

CHAPTER 16 – TIMNATH LAND USE CODE

ARTICLE 7 - SIGNS

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7.1. Purpose/Intent

- A.** The purpose of this Article is to promote the public health, safety and welfare of the town by establishing standards and criteria for the construction, installation, maintenance and operation of signs in the town. Specifically this Article is intended to:
- 1.** Recognize that signs are a necessary means of visual communication for the convenience of the public and provide flexibility within the sign review/approval process to allow for unique circumstances and creativity.
 - 2.** Recognize and ensure the right of those concerned to identify businesses, services and other activities by the use of signs, and limit signs to those which are accessory and incidental to the use on the premises where such signs are located.
 - 3.** Provide a reasonable balance between the right of an individual to identify his or her business and the right of the public to be protected against the visual discord resulting from the unrestricted proliferation of signs and similar devices.
 - 4.** Protect the public from damage or injury caused by signs that are poorly designed or maintained and from distractions or hazards to pedestrians or motorists caused by the indiscriminate placement or use of signs.
 - 5.** Ensure signs are well designed and contribute in a positive way to the Town's visual environment, express local character, and help develop a distinctive image for the Town.
 - 6.** Encourage signs that are responsive to the aesthetics and character of their particular location, adjacent buildings and uses, and the surrounding neighborhood. Ensure signs are compatible and integrated with the building's architectural design and with other signs on the property.
 - 7.** Ensure signs are appropriate for the type of street on which and zoning district in which they are located.
 - 8.** Bring nonconforming signs into compliance with these regulations.

7.2. Applicability

- 1.** This Article shall apply to all signs in the Town of Timnath, except as specifically stated otherwise.
- 2.** A sign may only be erected, established, painted, created or maintained in conformance with the standards, criteria, procedures and other applicable requirements of this Article.

Any sign not expressly allowed by this Article or not in conformance with its requirements is prohibited. On properties where mixed uses exist, residential uses shall comply with the sign regulations for residential lots, and non residential uses shall comply with the appropriate sign regulations for the use.

3. Unless otherwise expressly stated herein, all determinations made pursuant to this Article shall be made by the town manager or designee.

7.3. General Sign Regulations

- A. All signs shall be constructed and maintained as per the adopted sign code as updated and utilized by the Town.
- B. Three federal, state and/or local flags may be allowed for a commercial use. One federal, state and/or local flag may be allowed for a residential use. Such flag(s), when fully extended, shall not encroach on the public right-of-way. Corporate banners or flags will be allowed, but shall be counted as part of the allowable square footage for signs and must follow the permitting process.
- C. No sign shall be erected, moved, or changed in composition, size, color or printing, excluding normal maintenance of the existing sign, without first obtaining a building and/or sign permit from the town, unless excepted as herein provided.
- D. Sign regulations herein shall not apply to official, federal, state, county or town signs which are erected and intended for public information, direction, safety and control purposes.
- E. No sign shall be erected in public right-of-way unless otherwise permitted herein.

7.4. Sign Permits and Administration

A. Sign Permit Required. To ensure compliance with the regulations of this Article, a sign permit shall be required in order to erect, move, alter, reconstruct or repair any permanent or temporary sign, except signs that are exempt from permits in compliance with Section 7.7 (Exempt Signs). In multiple tenant buildings, a separate permit shall be required for each business entity's sign(s). Separate building and electrical permits may be required for signs and will be determined on a case-by-case basis. Changing or replacement of identical copy on an existing lawful sign shall not require a permit, provided the copy change does not alter the nature or intent of the sign or render the sign in violation of this Article.

B. Compliance. Signs shall come into compliance with this Article should one of the following occur:

1. If a sign is damaged or in need of repair, or the owner intends to remodel the sign, the cost of the sign's repair or remodeling exceeds fifty (50) percent of the sign's replacement cost, the repaired or remodeled sign shall come into compliance with this Article.
2. If the business to which a sign relates changes use or name, the sign shall be brought into compliance with this Article.
3. If a business closes for ninety (90) days or longer and is reopened, the existing signs shall be brought into compliance with this Article.

C. Application for a Sign Permit.

1. Sign Permit Application Requirements. Applications for sign permits shall be made in writing on forms furnished by the Town. The application shall contain:

- a. The location by street number and the legal description of the proposed sign structure;
- b. Names and addresses of the owner, sign contractor and erectors;
- c. Legible site plans which include the specific location of the sign and setbacks to adjacent property lines and buildings;
- d. A detailed drawing indicating the dimensions, materials, and colors of the proposed sign structure. A certification by a registered professional structural engineer may be required by the Town for a freestanding or projecting sign. A building permit may be required by the Town for any necessary structural changes;
- e. A graphic drawing or photograph of the sign copy;
- f. A description of the lighting to be used, if applicable;
- g. Proof of public liability insurance covering freestanding signs and projecting wall signs;
- h. If the sign is to be located off the premises advertised, a written lease or permission from the property owner of the site on which the sign will be located; and
- i. Sign permit fee as established by the current fee schedule shall be paid at the time the application is submitted. The applicant shall pay all Town costs relative to the review of the application.

2. Sign Permit Application Certification of Completion. Within ten (10) business days of the date of application submission, the Town Manager or designee shall either certify the application is complete and in compliance of all submittal requirements or reject it as incomplete

and notify the applicant in writing of any deficiencies.

3. Staff Review and Approval. When the Town Manager or designee has determined the application to be complete, the Town Manager or designee shall review the sign permit in accordance with the established review criteria and has the authority to approve, approve with conditions or deny the sign permit. Upon the Town Manager or designee's approval of the sign permit, the sign permit and any building or electrical permits required for the sign shall be issued to the applicant.

D. Sign Permit Review Criteria. The following review criteria will be used by the Town to evaluate all sign permit applications:

1. Sign meets the requirements of this Article;
2. Sign conforms to the requirements of all applicable codes;
3. Sign conforms to the size, height, material and location requirements of the Zoning Code for the zoning district in which it is located;
4. Sign would not interfere with pedestrian or vehicular safety;
5. Sign would not detract from the character of an architecturally significant or historic structure;
6. Sign would not be located so as to have a negative impact on adjacent properties;
7. Sign would not detract from the pedestrian quality of street or area; and
8. Sign would not add to an over-proliferation of signs on a particular property or area.

E. Appeal of Sign Permit Denial or Approval with Conditions. Any appeal of the Town's denial of a sign permit or approval with conditions shall be made to the Board of Adjustment as provided in the Zoning Code.

F. Administrative Variance. Upon written request, the Town Manager or designee may grant an Administrative Variance from any dimensional regulation required in Article 16.7 Signs. The Town Manager or designee may approve, approve with conditions or deny any request for deviation. The application shall be reviewed by the Town using the variance review criteria (§16-3-9).

G. Temporary Sign Permit. Upon written request, the Town Manager or designee may grant a temporary sign permit which shall be limited to no more than ten (10) days.

7.5. Enforcement

A. **Discontinued Establishments.** Whenever a business, industry, service or other use is discontinued, the sign(s) pertaining to the use shall be removed or obscured by the person or entity owning or having possession over the property within thirty (30) days after the discontinuance of such use or longer with prior written approval.

B. Illegal Signs.

1. Penalties. Illegal signs shall be subject to the administrative remedies of the Town Code.

2. Removal of illegal signs. The Town may cause the removal of any sign on public right-of-way, within the public right-of-way, on property that is otherwise abandoned OR that has been placed there without first complying with the requirements of this Article.

3. Removal of poorly maintained signs. The Town may cause the removal of any sign that has become a hazard to public safety due to poor construction or maintenance. Signs in violation of any other provision of this Code may also be removed by the Town at the cost of the owner.

4. Storage of removed signs. Signs removed in compliance with this Section shall be stored by the Town for seven (7) days, during which they may be recovered by the owner only upon payment to the Town for costs of removal and storage. If not recovered within the thirty day period, the sign and supporting structure shall be declared abandoned and title shall vest with the Town. The costs of removal and storage (up to seven days) may be billed to the owner. If not paid, the applicable costs may be imposed as a tax lien against the property.

7.6. Exempt Signs

A. The following types of signs are exempt from permit requirements of this Article and may be placed in any zoning district subject to the provisions of this Article. **Such signs shall otherwise be in conformance with all applicable requirements contained in this Article. All such signs (except government signs) shall be located outside of the public right-of-way. Signs shall not interfere with traffic signs or the sight distance triangle at intersections.** Evidence of permission to install a sign may be required as the Town investigates compliance with this Article. All other signs shall be allowed only with permit A and upon proof of compliance with this Article.

1. Signs that 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 shall be exempt from the provisions of this Article, except that such signs shall be subject to the safety regulations all applicable codes governing building construction in the Town.

2. Address. Nonilluminated signs not exceeding two (2) square feet in area which identify the address and/or occupants of a dwelling unit or of an establishment. Per the adopted fire code, address numerals shall be visible from the street fronting the property, and posting with a minimum of six (6) inch numerals on a contrasting background.
3. Architectural features. Integral decorative or architectural features of buildings so long as such features do not contain letters, numbers, trademarks, logos, moving parts or lights.
4. Art. Integral decorative or architectural features of buildings, or works of art; so long as such features or works do not contain letters, numbers, trademarks, logos, moving parts or lights.
5. Banners. Are allowed per the guidelines below with a permit issued by the Town.
 - a. It is displayed in conjunction with a grand opening celebration for a period not to exceed thirty (30) days, or
 - b. It is displayed in conjunction with a special sale for a period not to exceed thirty (30) days.
 - c. It is displayed no more than two (2) times per calendar year per establishment.
 - d. It is securely attached to the wall of the establishment, freestanding signs or light poles on private property.
 - e. One single-sided banner per street frontage per establishment or as approved by the Town.
 - f. No banner shall be more than twenty-four (24) square feet in size.
 - g. Any banner in disrepair, tattered and/or torn shall be removed immediately.
6. Building Identification, Historical Markers. Nonilluminated signs constructed of metal or masonry which are permanently affixed to buildings or structures for the

purpose of identifying the name of a building, date of erection or other historical information as approved by the Town Manager or designee.

7. Bulletin Board/MARQUEE SIGNS. Bulletin board and marquee signs securely attached to a building face and not exceeding fifteen (15) square feet in gross surface area accessory to a church, school, public or nonprofit institution.
8. Decorations (Holiday). Temporary decorations or displays, when such are clearly incidental to and are customarily and commonly associated with any national, state, local or religious holiday or celebration. Such signs shall be displayed for not more than sixty (60) days in conjunction with the national, state, local or religious holiday or celebration; and may be of any type, number, area, height, location, illumination or animation, so long as they do not advertise or identify a product or a business and are located so as not to conflict with or visually distract from the public health, safety and welfare. Such signs shall be removed within fourteen (14) days following the holiday or celebration.
9. Directional. On-premise directional and instructional signs not exceeding six square feet in area each.
10. Doors. Signs affixed to door surfaces which identify the name and/or address of an establishment.
11. Farm Products. Temporary farm product signs provided that:
 - a. One on-premises sign may be used. Said sign shall be located off the street right-of-way and at least ten feet away from any side lot line. Such sign shall have a maximum area of nine square feet and may not be illuminated.
 - b. A maximum of two off-premise signs shall be permitted. Said off-premise signs may be no greater than four square feet each and shall not be illuminated. No such sign shall be allowed in the street right-of-way nor within ten feet of any side lot line.
12. Garage, Estate, Yard Sale or Farm Auction. Signs which advertise a private garage or yard sale on the lot on which the sign is located; provided such signs are displayed no more than twice per year per dwelling unit for a period not to exceed five (5) days (for auctions, sixty (60) days). Such signs shall include the address of the event and the date which the sale or auction will take place. Signs shall be removed within forty-eight (48) hours of completion of the sale or auction.
13. Hazards. Temporary or permanent signs erected by the Town, public utility companies, oil and gas companies, or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines and similar devices.

14. Memorial. Memorial signs, plaques or grave markers which are noncommercial in nature and not be located in the right of way.
15. Merchandise. Merchandise, pictures or models of products or services which are incorporated as an integral part of a window display and all window signs shall be limited to no more than forty (40%) percent of the total window area.
16. Notice Boards. Notice boards for public or religious institutions or other uses as approved by Staff and primarily intended for pedestrians.
17. Oil and gas operation. Identification signs for any oil and gas operation.
18. Political. Political signs displayed on private property in accordance with an official election or signs erected on behalf of candidates for public office provided:
 - a. The total area of all such signs on a lot does not exceed sixteen square feet.
 - b. The signs are removed within seven days after the election for which they were made.
 - c. The property owner upon whose land the sign is placed shall give written permission for the placement of said signs and will be responsible for violations and removal.
 - d. No such sign shall be erected in public right-of-way or easements.
19. Public Information. Signs which identify restrooms, public telephones or provide instructions as required by law or necessity, provided the sign does not exceed two square feet in area or as approved by Staff and is not illuminated, internally illuminated or indirectly illuminated. (This category shall be interpreted to include such signs as “no smoking,” “restrooms,” “no solicitors,” “self-service” and similar informational signs.)
20. Religious Symbols. Religious symbols located on a building or lot used for organized religious services.
21. Regulatory Signs. Regulatory signs erected on private property, such as “no trespassing” and “beware of dog” 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, whichever is the greater number.
22. Special Events. Temporary special event signs and banners for religious,

charitable, civic, fraternal or similar non-profit or not-for-profit organizations provided that:

- a.** Signs shall be erected no sooner than thirty (30) days prior and removed no later than seven (7) days after the event.
- b.** No such sign shall exceed thirty-two (32) square feet.
- c.** No such sign shall be illuminated.
- d.** All such signs shall be located off the street right-of-way, unless otherwise granted permission for such location by the Town or the Colorado Department of Transportation (CDOT). In no case may any such sign impede the view or travel of any motorists or pedestrians or be attached to any structure within the right-of-way (government signs, telephone poles, etc.)

23. Strings of Light Bulbs. Displays of string lights excluding holiday decorations, provided:

- a.** They are decorative displays which only outline or highlight landscaping or architectural features of a building.
- b.** They are steady burning bulb lights. No blinking, flashing, intermittent changes in intensity or rotating shall be permitted.
- c.** They are no greater in intensity than five watts.
- d.** They shall not be placed on or used to outline signs, or sign supports.
- e.** They shall not be assembled or arranged to convey messages, words, commercial advertisements, slogans and/or logos.
- f.** They shall not create a safety hazard with respect to placement, location of electrical cords or connection to power supply.
- g.** They shall be placed only on private property.
- h.** They shall be maintained and repaired so that no individual light bulb is inoperative. In the event the bulbs are not maintained or repaired, the string lights may be removed at the expense of the owner after giving

notice to the owner pursuant to this Article.

24. Text. No permit shall be required for text or copy changes on conforming or legal nonconforming signs specifically designed to permit changes of the text or copy; provided that no structural changes are made to the sign, and provided that the name of the business to which the sign belongs is not changed.
25. Time and Temperature. Signs displaying time and temperature provided they are not related to a product.
26. Traffic Control. Signs for the control of traffic or other regulatory purposes including signs for the control of parking on private property, and official messages erected by, or on the authority of, a public officer in the performance of his/her duty
27. Vacancy and No Vacancy. All “vacancy” and “no vacancy” signs, where they are not illuminated, 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. Also, signs designed to indicate vacancy such as “yes,” “no” or “sorry” shall also be exempt under the provisions of this paragraph if they meet the area requirement.
28. Vehicular Signs. 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, shall be exempt from the provisions of this Article, provided that the primary purpose of such vehicles is not for the display of signs, and provided that they are parked or stored in areas appropriate to their use as vehicles in conjunction with the advertised business. Vehicle signs shall not be placed in the bed of a truck or on the roof of a vehicle in a manner which jeopardizes the health, safety and welfare of the community.
29. Vending Machine Signs. A sign permit shall not be required for vending machine signs provided that the advertisement upon the vending machine sign is limited to the product vended.
30. Signs located inside buildings which are not placed there for the purpose of being visible to and read from the outside of the building and which are not legible from a distance of more than three (3) feet beyond the building in which such sign is located.
31. Instructional signs on Town property erected by the Town.

7.7. Prohibited Signs

- A. The following signs are inconsistent with the purposes and standards in this Article and are prohibited in all zoning districts.
1. Flashing, rotating, blinking or moving signs, animated signs, signs with moving, rotating or flashing lights or signs that create the illusion of movement, except as otherwise provided by this Article.
 2. Any sign that is erected in such a location as to cause visual obstruction or interference with motor vehicle, bicycle, or pedestrian traffic and/or traffic-control devices including any sign that obstructs clear vision in any direction from any street intersection or driveway or is located within the sight distance triangle.
 3. Mechanical or electrical appurtenances, such as "revolving beacons", that are designed to compel attention.
 4. Roof signs.
 5. Any sign other than traffic control signs erected, constructed, or maintained within, over or upon the right-of-way of any road or highway, except in the case of a sign for which a permit has been issued with the requirements of this Article.
 6. Any sign which interferes with free passage from or obstructs any fire escape, downspout, window, door, stairway, ladder or opening intended as a means of ingress or egress or providing light or air.
 7. Any sign located in such a way as to intentionally deny visual access to an adjoining property owner's existing sign.
 8. Vehicle-mounted signs, including but not limited to, signs painted on or attached to semi-trailers or cargo containers when exhibited on private property adjacent to public right-of-way for the purpose of advertising a business, service, or product for sale or rent. Vehicle-mounted signs used in connection with a special event are exempted from the requirements of this section during the duration of the special event only. Upon the conclusion of the special event, such signs must be dismantled. For the purposes of this subsection, the term special event shall mean a parade, circus, fair, carnival, festival, farmers' market or other similar event of less than 10 days duration that is different in character from the customary or usual activities generally associated with the property upon which the special event is to occur.
 9. Portable signs except as allowed in each zone district by this Article.
 10. Rotating signs.
 11. Searchlights.

- 12.** Signs with optical illusion of movement by means of a design which presents a pattern capable of reversible perspective, giving the illusion of motion or changing of copy.
- 13.** Electronic message boards except governmental signs.
- 14.** Any sign (together with its supporting structure) now or hereafter existing which, thirty (30) days or more after the premises have been vacated, advertises an activity, business, product or service no longer produced or conducted upon the premises upon which such sign is located. If the sign or sign structure is covered or the identifying symbols or letters removed, an extension of time may be granted by the Town Manager or designee upon good cause for such extension being shown. (This provision shall not apply to permanent signs accessory to businesses which are open only on a seasonal basis, provided that there is clear intent to continue operation of the business).
- 15.** Permanent freestanding signs on residential lots, except as provided in Section 7.13 Residential Sign Requirements.
- 16.** Any sign or sign structure which:
 - a.** Is structurally unsafe;
 - b.** Constitutes a hazard to safety or health by reason of inadequate maintenance or dilapidation;
 - c.** Is not kept in good repair; or
 - d.** Is capable of causing electrical shocks to persons likely to come in contact with it.
- 17.** Any sign or sign structure which:
 - a.** In any other way obstructs the view of, may be confused with or purports to be an official traffic sign, signal or device or any other official sign;
 - b.** Uses any words, phrases, symbols or characters implying the existence of danger or the need for stopping or maneuvering a motor vehicle or bicycle;
 - c.** Creates in any other way an unsafe distraction for motor vehicle or bicycle operators; or

- d. Obstructs the view of motor vehicle or bicycle operators, pedestrian and horses entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare.

7.8. Measurement of Sign Area and Height

- A. **Sign Surface Area.** The area of a geometric shape enclosing any message, logo, symbol, name, photograph or display face shall be measured using standard mathematical formulas. Time and temperature devices shall not be included within the measurement of maximum sign area.

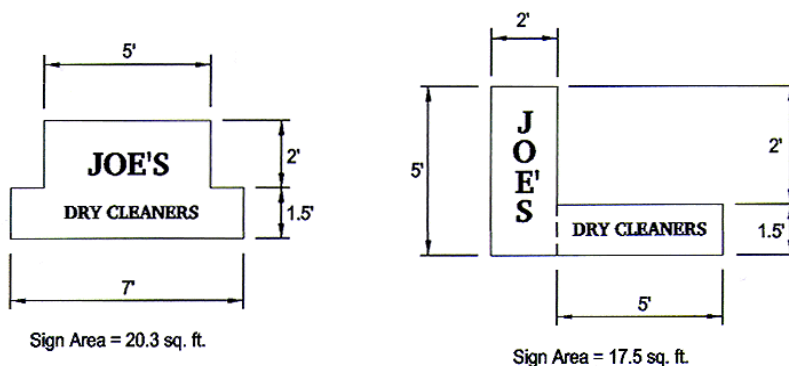


Figure 7-1

- B. **Sign Support.** Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
- C. **Back-to-Back (Double-Faced) Signs.** Back-to-back signs shall be regarded as a single sign only if mounted on a single structure, and the distance between each sign face does not exceed two feet at any point.
- D. **Three-Dimensional Signs.** Where a sign consists of one or more three-dimensional objects (i.e. balls, cubes, clusters of objects, sculpture), the sign area shall be measured as their maximum projection upon a vertical plane. Signs with three-dimensional objects that exceed a projection of six inches from the sign face may be approved in compliance with Section 7.16 (Creative Signs).
- E. **Wall Signs.** If a sign is attached to a wall, only that portion of the wall onto which the sign face or letters cover shall be calculated in the sign area.

- F. Sign Height.** The height of a sign shall be measured from the highest point of a sign to the ground surface beneath it. When berms are used in conjunction with signage, the height of the sign shall be measured from the mean elevation of the fronting street.

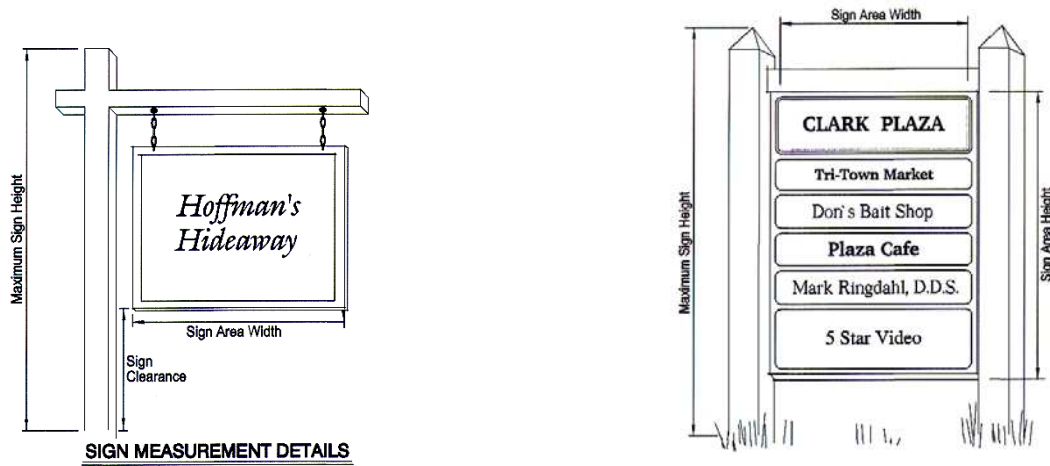


Figure 7-2

7.9. Sign Design - General

A. Design compatibility.

1. Creative design encouraged. Signs shall make a positive contribution to the general appearance of the street and commercial area in which they are located. A well-designed sign can be a major asset to a building. The Town encourages imaginative and innovative sign design. The creative sign application procedure (Section 7.16) is specifically designed for artistic and unusual signs that might not fit the standard sign regulations and categories.
2. Professional. Signs shall be made by a professional sign company or other qualified entity acceptable to the Town.
3. Proportionate size and scale. The scale of signs shall be appropriate for the building on which they are placed and the area in which they are located. Building signs shall be harmonious in scale and proportion with the building facade they are mounted to.
4. Sign location and placement.

- a.** *Visibility* – Signs shall not visually overpower nor obscure architectural features.



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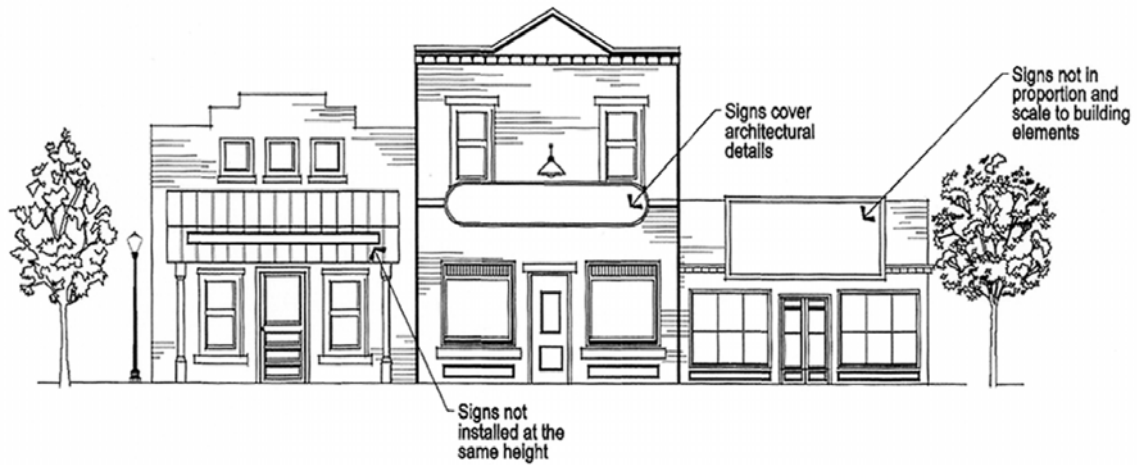


Figure 7-3

- b. *Integrate signs with the building and landscaping* – Carefully coordinate the sign with the architectural design, overall color scheme and landscaping. Signs shall be designed to complement or enhance the other signs for a building.
 - c. *Unified sign band* – Whenever possible, signs located on buildings with the same blockface shall be placed at the same height, in order to create a unified sign band. Locate wall signs at the first floor level only for retail uses.
 - d. *Monument signs* – Locate monument signs in a planter setting within a landscaped area at the primary entries to the development /subdivision to provide an overall project identity. A maximum of one (1) monument sign per each side of a street for each entrance into a development /subdivision is permitted.
 - e. *Pedestrian-oriented signs* – Pedestrian-oriented signs are encouraged. It is desirable to include a pedestrian-oriented sign as one of the permitted signs for a business. These signs are designed for and directed toward pedestrians so they can easily and comfortably read the sign as they stand adjacent to the business.
 - f. *Road right-of-way* – No sign shall be erected within the road right-of-way or near the intersection of any road(s) or driveways in such a manner as to obstruct free and clear vision of motorists, bicyclists or pedestrians or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device. Signs located at an intersection must be outside of the sight distance triangle.
5. Landscaping. Freestanding signs shall be landscaped at their base in a way harmonious with the landscape concept for the whole site. Landscaping shall form an attractive, dense cluster at the base of the sign that is equally attractive in winter and summer.

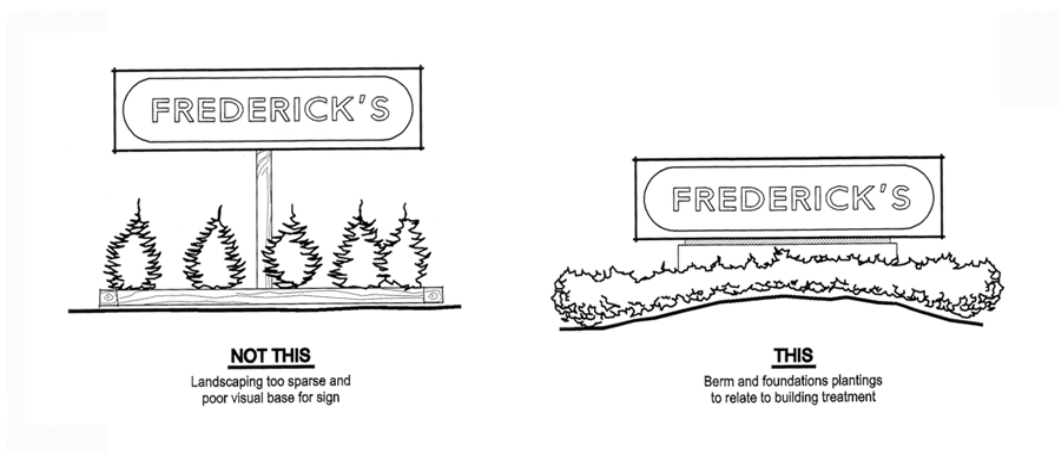


Figure 7-4

6. Reduce sign impact. When land uses of different character (ie: residential adjacent to commercial) are adjoining or exist in close proximity, signs shall be designed, located and/or screened with landscaping so that they have little or no impact on adjacent residential neighborhoods. Small-scale signs are encouraged.



REDUCE SIGN IMPACT

Figure 7-5

B. Color.

1. Select colors carefully. Colors shall be selected to contribute to legibility and design integrity. Sign colors shall complement the colors used on the structures and the project as a whole. Colors or combinations of colors that are harsh and disrupt the visual harmony and order of the street are unacceptable.
2. Use contrasting colors. Provide a substantial contrast between the color and the material of the background and the letters or symbols to make the sign easier to read during both the day and night. Light letters on a dark background or dark letters on a light background are most legible.
3. Avoid using too many colors. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs shall be avoided.

C. Materials.

1. Signs shall be constructed of durable, high quality architectural materials. The sign package must use materials, colors and designs that are compatible with the building facade. Sign materials must be of proven durability. Treated wood, painted metal, stone and brick are the preferred materials for signs.

D. Legibility. Signs shall be adequately legible under the circumstances in which they are primarily seen. The legibility of signs is related to:

1. The speed at which they are viewed;

2. The context and surroundings in which they are seen; and
3. The design, colors and contrast of the sign copy and sign face.
4. The design of the sign including copy, lettering size and style, and colors shall logically relate to the average speed of the traffic which will see it. Signs shall legibly convey their messages without being distracting or unsafe to motorists reading them. Symbols and logos can be used in place of words whenever appropriate.

E. Sign Illumination.

1. Use illumination only if necessary.
2. Sign illumination shall complement the design of the site.

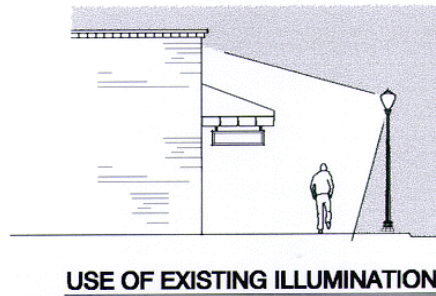


Figure 7-6

3. Use a direct light source. All lighted signs shall have their lighting directed in such a manner as to illuminate only the face of the sign. When external light sources are directed at the sign surface, the light source must be concealed from pedestrians' and motorists' "lines of sight."

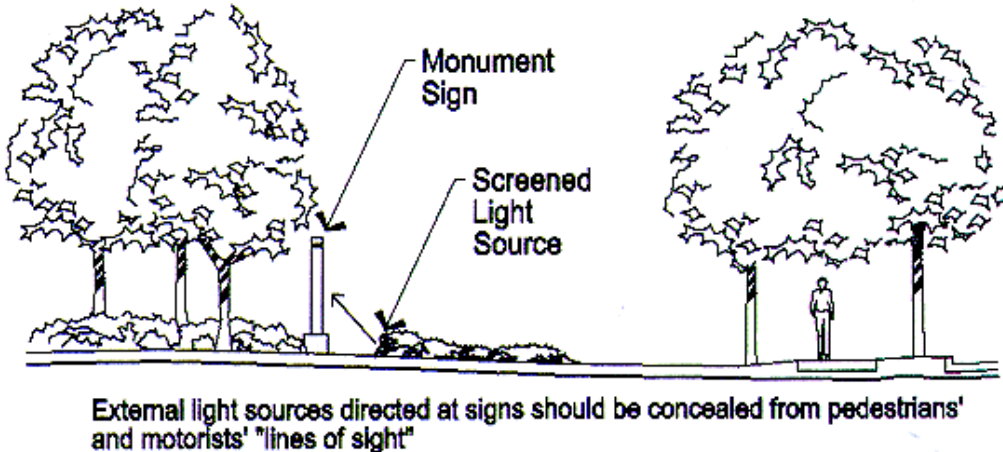


Figure 7-7

4. Signs must be illuminated in a way that does not cause glare onto the street and adjacent properties. Signs shall be lighted only to the minimum level for nighttime readability and should not be so bright as to overpower an area.
5. All lighted signs shall meet all applicable electrical codes and the electrical components used shall bear the label of an approval agency. Additionally, electrical permits shall be obtained for electric signs.
6. Flashing, moving, blinking, chasing or other animation effects shall be prohibited on all signs except time and temperature signs.
7. Neon tubing is an acceptable method of sign illumination for window signs in commercial districts.
8. The use of individually-cut, back-lit letter signs is encouraged.
9. No commercial sign within five hundred linear feet of a pre-existing residential structure, and visible from that structure, may be illuminated between the hours of 11:00 p.m. and 6:00 a.m. A residence shall be deemed "pre-existing" for purposes of this Section if it has a valid building permit in effect for construction of said structure or if construction of said structure was complete on or prior to the effective date of this Article.

7.10. Sign Installation and Maintenance

A. Installation.

- 1.** Where possible, signs shall be mounted so that the mounting brackets and associated mounting hardware are concealed.
- 2.** Projecting signs shall be mounted so they generally align with others in the block.
- 3.** All signs and all components thereof, including sign structures and sign faces, shall be kept neatly painted, in a good state of repair and in compliance with all building and electrical codes in force at the time of installation. The Town may inspect any sign governed by this Article and shall have the authority to order the painting, repair, alteration or removal of a sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation or obsolescence.
- 4.** Owners of projecting signs extending over public right-of-way shall be required to maintain public liability insurance in an amount to be determined appropriate by the Town, in which the Town is named as an “other insured.”

B. Maintenance.

- 1.** The owner of a sign and the owner of the premises on which such sign is located shall be jointly and severally liable to maintain such sign, including any illumination sources in neat and orderly condition, and in a good working order at all times, and to prevent the development of any rust, corrosion, rotting or other deterioration in the physical appearance or safety of such sign. The sign must also be in compliance with all building and electrical codes.
- 2.** The owner of any sign regulated by this Article shall be required to keep signs and supporting hardware, including temporary signs and time/temperature signs structurally safe, clean, free of visible defects and functioning properly at all times. Repairs to signs shall be equal to or better in quality of materials and design than the original sign.
- 3.** The Town may inspect any sign governed by this Article and shall have the authority to order the painting, repair, alteration or removal of a sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation or obsolescence.

C. Sight Distance Triangle

- 1.** Signs shall be located outside the sight distance triangle. If the proposed sign is going to be located near a driveway, access point, or intersection, the applicant

must demonstrate that the sign does not hinder a driver's or pedestrian's visibility by showing the proposed sign location is outside of the sight distance triangle. Figure 7-16 in Larimer County Urban Area Street Standards (LCUASS) provides detailed information on sight distance triangles. Please note that per LCUASS specifications, objects higher than twenty-four inches (24") are not allowed in the sight distance triangle.

7.11. Standards for Specific Types of Signs

A. Awning Signs. An awning sign is a wall sign which is painted, printed, stitched, sewn or stained onto the exterior of an awning. An awning is a movable or permanent shelter supported entirely from the exterior wall of a building and composed of nonrigid materials except for the supporting framework.

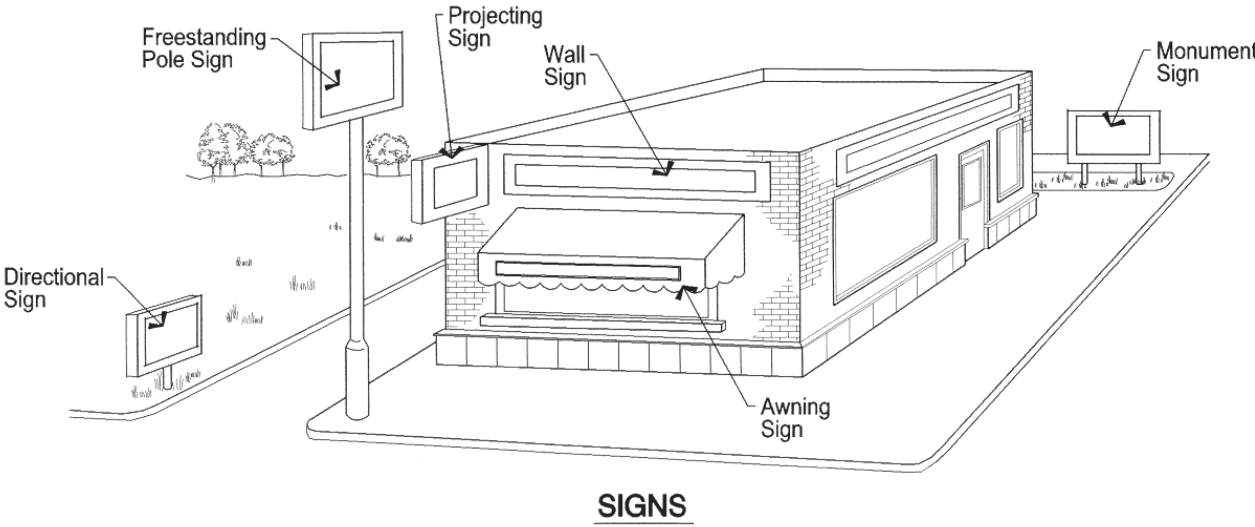


Figure 7-8

- 1. Location.** Signs may be placed only on awnings that are located on first- and second-story building frontages, including those fronting a parking lot or pedestrian way. No awning sign shall project beyond, above or below the face of an awning.
- 2. Maximum area and height.** Sign area shall comply with the requirements established for each zoning district and type of development. No structural element of an awning shall be located less than eight feet above finished grade. Awnings on which awning signs are mounted may extend over a public right-of-way no more than seven feet from the face of a supporting building. No awning,

with or without signage, shall extend above the roof line of any building.

3. Lighting. Awnings shall not be internally illuminated except as part of a creative sign. Lighting directed downwards that does not illuminate the awning is allowed.
4. Required maintenance. Awnings shall be regularly cleaned and kept free of dust, debris and visible defects.

B. Canopy Signs. A canopy sign is a wall sign that is permanently affixed to a roofed shelter attached to and supported by a building, by columns extending from the ground or by a combination of a building and columns.

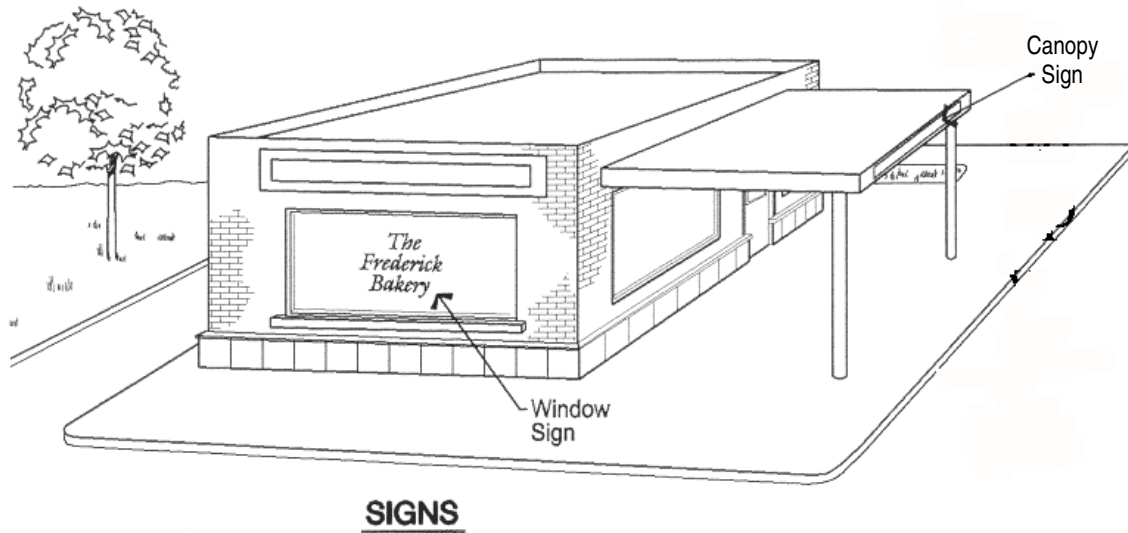


Figure 7-9

1. Maximum area and height. Sign area shall comply with the requirements established for each zoning district and type of development. No canopy, with or without signage, shall extend above the roof line of any building. No canopy sign shall project above the top of the canopy upon which it is mounted. However, such signs may project horizontally from the face of a canopy the distance necessary to accommodate the letter thickness and required electrical equipment, but not more than twelve inches (measured from the bottom of the sign). Under-canopy signs which are perpendicular to the face of the building shall be deemed to be projecting wall signs. Under-canopy signs which are parallel to the face of the building shall be a minimum of eight feet above grade and shall be deemed to be flush wall signs.

2. Required maintenance. Canopies shall be regularly cleaned and kept free of dust, debris and visible defects.

C. Freestanding Signs. A freestanding sign is a sign which is supported by one or more columns, uprights, poles or braces extended from the ground, or which is erected on the ground and shall also include a monument sign and pole signs but does not include a sign attached to a structure.

1. Location. The sign may be located only on a site frontage adjoining a public street. No freestanding sign in any zoning district can be erected closer than eight feet from any curb line, nor closer than four feet to any building. No freestanding signs in business and industrial districts may be located less than twenty-five feet from any property line adjacent to a residential zoning district line.
2. Maximum area and height. The sign shall comply with the height and area requirements established for each zoning district and type of development.
3. Sign mounting. The sign shall be mounted on one or more posts or have a solid monument-type base. Posts shall not have a diameter greater than twelve inches.
4. Pole signs. Pole signs should not be so large as to obscure the patterns of front facades and yards.

D. Monument Signs. A monument sign is a permanent sign where the entire bottom of the sign is affixed to the ground, not to a building. Pole signs that utilize more than one pole shall not be allowed.

1. Location. The sign may be located only along a site frontage adjoining a public street.
2. Maximum area and height. The sign shall comply with the height and area requirements established for each zoning district and type of development.
3. Design. The design of a monument sign shall be consistent with the overall scale of the building. The design and placement of the sign shall not obstruct visibility through the sight distance triangle. Monument signs shall contain only the name and address of the project which it identifies.
4. Landscaping requirements. Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign. For example, twenty square feet of sign area equals forty square feet of landscaped area. The Planning Commission may reduce or waive this requirement if it is determined that the additional landscaping would not contribute significantly to the overall aesthetic character of the project.

E. Projecting Signs. A projecting sign is any sign supported by a building wall and projecting at least twelve inches or more horizontally beyond the surface of the building to which the sign is attached.

1. Location. Projecting signs shall be placed only on a ground floor facade, except for businesses located above the ground level with direct exterior pedestrian access. Mount projecting signs so they generally align with others in the block and fit with architectural detail of the structure. This helps to create a “canopy line” that gives scale to the sidewalk.
2. Maximum area and height. Projecting signs shall not be higher than the wall from which the sign projects if attached to a single story building, or the height of the bottom of any second story window if attached to a multi-story building. Projecting signs must have eight feet of vertical clearance, and may not extend more than four feet from the building wall except where the sign is an integral part of an approved canopy or awning. The size of projecting signs is limited to three feet wide and six square feet per face.
3. Sign structure. Sign supports and brackets shall be compatible with the design and scale of the sign.
4. Quantity. The number of projecting signs is limited to one per business. Projecting signs are not permitted in conjunction with wall-mounted or pole signs.



Figure 7-10

- F. Standard Brand-Name Signs** A standard brand-name sign is any sign devoted to the advertising of any standard brand-name commodity or service which is not the principal commodity or service being sold or rendered on the premises, or are not a part of the name or business concern involved.
1. Maximum area. Not more than twenty percent of the total allowable sign area for any permitted use shall be devoted to the advertising of any standard brand-name commodity or service.
- G. Time and/or Temperature Signs.** A time and/or temperature sign is any sign intended to be displayed for a limited period of time and capable of being viewed from any public right-of-way, parking area or neighboring property.
1. Maximum area. Time and/or temperature signs which do not exceed ten square feet shall not be required to be included in the allowable sign area permitted in Section 7.6 (Measurement of Sign Area and Height; Sign Setbacks); provided however, that any identification or advertising which is attached to or made part of the same sign structure shall be included in the allowable sign area for the premises.
 2. Design. The sign shall be designed in a manner that is compatible with other signs on the site and with the structure on which it is placed.
 3. Maintenance. It shall be the responsibility of the owner of such signs to maintain such signs and insure that they are kept accurate. If these conditions are not met, the sign shall be repaired or removed at owner's expense per Section 7.3.B.
- H. Wall Signs.** A wall sign is any sign painted on, incorporated in or affixed to the building wall, or any sign consisting of cut-out letters or devices affixed to the building wall with no background defined on the building wall.
1. Location. The sign shall not be placed to obstruct any portion of a window, doorway or other architectural detail. Locate wall signs on buildings at the first floor level only for retail uses. No part of a wall sign shall be located more than twenty-five feet above grade level.
 2. Maximum area and height. Wall signs shall not be higher than the eave line of the principal building. The sign shall comply with the height and area requirements established for each zoning district and type of development.
 3. Projection from wall. No sign part, including cut-out letters may project from the surface upon which it is attached more than required for construction purposes and in no case more than twelve inches.

4. Design. Wall signs shall identify the individual business, building or building complex by name or trademark only.

I. **Window Signs.** A window sign is a sign that is painted on, applied or attached to a window or that can be read through the window from the public right-of-way, placed at or below the second floor level.

1. Maximum area. When a sign is displayed in a window and is visible beyond the boundaries of the lot upon which the sign is displayed, the total area of such sign shall not exceed:
 - a. Forty percent (40%) of the window or door area at the ground floor level; and
 - b. Twenty-five percent (25%) of the total allowable sign area for the premises.
2. Lighting. All illuminated window signs shall be included in the total allowable sign area for the premises. Temporary posters announcing or advertising events sponsored by noncommercial organizations shall be exempt from limitations for window signs.

7.12. Retail, Commercial and Industrial Sign Requirements

A. The following requirements pertain to signage associated with retail, commercial and industrial development and associated activities in the following zoning districts:

1. MU Mixed Use District (associated with commercial development only)
2. C-1 Neighborhood Commercial District
3. C-2 Community Commercial District
4. I-1 Business/Light Industrial District
5. I-2 Industrial District
6. A Agricultural District

B. **Exempt signs.** In addition to the types of signs found in *Section 7.6 Exempt Signs*, the following types of signs are exempt as related to retail, commercial and industrial development within the zoning districts listed in this Section.

1. Construction signs. Temporary construction signs provided that:

- a. Signs have a maximum area of sixty-four (64) square feet.
 - b. Only one (1) such sign oriented per street frontage per premise shall be erected. Any two (2) such signs located on the same premise shall be located at least one hundred (100) feet apart measured using a straight line.
 - c. Such signs shall not be illuminated.
 - d. Such signs shall only appear at the construction site.
 - e. Such signs shall be removed upon issuance of a Certificate of Occupancy.
2. Sale, Lease, Rent (onsite). Temporary signs used to offer for sale, lease or rent of the land or the buildings upon which the sign is located provided:
- a. One (1) sign per street frontage advertising real estate (“for sale”, “for rent” or “for development”) not greater than sixty-four (64) square feet may be located on the property being advertised so long as said sign is located behind the street right of way line. If property so advertised lies on a corner lot or double frontage lot, then a second sign may be oriented along the second street so long as the two signs are at least one hundred feet apart as measured by the shortest straight line.
 - b. Such signs shall not be illuminated
 - c. All such signs shall be removed within seven (7) days after the real estate closing or lease transaction.
- C. **Prohibited Signs.** In addition to the types of signs found in *Section 7.7 Prohibited Signs*, the following types of signs are prohibited as related to retail, commercial and industrial development within the zoning districts listed in this Section.
1. Off-premise advertising signs
 2. Any sign not pertinent and clearly incidental to the permitted use on the property where located except as otherwise provided in this article.
- D. **Permitted Signs and Allowed Dimensions.** The following types of signs are allowed with a permit as related to retail, commercial and industrial development within the zoning districts listed within this section, all signs must meet the allowed number and dimensions listed. Measurements of signs shall be calculated per *Section 7.8 Measurement of Sign Area and Height*.

<i>Type of Sign</i>	<i>Number of Signs</i>	<i>Maximum Area (sq. ft.)</i>	<i>Maximum Height of Freestanding Signs (feet)</i>	<i>Comments</i>
Identification Sign	Project Entry Monument Sign – 1 per entrance	48 per face	Height – 8’ Width – 6’	May not be placed in the sight distance triangle. Direct illumination only.
	Wall Sign or Projecting Sign: 1 per individual tenant building frontage	1 for first 100 lineal feet of building frontage plus 1 for each 2 lineal feet thereafter of building frontage up to 200 max		Sum of all Wall Signs on a given wall shall not exceed 5% of the wall area. May not have both a Canopy or Awning Sign and a Wall Sign on the same frontage. Cannot be 25’ above grade level or higher than the eave line of the principal building; first floor level only for retail uses.
	Canopy or Awning Sign: 1 per individual building tenant	10 if main sign, 4 if auxiliary sign	Min. 8’ above grade	Allowed in place of a Wall Sign. May not have both a canopy or Awning Sign and a Wall Sign on the same frontage.
	Window Sign: 1 Per Business	40% of window or door area		May be placed on window or door, but not both. Cannot exceed 25% of the total sign area for the premise.
	Information Signs	5		Permitted at rear and loading door entrances

In addition, all signs shall be installed and maintained per *Section 7.10 Sign Installation and Maintenance* and shall meet the standards of *Section 7.11 Standards for Specific Types of Signs*.

- E. **A-Frame Signs and Footed Vertical Signs.** A-Frame Signs are freestanding signs that are no taller than four (4) feet and no wider than three (3) feet, with one (1) or two (2) message-bearing sides that are hinged or attached at the top. A-Frame Signs have the general appearance when viewed from the side of a capital “A”. Footed Vertical Signs are freestanding signs with braces (feet) at the bottom to hold them upright, that are no taller than for (4) feet and no wider than three (3) feet, with one (1) or two (2) message-bearing sides that are not hinge or attached at the top, and when viewed from the side appear as a “L” and from the front as a rectangle. A-Frame Signs must be placed on sidewalks against the building of the business they advertise if there is no private property between the building and the street surface, or they may be placed on private property. Footed Vertical Signs must be placed on private property and not on sidewalks. Such signs shall be constructed of at least one-quarter-inch plywood, or of metal equivalent in strength. Such signs shall be neat, attractive and visually appealing, so that they are an asset of the business, adjacent land uses and the community at large. A-Frame and Footed Vertical Signs shall meet the following requirements:

1. Only one (1) A-Frame or Footed Vertical Sign shall be allowed per building regardless of the number of businesses at that location.
2. There shall be at least ten (10) feet between either type sign at one (1) building and either type of sign at the next building.
3. Placement of either type sign shall allow a minimum of six (6) feet of unobstructed pedestrian walkway and shall be safely placed so as not to interfere with pedestrian traffic or access to parked vehicles, or block the view of vehicular traffic in the sight distance triangle at an intersection.
4. Either type sign shall be constructed, or adapted, to prevent being blown by the wind from their placement, or into persons, vehicles or other buildings.
5. A-Frame and Footed Vertical Signs require a sign permit pursuant to Section 7.4 Sign Permit and Administration and shall be allowed in the following zoning districts only:
 - a. MU Mixed Use District (associated with commercial development only)
 - b. C-1 Neighborhood Commercial District
 - c. B Business District

7.13. Residential Sign Requirements

- A. The following requirements pertain to signage associated with residential development and associated activities allowed in the following zoning districts:
 1. R-E Estate Residential District
 2. R-2 Single-Family Residential District
 3. R-3 Two Family/Multi-Family Residential District
 4. R-4 Multi-Family Residential District
 5. MU Mixed Use District (associated with residential development only)
 6. A Agricultural District
- B. **Exempt Signs.** In addition to the types of signs found in *Section 7.6 Exempt Signs*, the following types of signs are exempt as related to residential development within the zoning districts listed in this Section.

1. Construction signs. Temporary construction signs provided that:
 - a. Signs in conjunction with any residential use on an individual lot shall not exceed eight (8) square feet each.
 - b. Such signs shall not be illuminated.
 - c. Such signs shall only appear at the construction site.
 - d. Such signs shall be removed upon issuance of a Certificate of Occupancy or project completion; whichever occurs first.

2. Sale, Lease, Rent (onsite). Temporary signs used to offer for sale, lease or rent of the land or the buildings upon which the sign is located provided:
 - a. One (1) sign per street frontage advertising real estate (“for sale”, “for rent” or “for development”) not greater than eight (8) square feet may be located on the property being advertised so long as said sign is located behind the street right of way line. If property so advertised lies on a corner lot or double frontage lot, then a second sign may be oriented along the second street so long as the two signs are at least one hundred feet apart as measured by the shortest straight line.
 - b. Such signs shall not be illuminated
 - c. All such signs shall be removed within seven (7) days after the real estate closing or lease transaction.

C. **Prohibited Signs.** In addition to the types of signs found in *Section 7.7 Prohibited Signs*, the following types of signs are prohibited as related to residential development within the zoning districts listed in this section.

1. Off-premise advertising signs except as provided by the Town of Timnath. The Town of Timnath will erect and maintain off-premise signage along major thoroughfares within the Town to advertise various residential developments within the Town. These signs shall be the only off-premise advertising signs allowed within the Town of Timnath.
 - a. The off-premise signs will be monuments erected and maintained by the town and shall be of uniform design and dimensions.
 - b. The signs will include the Town of Timnath logo and the various development names.
 - c. No logos will be allowed and the name of all subdivisions will be the same size and font.

- d. Placement on these monuments will be on a first come, first serve basis and the subdivision name will be removed within thirty (30) days of issuance of the last Certificate of Occupancy in the subdivision.
- 2. Any sign not pertinent and clearly incidental to the permitted use on the property where located except as otherwise provided in this Article.
- 3. Signs advertising a business that has completed work on the property (ie: roofing, drywall, landscaping, etc.). This excludes any signage necessary for public safety (ie: pesticides in use).

D. **Permitted Signs and Allowed Dimensions.** The following types of signs are allowed with a permit as related to residential development within the zoning districts listed within this section, all signs must meet the allowed number and dimensions listed. Measurements of signs shall be calculated per *Section 7.8 Measurement of Sign Area and Height.*

<i>Type of Sign</i>	<i>Number of Signs</i>	<i>Maximum Area (sq. ft.)</i>	<i>Maximum Height of Freestanding Signs (feet)</i>	<i>Comments</i>
Identification Sign	1 per single family, duplex or mobile home	2		Wall Signs shall be no higher than the eave line of the principal building
	1 per multi-family or triplex	16	Height – 6 Width - 4	Wall Signs shall be no higher than the eave line of the principal building
	1 per public or quasi-public use	32	Height – 8 Width - 6	Wall Signs shall be no higher than the eave line of the principal building
	1 per side of road per subdivision entrance (monument sign)	48 per side	Height – 8 Width - 6	Direct illumination only; may not be illuminated between 12:00 a.m. and 5:00 a.m. if within 500 feet of existing residential
Child Care Center	1	16	Height - 5	Not illuminated. This is the only freestanding sign allowed in a residential district

In addition, all signs shall be installed and maintained per *Section 7.10 Sign Installation and Maintenance* and shall meet the standards of *Section 7.11 Standards for Specific Types of Signs.*

7.14. Downtown Core Sign Requirements

- A. The following requirements pertain to signage associated with all development allowed in the following zoning districts:
- R-1 Old Town Residential District
 - B Downtown Business District
- B. **Purpose and Intent.** The intent of this section is to create a vibrant, sustainable, growing and pedestrian oriented downtown core in Timnath with retail, office, convenience, live-work and restaurant establishments along the main corridor. All signage shall be pedestrian scale and uniform throughout the core. They shall not hinder bicyclist, pedestrian or motorist traffic in any way and shall promote the health, safety and welfare of the community, both residents and visitors.
- C. **Exempt Signs.** In addition to the types of signs found in *Section 7.6 Exempt Signs*, the following types of signs are exempt as related to all development within the zoning districts listed in this section.
1. **Construction Signs.** Temporary construction signs provided that:
 - a. Signs have a maximum area of sixty-four (64) square feet.
 - b. Only one (1) such sign oriented per street frontage per premise shall be erected. Any two (2) such signs located on the same premise shall be located at least one hundred (100) feet apart measured using a straight line.
 - c. Such signs shall not be illuminated.
 - d. Such signs shall only appear at the construction site.
 - e. Such signs shall be removed upon issuance of a Certificate of Occupancy or project completion; whichever occurs first.
 2. **Sale, Lease, Rent (onsite).** Temporary signs used to offer for sale, lease or rent of the land or the buildings upon which the sign is located provided:
 - a. One (1) sign per street frontage advertising real estate (“for sale”, “for rent” or “for development”) not greater than eight (8) square feet may be located on the property being advertised so long as said sign is located behind the street right of way line. If property so advertised lies on a corner lot or double frontage lot, then a second sign may be oriented along the second street so long as the two signs are at least one hundred feet apart as measured by the shortest straight line.

- b. Such signs shall not be illuminated
- c. All such signs shall be removed within seven (7) days after the real estate closing or lease transaction.

D. **Prohibited Signs.** In addition to the types of signs found in *Section 7.7 Prohibited Signs*, the following types of signs are prohibited as related to all development within the zoning districts listed in this section.

- 1. Any sign not pertinent and clearly incidental to the permitted use on the property where located except as otherwise provided in this article.
- 2. Pole Signs

E. **Permitted Signs and Allowed Dimensions.** The following types of signs are allowed with a permit as related to retail, commercial and industrial development within the zoning districts listed within this section, all signs must meet the allowed number and dimensions listed. Measurements of signs shall be calculated per *Section 7.8 Measurement of Sign Area and Height*.

<i>Type of Sign</i>	<i>Number of Signs</i>	<i>Maximum Area (sq. ft.)</i>	<i>Maximum Height of Freestanding Signs (feet)</i>	<i>Comments</i>
Commercial / Retail Identification Sign	Wall/Projecting Sign 1 per individual tenant	1 per 1 linear foot of building; 200 maximum		Maximum 5% of wall area. No higher than 25' above finished grade
	Canopy/Awning Sign 1 per individual tenant	10	At least 8' above grade	
	Window Signs	40% of window or door		In window or door, not in both
	Informational Signs; 1	5	Height – 6 Width – 8	Rear and loading door entrances
	Monument Signs; 1	30	Height – 6 Width – 8	Direct illuminating only; may not be illuminated between 12:00 a.m. and 5:00 p.m. if within 500 feet of existing residential.; clear of sight distance triangle
Residential Identification Signs	One for single-family, duplex or mobile homes	2		Below eave or 2 nd floor window

<i>Type of Sign</i>	<i>Number of Signs</i>	<i>Maximum Area (sq. ft.)</i>	<i>Maximum Height of Freestanding Signs (feet)</i>	<i>Comments</i>
	One per public or quasi-public use	24	Height – 6 Width – 6	

In addition, all signs shall be installed and maintained per *Section 7.10 Sign Installation and Maintenance* and shall meet the standards of *Section 7.11 Standards for Specific Types of Signs*.

7.15. I-25 Corridor Sign Requirements

- A. The following requirements pertain to signage associated with all development within ¼ mile of Interstate 25.
- B. All signs within 1/8 mile of Interstate 25 in addition to meeting all requirements of this Section and all applicable Town of Timnath regulations must also meet the Colorado Department of Transportation (CDOT) requirement 2 *CCR 601-3 Roadside Advertising Rules and Regulations*.
- C. All signs along the I-25 corridor shall meet the requirements of the underlying zoning district, with the following additions:
 - 1. Pole mounted signs
 - a. Shall be allowed for businesses that have a gross floor area of at least 150,000 square feet.
 - b. Shall have a maximum area of one-hundred ninety-six (196) square feet.
 - c. Shall have a maximum height of fifty (50) feet.

7.16. Creative Signs

- A. **Purpose.** This Section establishes standards and procedures for the design, review and approval of creative signs. The purposes of this creative sign program are to:
 - 1. Encourage signs of unique design, and that exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and
 - 2. Provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the Town, while mitigating the impacts of large or unusually designed

signs.

- B. Applicability.** An applicant may request approval of a Sign Permit under the creative sign Program to authorize on-site signs that employ standards that differ from the other provisions of this Article but comply with the provisions of this Section.
- C. Approval Authority.** A Sign Permit application for a creative sign shall be subject to approval by the Planning Commission.
- D. Application Requirements.** A Sign Permit application for a creative sign shall include all information required by the Town, and the filing fee based on the same fee schedule as a building permit.
- E. Design Criteria.** In approving an application for a creative sign, the Planning Commission shall ensure that a proposed sign meets the following design criteria:
 - 1. Design quality.** The sign shall:
 - a.** Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area;
 - b.** Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and
 - c.** Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.
 - 2. Contextual criteria.** The sign shall contain at least one of the following elements:
 - a.** Classic historic design style.
 - b.** Creative image reflecting current or historic character of the Town.
 - c.** Inventive representation of the use, name or logo of the structure or business.
 - 3. Architectural criteria.** The sign shall:
 - a.** Utilize and/or enhance the architectural elements of the building; and
 - b.** Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features/details of the façade.