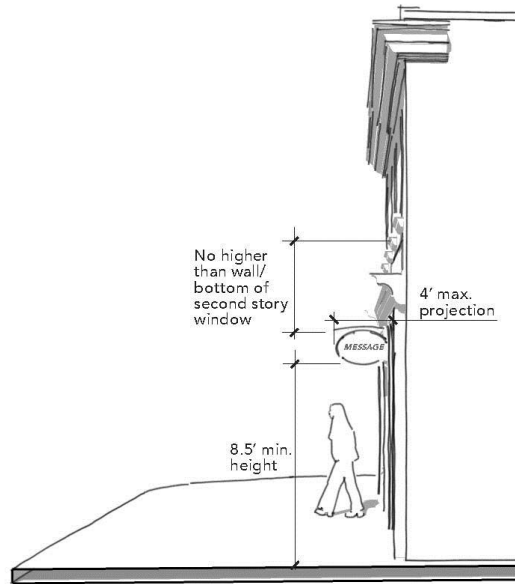




**G. Projecting Signs. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

1. Projecting signs shall be placed on a ground floor facade, not higher than the bottom of the second story windows or the roof line of a one story building.

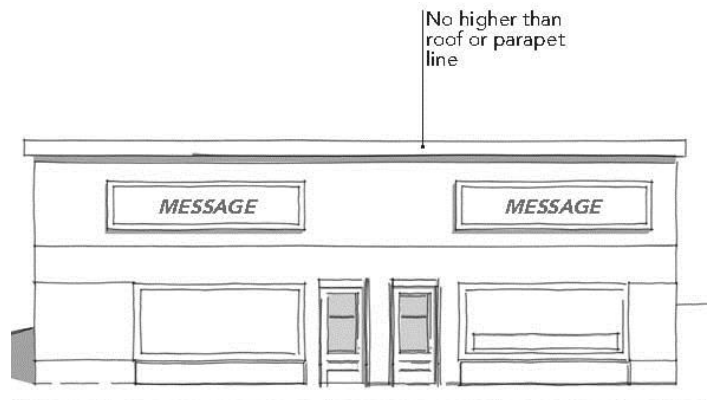
**Figure 3-6-4-1H  
Projecting Sign Detail**



**H. Wall Signs. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

1. A wall sign shall not obstruct any portion of a window, doorway or other architectural detail.
2. A wall sign shall not be placed higher than the roof or parapet line.

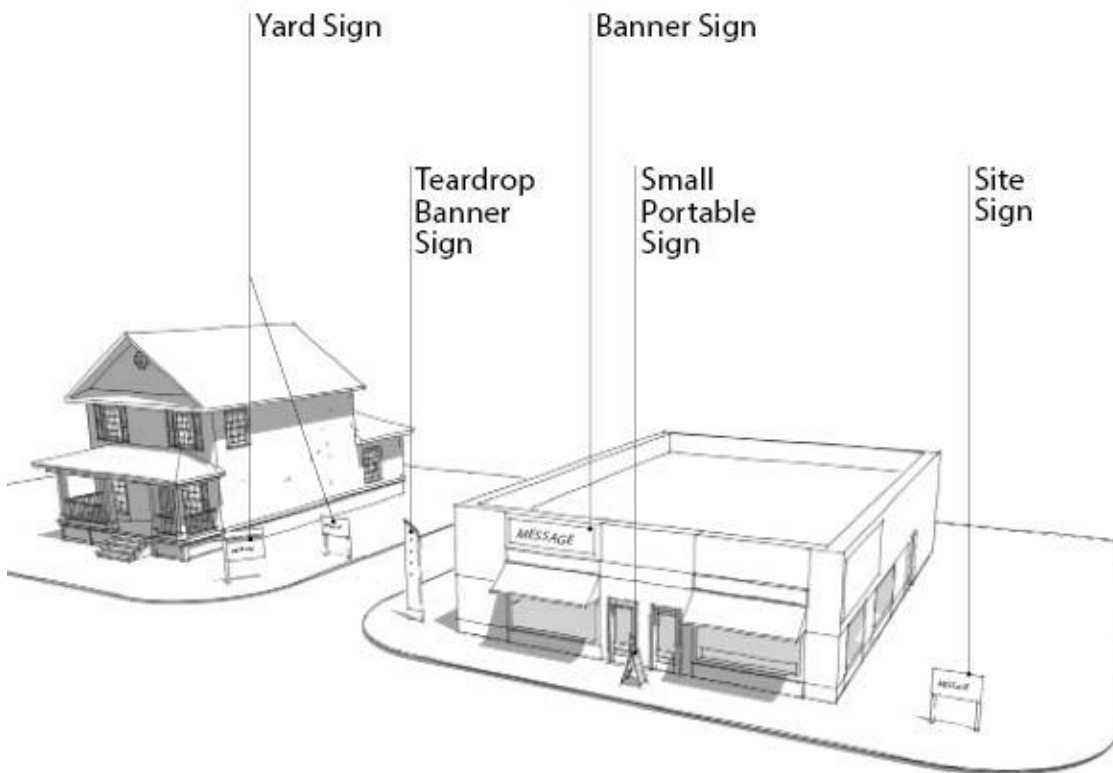
**Figure 3-6-4-1I  
Wall Sign Detail**



### Sec. 3-6-4-2 Temporary Signs

- A. **Generally.** The standards of this Section apply to all temporary signs. In many instances, such standards are minimums and may be subject to additional standards set out elsewhere within this Article or applicable design guidelines. Alternative Compliance or variances to the temporary sign standards shall not be considered. Temporary signs may also be approved as part of a Temporary or Special Use under Article 2-2 of this Code or a Special Event Permit issued by the Parks and Recreation Department. The Administrator may modify the standards of this Article at their discretion if the applicant submits a detailed signage plan as part of their permit application.
- B. **Sign Types.** Temporary signs include the following types:
1. Banners
  2. Small Portable Signs
  3. Site Signs
  4. Yard Signs

**Figure 3-6-4-2A  
Temporary Sign Types**

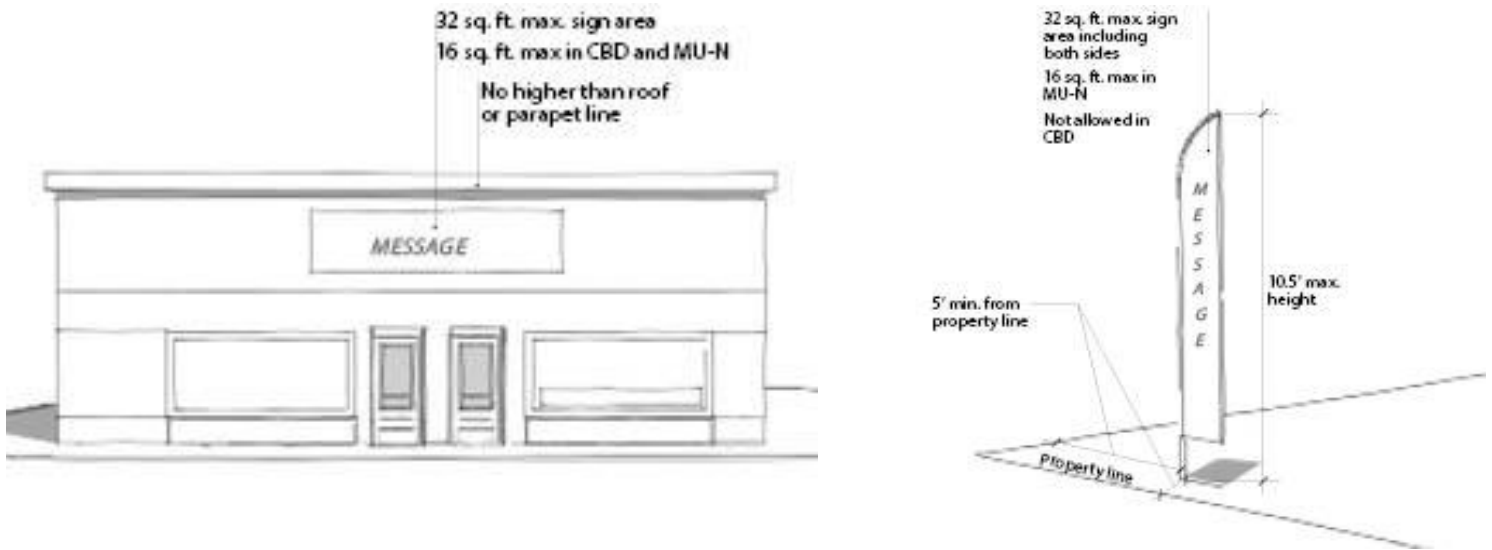


**Figure 3-6-4-2A**  
**Temporary Sign Types**

**C. Banners. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

- D. Banners do not require permits but must be registered prior to display per procedures developed by the Community Development Department.
- E. Each business is allowed to display one banner a maximum of six (6) times per calendar year.
- F. No banner may be displayed more than fourteen (14) consecutive days.
- G. Only one banner can be displayed per business.
- H. 'Teardrop'-style banners shall not obstruct any vehicle or pedestrian movement. Teardrop style banners are not allowed in the Central Business District.
- I. Banners must be maintained in good condition free from rips, tears, and other damage.
- J. Wall banners must be secured so as to avoid flapping in the wind.

**Figure 3-6-4-2B**  
**Banner Sign Detail**



**D. Small Portable Signs. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

- 1. Small Portable Signs are allowed in all non-residential zones and shall be located on the property of the business it is advertising unless otherwise approved as described below.

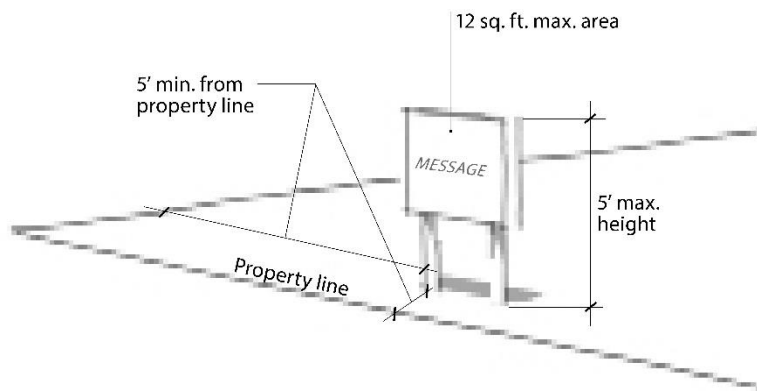
2. A small portable sign shall not exceed twelve (12) square feet in area (or six (6) square feet per side if double-sided) and four (4) feet in height.
3. Small portable signs shall meet the character, materials and colors outlined in the Design Guidelines.
4. A minimum of four (4) feet of sidewalk width clearance shall be available for pedestrian use.
5. Small portable signs must be stored inside each day at close of business.
6. Small portable signs in the public right of way must obtain a permit per the procedures and guidelines developed by the Community Development Department.

**C. Site Signs. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

1. Site signs are only allowed on vacant land parcels or lots under construction and are not permitted on parcels with existing residential or non-residential uses.

**Figure 3-6-4-2D**

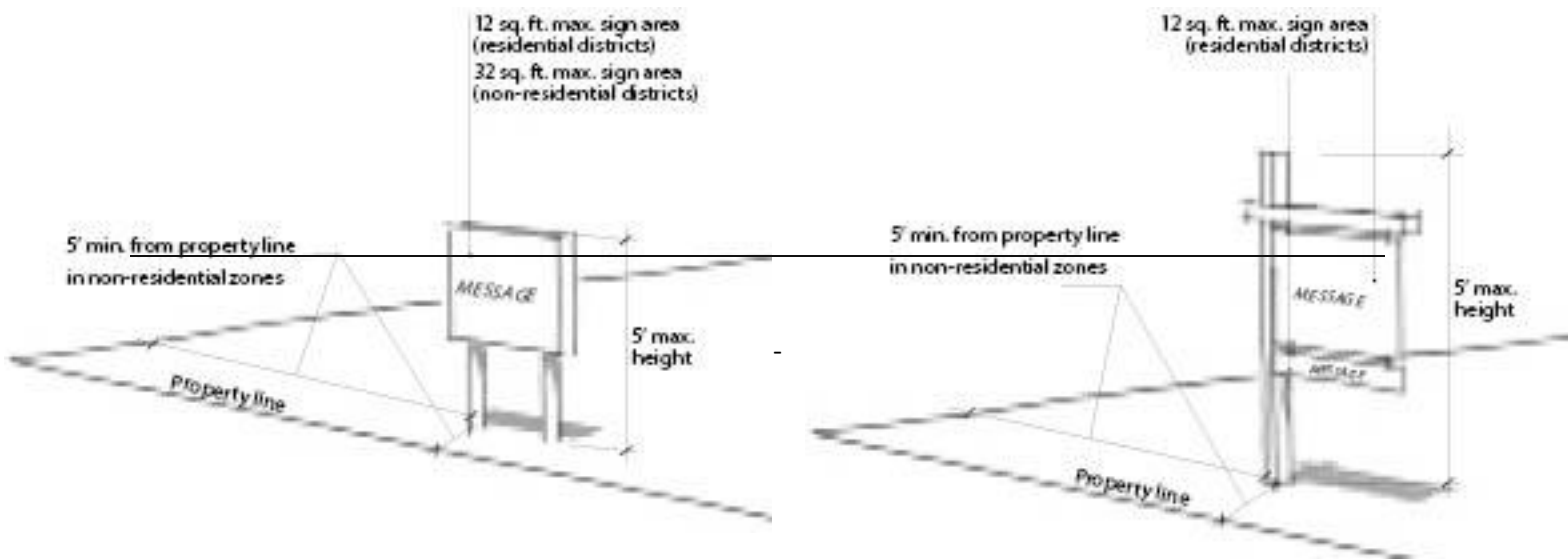
**Site Sign Detail**



**D. Yard Signs. (See Tables 3-6-5-1 and 3-6-5-2 for more details)**

**Figure 3-6-4-2E**

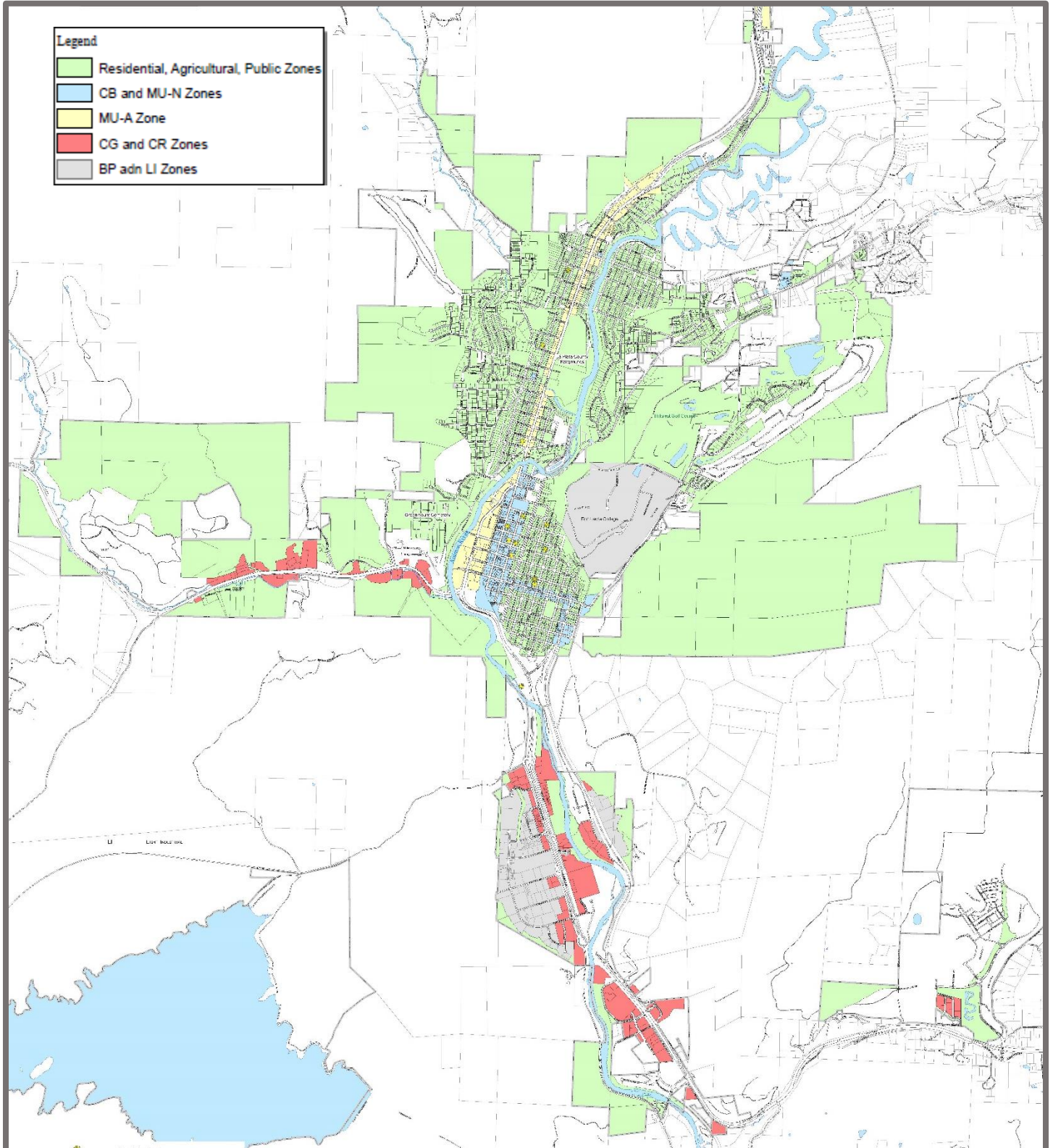
**Yard Sign Detail**



## Division 3-6-5 Place-Based Sign Standards

### Sec. 3-6-5-1 Permitted Signs by Zoning District

- A. **Generally.** This Section identifies the signs allowed within specific zones for the uses permitted within the zones, and sets forth special standards.



B. Residential Zones (EN, EN-MF, RL, RM, RH), Agricultural Zone (RA), Open Space (OS), and Public Zone (PB).

Table 3-6-5-1A

<b>Residential, Agricultural, and Public Zone Districts</b>					
Indirect illumination only.					
<b>Sign Type</b>	<b>Maximum Number</b>	<b>Maximum Area Includes both sides</b>	<b>Maximum/ Minimum Height</b>	<b>Setbacks</b>	<b>Permit Requirement</b>
<b>Permanent Signs</b>					
Monument sign	1 per non-residential use; 1 per entrance to a subdivision, multi-family housing complex or mobile home park	24 square feet	No higher than 5 feet	0 feet	Permit
Wall sign	1 per non-residential use	24 square feet.	No higher than eave or parapet line	N/A	Permit
<b>Temporary Signs</b>					
Site sign	1 per street frontage	12 square feet	No higher than 5 feet	5 feet	No Permit
Yard Sign	Multiple with a maximum of 12 sq. ft. aggregate area With up to 48 sq. ft. aggregate area allowed 30 days prior to an election	12 square feet per sign	No higher than 4 feet	0 feet	No Permit

C. Nonresidential and Mixed-Use Zones (MU-N, MU-A, CB, CG, CR, BP and LI).

Table 3-6-5-1B

<b>Central Business (CB) and Mixed Use-Neighborhood (MU-N) Zones</b>				
Aggregate area allowed: One hundred (100) square feet of total sign area per parcel.				
Zero (0') setback required outside of the sight visibility triangle. Five-foot (5) set back required for Yard and Site Signs.				
Indirect illumination only.				
<b>Sign Type</b>	<b>Permit Requirement</b>	<b>Maximum Number</b>	<b>Maximum Area per sign</b>	<b>Height</b>
<b>Permanent Signs</b>				
Awning Sign	Permit	Multiple	30 sq. ft	Maximum roof or parapet line; 8.5 ft. min height pedestrian clearance
Canopy Sign	Permit	Multiple	60 sq. ft	No higher than roof or parapet line; 8.5 ft. min height pedestrian clearance; 14 ft min height vehicular clearance
Marquee Sign	Permit	1 per building frontage	60 sq. ft	Maximum roof or parapet line; minimum 8.5 feet
Monument Sign	Permit	1 per street frontage of principal building/access point	60 sq. ft Includes both sides	8 feet
Projecting Sign	Permit	1 per business frontage	32 sq. ft Includes both sides	Maximum roof or parapet line; 8.5 ft. min height pedestrian clearance
Wall Sign	Permit	Multiple	30 sq. ft	No higher than roof or parapet line
<b>Temporary Signs (Limit 1 per property)</b>				
Small Portable Sign	Allowed without permit on private property	1 per business frontage	12 sq. ft, max. 6 sq. ft per side	Maximum 4 feet
Site Sign	No Permit	1 per street frontage	32 sq. ft	Maximum 5 feet
Banners	Registration Required	One per business is allowed 6 times per year. Maximum of 14 consecutive days at a time.	16 sq. ft for per wall banner or teardrop banner	No higher than roof or parapet line for a banner. No higher than 10.5 ft. for a teardrop. Teardrop banners are not allowed in the CBD.
Yard Sign	No Permit	1	12 sq. ft per sign, up to 24 sq. ft total	Maximum 5 feet

Table 3-6-5-1C

<b>Mixed Use-Arterial (MU-A) Zones</b>				
Aggregate area allowed: One hundred (100) square feet of total sign area per parcel.				
Zero-foot (0') setback required outside of the sight visibility triangle. Five-foot (5) set back required for Yard and Site signs				
External and Internal (opaque background) Illumination allowed.				
<b>Sign Type</b>	<b>Permit Requirement</b>	<b>Maximum Number</b>	<b>Maximum Area per sign</b>	<b>Height</b>
<b>Permanent Signs</b>				
Awning Sign	Permit	Multiple	60 sq. ft	Maximum roof or parapet line; 8.5 ft. min height pedestrian clearance.
Canopy Sign	Permit	Multiple	60 sq. ft	No higher than roof or parapet line; 8.5 ft. min height pedestrian clearance; 14 ft min height vehicular clearance
Marquee Sign	Permit	1 per building frontage	60 sq. ft	Maximum roof or parapet line; 8.5 ft. min height pedestrian clearance.
Monument Sign	Permit	1 per street frontage of principal building/access point	60 sq. ft Includes both sides	12 Feet
Projecting Sign	Permit	1 per business frontage	32 sq. ft Includes both sides	Maximum roof or parapet line; 8.5 ft. min height pedestrian clearance.
Wall Sign	Permit	Multiple	40 sq. ft	No higher than roof or parapet line
<b>Temporary Signs (Limit 1 per property)</b>				
Small Portable Sign	Allowed without permit on private property	1 per business frontage	12 sq. ft, 6 sq. ft per side	Maximum 4 feet
Site Sign	No Permit	1 per street frontage	32 sq. ft	Maximum 5 feet
Banners	Registration Required	One per business is allowed 6 times per year. Maximum of 14 consecutive days at a time.	32 sq. ft for per wall banner or teardrop banner	No higher than roof or parapet line for a banner. No higher than 10.5 ft. for a teardrop.
Yard Sign	No Permit	1	12 sq. ft per sign, up to 24 sq. ft for all signs	Maximum 5 feet



Table 3-6-5-1D

<b>Commercial General (CG) and Commercial Regional (CR)</b>				
Aggregate area allowed: Two hundred (200) square feet of total sign area per parcel.				
Five-foot (5') setback required.				
External and Internal (opaque background) illumination allowed.				
<b>Sign Type</b>	<b>Permit Requirement</b>	<b>Maximum Number</b>	<b>Maximum Area per sign</b>	<b>Height</b>
<b>Permanent Signs</b>				
Awning Sign	Permit	Multiple	60 sq. ft	Maximum roof or parapet line; 8.5 ft. min pedestrian clearance
Canopy Sign	Permit	Multiple	60 sq. ft	No higher than roof or parapet line; 8.5 ft. min height pedestrian clearance; 14 ft min height vehicular clearance
Marquee Sign	Permit	1 per building frontage	60 sq. ft	Maximum roof or parapet line; 8.5 ft. min pedestrian clearance
Monument Sign	Permit	1 per street frontage of principal building/access point	100 sq. ft Includes both sides	20 ft
Projecting Sign	Permit	1 per business frontage	32 sq. ft Includes both sides	Maximum roof or parapet line; 8.5 ft. min pedestrian clearance
Wall Sign	Permit	Multiple	40 sq. ft	No higher than roof or parapet line
<b>Temporary Signs (Limit 1 per property)</b>				
Banners	Registration Required	One per business is allowed 6 times per year. Maximum of 14 consecutive days at a time.	32 sq. ft for per wall banner or teardrop banner	No higher than roof or parapet line for a banner. No higher than 10.5 ft. for a teardrop.
Small Portable Sign	Allowed without permit on private property	1 per business frontage	12 sq. ft, 6 sq. ft per side	Maximum 4 feet
Site Sign	Allowed	1 per street frontage	32 sq. ft	Maximum 5 feet
Yard Sign	Allowed	Multiple	12 sq. ft per sign, up to 24 sq. ft for all signs	Maximum 5 feet

**Table 3-6-5-1E**

<b>Business Park (BP) and Light Industrial(LI) Zones</b>				
Aggregate area allowed: Two hundred (200) square feet of total sign area per parcel.				
Five-foot (5') setback required.				
Indirect and Internal (opaque background) illumination allowed.				
<b>Sign Type</b>	<b>Permit Requirement</b>	<b>Maximum Number</b>	<b>Maximum Area per sign</b>	<b>Height</b>
<b>Permanent Signs</b>				
Awning Sign	Permit	Multiple, within maximum area requirements	60 sq. ft	Maximum roof or parapet line; 8.5 ft. min pedestrian clearance
Canopy Sign	Permit	Multiple	60 sq. ft	No higher than roof or parapet line; 8.5 ft. min pedestrian clearance; 14 ft min vehicular clearance
Marquee Sign	Permit	1 per building frontage	60 sq. ft	Maximum roof or parapet line; 8.5 ft. min pedestrian clearance
Monument Sign	Permit	1 per street frontage of principal building	100 sq. ft Includes both sides	12 feet
Projecting Sign	Permit	1 per business frontage	32 sq. ft Includes both sides	Maximum roof or parapet line; 8.5 ft. min pedestrian clearance
Wall Sign	Permit	Multiple	50 sq. ft	No higher than roof or parapet line
<b>Temporary Signs (Limit 1 per property)</b>				
Banners	Registration Required	One per business is allowed 6 times per year. Maximum of 14 consecutive days at a time.	32 sq. ft for per wall banner or teardrop banner	No higher than roof or parapet line for a banner. No higher than 10.5 ft. for a teardrop.
Small Portable Sign	Allowed without permit on private property	1 per business frontage	12 sq. ft, 6 sq. ft per side	Maximum 4 feet
Site Sign	Allowed	1 per street frontage	32 sq. ft	Maximum 5 feet
Yard Sign	Allowed	Multiple	12 sq. ft per sign, up to 24 sq. ft for all signs	Maximum 5 feet

**A. River Corridor Overlay Zone.**

1. Within the River Corridor Overlay Zone, signs shall not be placed within view from the river or the top bank of the river, except for pedestrian-oriented signs along paths and trails not in public right of way.
2. In the Downtown Subdistrict of the River Corridor Overlay Zone, Downtown Design Guidelines apply, including design guidelines for signs. In addition to the Downtown Design Guidelines and the other requirements of this Article:
  - a. One sign per parcel may have a sign area up to sixty (60) square feet.
  - b. All other signs on the parcel shall each have an area not to exceed twenty (20) square feet.

**C. East Third Avenue Historic District.**

1. For properties that are located within the East Third Avenue Historic District, the sign standards of the *Design Guidelines for the East Third Avenue Historic District* shall apply.
2. Three (3) signs are allowed per property: one in the front yard, one on the front wall of the building, and one at the rear entrance of the building.
3. The maximum height of a monument sign shall be four (4) feet.
4. The total square footage of signage for a property is thirty-six (36) sq. ft.
5. Monument signs can be a maximum of twelve (12) sq. ft. each.
6. Window signs may be painted on or hung inside a window.
7. Hanging signs can be eight (8) sq. ft. each and shall be located on the porch, directly above the steps leading to the main entrance of the building.
8. Only indirect illumination is allowed from a shielded light source.

**D. Off-Premise Signs**

1. Off-Premise Signs are permitted only in the CG, CR, and LI zones, in accordance with the following provisions and standards:
  - c. An off-premise sign shall not be internally or directly lighted.
  - d. One off-premise sign is allowed per parcel.
  - e. An off-premise sign shall not face toward or be readily visible from residential uses or zone districts.
  - f. An off-premise sign shall conform with all standards and procedures set out in this Article.

## Division 3-6-6 Design, Installation and Maintenance

---

### Sec. 3-6-6-1 Sign Design

---

- A. **Generally.** In general, signs shall have mutually unifying elements which may include uniformity in materials, color, size, height, letter style, sign type, shape, lighting, location on buildings, and design motif.
1. Signs shall be in character with the material, color, and architectural detail of the building.
  2. Background colors shall be muted tones.
  3. Bright colors are allowed only for lettering, trim, accents and logos.
  4. Reflective, glossy materials are not allowed in the Central Business Zone.
  5. Where possible, monument signs shall integrate tenant signs into a single sign structure.

### Sec. 3-6-6-2 Sign Installation

---

- A. **Generally.** All signs shall meet adopted building and fire codes as applicable and as amended from time to time.
1. Except for flags, window signs and temporary signs conforming to the requirements of this Article, all signs shall be constructed of high quality durable materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
  2. No signs shall be installed to obstruct any fire escape, required ventilation, required exit, window or door opening used as a means of egress.

### Sec. 3-6-6-3 Sign Maintenance

---

- A. **Generally.** All signs, both currently existing and constructed in the future, and all parts and components thereof, shall be maintained in a safe condition in compliance with all building and electrical codes, and in conformance with this Article.
1. All signs, including sign structures and sign faces, shall be kept in good repair so as not to be distracting, unattractive, dangerous or a public nuisance and effectively serve the purpose for which they are intended. For the purposes of this section, good repair shall mean that there are no loose, broken, torn or severely weathered portions of the sign structure or sign face.
  2. All signs shall be properly maintained. Exposed surfaces shall be clean and painted if paint is required. Defective parts shall be replaced.

### Sec. 3-6-6-4 Sign Removal

---

- A. **Removal.**
1. *Generally.* Any abandoned or illegal sign, which is not removed from the premises by the owner, user, or property owner within the time frames prescribed in this Section, shall be subject to

removal by the Administrator in accordance with the provisions and procedures detailed in this Section. Any such sign shall also be considered a violation of the provisions of this Section and shall be subject to the penalties as set forth in [Article 6-4, Enforcement and Remedies](#). Removal of non-conforming signs are addressed in section 3-6-1-4.

2. *Disposition.*

- a. Any illegal sign shall be removed from the premises upon which it is located within seven (7) days from notice of violation and shall not remain on the premises or elsewhere in the City until and unless a sign permit is issued.
- b. Any destroyed or demolished building shall remove any signage connected to that premise.

3. *Removal by Authorities.* Upon failure of the owner, user, or property owner to comply within the specified time requirements set out in this Section, the Administrator is hereby authorized to cause such abandoned or illegal sign to be removed and any expense attendant thereto shall be paid by the owner, agent, or person having the beneficial use of the building, structure, or premises upon which the sign is located.

- a. If such removal or alteration expense remains unpaid for more than thirty (30) days after such removal or alteration is performed and expense incurred by the City and a bill for same was mailed to the permittee or owner by first class, certified or registered mail, such unpaid charge shall constitute a lien upon the real estate.
- b. The City Attorney is hereby authorized, in accordance with the law, to file a notice of lien in the office of the County Clerk to foreclose this lien and to sue the owner of the real estate of sign permittee, or their agents, in a civil action to recover the money due for the foregoing service, plus all its costs as hereinafter more fully described, together with reasonable attorney's fees to be fixed by the court. Any such judgement shall be enforced in accordance with law. Included in the expenses recoverable by the City shall be the costs of filing the notice of lien foreclosing such lien and all litigation costs, together with all office and legal expenses incurred about collection of the amount due hereunder.
- c. In lieu of filing and enforcing a lien, the City may certify its costs of removal and enforcement with the County Treasurer under CRS 31-20-105 & 106 for collection in the same manner as real property taxes.

4. *Failure to Remove.*

- a. A failure to remove any abandoned or illegal sign and subsequent failure by the Administrator to duly notice the owner, user, or property owner of the provisions of this Article shall not be deemed to constitute a waiver of any violations of this Article, nor to be given any special status.
- b. If, through administrative neglect or inaction, an owner, user, or property owner is not notified of the requirements of this Article within the time frames set out in this Section, but is later so notified, such owner, user, or property owner shall act to either correct the

abandonment or illegality or shall cause the sign to be removed within twenty (20) days of such notification.

5. *Signs Removed.* Any sign removed by the Administrator, in accordance with this Section, shall become the property of the City and may be disposed of in any manner deemed appropriate by the City.