

**TOWN OF DE BEQUE ORDINANCE NO. 554**

**SERIES 2025**

**AN ORDINANCE AMENDING SECTION 14.13: SIGN CODE OF THE TOWN OF DE BEQUE MUNICIPAL CODE TITLE 14.**

The following describes the intent and purpose of this Ordinance:

- a) The Town of De Beque (the Town) possesses the authority to regulate sign code within the Town for the purpose of promoting the health, safety, morals, and the general welfare of the community, etc. pursuant to C.R.S. § 31-15-401 and other applicable law.
- b) The Town of De Beque’s Municipal Code Section 14.13 “Sign Code” establishes standards for the use, placement, and design of all signs within the Town.
- c) The Town Planner prepared a report for the Planning Commission to review regarding the proposed changes to the Sign Code.
- d) The Planning Commission reviewed the staff report as it relates to the above-referenced text changes and recommended its approval to the Board of Trustees at their July 8, 2025 meeting.
- e) The Board of Trustees held a duly noticed public hearing to consider this Ordinance on August 19, 2025.
- f) The Board of Trustees considered all the evidence presented by staff, other interested parties, comments of review agencies, staff recommendations, and comments from the public.
- g) The Board of Trustees determines that it is in the public interest that the Town’s Sign Code is revised to be clear, concise, ensure the health, safety and welfare of the Town, and to be compliant with state and federal law.

**Therefore**, the Town of De Beque Municipal Code Section 14.13 is amended to read as follows:

**Exhibit 1**, Attached.

Approved by the Board of Trustees this 26 day of August, 2025. This Ordinance shall take effect thirty (30) days from the date of publication.

TOWN OF DE BEQUE BOARD OF TRUSTEES:

Cindy Farris

Cindy Farris, Mayor Pro Tem

08/26/25

Date

ATTEST:

Lisa M. Rogers 08/26/25

Lisa Rogers, Town Clerk

Date



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## **CHAPTER 14.13: SIGN CODE**

### **SECTIONS**

- 14.13.010: Title
- 14.13.020: Purpose and Applicability
- 14.13.030: Definitions
- 14.13.040: Sign Permits and Administration
- 14.13.050: Prohibited Signs
- 14.13.060: Exempt Signs and Activities
- 14.13.070: Removal and Alterations
- 14.13.080: Measurement of Wall & Window Area and Sign Area, Height & Clearance
- 14.13.090: General Design Standards
- 14.13.100: Sign Installation and Maintenance
- 14.13.110: Sign Specific Standards
- 14.13.120: I-70 Interchange Overlay District

**14.13.010: TITLE**

This Chapter shall be known and cited as the "De Beque Sign Code."

**14.13.020: PURPOSE AND APPLICABILITY**

**A. Purpose**

The purpose of this Chapter is to:

1. Recognize that signs are an important means of communication.
2. Establish standards for the use, placement, and design of all signs within the Town of De Beque that protect the health, safety, and welfare of the public and comply with all applicable provisions of State and Federal law regarding freedom of speech and sign content neutrality.
3. Provide for the clean, orderly, and attractive appearance of the community.
4. Ensure that signs are appropriate for, and compatible with, the character of the zone district where they are located.
5. Provide mechanisms for bringing nonconforming signs into compliance with this Chapter.

**B. Applicability**

The provisions set forth in this Chapter shall apply to the display, construction, erection, alteration, use, maintenance, and location of all signs within the Town of De Beque (the "Town").

**14.13.030: DEFINITIONS**

As used in this Chapter, the following terms have the following meanings. All other terms are defined in accordance with Chapter 14.01.

Table 14.13.010: Terms and Definitions

<b>A</b>	
<b>TERM</b>	<b>DEFINITION</b>
Abandoned Sign	An on-premises sign(s) that relates to an establishment that no longer occupies or operates on the property where the sign is located.
Animation or Animated	The movement or the illusion of movement of any part of a sign's structure, design, and/or copy, including, but not limited to, the movement of any illumination or the flashing or varying of light intensity; the automatic changing of all or any part of the facing of a sign.
Architectural Detail	Any projection, relief, cornice, column, change of building material, window, or door opening on any building.
Architectural Projection	Any element of a building that is not intended for occupancy and extends beyond the face of an exterior wall and/or the main roofline of the building Examples of architectural projections include, but are not limited to, awnings, canopies, marquees, and parapets.

Table 14.13.010: Terms and Definitions

Awning	An architectural projection comprised of a frame structure covered in a rigid or non-rigid material(s) and/or fabric and that is wholly supported by the exterior wall of the building that it is attached to. The frame structure may be permanent (not moveable) or retractable.
Awning Sign	A sign displayed on the exterior surface(s) of an awning.
<b>B</b>	
Banner	A sign made from weather resistant, lightweight, non-rigid material that is intended to be displayed on a temporary basis and that may be affected by the movement of air.  This term does not include "Flags," as defined in this Chapter.
Backlighting	A light source that illuminates the outline of letters, images, and/or other copy from inside or behind a sign, but does not illuminate the entire sign face.
Bulletin Board	A type of manual changeable copy sign used to temporarily post bulletins, notices, flyers, and other similar items for activities offered on the premises. Bulletin boards may be open or enclosed, and/or protected by glass, Plexiglas or a similar clear protective cover.
<b>C</b>	
Canopy	A roofed structure, other than an awning, that is attached to and supported by a building, by columns extending from the ground, or by a combination of a building and columns.
Canopy Sign	A sign that is permanently affixed to a canopy.
Changeable Copy, Electronic	Copy that can be changed by an electronic process, a digital process, or by a remote control, which uses rotating slats, moving reflective disks, light-emitting diodes (LEDs), glow cubes, or other means of changeable illumination.  This term shall be synonymous with "Digital Sign."
Changeable Copy Sign, Manual	A sign with copy that is changed manually in the field.
Clearance	The vertical distance between the lowest point of a sign, including framework of other embellishments, and the finished grade beneath the sign.
Copy	Letters, numbers, logos, symbols, and/or other graphic elements comprising the content or message of a sign.
<b>D</b>	
Decorations	Decorations and/or displays commonly associated with a celebration or a religious, government, or similar type of holiday.
Digital Sign	A sign with copy or graphics that can be changed by an electronic process, a digital process, or by a remote control, which uses rotating slats, moving reflective disks, light-emitting diodes (LEDs), glow cubes, or other means of changeable illumination.
Directional Sign	A sign designed to provide direction or instruction to vehicles, bicyclists, and/or pedestrians entering, exiting, and/or moving within a property.
Double-Faced Sign	A sign with two, back-to-back faces.
<b>E</b>	
External Illumination	A light source that illuminates, and is not contained within, a sign.
<b>F</b>	

Table 14.13.010: Terms and Definitions

<b>Façade</b>	The exterior face of a building, including windows, doors, parapet, and/or other architectural details, that fronts on and is parallel, or nearly parallel, to a public right-of-way.
<b>Flag</b>	A temporary sign made of flexible cloth, plastic, canvas, or other similar material with distinctive colors, patterns, and/or symbols commonly associated with a nation, state, municipality, or a professional, fraternal, religious, or civic organization and that is designed to be displayed from a pole or mast.
<b>Flashing Illumination</b>	Illumination in which the artificial source of light is not maintained stationary or constant in intensity, color, or focus when a sign is illuminated.
<b>Freestanding Sign</b>	A sign supported by one or more uprights, posts, or bases that are permanently affixed to the ground and not attached to any part of a building.  Types of freestanding signs include <b>pole signs</b> and <b>monument signs</b> .
<b>Freestanding Sign, Monument</b>	A freestanding sign permanently affixed to the ground at its base, supported entirely by a base structure, and not mounted on a pole.  This term shall be synonymous with the term "Monument Sign."
<b>Freestanding Sign, Pole</b>	A freestanding sign that is permanently supported in a fixed location by a structure of poles, uprights, or braces from the ground and not supported by a building or a base structure.  This term shall be synonymous with the term "Pole Sign."
<b>Frontage, Building</b>	The linear dimension (i.e., length) of an exterior building wall or structure that fronts on a parking area or public right-of-way.
<b>Frontage, Property</b>	The linear dimension (i.e., length) of the property line(s) of a premise that fronts on a public right-of-way.
<b>G</b>	
<b>Glazing Area</b>	The surface area of transparent materials, such as glass, incorporated with an exterior window or door.
<b>Government Sign</b>	Any temporary or permanent sign erected and maintained by the Town, Mesa County, State of Colorado, federal government, or other duly organized and constituted governmental or quasi-governmental entity.
<b>Graphics</b>	Logos, icons, symbols, illustrations, patterns, stripes, and other shapes or images used to convey a message instead of letters or numbers.  This term shall be synonymous with the term "Graphic Elements."
<b>H</b>	
[Reserved]	[Reserved]
<b>I</b>	
<b>Illumination or Illuminated</b>	A source of any artificial or reflected light, either directly from a source of light incorporated in, or indirectly from an artificial source, so shielded that no direct illumination is visible elsewhere than on and in the immediate vicinity of the sign.
<b>Indirect Illumination</b>	An external light source, such as a streetlight, that illuminates the face(s) of a sign but that's primary function is not illuminating the sign.
<b>Internal Illumination</b>	A light source concealed or contained within a sign that illuminates the face(s) of the sign from inside the sign structure.
<b>J</b>	
[Reserved]	[Reserved]

Table 14.13.010: Terms and Definitions

<b>K</b>	
[Reserved]	[Reserved]
<b>L</b>	
Light Emitting Diodes (LEDs)	An electronic semiconductor device that emits light when an electric current passes through it.
Legal Nonconforming Sign	A sign that was lawfully erected prior to the adoption of, or amendment to, this Chapter and was in compliance with all applicable codes and regulations in effect at the time of its construction or installation, but which does not currently comply with one or more provisions this Chapter.
<b>M</b>	
Marquee	A permanent structure other than a roof, awning, or canopy that is attached to, supported by, and projecting from a building. Marquees may be designed to accommodate changeable copy.
Marquee Sign	A sign that is affixed to or integrated with a marquee.
Movement	Physical redirection or revolution up or down, around, or sideways that completes a cycle of change at set intervals.
<b>N</b>	
Neon Illumination	A source of light for a sign that is supplied by LEDs or a tube filled with neon or other inert gas and which is bent to form letters, symbols, or other shapes.
<b>O</b>	
Occupancy	The portion of a building, structure, or premises owned, leased, rented, or otherwise occupied for a given use.
Occupant	A use or tenant located in a building or structure or on a premises.
Off-Premise Sign	A sign that directs attention to an establishment, service, product, and/or activity that is not located on the same premise as the sign.
Owner	The person(s), corporation, partnership, trust, or other legal entity that holds legal title to all, or a portion of, real property as evidenced by the official records of the Mesa County Clerk and Recorder or Assessor's Office. The owner of property where a sign is located is presumed to be the owner of the sign unless evidence is provided to the Town that proves the sign is owned by another party, such as a business owner.
<b>P</b>	
Parapet	The extension of a building façade above the line of the structural roof.
Portable Sign	A sign designed to be transported and not permanently attached to the ground or a building or designed to be permanently attached to the ground or a building including, but not limited to, menu and sandwich board signs.
Premise	A lot, plot, tract, or parcel of land under common ownership or control where a sign(s) is located.
Projecting Sign	A sign attached to and projecting perpendicularly from the wall of a building.
<b>Q</b>	
[Reserved]	[Reserved]
<b>R</b>	
Roof Sign	A sign displayed on or above the roof of a building or structure or a sign displayed above the parapet of a building or structure.

Table 14.13.010: Terms and Definitions

<b>S</b>	
Sign	Any device, structure, surface, and/or similar display that incorporates copy, is intended to attract the attention of the public, and is visible from a public right-of-way and/or public space. This includes banners, pennants, streamers, flags, and any moving or illuminated features.  This term does not include "Works of Art," as defined in this Chapter.
Sign Face	The surface of the sign that copy is displayed upon, against, or through.  This term shall be synonymous with the terms "Display Face" and "Face."
Special Event	A temporary activity or gathering that is different in character from the customary or usual operations of the property where such event or gathering is to occur. This includes, but is not limited to, parades, circuses, fairs, carnivals, festivals, farmers' markets, grand openings, sidewalk sales, concerts, sporting events, or similar events.
Suspended Sign	A sign that is suspended from the underside of a horizontal plane surface of a building or structure such as a canopy, porch ceiling, or portico.
<b>T</b>	
Temporary Sign	A sign made from weather resistant material that is displayed for a limited period of time.
Town	The Town of De Beque, Colorado.
<b>U</b>	
[Reserved]	[Reserved]
<b>V</b>	
[Reserved]	[Reserved]
<b>W</b>	
Wall Sign	A sign that is painted on, incorporated in, or affixed to an exterior wall of a building and that projects no more than twelve (12) inches from such wall. This includes signs consisting of cut-out letters, numbers, symbols, logos, and/or other copy affixed to the exterior wall of a building.  This term does not include "Window Signs," as defined in this Chapter.
Work of Art	A creative, visual expression in any medium, including, but not limited to, painting, sculpture, mosaic, or installation that is intended primarily for aesthetic, decorative, cultural, and/or similar purposes.  For the purposes of this Title, the term "Work of Art" does not include any display that incorporates text, letters, numbers, symbols, logos, and/or other alphanumeric characters. Any display including such elements is considered a sign.
Wind Sign	A sign designed to utilize air currents to move, rotate, and/or otherwise attract attention. Such sign may consist of one or more flag(s), pennant(s), ribbon(s), spinner(s), streamer(s), and/or other similar object(s) and/or material(s).



Table 14.13.010: Terms and Definitions

Window Sign	A sign applied to, painted on, affixed to, placed against, or otherwise displayed in the window of a building on a temporary or permanent basis.  This term does not apply to a sign(s) displayed inside of a building that is visible from the exterior of the building and located beyond the interior sill of the window or door that the sign(s) is visible through.
<b>X</b>	
[Reserved]	[Reserved]
<b>Y</b>	
Yard Sign	A sign that is mounted on stakes, a frame, or other supporting structure affixed to the ground, is placed in a yard or other landscaped area of a property and is freestanding.
<b>Z</b>	
[Reserved]	[Reserved]

**14.13.040: SIGN PERMITS AND ADMINISTRATION**

A. Sign Permit Required

1. To ensure compliance with the regulations of this Chapter, a sign permit is required prior to any sign being erected, moved, altered, reconstructed, and/or repaired, except for signs and related activities specifically exempted in Section 14.13.050.
2. If multiple signs are proposed for a property, all signs may be addressed in one (1) sign permit application as long as all information required pursuant to Subsection 14.13.040(B) is provided for each proposed sign.

B. Sign Permit Application

1. Submittal Requirements

An application for a sign permit must include the following:

- a. *Application.* A completed copy of the application form furnished by the Town. This form will, at minimum, require an applicant to provide the following information:
  - i. The physical address and legal description of the property where the sign is to be located.
  - ii. The name(s), mailing address(es), phone number(s), and email address(es) of the property owner(s), the applicant (if different from the property owner), sign contractor, and sign installer (as applicable).
  - iii. Authorization from the owner(s) of the subject property if the applicant is not the property owner.
  - iv. If the sign is located on, or projects into, public property, including rights-of-way, permission from the applicable jurisdiction is required.
  - v. The total square footage of the wall that the sign will be affixed to, if applicable.

- vi. Inventory of and information (e.g., sign type, square footage, etc.) about existing signage on the property, if applicable.
- b. *Application Fee.* Payment for the applicable fee as established by the Town's fee schedule.
- c. *Agreement to Pay Form.* A signed copy of the Town's Agreement to Pay Consulting Fee's and Expenses.
- d. *Site Plan.* For a freestanding or a projecting sign, an accurately scaled site plan showing the following information for the subject property:
  - i. Location and dimensions of the property's boundaries.
  - ii. Minimum required setbacks for the applicable zone district.
  - iii. Footprints for existing buildings and/or structures.
  - iv. Location and dimensions of existing easements.
  - v. Streets, alleys, driveways, sidewalks, paths, and/or other similar improvements on, or abutting, the property.
  - vi. Location of the sign and the dimensions between the sign and all property boundaries.
- e. *Sign Drawing.* An accurately scaled and dimensioned drawing(s) or photo simulation depicting the sign as it will appear when installed. The following information, as applicable, must be provided:
  - i. Height and clearance of the sign.
  - ii. For a projecting sign, the distance the sign projects from the face of the supporting wall.
- f. *Sign Detail.* A scaled detail drawing that includes the dimensions, area, shape, design, colors, materials, lighting, and letter styles of the sign and any supporting structure(s).
- g. *Lighting Specifications.* A description of the lighting to be used for the proposed sign(s). This description shall include the following information, as applicable:
  - i. Any energy conservation measures incorporated in sign.;
  - ii. Fixture specifications bulb type, brightness (e.g., lumens or foot candles), and placement.
- h. *Certification by Professional Engineer.* If required by the Town, certification by a structural engineer.

- i. *Proof of Liability Insurance.* Proof of premises liability insurance must be provided for any freestanding, projecting, or wall sign. Proof of public liability insurance must be provided for any sign located on, or projecting into, public property, including public rights-of-way.
  - j. *Proof of Valid Contractor License.* If required by the Town, evidence of a valid Mesa County contractor license.
  - k. *State/Federal Permit.* Evidence that a sign complies with state and/or federal regulations, if applicable. Such evidence includes, but is not limited to, a copy of an approved permit(s) issued by the applicable authority.
  - l. *Additional Information.* Any other information deemed necessary by the Town Planner to ensure a complete and proper review of the request.
2. Waiver of Application Submittal Requirements
- a. At the discretion of the Town Planner, one or more submittal requirements for a sign permit application may be waived if they determine that the information is not necessary to evaluate the application for compliance with the applicable requirements of this Chapter.
  - b. A decision to grant a waiver does not prevent the Town Planner from requiring an applicant to submit additional information, at any time during the review process, if such information is necessary for a proper and complete review of an application.
3. Application Completeness Review
- a. Within ten (10) business days of the Town receiving a sign permit application, the Town Planner will review the application and determine whether the application is complete and includes sufficient information to be evaluated for compliance with the applicable requirements of this Chapter.
  - b. If the application is deemed complete, it will be accepted for review by the Town.
  - c. If the application is deemed incomplete, the Town Planner will provide the applicant with written notice of the application's deficiencies. The applicant will have fifteen (15) business days, or other such time as granted at the sole discretion of the Town Planner, to correct all deficiencies in their application. If the applicant fails to correct the application's deficiencies within the allotted time, the application will be considered withdrawn for failure to achieve completeness.
  - d. If an application is considered withdrawn for failure to achieve completeness, the applicant will be required to resubmit their application and pay the application fee, again.
4. Review and Decision
- a. Within fifteen (15) business days of a determination of completeness, the Town Planner will review a sign permit application for compliance with the applicable requirements of this Chapter.
  - b. Upon the conclusion of the Town Planner's review, they will render a decision to approve, approve with conditions, or deny the sign permit and provide the applicant with written

notice of their decision.

5. **Building and/or Electrical Permit**

Upon approval of a sign permit the applicant must obtain any building and/or electrical permits required for the sign prior to construction. A building permit(s), if required, shall be obtained from the Mesa County Building Department. An electrical permit(s), if required, shall be obtained from the state electrical inspector.

6. **Duration of Approval**

- a. An approved sign permit shall expire and become null and void one hundred and eighty (180) calendar days from the date of issuance, unless one of the following has occurred:
  - i. The sign has been installed or modified in accordance with the approved sign permit.
  - ii. A request for an extension has been submitted and approved in accordance with Subsection 14.13.040(C)(6).
- b. If an approved sign permit expires, the submittal of a new sign permit application will be required.

7. **Extension of Approval**

- a. The holder of an approved sign permit may submit a written request for an extension of their permit to the Town Planner. Such a request must explain the basis for the extension and be received by the Town at least five (5) business days prior to the expiration date of the sign permit. Any request received later than this will not be considered by the Town and the submittal of a new sign permit application will be required.
- b. Upon a showing of good cause by the permit holder, the Town Planner may grant one extension of up to one hundred and eighty (180) calendar days.

C. **Appeals**

1. An applicant may file an appeal of the Town Planner's decision on a sign permit application to the Board of Trustees for any of the reasons set forth in this Subsection.
2. An appeal to the Board of Trustees must be filed with the Town Clerk within ten (10) calendar days of the date of the Town Planner's final decision. The appeal must be in writing, specify the action(s) that this being appealed, and state the grounds for the appeal.
3. The following constitute a basis upon which an applicant may file an appeal:
  - a. Failure of the Town Planner to provide a written response to the applicant concerning completion of an application within ten (10) business days of the Town's receipt of the sign permit application.

b. Any written decision rendered by the Town Planner concerning a permit or an interpretation of this Chapter.

4. The action being appealed shall be held in abeyance pending the decision of the Board of Trustees. The appeal shall be heard by the Board of Trustees at the next available Board of Trustees meeting, as determined by the Town Clerk. The Board of Trustees shall review the decision of the Town Planner under the same criteria applied by the Town Planner. The Board of Trustees is not bound by the findings and determinations of the Town Planner but may give such findings deference as determined by Board of Trustees.

**D. Variances**

A variance from the requirements of this Chapter may be requested and shall be processed in accordance with the provisions of Chapter 14.06 of the De Beque Municipal Code.

**14.13.050: PROHIBITED SIGNS**

**A. Prohibited Signs**

The following signs are inconsistent with the purpose of this Chapter and are prohibited in all zone districts.

1. Signs with visible moving, revolving, or rotating parts, flashing or flickering lights, other illumination with changing brightness or intensity or color, any mechanical movement, or any apparent movement achieved by electrical or mechanical means, except as permitted by this Chapter.
2. A sign and/or sign structure that does any of the following:
  - a. Is structurally unsafe or hazardous.
  - b. Is not maintained in accordance with this Chapter.
  - c. Obstructs the view of, interferes with, may be confused with, and/or purports to be a traffic sign, traffic signal, other traffic control device and/or other official government sign.
  - d. Impairs visibility in a public right-of-way and/or obstructs line of sight in a clear vision area.
  - e. Implies the existence of a hazard or danger that does not exist.
  - f. 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.
  - g. Is located in a manner that intentionally denies an adjoining property owner with visual access to an existing sign.
3. Signs mounted to a vehicle or trailer, except as permitted by this Chapter.
4. Signs not permanently affixed or attached to the ground, a building, or a structure, except as permitted by this Chapter.

5. Inflatable signs, except as permitted by this Chapter.
6. Abandoned signs.
7. Any sign whose expressive content is not protected by the First Amendment to the United States Constitution or the Constitution of the State of Colorado, including, but not limited to, the following:
  - a. Any sign containing obscenity, as interpreted by state or federal courts.
  - b. Any sign displaying content for unlawful activity, except for copy related to Retail or Medical Marijuana, as permitted by state law. Federal law prohibits the advertising and sale of marijuana. However, under Colorado law, specific types of marijuana related activities are allowed. The Town will allow a limited exception to these regulations for the signs of duly licensed Retail or Medical Marijuana businesses, provided that the businesses are operated in compliance with applicable State and local law. This exception does not create an exemption from or a defense to the enforcement of federal law, nor shall the Town be liable for any damages caused by the enforcement of federal law. If the federal policy regarding prosecutorial discretion officially changes such that federal marijuana prohibitions are enforced in Colorado, then this limited exception shall automatically terminate, and signs advertising marijuana shall be considered prohibited signs and removed from the premise in accordance with this Chapter.

#### **14.13.060: EXEMPT SIGNS AND ACTIVITIES**

##### **A. Exempt Signs**

The following types of signs are required to comply with all applicable requirements of this Chapter but do not require the issuance of a sign permit.

1. Bulletin boards.
2. Temporary decorations of any type, number, area, height, location, illumination, or animation that are erected or illuminated for no more than sixty (60) calendar days in any one (1) calendar year.
3. A sign(s) affixed to a building or structure even if wall signs are not permitted in the applicable zone district that does not exceed two (2) square feet in area.
4. Signs less than one (1) square foot in area attached to or integrated with machines, equipment, fences, gates, walls, fuel pumps, electric vehicle charging stations, public telephones, or utility cabinets.
5. Directional signs.
6. Flags.
7. Balloon signs.

8. Wind signs.
9. Temporary or permanent signs authorized or required by a court, governmental entity, public body, or public safety official that include, but are not limited to, the following:
  - a. Public safety notices that identify dangerous or hazardous conditions, including signs indicating the presence of underground cables, gas lines, and/or similar devices.
  - b. Street address signs, stop signs, and other signs for the purpose of directing and/or controlling traffic.
  - c. Wayfinding signs that provide direction to and/or identify public amenities, such as public restrooms, parks, and trails.
10. Merchandising displays, pictures, or models of products or services that are incorporated as an integral part of a window display.
11. Portable signs.
12. Scoreboards.
13. Displays of string lights that comply with the following requirements:
  - a. Must have constant illumination, in other words cannot blink, flash, have intermittent changes in intensity, or rotate.
  - b. Are no greater in intensity than seven (7) watts.
  - c. Cannot be placed on or used to outline signs or sign supports.
  - d. Cannot be assembled or arranged to convey words, slogans and/or logos.
  - e. Cannot create a safety hazard with respect to placement, location of electrical cords or connection to power supply.
  - f. Can only be placed on private property.
  - g. Must be maintained, and repaired as necessary, 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 Chapter.
  - h. Cannot be suspended horizontally between any buildings, walls, fences, trees, or shrubs (for the purposes of this subsection, "horizontally" means any portion of the suspended string which dips less than forty-five degrees (45°) below the horizontal).
14. Temporary signs.

15. Signs displayed on vehicles or trailers are exempt from the provisions of this Chapter provided that such vehicles or trailers are not solely used for the support and/or display of a sign(s).

16. Signs incorporated with a vending machine.

17. Window signs.

**B. Exempt Activities**

The following do not require the issuance of a sign permit but must comply with all applicable requirements of this Chapter.

1. Alterations to the copy and/or face(s) of a lawfully existing or legal nonconforming sign if no other modifications are made including, but not limited to, structural changes, changes to size, height, and/or shape of the sign, changes to the sign's illumination, and/or changes to the location of the sign.
2. The maintenance and/or repair of a lawfully existing or legal nonconforming sign, and all components thereof (e.g., sign structures, sign faces, etc.), if no other modifications are made including, but not limited to, changes to the size, height, and/or shape of the sign, changes to the illumination of the sign, and/or changes to the location of the sign. Activities that constitute the maintenance and/or repair of a sign, and all components thereof, include, but are not limited to, the touch up or re-painting of existing letters, symbols, or other details of a sign.

**14.13.070: REMOVAL AND ALTERATIONS**

**A. Removal of Signs**

1. Removal of Abandoned Sign

An abandoned sign must be removed within ninety (90) calendar days of the related establishment vacating the premise, unless otherwise stated in this Chapter. The owner of the property where the sign is located is responsible for its removal.

If an abandoned sign is not removed within ninety (90) calendar days, the Town Planner, or authorized Town designee, may cause the removal of the sign.

If the sign is covered or the applicable copy is removed within ninety (90) calendar days, the Town Planner, or authorized Town designee, may grant an extension of time upon a showing of good cause by the person or entity owning or having possession over the subject property. A request for an extension of time must be submitted to the Town, in writing, within the ninety (90) calendar day period.

If a new establishment occupies the property and utilizes the existing sign within the ninety (90) calendar day period, the existing sign may be updated by the new establishment in accordance with this Chapter.

2. Removal of Illegal Signs on Public Property

The Town Planner, or authorized Town designee, may cause the removal of any sign located on public property, including public rights-of-way, that has been placed there without first complying with the requirements of this Chapter.



3. Storage of Removed Signs

Any sign(s) removed by the Town, or its designee, in compliance with this Chapter shall be stored by the Town for thirty (30) calendar days. During this period, a sign(s) may be recovered by the owner upon payment to the Town for all costs associated with the removal and storage of the sign.

If not recovered within thirty (30) calendar days, the sign(s) will be declared abandoned and title shall vest with the Town of De Beque. The Town may bill the owner(s) of the subject property for all costs associated with the removal and storage of the sign(s), for up to thirty (30) calendar days. If not paid, the applicable costs may be imposed as a tax lien against the subject property.

B. Alterations to Legal Nonconforming Signs

An existing, legal nonconforming sign may be altered if the size, height, shape, and/or location of the sign does not change. If the size, height, shape, and/or location of an existing, legal nonconforming sign is altered, the entire sign must be brought into conformance with this Chapter.

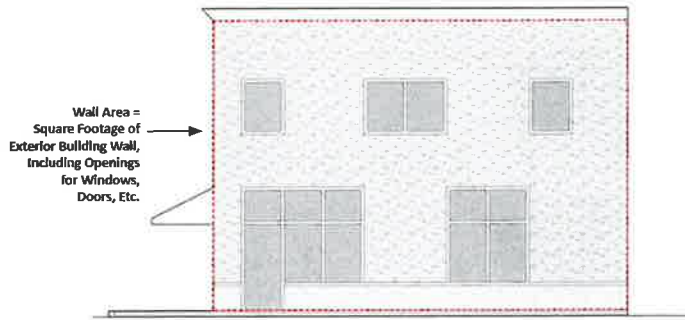
**14.13.080:**

**MEASUREMENT OF WALL & WINDOW AREA AND SIGN AREA, HEIGHT & CLEARANCE**

A. Wall Area

Measured as the square footage of an individual, exterior wall of a building including any openings in the wall such as windows and/or doors.

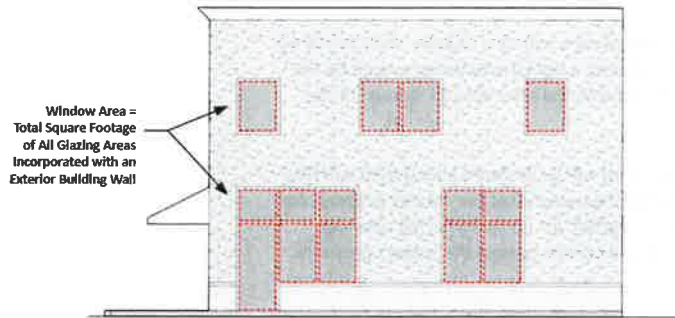
Diagram 14.13.010: Measuring Wall Area



B. Window Area

Measured as the total square footage of all glazing areas incorporated with an individual, exterior wall of a building.

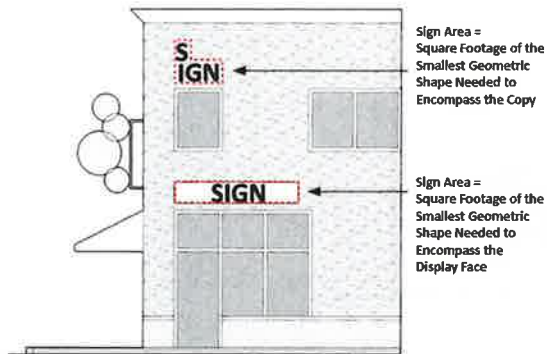
Diagram 14.13.020: Measuring Window Area



**C. Measuring Area of Single-Faced Signs**

1. The area of a single-faced sign is measured as the square footage of the smallest geometric shape needed to encompass the display face.
2. If copy is attached directly to a building or structure with no other background, the area of a single-faced sign is measured as the square footage of the smallest geometric shape needed to encompass the copy.
3. Supporting framework and/or bracing that is clearly incidental to a sign and that does not include copy shall not be included in the measurement of sign area.

Diagram 14.13.030: Measuring Area of Single-Faced Signs



**D. Measuring Area of Double-Faced Signs**

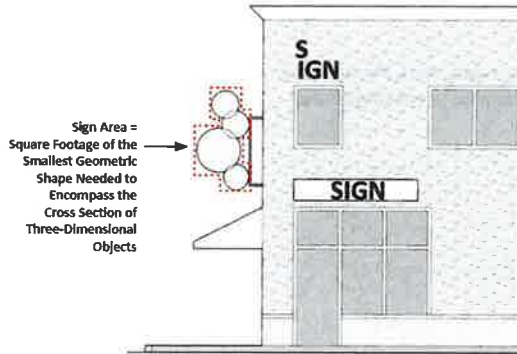
1. A sign with two parallel faces (i.e., back-to-back sign faces) is considered a single-faced sign if mounted on a single structure and the distance between each sign face is less than two (2) feet at any point.
2. For all other double-faced signs, the area of the sign is measured as the sum of the square

footage of each face. The area of each sign face is measured in the same manner as a single-faced sign.

E. **Measuring Area of Three-Dimensional Signs**

Where a sign consists of one or more three-dimensional objects (e.g., balls, cubes, etc.), the sign area shall be measured as the square footage of the smallest geometric shape needed to encompass the largest two-dimensional cross section of the objects.

Diagram 14.13.040: Measuring Area of Three-Dimensional Sign



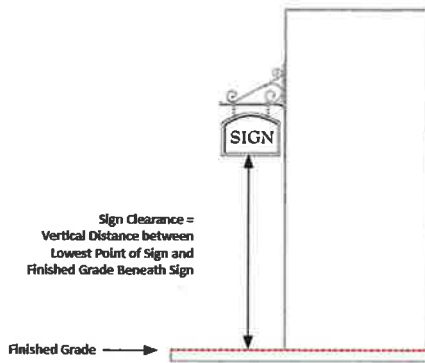
F. Sign Height

1. The height of a sign is measured as the vertical distance between the highest point of the sign, including framework or other embellishments, and the finished grade of the adjacent street or the finished grade beneath the sign, whichever is less.
2. When berms are used in conjunction with signage, the height of the sign is measured as the vertical distance between the highest point of the sign, including framework or other embellishments, and the mean elevation of the adjacent street.

G. Sign Clearance

The clearance of a sign is measured as the vertical distance between the lowest point of the sign, including framework or other embellishments, and the finished grade beneath it.

Diagram 14.13.050: Measuring Sign Clearance



### 14.13.090: GENERAL DESIGN STANDARDS

#### A. Sign Design

1. Creative Design Encouraged

Imaginative and innovative sign design is encouraged. Signs should be designed to make a positive contribution to the general appearance of the street and area of De Beque in which they are located.

2. Proportionate Size and Scale

Signs shall be sized and scaled appropriately for the building or structure that they are displayed on.

3. Sign Location and Placement

a. *Visibility.* Signs shall be located in a manner that does not visually overpower nor obscure architectural features of the building that they are displayed on.

b. *Integration with Building.* The location and placement of signs shall be coordinated with the overall architectural design and color scheme of the building they are displayed on. Signs shall be designed to complement and/or enhance other signs displayed on the same building.

c. *Unified Sign Band.* Whenever possible, signs located on buildings within the same block-face shall be placed at the same height to create a unified sign band.

Diagram 14.13.060: Desirable Sign Design

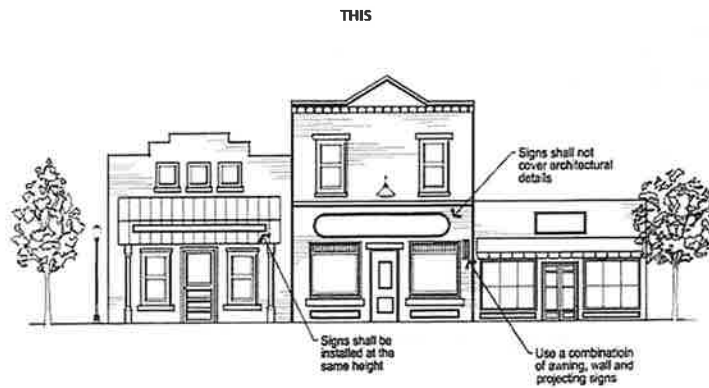
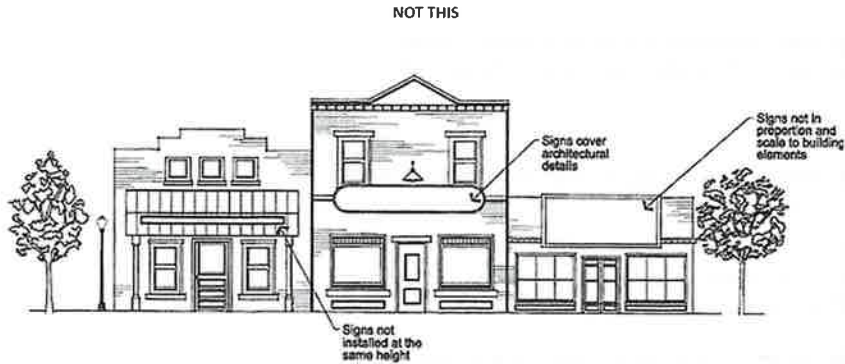


Diagram 14.13.070: Undesirable Sign Design

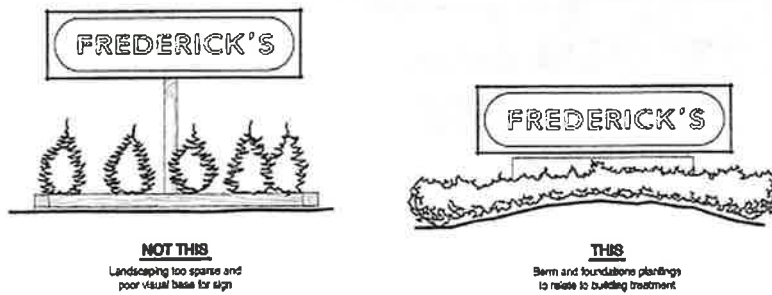


d. *Pedestrian-Oriented Signs.* Signs designed for and directed towards pedestrians are encouraged in the pedestrian-oriented areas of De Beque (e.g., the Old Town Center zone district).

4. **Freestanding Sign Landscaping**

Freestanding signs shall be landscaped at their base in accordance with Section 14.13.110. The landscaping must be designed to be compatible with the overall landscape scheme for the premises and form an attractive, dense cluster at the base of the sign that is equally attractive in the winter and summer.

Diagram 14.13.080: Desirable vs. Undesirable Freestanding Sign Landscaping



## B. Sign Colors

### 1. Color Selection

- a. Signs shall utilize a color scheme that contributes to its legibility.
- b. Signs displayed on a building or structure must use a color scheme that complements the color scheme of the building or structure.
- c. Color schemes that disrupt the visual harmony of the surrounding area are unacceptable.

### 2. Contrasting Colors

Substantial contrast between the color and/or material used for the copy and display face of a sign will improve legibility and is encouraged. Copy with a light color(s) on a dark display face or copy with a dark color(s) on a light display face will be most legible.

### 3. Excessive Colors

Color schemes that interfere with the legibility of copy and/or with viewer identification of other signs is to be avoided.

## C. Sign Materials

1. Signs must be constructed of high-quality materials with proven durability. Treated wood, manufactured composite products with ingredients that use recycled materials, painted/treated/patina metal, stone, brick and stucco are the preferred materials for signs.
2. Signs displayed on a building or structure must use materials that are compatible with the materials used for the façade of the building or structure.

## D. Legibility of Signs

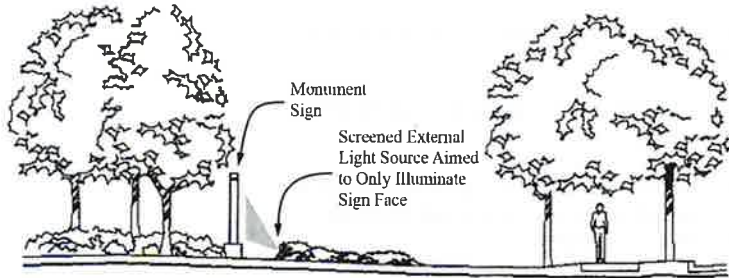
1. Signs must be designed to be adequately legible under the conditions in which they are primarily viewed. Factors affecting legibility include, but are not limited to, the following:
  - a. The speed at which the sign is typically viewed (e.g., viewed by pedestrians vs. viewed from a vehicle).
  - b. The distance of the sign from the edge of the public right-of-way, travel lane, sidewalk, etc.
  - c. The visual context and surrounding environment of the sign, including background clutter and/or competing elements (e.g., other signs).
  - d. The design of the sign, including font style and size, color selection, and contrast between sign copy and the display face.

## E. Sign Illumination

1. Unnecessary illumination of signs is prohibited.
2. Sign illumination shall complement, not overpower, the overall composition of the site.
3. External illumination must be designed to only illuminate the face of the sign it is aimed at. All light sources used for the external illumination of a sign must be concealed from pedestrians' and

motorists' lines of sight and not visible from any abutting property or public right-of-way.

Diagram 14.13.090: Screening of Sign Lighting



External light sources must be concealed from pedestrians' and motorists' lines of sight and not visible from any abutting property or public right-of-way.

4. Unless otherwise stated in this Chapter, all sign illumination must comply with the maximum light level standards set forth in Chapter 14.08 of this Code.
5. Signs shall only be illuminated to the minimum level necessary for nighttime readability.
6. All lighted signs must comply with the applicable electrical codes and the electrical components of the sign must bear the label of an approval agency.
7. Use of backlighting is encouraged.
8. The use of solar electric lighting devices to illuminate signs is encouraged.

#### 14.13.100: SIGN INSTALLATION AND MAINTENANCE

##### A. Signs in Public Rights-of-Way

The owner of a sign that encroaches into a public right-of-way must maintain public liability insurance in an amount to be determined appropriate by the Town Attorney and that names the Town of De Beque as an "other or named insured."

##### B. Signs near State Highways

Signs within six-hundred sixty (660) feet of the right-of-way for the Colorado state highway system, including Interstate 70, may be subject to state and federal regulations. It is the responsibility of the sign owner to ensure compliance with the applicable Town, state, and federal regulations and to obtain all permits that are required.

##### C. Sign Maintenance

1. All signs, and components thereof, shall be kept neatly painted, in a good state of repair and in compliance with all building and electrical codes so they do not constitute a hazard to public safety, health and/or welfare by reason of inadequate maintenance, dilapidation, and/or obsolescence.



2. A sign owner and the owner of the premises where the sign is located are jointly and severally liable for the maintenance of the sign and all components thereof. Sign illumination must be kept in neat and orderly condition, and in 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.
3. The owner of any sign regulated by this Chapter shall be required to keep signs and supporting hardware 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.
4. The Town of De Beque may inspect any sign governed by this Chapter 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.

**14.13.110: SIGN SPECIFIC STANDARDS**

The following standards apply to the specific types of signs permitted in the Town’s zone districts.

Diagram 14.13.100: Examples of Types of Signs Permitted in Select Zone Districts

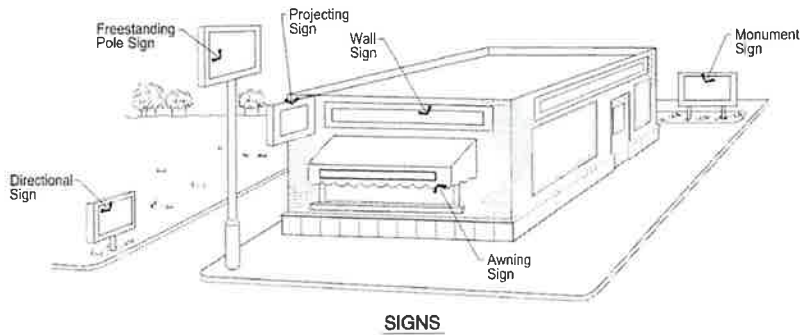


Table 14.13.020: Awning Sign Standards

<b>Awning Sign</b>	
Where Permitted	Agricultural/Open Space Zone District (AG) Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Old Town Center Zone District (OTC) Public Zone District (P) Service Commercial Zone District (SC)
Sign Permit Required	Yes
Number of Signs, Maximum	There is no limit on the number of awning, canopy, marquee, projecting, and/or wall signs that can be attached to a building wall provided that the total square footage of all such signs does not exceed the maximum sign area.

Table 14.13.020: Awning Sign Standards

Sign Area, Maximum	<p><u>AG</u>: Fifteen (15) square feet</p> <p><u>Other Permitted Locations</u>: The total square footage of all signs attached to a building wall shall not exceed twenty-five percent (25%) of the total wall area.</p>
Sign Height, Maximum	Cannot be higher than the eave line of the building that the awning is attached to.
Sign Clearance, Minimum	Eight (8) feet
Types of Illumination Permitted	<p><u>AG</u>: Indirect illumination is permitted.</p> <p><u>Other Permitted Locations</u>:</p> <ol style="list-style-type: none"> <li>1. Internal and indirect illumination is permitted.</li> <li>2. Lighting directed downwards for the purpose of illuminating a walkway beneath an awning but that does not illuminate the awning is permitted.</li> </ol>
Additional Standards	<ol style="list-style-type: none"> <li>1. An awning may project, from the face of the supporting building, up to seven (7) feet into a public right-of-way.</li> <li>2. An awning cannot extend over a roadway or parking area.</li> <li>3. Signage can only be placed on awnings that are located on first- and second story building frontages, including those that front on a parking lot or a pedestrian way.</li> <li>4. No signage shall project beyond, above, or below the face of an awning.</li> <li>5. Awnings shall be regularly cleaned and kept free of dust and visible defects. All bulbs or tubes must be operational.</li> </ol>

Table 14.13.030: Balloon Sign Standards

<b>Balloon Sign</b>	
Where Permitted	All Zone Districts I-70 Interchange Overlay District (I-70)
Sign Permit Required	No (Exempt)
Number of Signs, Maximum	Not applicable (Exempt)
Sign Area, Maximum	Not applicable (Exempt)
Sign Height, Maximum	RZD: Not applicable (Exempt)
Types of Illumination Permitted	<p>Other Permitted Locations: Forty (40) feet</p> <p>Indirect illumination is permitted.</p>
Additional Standards	<ol style="list-style-type: none"> <li>1. Must be secured to a building, structure, and/or the ground with tethers.</li> <li>2. Must be located in a manner that ensures there is no risk to public safety (e.g., interference with power lines, adjacent rights-of-way, etc.) and that ensures the balloon(s) isn't a public nuisance (i.e., interference with adjacent properties).</li> <li>3. In all zone districts, except for the RZD, can be displayed for a maximum of sixty (60) calendar days in a calendar year. In the RZD there is no limit on the duration that a balloon sign can be displayed.</li> </ol>

Table 14.13.040: Bulletin Board Standards

<b>Bulletin Board</b>	
Where Permitted	All Zone Districts I-70 Interchange Overlay District (I-70)
Sign Permit Required	No (Exempt)

Table 14.13.040: Bulletin Board Standards

Number of Signs, Maximum	One (1) per property
Sign Area, Maximum	Fifteen (15) square feet
Sign Height, Maximum	Six (6) feet
Types of Illumination Permitted	Residential Zone District: Indirect illumination is permitted. Other Permitted Locations: Indirect, internal, or external illumination is permitted.
Additional Standards	None

Table 14.13.050: Canopy Sign Standards

Canopy Sign	
Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Service Commercial Zone District (SC) Old Town Center Zone District (OTC) Public Zone District (P)
Sign Permit Required	Yes
Number of Signs, Maximum	There is no limit on the number of awning, canopy, marquee, projecting, and/or wall signs that can be attached to a building wall provided that the total square footage of all such signs does not exceed the maximum sign area.
Sign Area, Maximum	The total square footage of all signs attached to a building wall shall not exceed twenty-five percent (25%) of the total wall area.
Sign Height, Maximum	1. A canopy must comply with the maximum building height requirements for the applicable zone district. 2. A canopy sign cannot extend above the top of the canopy that it is mounted to.
Sign Clearance, Minimum	Eight (8) feet
Types of Illumination Permitted	Backlighting, external, indirect, or internal illumination is permitted.
Additional Standards	1. May project horizontally from the face of a canopy the distance necessary to accommodate the thickness of the sign's copy and required electrical equipment, but not more than twelve (12) inches. 2. Can only be mounted to the vertical façade of a canopy. The sign cannot extend below the bottom surface of the canopy. 3. Canopies shall be regularly cleaned and kept free of dust and visible defects.

Table 14.13.060: Manual Changeable Copy Sign Standards

Changeable Copy Sign, Manual	
Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Public Zone District (P) Service Commercial Zone District (SC)
Sign Permit Required	Yes
Number of Signs, Maximum	One (1) per property

Table 14.13.060: Manual Changeable Copy Sign Standards

Sign Area, Maximum	The size of a changeable copy sign must comply with the sign area requirements for the type of sign it is incorporated with or used as. For example, if a changeable copy sign is incorporated with a freestanding pole sign, the size of the changeable copy sign, and any other signage incorporated with the freestanding pole sign, must comply with the sign area requirements for a freestanding pole sign.
Sign Height, Maximum	The height of a changeable copy sign must comply with the height requirements for the type of sign it is incorporated with or used as. For example, if a changeable copy sign is used as a wall sign, it must comply with the height requirements for a wall sign.
Types of Illumination Permitted	External, indirect, or internal illumination is permitted.
Additional Standards	None

Table 14.13.070: Digital Sign Standards

Digital Sign	
Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District Industrial Zone District (I) Old Town Center Zone District (OTC) Public Zone District (P) Service Commercial Zone District (SC)
Sign Permit Required	Yes
Number of Signs, Maximum	One (1) per property
Sign Area, Maximum	The size of a digital sign must comply with the sign area requirements for the type of sign it is incorporated with or used as. For example, if a digital sign is incorporated with a freestanding pole sign, the size of the digital sign, and any other signage incorporated with the freestanding pole sign, must comply with the sign area requirements for a freestanding pole sign.
Sign Height, Maximum	The height of a digital sign must comply with the height requirements for the type of sign it is incorporated with or used as. For example, if a digital sign is used as a wall sign, it must comply with the height requirements for a wall sign.
Types of Illumination Permitted	Internal illumination is permitted.
Additional Standards	<ol style="list-style-type: none"> <li>Digital signs are only permitted to be on during hours of operation (e.g., business hours) and up to one (1) hour following the conclusion of hours of operation.</li> <li>Cannot be oriented towards or face an existing residential use.</li> <li>The copy or graphics displayed on a digital sign cannot change more than once per every three (3) seconds.</li> <li>Must incorporate a photocell or other technology that adjusts the brightness of the display based on ambient lighting conditions (i.e., daytime, nighttime, cloudy weather, etc.).</li> <li>The maximum brightness of a digital sign shall not exceed 0.3 footcandles above ambient lighting levels when measured at the distance calculated using the following equation.  Measurement Distance = <math>\sqrt{(\text{Area of Sign (in square feet)} \times 100)}</math></li> </ol>

Table 14.13.080: Directional Sign Standards

Directional Sign	
Where Permitted	All Zone Districts I-70 Interchange Overlay District (I-70)
Sign Permit Required	No (Exempt)
Number of Signs, Maximum	Not applicable (Exempt)
Sign Area, Maximum	Four (4) square feet per sign
Sign Height, Maximum	Four (4) feet
Types of Illumination Permitted	Indirect illumination is permitted.
Additional Standards	None

Table 14.13.090: Flag Standards

Flag	
Where Permitted	All Zone Districts I-70 Interchange Overlay District (I-70)
Sign Permit Required	No (Exempt)
Number of Signs, Maximum	Not applicable (Exempt)
Sign Area, Maximum	RZD and AG: Fifteen (15) square feet OTC and SC: Forty (40) square feet HC, I, I-70, and P: One hundred fifty (150) square feet
Sign Height, Maximum	RZD and AG: Twenty-five (25) feet OTC and SC: Thirty (30) feet HC, I, I-70, and P: Fifty (50) feet
Types of Illumination Permitted	Flags may be illuminated by a fully shielded light source that is mounted on the top of a flagpole and is aimed downward. Illumination shall not exceed three thousand five hundred (3,500) lumens.
Additional Standards	Must be affixed to a permanent flagpole or a flagpole that is mounted to a building.

Commented [MF3]:

Table 14.13.100: Freestanding (Monument) Sign Standards

Freestanding Sign, Monument	
Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Public Zone District (P) Residential Zone District (RZD) Service Commercial Zone District (SC)
Sign Permit Required	Yes
Number of Signs, Maximum	One (1) per property
Sign Area, Maximum	RZD: Sixty-four (64) square feet Other Permitted Locations: One hundred twenty (120) square feet
Sign Height, Maximum	RZD: Five (5) feet Other Permitted Locations: Six (6) feet

Commented [MF3]:

Table 14.13.100: Freestanding (Monument) Sign Standards

Types of Illumination Permitted	<p><b>RZD:</b> Downward aimed external illumination with a shield light source is permitted. Sign cannot be illuminated between 10 p.m. and 7 a.m. if within five hundred (500) feet of an existing residential use(s).</p> <p><b>Other Permitted Locations:</b> Backlighting, external, indirect, or internal illumination is permitted.</p>
Additional Standards	<ol style="list-style-type: none"> <li>1. The design and placement of a freestanding monument sign shall not obstruct sight distance areas at any intersection.</li> <li>2. The sign design shall be consistent with the overall scale of the principal building on the subject property.</li> <li>3. Can only be located on a frontage adjoining a public street or parking lot abutting a public street.</li> <li>4. Must be a minimum of eight (8) feet from any curb line, and four (4) feet from any building.</li> <li>5. In the HC, I, P, SC zone districts and I-70 Interchange Overlay District must be a minimum of twenty-five (25) feet from the property line of any adjacent property in the RZD.</li> <li>6. Must have a solid monument-type base.</li> <li>7. Monument signs should be located in a planter setting within a landscaped area at the primary entries to residential, commercial and industrial subdivisions to provide an overall project identity.</li> <li>8. Landscaping shall be provided at the base of a freestanding monument sign at a ratio of 2 to 1 (i.e., the amount of landscaping shall be equal to twice the area of the sign). For example, if a sign has an area of twenty (20) square feet there must be a minimum of forty (40) square feet of landscaping at the base of the sign.</li> </ol>

Table 14.13.110: Freestanding (Pole) Sign Standards

Freestanding Sign, Pole	
Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Old Town Center Zone District (OTC) Public Zone District (P) Service Commercial Zone District (SC)
Sign Permit Required	Yes
Number of Signs, Maximum	<p>I-70: A property may have one (1) pole sign per every two-hundred-fifty (250) linear feet of frontage along the I-70 right-of-way.</p> <p><b>Other Permitted Locations:</b> One (1) per property</p>
Sign Area, Maximum	<p>HC, I, and P: One hundred twenty-eight (128) square feet</p> <p>I-70: Three hundred (300) square feet</p> <p>OTC and SC: Forty (40) square feet</p>
Sign Height, Maximum	<p>I-70: Sixty (60) feet</p> <p><b>Other Permitted Locations:</b> Twenty-five (25) feet</p>
Sign Clearance, Minimum	Eight (8) feet

Table 14.13.110: Freestanding (Pole) Sign Standards

Types of Illumination Permitted	<p>OTC: Indirect illumination is permitted.</p> <p><u>Other Permitted Locations:</u> Internal illumination using LED technology is permitted. When required, illumination must comply with the applicable Colorado Department of Transportation (CDOT) brightness regulations.</p>
Additional Standards	<ol style="list-style-type: none"> <li>1. The design and placement of a freestanding pole sign shall not obstruct sight distance areas at any intersection.</li> <li>2. Should not be so large as to obscure the patterns of front facades and yards.</li> <li>3. Can only be located on a frontage adjoining a public street or parking lot abutting a public street.</li> <li>4. Must be a minimum of eight (8) feet from any curb line, and four (4) feet from any building.</li> <li>5. In the HC, I, OTC, P, SC zone districts and I-70 Interchange Overlay District must be a minimum of twenty-five (25) feet from any property line adjacent to a residential zoning district line.</li> <li>6. Must be mounted on one or more posts. Pole bases shall be protected by concrete or a similar sturdy structure to prevent damage. Pole base structures may be used as landscaping planters.</li> <li>7. Landscaping shall be provided at the base of a freestanding pole sign at a ratio of 2 to 1 (i.e., the amount of landscaping shall be equal to twice the area of the sign). For example, if a sign has an area of twenty (20) square feet there must be a minimum of forty (40) square feet of landscaping at the base of the sign.</li> </ol>

Table 14.13.120: Government Sign Standards

Government Sign	
Where Permitted	All Zone Districts I-70 Interchange Overlay District (I-70)
Sign Permit Required	No (Exempt)
Number of Signs, Maximum	Not applicable (Exempt)
Sign Area, Maximum	Not applicable (Exempt)
Sign Height, Maximum	Not applicable (Exempt)
Sign Clearance, Minimum	Eight (8) feet
Types of Illumination Permitted	Not applicable (Exempt)
Additional Standards	None

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Table 14.13.130: Marquee Sign Standards

Marquee Sign	
Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Old Town Center Zone District (OTC) Public Zone District (P) Service Commercial Zone District (SC)
Sign Permit Required	Yes

Table 14.13.130: Marquee Sign Standards

Number of Signs, Maximum	There is no limit on the number of awning, canopy, marquee, projecting, and/or wall signs that can be attached to a building wall provided that the total square footage of all such signs does not exceed the maximum sign area.
Sign Area, Maximum	The total square footage of all signs attached to a building wall shall not exceed twenty-five percent (25%) of the total wall area.
Sign Height, Maximum	Cannot be higher than the eave line of the building it is attached to.
Sign Clearance, Minimum	Eight (8) feet
Types of Illumination Permitted	Backlighting, external, indirect, or internal illumination is permitted.
Additional Standards	<ol style="list-style-type: none"> <li>1. A marquee may project, from the face of the supporting building, up to seven (7) feet into a public right-of-way.</li> <li>2. A marquee cannot extend over a roadway or parking area.</li> </ol>

Table 14.13.140: Off-Premises Sign Standards

Off-Premises Sign	
Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Old Town Center Zone District (OTC) Service Commercial Zone District (SC) Residential Zone District (RZD)
Sign Permit Required	Yes
Number of Signs, Maximum	One (1) per property
Sign Area, Maximum	Four (4) square feet
Sign Height, Maximum	Four (4) feet
Sign Clearance, Minimum	Eight (8) feet
Types of Illumination Permitted	Indirect illumination is permitted.
Additional Standards	None

Table 14.13.150: Portable Sign Standards

Portable Sign	
Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Old Town Center Zone District (OTC) Service Commercial Zone District (SC)
Sign Permit Required	No (Exempt)
Number of Signs, Maximum	One (1) sign per street frontage.  For properties with multiple occupants, one (1) sign per street frontage is permitted for each occupant.
Sign Area, Maximum	Seven (7) square feet
Sign Height, Maximum	Four (4) feet
Types of Illumination Permitted	Indirect illumination is permitted.



Table 14.13.150: Portable Sign Standards

Additional Standards	<ol style="list-style-type: none"> <li>1. A portable sign may be placed on a public sidewalk only if displayed during hours of operation (e.g., business hours) and if it does not present a risk to public safety and/or interfere with the movement of pedestrians, persons with disabilities, bicyclists, and/or vehicles.</li> <li>2. A sign owner must obtain the necessary permissions from the applicable authority (e.g., the Town, Mesa County, Colorado Department of Transportation) and provide proof of such to the Town before placing a portable sign in a public right-of-way.</li> </ol>
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Table 14.13.160: Projecting Sign Standards

<b>Projecting Sign</b>	
Where Permitted	All Zone Districts I-70 Interchange Overlay District (I-70)
Sign Permit Required	Yes
Number of Signs, Maximum	<b>Residential Zone District (RZD):</b> One (1) per street frontage.  <b>Other Permitted Locations:</b> There is no limit on the number of awning, canopy, marquee, projecting, and/or wall signs that can be attached to a building wall provided that the total square footage of all such signs does not exceed the maximum sign area.
Sign Area, Maximum	<ol style="list-style-type: none"> <li>1. The total square footage of all signs attached to a building wall shall not exceed twenty-five percent (25%) of the total wall area.</li> <li>2. The size of an individual projecting sign is limited to six (6) square feet.</li> </ol>
Sign Height, Maximum	If attached to a single-story building cannot be higher than the eave line of the building or fifteen (15) feet above finished grade, whichever is less.  If attached to a multi-story building, cannot be higher than the bottom of any second story window.
Sign Clearance, Minimum	Eight (8) feet
Types of Illumination Permitted	<b>RZD:</b> Indirect illumination is permitted.  <b>Other Permitted Locations:</b> External illumination with downward facing, shielded light fixtures, indirect illumination, or internal illumination using LED technology is permitted.
Additional Standards	<ol style="list-style-type: none"> <li>1. Width of sign is limited to three (3) feet.</li> <li>2. Shall not extend more than four (4) feet from the face of the building that the sign is supported by.</li> <li>3. Shall be placed only on the ground floor façade of a building, except for businesses located above the ground level with direct exterior pedestrian access.</li> <li>4. Shall be mounted so it generally aligns with other projecting signs in the block to create a “canopy line” that gives scale to the sidewalk.</li> <li>5. Sign supports and brackets shall be compatible with the design and scale of the sign.</li> </ol>

Table 14.13.170: Suspended Sign Standards

<b>Suspended Sign</b>
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Table 14.13.170: Suspended Sign Standards

Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Old Town Center Zone District (OTC) Public Zone District (P) Service Commercial Zone District (SC) Residential Zone District (RZD)
Sign Permit Required	Yes
Number of Signs, Maximum	RZD: One (1) sign per street frontage.  <u>Other Permitted Locations:</u> One (1) sign per street frontage. For properties with multiple occupants, one (1) sign per street frontage is permitted for each occupant.
Sign Area, Maximum	Eight (8) square feet
Sign Height, Maximum	RZD: Cannot be higher than the eave line of the building or structure that the sign is suspended from.  <u>Other Permitted Locations:</u> If suspended from a single-story building or structure, cannot be higher than the eave line of the building or structure that the sign is suspended from or more than twenty-five (25) feet above finished grade, whichever is less.  If attached to a multi-story building or structure, cannot be higher than the bottom of any second story window.
Sign Clearance, Minimum	Eight (8) feet
Types of Illumination Permitted	RZD: Downward aimed external illumination with a shielded light source is permitted. Sign cannot be illuminated between 10 p.m. and 7 a.m. if within five hundred (500) feet of an existing residential use(s).  <u>Other Permitted Locations:</u> Backlighting, external, indirect, or internal illumination is permitted.
Additional Standards	None

Table 14.13.180: Temporary Sign Standards

Temporary Sign	
Where Permitted	<u>Banner:</u> Agricultural/Open Space Zone District (AG) Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Old Town Center Zone District (OTC) Public Zone District (P) Service Commercial Zone District (SC)  <u>Other Temporary Signs:</u> All Zone Districts I-70 Interchange Overlay District
Sign Permit Required	No (Exempt)
Number of Signs, Maximum	<u>Temporary Sign Associated with a Special Event:</u> One (1) on-premises sign and two (2) off-premises signs are permitted.  <u>Other Temporary Signs:</u>

Table 14.13.180: Temporary Sign Standards

	<ol style="list-style-type: none"> <li>1. One (1) sign per street frontage.</li> <li>2. For properties with multiple occupants, one (1) sign is permitted for each occupant.</li> <li>3.</li> </ol>
Sign Area, Maximum	<p><b>Temporary Sign Associated with a Construction Project:</b></p> <ol style="list-style-type: none"> <li>1. Eight (8) square feet per sign if associated with a residential project.</li> <li>2. The total square footage of all signs on a property shall not exceed thirty-two (32) square feet.</li> </ol> <p><b>Banner:</b> Sixty (60) square feet</p> <p><b>Other Temporary Signs:</b></p> <ol style="list-style-type: none"> <li>1. Six (6) square feet in the RZD.</li> <li>2. Twenty-four (24) square feet in other permitted locations.</li> </ol>
Sign Height, Maximum	<p><b>Banner:</b> Cannot be higher than the eave line of the principal building on the subject property.</p> <p><b>Other Temporary Signs:</b> Six (6) feet</p>
Types of Illumination Permitted	Indirect illumination is permitted.
Additional Standards	<ol style="list-style-type: none"> <li>1. <b>All Temporary Signs:</b> Must be securely attached to a building wall, freestanding sign, or properly designed and structurally sound poles or posts on the subject property.</li> <li>2. <b>Temporary Sign Associated with a Special Event:</b> Must comply with the following requirements:             <ol style="list-style-type: none"> <li>a. Cannot be erected not more than thirty (30) calendar days before an event and must be removed within seven (7) calendar days of the last day of the event.</li> <li>b. An off-premises sign must be a minimum of ten (10) feet from the side lot line of the property that it is located on.</li> <li>c. No off-premises sign shall be located on a property without the expressed written consent of the property owner.</li> <li>d. May be vehicle-mounted provided that the sign is only displayed during the event and is not displayed for more than seventy-two (72) hours. Upon the conclusion of the event, the sign must be dismantled.</li> </ol> </li> <li>3. <b>Temporary Sign Associated with a Construction Project:</b> Must comply with the following requirements:             <ol style="list-style-type: none"> <li>a. Shall only be displayed while there is an active building permit for the property.</li> <li>b. Shall be removed within seven (7) days after the issuance of a certificate of occupancy or expiration of the building permit.</li> <li>c. Shall be oriented towards a public or private street.</li> <li>d. Shall only be located on the property for which the building permit has been issued.</li> </ol> </li> </ol>

Table 14.13.180: Temporary Sign Standards

	4. <b>Other Temporary Signs:</b> Can be displayed for a maximum of thirty (30) calendar days in any 365-day period.
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Table 14.13.190: Wall Sign Standards

<b>Wall Sign</b>	
Where Permitted	All Zone Districts I-70 Interchange Overlay District (I-70)
Sign Permit Required	Yes
Number of Signs, Maximum	<u>RZD:</u> One (1) per street frontage.  <u>Other Permitted Locations:</u> There is no limit on the number of awning, canopy, marquee, projecting, and/or wall signs that can be attached to a building wall provided that the total square footage of all such signs does not exceed the maximum sign area.
Sign Area, Maximum	<u>AG:</u> Six (6) square feet  <u>RZD:</u> Fifteen (15) square feet  <u>Other Permitted Locations:</u> The total square footage of all signs attached to a building wall shall not exceed twenty-five (25%) of the total wall area.
Sign Height, Maximum	<u>RZD:</u> Cannot be higher than the eave line of the building that it is displayed on.  <u>Other Permitted Locations:</u> Cannot be higher than the eave line of the building that it is displayed on or more than twenty-five (25) feet above finished grade, whichever is less.
Types of Illumination Permitted	<u>RZD:</u> Downward aimed external illumination with a shielded light source is permitted. Sign cannot be illuminated between 10 p.m. and 7 a.m. if within five hundred (500) feet of an existing residential use(s).  <u>Other Permitted Locations:</u> Backlighting, external, indirect, or internal illumination is permitted.
Additional Standards	<ol style="list-style-type: none"> <li>1. Shall not be placed in a manner that obstructs any portion of a window, doorway, and/or other architectural detail.</li> <li>2. No part of a wall sign, including cut-out letters, may project from the surface upon which it is attached more than that required for construction of the sign and in no case more than twelve (12) inches.</li> <li>3. Cannot extend beyond the edge(s) of the wall that it is displayed on.</li> </ol>

Table 14.13.200: Wind Sign Standards

<b>Wind Sign</b>	
Where Permitted	Agricultural/Open Space Zone District (AG) Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Old Town Center Zone District (OTC) Public Zone District (P) Service Commercial Zone District (SC)
Sign Permit Required	No (Exempt)
Number of Signs, Maximum	<u>AG, OTC, P, and SC:</u> One (1) sign per property.

Table 14.13.200: Wind Sign Standards

	HC, I, and I-70: Three (3) signs per street frontage is permitted for each occupant of a property.
Sign Height, Maximum	AG, OTC, P, and SC: Thirteen (13) feet HC, I, and I-70: Seventeen (17) feet
Sign Width, Maximum	Three (3) feet
Types of Illumination Permitted	Indirect illumination is permitted.
Additional Standards	1. Must be securely anchored to the ground to prevent displacement by wind. 2. There must be a minimum spacing of fifty (50) feet between each wind sign on a property.

Table 14.13.210: Window Sign Standards

Window Sign	
Where Permitted	Highway Commercial Zone District (HC) I-70 Interchange Overlay District (I-70) Industrial Zone District (I) Old Town Center Zone District (OTC) Public Zone District (P) Service Commercial Zone District (SC)
Sign Permit Required	No (Exempt)
Number of Signs, Maximum	<b>Illuminated Window Signs:</b> One (1) per building wall. <b>Non-Illuminated Window Signs:</b> There is no limit on the number of non-illuminated window signs that can be displayed provided that the total square footage of all such signs does not exceed the maximum sign area.
Sign Area, Maximum	1. The total area of a sign(s) displayed in a window and that is visible beyond the boundaries of the property where the sign is located shall not exceed twenty-five (25%) percent of the total window area of the side of the building that it is displayed on. 2. Illuminated window signs are limited to six (6) square feet.
Sign Height, Maximum	Not applicable (Exempt)
Types of Illumination Permitted	Backlighting, external, indirect, internal, or neon illumination is permitted.
Additional Standards	None

Table 14.13.220: Yard Sign Standards

Yard Sign	
Where Permitted	All Zone Districts I-70 Interchange Overlay District (I-70)
Sign Permit Required	No (Exempt)
Number of Signs, Maximum	One (1) sign per street frontage. For properties with multiple occupants, one (1) sign per street frontage is permitted for each occupant.
Sign Area, Maximum	Four (4) square feet per sign
Sign Height, Maximum	Four (4) feet
Types of Illumination Permitted	Indirect illumination is permitted.

Table 14.13.220: Yard Sign Standards

Additional Standards	There is no limit on the duration that a yard sign can be displayed if it is properly maintained in accordance with this Chapter.
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**14.13.120: I-70 INTERCHANGE OVERLAY DISTRICT**

For the purpose of this Chapter only, the I-70 Interchange Overlay District (“Overlay District”) is hereby established. The boundaries of the Overlay District are shown on the following map.

Diagram 14.13.110: Boundaries of I-70 Interchange Overlay District

