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FOR IMMEDIATE RELEASE, APRIL 10, 2020

NEWS RELEASE

Durango Businesses are Temporarily Allowed Additional Signage

Durango, CO: Interim City Manager Amber Blake signed into order the temporary relaxation of regulations governing signage, such as banners, teardrop banners and sandwich boards, to allow local businesses which are lawfully in operation to advertise their services. Local businesses are encouraged to use additional signage to draw customers while continuing to abide by state and local orders governing business operations and social distancing practices.

“The intent of this order is to allow businesses to better communicate with their customers in a fashion that meets current social distancing regulations. The City continues to work with our community partners to find ways to assist local businesses,” Blake said.

Normally a business must complete an online registration form before putting up a banner and is only allowed one sign for a two-week period. In recognition of the difficult business environment created by the coronavirus pandemic and orders related to business operations, the City is waiving the requirement to register temporary signs and is allowing two additional temporary signs per business. Temporary signage can be displayed while the City’s Emergency Declaration is in force even if it exceeds the typical two-week limit.

Businesses located in commercial and mixed-use zone districts can display a total of three banners, teardrop banners or sandwich boards totaling 96 square feet. Each banner should still be no larger than the 32-square-foot maximum, and teardrop banners cannot be taller than 10.5 feet. Signage must be located on private property and not in the public right-of-way.

Additionally, signage cannot restrict visibility, be a trip hazard, impact traffic safety or cause any other type of public safety hazard. For more information, call (970) 385-4850 or email plansrvcs@DurangoGov.org

The signed order is attached to the full news release.

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ORDER NO. 2020- 03

AN ORDER OF THE INTERIM MANAGER OF THE CITY OF DURANGO PURSUANT TO THE EMERGENCY DECLARATION RELATED TO THE COVID-19 HEALTH CRISIS ADOPTING TEMPORARY AMENDMENTS TO THE LAND USE AND DEVELOPMENT CODE RELATED TO TEMPORARY SIGNAGE DURING THE PERIOD WHEN THE EMERGENCY DECLARATION IS IN EFFECT

WHEREAS, the Interim City Manager of the City of Durango entered an Emergency Declaration under the provisions of Chapter 9 of the City Code related to the COVID-19 health crisis on March 16, 2020 (the Emergency Declaration); and

WHEREAS, the Durango City Council adopted Resolution No. 2020-07 on March 17, 2020 which ratified and extended the Emergency Declaration (the Resolution); and.

WHEREAS, San Juan Basin Public Health Department adopted a Public Health Advisory on March 24, 2020 strongly recommending that all persons within its jurisdiction stay at home (the SJBH Stay at Home Advisory), which has created significant impacts to the operation of businesses within the City; and

WHEREAS, Colorado Governor Jared Polis issued a statewide “stay-at- home” order on March 25, 2020 and earlier in the month, the Governor ordered the closure of in-person dining at restaurants and bars and closures of other establishments to limit large gathering places. These orders have created a significant economic impact to the operation of businesses within the City; and

WHEREAS, The provisions of the City Code provide a wide range of authority to the Interim City Manager to adopt orders designed to help mitigate the impacts of the COVID-19 virus within the City, including the authority to suspend any City process or to amend other function of the City in a manner that abates or mitigates the effects of the emergency; and

WHEREAS, the health crisis has and will continue to have a severe economic impact on local business that may threaten the continued existence of many those businesses with locations within the City. It is the intent of this Order to temporarily adopt amendments to the City’s Land Use and Development Code (LUDC) Article 3-6 related to Temporary Signs in order to relax certain signage requirements for lawfully operating businesses for critical purposes who may want additional temporary signs during the time the Emergency Declaration is in effect.

ORDER:

Based on the foregoing, and pursuant to the authority described in Chapter 9 of the City Code and as affirmed in the Resolution, it is ORDERED as follows:

- a. The requirement to register temporary signs is waived and businesses located in commercial and mixed-use zone districts may have two additional temporary signs per business. The businesses that are located in these districts may display a total of three banners, teardrop banners, or sandwich boards which together shall total no more than 96 square feet.
- b. Each individual banner may not exceed 32 square foot and teardrop banners cannot be taller than 10.5 feet.
- c. Signage must be located on the private property of the business and not in the public right-of-way, unless the business owner has obtained a revocable right-of-way encroachment permit from the City of Durango.
- d. No signage is allowed to cause any type of public safety hazard by restricting visibility, creating trip hazards, or impacting traffic safety.
- e. This temporary amendment to the LUDC Article 3-6 applies only to businesses that are lawfully operating as critical businesses.

This Order shall remain in effect until further written action of the Interim City Manager.

Date: 4/10/2020



Interim City Manager, City of Durango, Colorado