

§ 180-22. Signs.¹ [Amended 10-18-83, Ord. 83-07; 11-05-85, Ord. 85-17; 03-06-90, Ord. 90-03; 04-21-92, Ord. 92-08; 11-17-92, Ord. 92-17; 09-05-95, Ord. 95-09; 10-07-97, Ord. 97-17; 09-12-06, Ord. 06-23; 08-25-09, Ord. 09-15; 01-26-10, Ord. 10-04; 06-14-11, Ord. 11-08; 03-25-14, Ord. 14-02]

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A. TITLE

The provisions of this section shall be known and may be cited as the "Frisco Sign Code."

B. PURPOSE AND INTENT

The purpose of this section is to regulate signs in a legal and reasonable manner that promotes economic vitality, fosters public safety, advances the desired aesthetic goals of the community, and ensures compliance with constitutionally protected First Amendment rights. Accordingly, it is the purpose and intent of this section to:

1. Promote the creation of an attractive visual environment that promotes a healthy economy by:
 - a. Recognizing that signs are a necessary means of communication for the public that identify establishments providing goods and services.
 - b. Promoting an overall visual effect which has a minimum of clutter and avoids the creation of a "tourist trap" atmosphere.
 - c. Encouraging the construction of signs from materials that are compatible with the historic, cultural and natural surroundings of Frisco.

¹Editor's Note. The provisions of this section were derived from former Ch. 150, Signs, adopted 3 13 1978 as Ord. No. 78-2, which chapter was vacated and transferred to this chapter by Ord. No. 82-19.

2. Protect and enhance the physical appearance of the community in a lawful manner that recognizes the rights of property owners by:
 - a. Assuring that the information displayed on a sign is clearly visible and legible.
 - b. Ensuring that commercial signage does not obscure the architectural and natural features of the town.
3. Foster public safety by:
 - a. Assuring that all signs are in safe and appropriate locations along public and private streets within the community.
 - b. Protecting the public from hazardous conditions which result from structurally unsafe signage.
 - c. Eliminating distracting lighting and excessive glare by reasonably limiting the illumination of signs.
4. Retain administrative review procedures that are the minimum necessary to:
 - a. Allow for consistent enforcement of the Sign Code.
 - b. Minimize the time required to process a sign application.
 - c. Distinguish between exempt, prohibited, and permitted signage to minimize the administrative burden associated with processing sign permits.

C. APPLICABILITY

This section shall govern and control the design, location, alteration, installation, lighting and maintenance of all signs permitted within all districts established by this Sign Code and any amendments thereto except where explicitly superseded by an approved official development plan or as identified in this section.

D. SEVERABILITY

If any subsection of this Sign Code is found to be invalid by a court of competent jurisdiction, all remaining provisions shall be deemed valid.

E. MEASUREMENT STANDARDS

1. *Determining Sign Area.* In determining the square footage of allowable signage for any business, use, or tenant space, the area of each sign face will be added together.
2. *Measuring Sign Area.* Sign area is the entire surface area of a sign, including nonstructural trim. The supports, uprights or structures on which any sign is mounted shall not be included in determining sign area.

- a. *Standard Geometric Shapes.* When the surface area of a sign consists of a conventional geometric shape, such as a circle, an oval, a rhombus, a trapezoid, or a triangle, the accepted mathematical formulas for calculating area will be used to determine the surface area of a sign.
- b. *Cutout Letters.* Sign area for cutout letters or display applied directly to the building surface and lacking a defined border or trim shall be determined by including the total area within the periphery of the cutout letters on display, which can be enclosed within a rectangle or the closest geometric shape with a maximum of two (2) enclosing shapes.
- c. *Irregular Geometric Shapes.* If a sign consists of a symbol, or an irregular geometric shape without an accepted mathematical formula for calculating area, the entire surface area of the symbol, which can be enclosed within a rectangle or the closest geometric shape with a maximum of two (2) enclosing shapes, shall be determined as the sign area, as shown in Figure A.
- d. *Multiple Elements.* If a sign consists of a symbol, graphic or text with multiple elements that are an irregular geometric shape without an accepted multiple formula for calculating area, the entire surface area of the symbol, graphic or text, which can be enclosed within a rectangle or the closest geometric shape with a maximum of two (2) enclosing shapes, shall be determined as the sign area.
- e. *Double-faced Sign.* Only one (1) side of a double-faced freestanding or projecting sign shall count toward the aggregate size measurement provided both sides are identical.

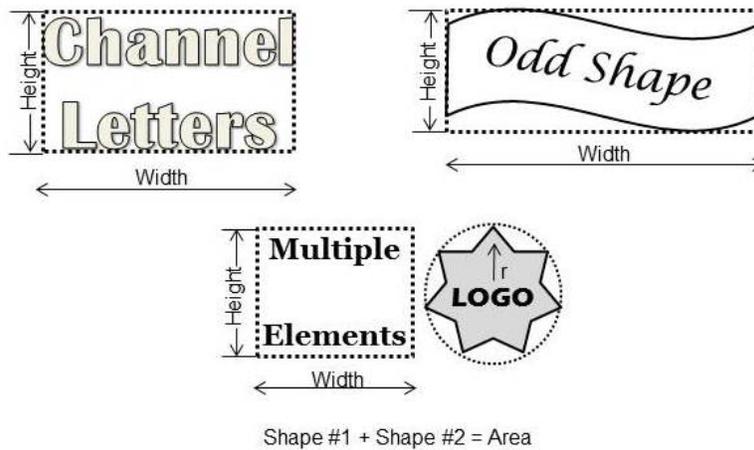


Figure A. Irregular Geometric Shapes

1. *Determining Sign Height.*

- a. *Freestanding Signs.* The height of a sign or sign structure shall be measured from finished grade to the highest point of the sign or sign structure. When a sign is located on a graded earth mound or in an area lower than the adjacent public street, the sign shall be measured from a surveyed point located at the horizontal line of sight from the paved surface of the nearest section of street, as shown in Figure B.

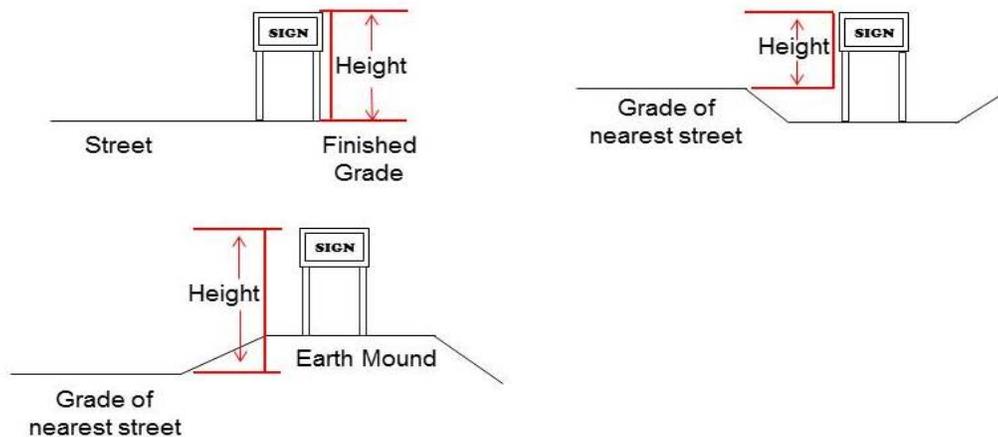


Figure B. Freestanding Sign Height

- b. *Projecting, Hanging, and Awnings Signs.* Clearance for signs shall be measured at the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other embellishments, as shown in Figure C.
- c. *Wall Signs.* Heights shall not exceed the height of the building wall to which the sign is affixed.

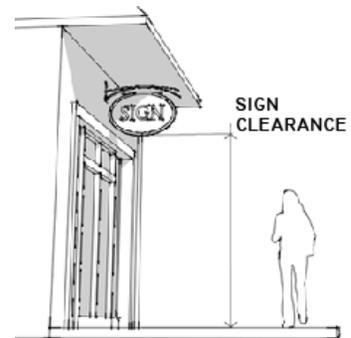


Figure C. Sign Clearance

F. PLACEMENT

1. *On-Premise.* All signs shall be located on the premise of the business, use, or tenant space displaying the sign except as specifically permitted elsewhere in this section.
2. *Ground Placement.*
 - a. *Setbacks.* Signs are not subject to the setback requirements of the zone district where they are located.
 - b. *Rights-of-Way.* Signs are not permitted to be placed on or project into public rights-of-way without specific written authorization from the Town, except as specifically permitted elsewhere in this section.

- c. *Water Quality Setbacks.* Signs are not permitted to be placed on or project into water quality setbacks without specific written authorization from the Town, except as specifically permitted elsewhere in this section.
- d. *Traffic Movement, Drainage and Snow Storage.* Signs shall not impair visibility for traffic movement and shall not impede drainage or snow storage.

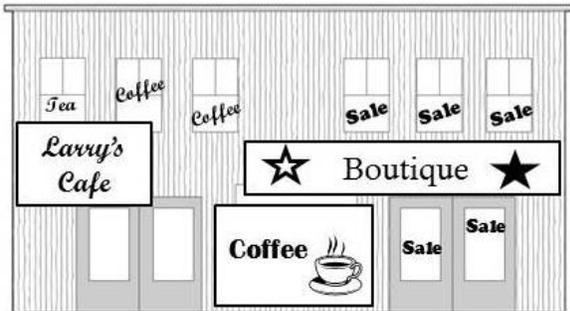
3. *Building Placement.*

- a. *Wall Signs.* Wall signs shall be contained within any single wall panel or other architectural component upon which they are placed, and shall not exceed the height of the building wall to which the sign is affixed.
- b. *Projecting, Hanging, and Awning Signs.* Signs shall be located to complement architectural elements of the building. No part of a projecting, hanging or awning sign shall be located above the ceiling of the second story of any building. Projecting, hanging, and awning signs shall not exceed the height of the building wall to which the sign is affixed, and shall have a minimum of eight and one half (8.5) feet clearance above the ground.
- c. *Multi-Tenant Buildings.* Signs for businesses in multi-tenant buildings shall be located on the tenant space being identified by the sign or as depicted by the Master Sign Plan.

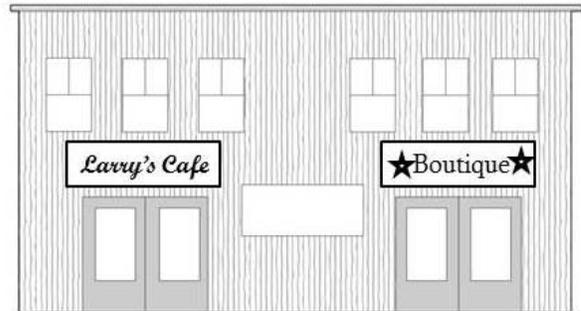
G. DESIGN STANDARDS

- 1. *Design Standards.* The purpose of the sign design standards is to promote a high level of quality and creativity, in keeping with the architectural goals and authentic mountain character of Frisco. The goal of the guidelines is also to encourage sign design that is eclectic, artistic, and original.
 - a. *Construction.* All signs and sign structures shall be made by a commercial sign manufacturer or be of similar professional quality. All signs shall be completed and erected in a professional manner.
 - b. *Maintenance.* It shall be unlawful to fail to maintain any sign, including signs exempted from these regulations with respect to permits and fees, in good repair and appearance, including but not limited to the keeping in good condition of all painted and printed surfaces, trims, poles, and text integrity.
 - c. *Building and Electrical Permits.* All signs for which a sign permit is required shall be subject to the provisions of the most currently adopted version of the building, electrical and mechanical codes. The following signs require a building permit: freestanding signs over ten (10) feet in height, freestanding signs greater than forty-two (42) square feet in area, and awnings supported by an exterior wall which project more than fifty-four (54) inches from the exterior wall.

- d. *Snow and Wind Load.* All freestanding signs over ten (10) feet in height or greater than forty-two (42) square feet in area shall be designed to withstand minimum wind and snow loads according to the provisions of the most currently adopted version of the building code. The Building Official may require freestanding signs to be designed by a Colorado licensed engineer with professional stamped plans.
- e. *Design Compatibility.*
- i. *Compatibility with the Building.* Signs including its supporting structure and components should be integrated with the design of the building or structure on which they are placed. The scale, size, and shape of any sign should be proportionate to the building and the area in which it is located. Signs should not obscure architectural features, and should be designed in a manner that provides an artistic accent or visual point of interest for the building, as shown in Figure D.
 - ii. *Compatibility with other Signs.* Signs including its supporting structure and components should be integrated with the design of other signs located on or near the same building to complement or enhance the other signs. The design and alignment of signs on multi-use buildings should be complementary, but not uniform or duplicative.



These signs block the building's elements and create a chaotic image.



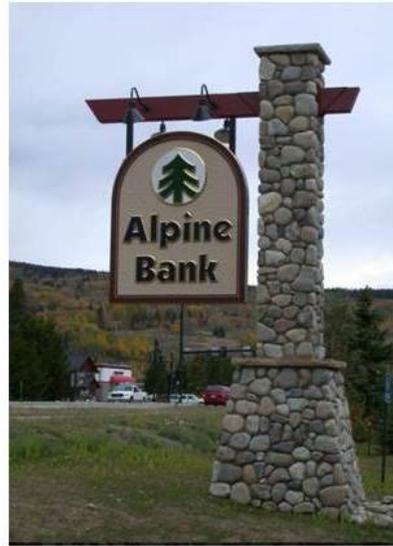
These signs complement the building's form and create a more orderly appearance.

Figure D. Design Compatibility

- f. *Materials.* Sign materials should be compatible with the architectural design of the building's façade, and should contribute to the legibility of the sign. Carved or sandblasted wood; formed, etched, cast metal; and high density pre-formed foam or similar materials are encouraged. Raised borders and raised letters are encouraged. Mirrors or other reflective materials are prohibited. The supporting structure of a freestanding sign shall not include a singular, exposed metal pole or column, but it should be entirely surrounded by a decorative pole or column cover that is architecturally compatible with the sign and building, as shown in Figure E.



NO: Freestanding sign with a singular metal pole



YES: Freestanding sign with a decorative pole cover that is architecturally compatible

Figure E. Freestanding Sign Structures

- g. *Color.* Sign colors should contribute to legibility and design integrity, and to the overall communicative effect of the sign. All signs, whether lighted or unlighted, should utilize a contrasting background for legibility, as shown in Figure F. Color palettes should be utilized in a creative fashion to reflect the business or use for which the sign is intended, and to provide a memorable point of reference for sign viewers. Color combinations should achieve a harmonious appearance, while maintaining sign creativity and originality. Luminescent colors are prohibited.

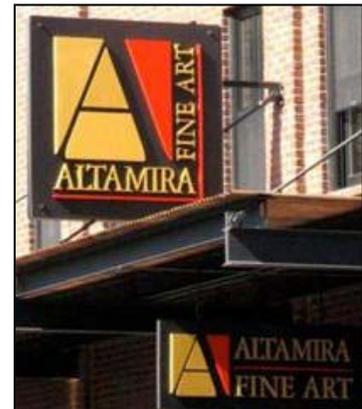


Figure F. Sign Color

- h. *Copy and Lettering Style.* Sign fonts should be selected to provide both clarity and artistic integrity. The number of lettering styles should be limited to increase legibility, and letters and words should not be spaced too closely. The graphic symbol which relies on images and reduces the use of words is encouraged, as shown in Figure G.



Figure G. Copy & Lettering Style

- i. *Medical Marijuana Businesses.* All signage associated with a medical marijuana business shall meet the standards established in the Frisco Sign Code and §180-59, Medical Marijuana Dispensaries.
- j. *Sexually Oriented Businesses.* All signage associated with a sexually oriented business shall meet the standards established in the Frisco Sign Code and §180-45, Signs for Sexually Oriented Businesses.
- k. *Three-Dimensional Surface.* Signs with a three-dimensional, textured surface that provide architectural relief such as carved, routed, or sandblasted designs are encouraged, as shown in Figure H. The depth of three-dimensional elements shall not exceed three (3) feet.



Figure H. Three-Dimensional Surface

- l. *Illumination.* The illumination of signs is intended to minimize the undesirable side effects of excessive illumination such as glare, sky glow and light pollution. The following standards shall apply to sign illumination:
 - i. *Light Source.* All exterior sign lighting shall be fully shielded and down-directed. All upward-directed sign lighting is prohibited. The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a sign from the adjacent travel way. It is recommended that exterior sign lighting be extinguished during non-operating hours. Wherever practicable, it is encouraged that lighting installations include timers, dimmers, and/or sensors to reduce overall energy consumption and unnecessary lighting. Energy efficient light sources are encouraged.

- ii. *Component Painting.* All light fixtures, conduit, and shielding must be concealed and shall be painted to match either the building or the supporting structure that serves as the background of the sign.
- iii. *Externally Illuminated Signs.* Externally lit signs shall be illuminated only with steady, stationary, shielded light sources directed solely onto the sign without causing glare. Light bulbs or lighting tubes used for illuminating a sign shall be simple in form and should not clutter the building or structure. Light bulbs or lighting tubes should be shielded so as to not be physically visible from adjacent properties and public right-of-ways.
- iv. *Internally Illuminated Signs.* Internally illuminated signs with light colored backgrounds, including but not limited to white, off-white, light gray, cream and yellow are discouraged.
- v. *Digital or Electronic Signs.* Digital or electronic signage must include automatic dimming in direct correlation with ambient light conditions and its brightness cannot exceed 0.3 footcandles above ambient light. The brightness shall be measured with an illuminance meter set to measure footcandles accurate to at least two (2) decimals. All brightness measurements shall be taken perpendicular to the face of the sign at a distance measured by the following formula:

$$\text{Measurement Distance} = \sqrt{\text{Area of Sign Sq. Ft.} \times 100}$$

- vi. *Fixtures.* Lighting fixtures shall be simple in form and should not clutter the building. The fixtures must be directed only at the sign. Lighting for front lit signs shall be housed in fixtures and installed in a manner that will serve to substantially shield exposed bulbs and lighting tubes from public view. Gooseneck or other building mounted fixtures are encouraged.

H. SPECIFIC REGULATIONS FOR SIGN TYPES

- 1. *Permanent Signs.* The following types of signs are permitted in the sign districts as indicated in Tables 1 thru 6.

- a. *Awnings.* Any portion of an awning containing the name of the business, or which is otherwise a sign, shall be treated as a sign, as shown in Figure I. No awning sign shall be placed in a manner where it would allow snow to shed onto any public walkway.
- b. *Building Identification Signs.* The building identification sign area shall not count toward the aggregate sign area for the building.
- c. *Directional Signs.* Directional signs shall not count toward the aggregate sign area for the business, use or tenant space displaying the directional signs. Further:



Figure I. Awning Sign

- i. Directional signs shall not be used for additional advertising, but may include the business name or logo.
 - ii. Directional signs should be clearly linked and utilize common design cues including color, shape, logo, material, or nomenclature.
 - iii. Businesses in the Summit Boulevard Corridor Sign District that have a secondary street access into a project shall be allowed to have a secondary street access freestanding directional sign. Directional signs must be displayed on the secondary street frontage. The directional sign must be used solely to provide direction to the project, provide way finding within the project or to provide direction to an amenity within the project.
 - iv. Directional signs that do not meet the standards listed above shall be considered freestanding, projecting, hanging or wall signs and regulated according to this section.
- d. *Drive-Through Signs.* Drive-Through Menu Board and Drive-Through Pre-Sell Menu Board signs may include changeable copy.
- e. *Freestanding Signs.*

- i. A landscaped area equal to two (2) square feet for each one (1) square foot of total sign area of a freestanding sign is encouraged, as shown in Figure J.
- ii. Singular, metal pole or column sign supports without a decorative cover shall be prohibited.
- iii. Adjacent lot owners may erect a joint freestanding sign on their common lot line if both property owners have provided written permission.
- iv. There shall be no more than one (1) freestanding sign per project, and no more than two (2) freestanding signs per premise, provided that one (1) of the two (2) freestanding signs is an off-premise sign for another property or premise as provided herein.



Figure J. Freestanding Sign

- f. *Gasoline Price Signs.* The sign area of a gasoline price sign shall not count toward the aggregate sign area for the service station if the sign is twelve (12) square feet or less in area. If the sign exceeds twelve (12) square feet in area, the additional sign area shall count against the aggregate sign area for the service station. Further:
- i. Gasoline price signs are permitted to use changeable copy and must be incorporated into a freestanding, projecting, or wall sign associated with a service station.

- ii. Electronic or digital gasoline price signs shall conform to the illumination standards described in this section.
- iii. Any sign incorporated into a service station canopy shall be considered a roof sign and is prohibited.
- g. *Home Occupation Signs.* An approved home occupation shall be allowed a projecting or wall sign. Home occupation signs may state the name or nature of the home occupation, but shall not advertise specific products or be lit from any angle.
- h. *Projecting Signs.* No projecting sign shall extend more than three (3) feet from a building wall, as shown in Figure K.
- i. *Miscellaneous Signs.* Any sign types not listed in this section shall be classified as miscellaneous signs and may not be erected unless approval is granted by the Community Development Department as to size, height, configuration, illumination and application for usage. Strict interpretation of the intent and purpose of this section shall be applied to all requests for approval of miscellaneous signs. Signs listed as prohibited shall not be considered or approved as a miscellaneous sign.
- j. *Residential Subdivision Entrance Signs.* A sign with copy limited to a logo and the subdivision name. Only one (1) sign per subdivision entry is allowed.
- k. *Time and Temperature Signs.*



Figure K. Projecting Sign

- i. Time and temperature signs must be incorporated into a freestanding or wall sign associated with a business, shall not constitute more than twenty-five (25) percent of the sign area, and can be no larger than twenty-five (25) square feet in area, as shown in Figure L.
- ii. The text display of the time and temperature is permitted to use changeable copy, cannot change more than once per eight (8) seconds, and the transition shall be instantaneous.
- iii. There shall not be any advertising copy on a time and temperature sign.



Figure L. Time & Temp. Sign

2. *Temporary Signs*. The following types of signs are permitted in the sign districts as indicated in Tables 1 thru 6.

a. *Banners*.

i. Banner verbiage must match the products or services offered by the business, sale events or promotions, or announce the opening or closing of the business, as shown in Figure M.

ii. Banners may be permitted for up to twenty-six (26) weeks per calendar year, for one week intervals.

iii. A business may hang no more than one (1) banner at a time. If a tenant space has multiple business licenses for the same tenant space, then the tenant space shall only be allowed to hang one (1) banner at a time.



Figure M. Temporary Banner

iv. Banners shall be located on the premises only, allowable only on the exterior of the building or any projection of the building such as a deck, fence, or railing.

v. Banners shall be in good condition, without rips, tears, or fading, and all corners must be secured to the building or building projection.

b. *Construction Signs*. Signs may not be erected prior to issuance of a Town building permit and must be removed prior to the issuance of a Town certificate of occupancy or when the building permit expires, whichever occurs first. Only one (1) construction sign is allowed per project.

c. *Real Estate Development Signs*. A freestanding or wall sign may be permitted on the site of a new project following Town approval of a Development Application. Real estate development signs must be removed ten (10) days after all certificates of occupancy have been issued or when the building permit expires, whichever occurs first. Only one (1) real estate development sign is allowed per project.

I. MASTER SIGN PLAN

Master Sign Plan. The Master Sign Plan shall be designed to establish a common theme or design to create visual harmony between the sign(s), building(s), and other components of the subject property, using similar construction methods, compatible colors, scale, and backgrounds. The sign plan shall indicate the size and location of all signs proposed. It shall also coordinate a minimum of three (3) of the following elements: color(s), shape, mounting, lighting, lettering style, graphics and materials. The aggregate sign area within the Master Sign Plan is subject to the size limitations of this section. The Master Sign Plan shall not allocate or transfer any sign area from one business to another.

J. SIGN DISTRICTS

1. Main Street Corridor Sign District.

- a. *Purpose.* The downtown area of Frisco represents the focal point of the community with a compatible mix of commercial and residential uses and a pedestrian-oriented Main Street. The intent of this district is to enhance the authentic mountain town character of Frisco and promote the Main Street area as the heart of the community.
- b. *Standards.* All signs in the Main Street Corridor Sign District shall comply with the standards in Tables 1 and 2. See Map 1 for district boundaries. Further:
 - i. *Text Height.* No letter, symbol, or numeral shall exceed two (2) feet in height.
 - ii. *Illumination.* Only signs that are externally illuminated are permitted. Lighting shall be front lit and down-directed. Signs that are backlighted (halo-lighted), electronic, or internally illuminated are prohibited.
 - iii. *Materials.* Signs made of natural materials such as wood, metal, or stone or other materials that mimic natural materials, such as high density urethane, which are substantially similar to the natural materials they are simulating are encouraged.
 - iv. *Design.* The use of symbols, three-dimensional or textured surfaces, carved or routed letters, or other artistic features are encouraged, as shown in Figure N.



Figure N. Main Street Corridor Sign Design Guidelines

- v. *Orientation.* Signs should be located and sized to be viewed by pedestrians. Projecting, hanging, or awning signs are permitted to project over the three (3) foot sidewalk easement on East Main Street if there is a minimum of eight and one half (8.5) feet clearance above the ground.
- vi. *Aggregate Sign Area.*
 - a) The maximum aggregate sign area for each business or entity is thirty-two (32) square feet.
 - b) No one (1) sign may exceed thirty-two (32) square feet of sign area.
 - c) Businesses with Main Street business frontage that are located on a corner lot or that have more than one street frontage (not including alleys, driveways, or parking lots) shall be allowed to have a maximum of forty-two (42) square feet of aggregate sign area.
 - d) If a tenant space has multiple business licenses for the same tenant space, then the tenant space shall be allowed to have a maximum of forty-two (42) square feet of aggregate sign area.
- vii. *Freestanding Signs.*
 - a) *Minimum Separation.* All freestanding signs, except directional signs, shall be separated by a distance of no less than fifty (50) feet unless the freestanding signs are separated by a street right-of-way.
 - b) *Off-Premise Freestanding Signs.* Freestanding signs located off-premise must comply with the following regulations:
 - 1. Off-premise signs may only reference businesses that do not have business frontage along Main Street. See Map 1 for the commercial properties that are allowed to have off-premise signs.
 - 2. An off-premise sign is only permitted on a property where the property owner has provided written permission.
 - 3. Only one (1) off-premise sign is allowed per project.
 - 4. The off-premise sign must be located on Main Street at the nearest street intersection en route to the project.
 - 5. Refer to Tables 1 and 2 for additional standards related to freestanding signs.
 - c) *Sign Area.* The sign area of any freestanding sign is deducted from the total aggregate sign area allowed for the business displaying said sign.

Table 1. Signs in the Main Street Corridor Sign District that Count Toward Aggregate Sign Area Per Business And Require a Sign Permit

NOTE: Master Sign Plan = MSP

Sign Type	Maximum Height	Maximum Area*	Maximum Number
Freestanding	12 ft.	32 sf	1 per project & a maximum of 2 per premise, provided that 1 of the 2 is an off-premise sign related to another project or premise (Refer to Map 1 for eligible properties that can have an off-premise sign)
Awning, Projecting or Hanging	Not to exceed above ceiling of the 2 nd story of building & 8.5 ft. clearance from bottom of sign to ground	32 sf	Refer to MSP if applicable
Wall	Not to exceed height of building wall	32 sf	Refer to MSP if applicable

*Refer to "Aggregate Sign Area" listed above for additional sign area allowances.

Table 2. Signs in the Main Street Corridor Sign District that are Excluded From Aggregate Sign Area Per Business And Require a Sign Permit

NOTE: Master Sign Plan = MSP

Sign Type	Maximum Height	Maximum Area	Maximum Number
Banner	Not to exceed height of building wall	20 sf	1 per tenant space
Building Identification	Not to exceed height of building wall	8 sf	1 per building
Construction	Freestanding: 12 ft. Wall: Not to exceed height of building wall	32 sf	1 per project
Directional, pedestrian	Freestanding: 3 ft. Wall: Not to exceed height of building wall	3 sf	Allowed at each pedestrian access point
Directional, vehicular	Freestanding: 3 ft. Wall: Not to exceed height of building wall	3 sf	Allowed at each vehicular access point
Drive-Through Menu Board Sign	7 ft.	15 sf	1 per drive-through business
Drive-Through Pre-Sell Menu Board Sign	7 ft.	5 sf	1 per drive-through business
Gasoline Price*	Freestanding: 12 ft. Wall: Not to exceed height of building wall	Any portion greater than 12 sf counts toward aggregate sign area	1 per service station
Home Occupation	Not to exceed height of building wall	2 sf	1 per home occupation
Real Estate Development	Freestanding: 12 ft. Wall: Not to exceed height of building wall	32 sf	1 per project

*Note. Gasoline price signs listed in Table 2 cannot exceed the maximum sign area when combined with signs types listed in Table 1.

2. *Summit Boulevard Corridor Sign District.*

- a. *Purpose.* The Summit Boulevard Corridor, including Summit Boulevard, Interstate 70, the Dam Road and Ten Mile Drive, serves as a primary gateway to Frisco and provides a broad range of commercial services conveniently accessible by automobile. The intent of this district is to encourage signs of a high quality design that are eclectic and compatible with the authentic mountain town character of Frisco.
- b. *Standards.* All signs in the Summit Boulevard Corridor Sign District shall comply with the standards in Tables 3 and 4. See Map 2 for district boundaries. Further:
 - i. *Text Height.* No letter, symbol, or numeral shall exceed four (4) feet in height.
 - ii. *Lighting.* Signs that are backlighted (halo-lighted) are encouraged.
 - iii. *Design.* Routed faces, three-dimensional or textured faces, push-through letters or graphics, and pin/stud mounted architectural letters are encouraged, as shown in Figure O.



Figure O. Summit Boulevard Corridor Sign Design Guidelines

- iv. *Orientation.* Signs should be located and sized to be viewed by motorists.
- v. *Aggregate Sign Area.* Aggregate sign area allowed for a business, use or tenant space shall be calculated using its business frontage, as shown in Figure P. Further:
 - a) The maximum aggregate sign area for a business, use, or tenant space shall be a square footage equal to sixty-six (66) percent of the linear length of the business frontage with a maximum of two frontages displaying signs. The minimum aggregate sign area for each business frontage is thirty-two (32) square feet and the maximum allowed is one hundred fifty (150) square feet. For example, a business with a seventy-five (75) foot long business frontage may be allowed up to forty-nine and one half (49.5) square feet of aggregate sign area on that frontage ($75 \times 0.66 = 49.5$).

- b) Businesses, uses, or tenant spaces that are on the interior of a building without business frontage shall be allowed a maximum of thirty-two (32) square feet of aggregate sign area.
- c) No part of the sign area of on premise signs allowed for one business frontage shall be transferred to another business frontage, whether that other business frontage is that of the same or any other business.



Figure P. Business Frontage

vi. *Freestanding Signs.*

- a) *Minimum Separation.* All freestanding signs, except directional signs, shall be separated by a distance of no less than one hundred (100) feet unless the freestanding signs are separated by a street right-of-way.
- b) *Off-Premise Signs.* Freestanding signs located off-premise must comply with the following regulations:
 - 1. Off-premise signs may only reference businesses that do not have business frontage along Summit Boulevard. See Map 2 for the commercial properties that are allowed to have off-premise signs.

2. An off-premise sign is only permitted on a property where the property owner has provided written permission.
 3. Only one (1) off-premise sign is allowed per premise.
 4. The off-premise sign must be located on Summit Boulevard at the nearest street intersection en route to the project.
 5. The sign area of an off-premise sign is deducted from the closest business frontage displaying the sign.
 6. Refer to Tables 3, 4 and 5 for additional standards related to freestanding signs.
- c) *Sign Area.* The sign area of any freestanding sign is deducted from the total aggregate sign area allowed for the business displaying said sign.
- c. *Lusher Court Overlay.* Notwithstanding the provisions of subsection 1.2.b.v.a. above, businesses, uses, or tenants located in the Lusher Court Overlay shall be allowed an aggregate sign area square footage that is equal to seventy (70) percent of the linear length of the business frontage that faces the interstate as indicated in Map 2. For projects with multiple buildings, only those businesses with business frontage located along the northern property boundary that face the interstate shall be allowed the seventy (70) percent aggregate sign area. All other business frontages shall be allowed an aggregate sign area of sixty-six (66) percent for the frontage.
- d. *Dillon Dam Road Overlay.* Notwithstanding the provisions of subsection 1.2.b.v.a. above, businesses, uses or tenants located in the Dillon Dam Road Overlay shall be allowed an aggregate sign area square footage that is equal to seventy (70) percent of the linear length of the business frontage that faces the interstate as indicated in Map 2. All other business frontages shall be allowed an aggregate sign area of sixty-six (66) percent for the frontage. Refer to Table 5 for additional standards. Further:
- i. Freestanding signs that are located on the business frontage facing the interstate shall be allowed a maximum of one hundred (100) square feet in sign area. If a freestanding sign is located on any other business frontage, the sign area shall conform to the standards listed in Tables 3 and 4.
 - ii. Freestanding sign height shall be measured from a surveyed point located at the horizontal line of sight from the paved surface of the nearest section of street or interstate highway.

Table 3. Signs in the Summit Boulevard Corridor Sign District that Count Toward Aggregate Sign Area Per Business or Project And Require a Sign Permit

NOTE: Master Sign Plan = MSP

Sign Type	Maximum Height	Maximum Area	Maximum Number
Freestanding	20 ft.	50 sf	1 per project & a maximum of 2 per premise, provided that 1 of the 2 is an off-premise sign related to another project or premise (Refer to Map 2 for eligible properties that can have off-premise signs)
Awning, Projecting or Hanging	Not to exceed above ceiling of the 2 nd story of building & 8.5 ft. clearance from bottom of sign to ground	50 sf	Refer to MSP is applicable
Wall	Not to exceed height of building wall	66% of business frontage with a max. of 2 frontages allowed to display signs. Minimum of 32 sf & max. of 150 sf allowed per frontage	Refer to MSP if applicable

Table 4. Signs in the Summit Boulevard Corridor Sign District that are Excluded From Aggregate Sign Area Per Business or Project And Require a Sign Permit

NOTE: Master Sign Plan = MSP

Sign Type	Maximum Height	Maximum Area	Maximum Number
Banner	Not to exceed height of building wall	32 sf	1 per tenant space
Building Identification	Not to exceed height of building wall	8 sf	1 per building
Construction	Freestanding: 12 ft. Wall: Not to exceed height of building wall	32 sf	1 per project
Directional, pedestrian	Freestanding: 3 ft. Wall: Not to exceed height of building wall	3 sf	Allowed at each pedestrian access point
Directional, vehicular	Freestanding: 3 ft. Wall: Not to exceed height of building wall	3 sf	Allowed at each vehicular access point
Drive-Through Menu Board Sign	7 ft.	45 sf	1 per drive-through business
Drive-Through Pre-Sell Menu Board Sign	7 ft.	20 sf	1 per drive-through business
Gasoline Price*	Freestanding: 20 ft. Wall: Not to exceed height of building wall	Any portion greater than 12 sf counts toward aggregate sign area	1 per service station
Home Occupation	Not to exceed height of building wall	2 sf	1 per home occupation
Real Estate Development	Freestanding: 12 ft. Wall: Not to exceed height of building wall	32 sf	1 per project
Secondary Street Access Freestanding	10 ft.	21 sf	1 per secondary street access
Time & Temperature*	Freestanding: 20 ft. Wall: Not to exceed height of building wall	Any portion greater than 12 sf counts toward aggregate sign area. Maximum of 25 sf.	1 per project

*Note. Gasoline and time and temperature signs listed in Table 4 cannot exceed the maximum sign area when combined with sign types listed in Table 3.

Table 5. Additional Sign Area for Businesses in the Dillon Dam Road Overlay that Count Toward Aggregate Sign Area Per Business or Project And Require a Sign Permit*

NOTE: Master Sign Plan = MSP

Sign Type	Maximum Height	Maximum Area	Maximum Number
Freestanding	20 ft.	100 sf	1 per project
Wall	Not to exceed height of building wall	70% of business frontage that faces the interstate & 66% for a 2 nd business frontage with a minimum of 32 sf & maximum of 165 sf allowed per frontage	Refer to MSP if applicable

*Refer to Tables 3 and 4, Summit Boulevard Sign District, for all other sign types and sizes.

3. *Residential Sign District.* All signs in the Residential Sign District shall comply with the standards in Table 6. Any property not identified in the sign district maps shall be considered to be located in the Residential Sign District. Non-conforming commercial uses in residential zoned areas shall comply with the Main Street Corridor Sign District and are not eligible to display off-premise signs. Sign illumination in residential districts shall be restricted to front lit lighting only.

Table 6. Signs Permitted in the Residential Sign District And Require a Sign Permit

Sign Type	Maximum Height	Maximum Size	Maximum Number
Building Identification	Not to exceed height of building wall	8 sf	1 per multi-family building
Construction	Freestanding: 10 ft. Wall: Not to exceed height of building wall	32 sf	1 per project
Home Occupation	Not to exceed height of building wall	2 sf	1 per home occupation
Real Estate Development	Freestanding: 10 ft. Wall: Not to exceed height of building wall	32 sf	1 per project
Subdivision Entrance	Freestanding: 6 ft. Wall: Not to exceed height of building wall	16 sf	1 per subdivision entry

4. *Parks and Open Space Sign District.* Any sign placed in an area designated as Parks and Recreation District or Open Space District by the Zoning Ordinance must obtain approval from the Community Development Department prior to erecting the sign. Sign designs shall conform to the Town of Frisco's Parks and Opens Space Sign Design Criteria. See Map 3 for the district boundaries.

5. *Public Facilities Sign District.* Any sign placed in an area designated as Public Facilities District by the Zoning Ordinance and other government or public entities must obtain approval from the Community Development Department prior to erecting the sign. Sign designs shall conform to the Town of Frisco's Public Facilities Sign Design Criteria. See Map 3 for the district boundaries.

K. ADMINISTRATION

1. *Approvals.* Applicants intending to erect a new permanent or temporary sign or those seeking to modify existing signs must obtain a sign permit from the Community Development Department prior to installation or modification of the sign. Painting, repainting, repair or cleaning of a sign shall not require a sign permit; however, this exemption shall not apply if the color scheme or design of an existing sign is altered or if such painting or repainting results in a different business, product, or service being advertised by the sign. A business which only operates on a seasonal basis or sells seasonal items or services may use interchangeable signs provided a permit is obtained for each sign displayed at that business. If an application is filed under the sign regulations and each sign in the application meets the requirements of these regulations, the sign shall be approved and permits issued by the department staff. If an application requires approval by the Planning Commission, or raises questions of interpretation which the staff believes should be decided by the Commission, the application shall be forwarded to the Planning Commission for review and action. No sign shall be erected, or displayed without prior approval of a sign permit.
2. *Master Sign Plan Application Requirements.* A Master Sign Plan (MSP) is required for any development having more than one (1) tenant, business, or use. The MSP must be approved by the Community Development Department before an individual sign permit can be issued. Prior to the submittal of a Master Sign Plan application, a pre-application conference with the Planning Division is required to acquaint the applicant with Sign Code procedures, design standards, and to review the MSP proposal. In order to apply for a MSP, the applicant must provide the following information in writing:
 - a. A completed and signed Town of Frisco Master Sign Plan application and non-refundable fee.
 - b. Site plan [no less than one (1) inch equals ten (10) feet] depicting the locations of all existing and proposed signage, public rights-of-way, property lines, easements, grades, buildings, utilities, and landscaping.
 - c. Scale drawings, elevations, or photographs of the proposed signage depicting the dimensions and size, location, design, mounting methods, colors, materials, source of illumination and building façade or other location where the proposed signage will be located.
 - d. Any other maps, drawings or other materials needed to adequately describe the master sign plan proposal as required herein.
 - e. Upon submission of a complete application, the Community Development Department shall have ten (10) business days to review the application.

3. *Individual Sign Permit Application Requirements.* In order to apply for a sign permit, the applicant must provide the following information in writing:
 - a. A completed and signed Town of Frisco sign permit application and non-refundable fee.
 - b. A copy of the approved Master Sign Plan for the project, if applicable.
 - c. Site plan [no less than one (1) inch equals ten (10) feet] depicting the locations of all existing and proposed signage, public rights-of-way, property lines, easements, grades, buildings, utilities, and landscaping.
 - d. Scale drawings, elevations, or photographs of the proposed signage depicting the dimensions, design, mounting methods, colors, materials, source of illumination and building façade or other location where the proposed signage will be located.
 - e. The proposed signage shall use a consistent design theme to create visual harmony between the sign(s), building(s), and other components of the subject property.
 - f. Written evidence of a current business license.
 - g. Any other material or information to show compliance with the Frisco Sign Code as required herein.
 - h. Upon submission of a complete application, the Community Development Department shall have ten (10) business days to review the application.
4. *Inspections.* The Community Development Department shall have the authority to make periodic inspections of all existing signs for compliance with this section. Final approval of any sign as erected is contingent upon inspection of said sign for compliance with the approved sign application within fourteen (14) days of erecting the sign. The applicant is responsible for requesting a final sign inspection from the Community Development Department once the sign has been erected.
5. *Appeals.* Upon denial of an application for a sign permit, the applicant has ten (10) calendar days from the date of the decision to file an appeal with the Community Development Department in accordance with §180-46.C, Administration and Enforcement.

L. SIGNS EXEMPT FROM SIGN PERMIT PROCESS

The following signs are exempt from the requirement that a sign permit be obtained because they either do not create safety hazards or aesthetic disruption, they promote public safety or the dissemination of public information, or are accessory to the exercise of an individual's First Amendment rights.

1. Art. Works of art, including but not limited to murals, sculptures, and paintings, when not used as a sign or an attention getting device.

2. Community Events. Banners, flags, signs, and other similar devices erected on Town controlled property to promote a temporary or seasonal community event, or to identify a point of interest or landmark.
3. Flags. The flag, pennant or insignia of any nation, organization or nations, state, province, county, city, any religious, civic or fraternal organization, or educational institution; and providing further that such are subject to the following limitations:
 - a. Flags and pennants shall not exceed the proportions which have been established by presidential declaration: three feet by five feet (3' x 5') when hung from a building, or five feet by seven feet (5' x 7') when hung from a large flagpole. Flags or pennants larger than the specified sizes require a sign permit.
 - b. Flags shall have a minimum clearance of eight and one half feet (8.5') when they project over public sidewalks and fifteen feet (15') when projecting over streets or roads.
 - c. Except in residential areas, there shall be a minimum of twenty feet (20') from the top of a flagpole to average grade.
 - d. Flags, pennants and insignia shall be maintained in a clean and undamaged condition at all times.
 - e. The display of national flags, pennants, and insignia shall be governed by the standard rules of international protocol.
4. Historic Plaques, Landmark and Memorial Signs.
 - a. Historic Plaques
 - b. Landmark signs not to exceed six (6) square feet.
 - c. Memorial Signs not exceeding four (4) square feet and gravestones of any size.
5. Information Signs. Information signs are permitted on the exterior of the building or building projection, or can be incorporated into a freestanding, projecting, hanging, wall, or window sign.
 - a. One (1) "office" sign per motel/hotel business or multifamily project, not to exceed two (2) square feet in area.
 - b. For any business, one (1) "open/closed" sign per street frontage, up to two (2) square feet in area per sign.
 - c. A maximum of two (2) "vacancy" signs per motel/hotel business, provided that each sign does not exceed two (2) square feet in area.
 - d. One (1) "hours-of-operation" sign per entryway, not exceeding two (2) square feet in area.

- e. One (1) square foot per entry is allowed for accepted methods of payment such as credit cards, membership stickers, and similar signs.
 - f. Private warning or instructional signs, such as "no soliciting", "no trespassing", "no parking", or "beware of dog," not exceeding two (2) square feet in area.
6. Merchandise. Merchandise or models of products or services which are incorporated as an integral part of an indoor window display.
7. Political Signs. Such signs, posters or banners shall not be erected or placed prior to forty-five (45) days before an election, and shall be removed within five (5) days following the election. No such signs, posters or banners shall be placed upon or shall extend into any public property or right-of-way. Political or ideological signs not to exceed six (6) square feet in area per sign when located on private property and not otherwise in a public right-of-way, or on public property or structures.
8. Real Estate Signs.
- a. Temporary Real Estate Open House Signs. One (1) on-site open house sign, non-illuminated, not exceeding six (6) square feet in area may be permitted on the premise that is for sale or lease. One (1) or more off-site open house signs may also be permitted as necessary to indicate changes of direction from Summit Boulevard or Main Street to the subject property location. Such signs shall be displayed only when the unit is actually open, for a time period not to exceed ten (10) hours, and in all cases shall be removed at night. Such signs shall be limited to private property for which written permission has been obtained and to public rights-of-way that meet the following criteria:
 - i. May not be placed on any sidewalk.
 - ii. May not be placed within any street travel lane or parking lane.
 - iii. May not be placed any closer than ten (10) feet from the edge of pavement of an intersection.
 - iv. May not be placed any closer than four (4) feet from any edge of pavement or curb.
 - i. All open house signs shall be limited to a maximum of three (3) feet above the surface grade at the base of the sign measured from the ground or snow pack, whichever is higher. For new construction, open house signs shall not be permitted until the Building Official has issued a certificate of occupancy.
 - b. Temporary Real Estate Sale or Lease Signs. One (1) real estate sign, non-illuminated, not exceeding six (6) square feet in area may be permitted on the premise that is for sale or lease. Such signs shall be removed within seven (7) days after closing or expiration of the listing, whichever occurs first. When more than one (1) contiguous lot or parcel under one (1) ownership is offered for sale or lease, only one (1) real estate sign is permitted, provided that if such property is separated by a public street or alley, a sign may be permitted on each portion so divided. On

property exceeding two (2) acres in size fronting on streets with a speed limit of thirty-five (35) miles per hour or greater, one (1) or two (2) real estate signs containing up to a total of twenty (20) square feet in area are permitted. In buildings where several units are for sale or lease by different real estate firms, only one (1) real estate sign is permitted for each firm involved.

9. Residential Signs.
 - a. Garage sale signs which announce the sale of used items from a residence. Signs shall be removed on the last day of the sale and shall not create a nuisance as defined in Chapter 124-4.1., Nuisances, of the Town Code.
 - b. Signs which identify the name of the occupant of a dwelling unit, provided that the letters do not exceed six (6) inches in height and the sign does not exceed two (2) square feet in area.
10. Restaurant Signs. Menu Signs. One (1) menu sign per restaurant or food establishment not to exceed two (2) square feet in area.
11. Portable and Sandwich Board Signs. Portable and sandwich board signs shall be permitted all sign districts except the Residential Sign District and must meet the following requirements:
 - a. Portable and sandwich board signs shall not exceed thirty (30) inches in width and thirty-six (36) inches in height.
 - b. Businesses are limited to one (1) sandwich board or portable sign per business, may display such signs only when the business is open for business, and shall remove sandwich board signs during non-business hours.
 - c. Portable and sandwich board signs must have a well-maintained appearance.
 - d. Chalkboard insets and dry-erase boards are permitted.
 - e. Sandwich board and portable signs are subject to the following location requirements:
 - i. Sandwich board and portable signs are not permitted on public rights-of-way or pedestrian sidewalks and must be located on the business property except when located along the three (3) foot sidewalk easement on Main Street.
 - ii. Businesses located along West Main Street shall be allowed to place sandwich boards or portable signs in the public right-of-way between the building and the nearest edge of public sidewalk upon issuance of a revocable license by the Town.
 - f. Such signs shall not be electrical in any form and shall not display lights or contain moving parts.
12. Safety Signs. Any public purpose/safety sign and any other notice or warning required by a valid and applicable federal, state or local law, regulation or resolution.

13. Scoreboards. Scoreboards on athletic fields.
14. Seasonal Decorations. Temporary, noncommercial decorations or displays, signs or other materials displayed on traditionally accepted civic, patriotic, and/or religious holidays, provided that such decorations are maintained in a safe and attractive condition.
15. Signs on Vehicles.
 - a. Bumper Stickers
 - b. Vehicle Signs which are being operated or stored in the normal course of business such as signs indicating the name of the owner or business which are located on delivery trucks, trailers, and the like; provided, however, that the primary purpose of such vehicles is not for the display of signs, and provided that such vehicles are parked or stored in areas appropriate to their use as vehicles. Signs painted on trailers used on construction sites also are exempt provided that a building permit has been issued for that site and the trailer is not stored in such a way as to act as a sign.
16. Window Signs. Window signs shall not exceed a total coverage of more than one-third (1/3) of the total surface area of the window. Window signage should not be an exact replica of a business's permanent signage. Window signage is not allowed in windows above the first floor of the building. Illumination directed at window signs shall not be allowed.

M. PROHIBITED SIGNS

This subsection identifies signage and devices that are determined to be a nuisance by the Town and are prohibited in all districts. The Town shall require the removal of any sign which is determined to be prohibited and not in accordance with the provisions of these regulations.

1. Any sign not in accordance with the provisions of these regulations.
2. Attention getting devices including but not limited to feathers, snipe signs, sign spinners, and pennants, as shown in Figure Q.
3. Bus bench or bus shelter signs.
4. Changeable copy signs except as specifically permitted elsewhere in this section.
5. Electronic signs except as specifically permitted elsewhere in this section.
6. Home office signs.
7. Mirrors or other reflective materials and luminescent colors.



Figure Q. Attention Getting Device

8. Neon, other gas-filled and LED light tubes except when used as a window sign, as shown in Figure R.
9. Off-premise signs and signage, except as specifically permitted elsewhere in this section.
10. Photographic images except when used as an interior window display or merchandise display.
11. Roof signs.
12. Signs painted on, or attached to, a licensed or unlicensed motor vehicle or trailer and parked adjacent to a public right-of-way and not driven off-site during any two (2) day period.
13. Signs, including but not limited to window signs, that have intermittent, flashing, rotating, scintillating, blinking or strobe illumination or any change in color or intensity.
14. Signs including banners which do not advertise an operative business. Signs must be removed within thirty (30) days after the closing of a business. New businesses shall be allowed to hang approved signs no earlier than thirty (30) days prior to the business opening.
15. Unsafe signs. Signs that are structurally unsafe, not kept in good repair, or that constitute a hazard to safety or health by reason of inadequate maintenance, dilapidation, damage, abandonment or inability to meet lateral and/or vertical loads as determined by the Town of Frisco Building Official.
16. Window signs, except as specifically permitted elsewhere in this section.



Figure R. Neon Lights

N. NONCONFORMING SIGNS

Signs legally erected prior to the effective date of the ordinance codified in this section shall be deemed to be legal nonconforming signs and shall be governed by the provisions of §180-21, Nonconformity.

O. DEFINITIONS

The following definitions are applicable to the Frisco Sign Code:

AGGREGATE SIGN AREA - The total available sign area of all sides or portions of a sign.

ART - Things that have form and beauty, including paintings, sculptures or drawings, and for which the principal purpose or effect is not the advertising of goods or services or the location of a business.

ATTENTION GETTING DEVICE - Any flag, streamer, spinner, pennant, feathers, costumed character, light, balloon, continuous string of pennants, flags or fringe, audible components or similar device or ornamentation used primarily for the purpose of attracting attention for

promotion or advertising a business or commercial activity which is visible by the general public from any public right-of-way or public area.

AWNING - A roof-like cover extending over or in front of an opening, such as a window or door, intended to provide shelter from the elements. An awning may be made of any material compatible with the design of the building, but for the purposes of this section, no awning shall be backlit or contain backlighting.

AWNING SIGN - A sign painted on, printed on or attached to or supported by an awning.

BACKLIGHTED SIGN - A sign with elements which are illuminated by a concealed light source located behind the surface of the sign to highlight specific elements of the sign producing a halo-lighting or silhouette lighting effect.

BANNER - A temporary sign composed of lightweight material, including cloth, canvas, vinyl or a like material of sturdy construction which is not easily torn and which is intended for the purpose of advertising a business, special event, sale, opening, new product line or service, special hours of operation or other similar temporary message.

BUILDING FAÇADE - The outer surface of a building front, side, or rear wall, including windows, doors, and other architectural features.

BUILDING FRONTAGE - The width of a building facing a street, alley, parking lot, interstate or public right-of-way, as shown in Figure S.

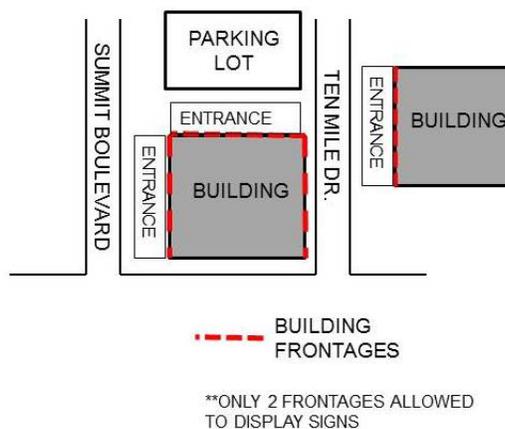


Figure S. Building Frontage

BUILDING IDENTIFICATION SIGN - A sign containing the name or address of a building or building complex.

BUSINESS FRONTAGE - That portion of a building frontage occupied by a single tenant space or lease area in a single or multi-tenant building facing a street, alley, parking area, interstate, or other public right-of-way. For businesses located on the interior of a building without business frontage, the building elevation providing customer access shall be considered the business frontage for the purposes of determining signage.

CABINET SIGN - A sign that contains all the text and/or logo symbols within a single enclosed cabinet and may or may not be internally illuminated.

CHANGEABLE COPY SIGN - A sign on which the copy is changed either manually with changeable letters, or automatically by means of scrolling or alternating electric or electronic messages, as shown in Figure T.

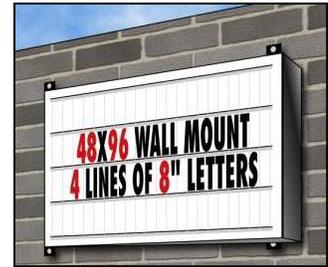


Figure T. Changeable Copy Sign

CONSTRUCTION SIGN - A temporary sign identifying the architect, financier, contractor, subcontractor and/or material supplier participating in construction of a development on the property on which the sign is located.

COPY - Any graphic, letter, numeral, symbol, insignia, sample, model, device or combination thereof which is primarily intended to advertise, identify or notify.

CORNER LOT - A lot bounded on two (2) sides by streets (not including alleys, driveways, interstates, or parking lots) which intersect with each other.

DIRECTIONAL SIGN - Signs directing vehicular traffic or pedestrian movement into premises or within premises and which may contain the name or logo of a business but no other advertising copy.

DRIVE-THROUGH BUSINESS - A business that offers drive-through service where customers remain seated in a vehicle occupying a drive-through service lane to the point of a window or other service area.

DRIVE-THROUGH MENU BOARD SIGN - A sign with a menu and/or a speaker system used by drive-through businesses, as shown in Figure U.



Figure U. Drive-Through Signs

DRIVE-THROUGH PRE-SELL MENU BOARD SIGN - A sign used by drive-through businesses to promote daily specials, limited time offers, and other menu advertisements, as shown in Figure U.

ELECTRONIC SIGNS - Any sign that uses solid, electronic technology such as incandescent lamps, LEDs, LCDs, or some other electronic means of changing copy to produce bright displays that typically involve moving copy, animation, or other graphics.

FOOTCANDLE - A unit of illuminance equivalent to one lumen per square foot.

FREESTANDING SIGN - A permanent sign that is supported by one or more columns, upright poles or braces extended from the ground or from an object on the ground, or that is erected on the ground where no part of the sign is attached to any part of building, structure or other sign; the term includes a "pole sign" and a "monument sign."

FRONT LIT SIGN - A sign which is illuminated from fixtures mounted exterior to the sign face.

FULLY SHIELDED LIGHT FIXTURE - A light fixture that directs light downward, and covers the light source to prevent light being emitted by the fixture from causing glare.

GASOLINE PRICE SIGN - A sign that identifies the type and price of gasoline for sale on the premises of a legally established gasoline service station.

HANGING SIGN - A sign which hangs down from, and is supported by, or attached to the underside of a canopy, awning or extension of a building.

HISTORIC PLAQUE - A plaque erected by the Town or historic agencies designating any areas of historical significance.

HOME OCCUPATION SIGN - A sign associated with a home occupation as defined by §180-5, Definitions.

HOME OFFICE SIGN - A prohibited sign associated with a home office as defined by §180-5, Definitions.

IDEOLOGICAL SIGN - A sign whose purpose is to convey an idea or message that reflects the social needs, beliefs, and/or aspirations of an individual, group, class, or culture. Ideological signs are not intended to propose a commercial transaction.

INFORMATION SIGN - A sign used to indicate or provide information and direction with respect to permitted uses on the property, including but not limited to signs indicating the hours of operation, and such signs as “no smoking”, “vacancy”, “office”, “private warning”, “open”, “closed”, “restrooms”, “no solicitation”, or “no parking”.

INTERNALLY ILLUMINATED SIGN - A sign face which is lit or outlined by a light source located within the sign.

LANDMARK SIGN - A sign which identifies a site or building determined by the Community Development Director to have substantial historic, artistic, or architectural significance to the community.

LIGHT SOURCE - Any fixture or mechanism used to shine light onto a sign or to make a sign luminous.

MAIN STREET CORRIDOR SIGN DISTRICT - The sign district outlined on Map 1 primarily located along Main Street and in the Central Core and Mixed Use zone districts.

MASTER SIGN PLAN (MSP) - A sign plan which identifies the number, description, size, and location of all signs for businesses on the same property or within the same project which constitute a visual entity as a whole.

MEMORIAL SIGN - A memorial or commemorative plaque or tablet.

MENU SIGN - A sign used by restaurants or food establishments to display or reproduce the bill, fare or menu offered by the establishment.

MERCHANDISE - Merchandise or models of products or services which are incorporated as an integral part of an indoor window display. Merchandise includes photographic window displays of real estate available for sale, lease or rental from a licensed real estate broker. Logos, signs, emblems and trademarks are not considered merchandise and shall be treated as signs.

MONUMENT SIGN - A freestanding sign erected on the ground with an architecturally designed base constructed of stone, brick, timbers, or other similar natural material.

NONCONFORMING SIGN - A sign which was erected legally but which does not comply with subsequently enacted sign regulations and restrictions.

ON-PREMISE SIGN - A sign used for promoting a business, individual, product or service available on the premises where the sign is located.

OFF-PREMISE SIGN - A sign designed, intended or used to advertise, inform or attract the attention of the public as to:

1. Goods, products or services which are not sold, manufactured or distributed on or from the premises on which the sign is located;
2. Facilities not located on the premises on which the sign is located; or
3. Activities not conducted on the premises on which the sign is located

PARAPET - The extension of a false front or wall above a roofline.

PARKS AND OPEN SPACE SIGN DISTRICT – The sign district outlined on Map 3, designated as Parks and Recreation District or Open Space District by the Zoning Ordinance.

PENNANT - Pieces of fabric or flexible material, often multicolored, hung either alone or in a series in order to attract attention to a particular business or event.

PERMANENT SIGN - A sign attached to a building or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign and whose intended use appears to be indefinite.

POLITICAL SIGN - A non-commercial sign concerning candidates for public office or ballot issues in a primary, general, municipal, or special election.

POLE COVER - A cover that encloses or decorates a pole, column or other structural sign support.

POLE SIGN - A freestanding sign that is mounted on a pole(s) or other support(s) that is placed on and anchored in the ground or on a base and that is independent from any building or other structure.

PORTABLE SIGN (SEE SANDWICH BOARD SIGN) - A sign designed to be moved easily and not permanently affixed to the ground, to a structure or building.

PREMISE - A parcel of land or contiguous parcels of land not separated by a public right-of-way and developed under one (1) site plan.

PROHIBITED SIGN - Any sign placed without proper approval or permits as required by this section at the time of sign placement. Prohibited sign shall also mean any sign placed contrary to the terms or time limits of any permit.

PROJECT - Development of attached or detached structures, for which development approval is sought under a single or phased development application.

PROJECTING SIGN - A sign that is wholly or partly dependent upon a building for support and which projects more than twelve (12) inches from the building. Awnings and canopies are not considered projecting signs.

PUBLIC FACILITIES SIGN DISTRICT – The sign district outlined on Map 3, designated as Public Facilities District by the Zoning Ordinance and other government or public entities.

REAL ESTATE DEVELOPMENT SIGN - A temporary sign used to identify a development and/or the owners, real estate agents and lenders involved in a project for which a valid development permit has been issued. Sales and lease information may also be included on the sign.

REAL ESTATE OPEN HOUSE SIGN - A temporary sign erected to indicate the location of an open house.

REAL ESTATE SIGN - A temporary sign advertising the sale, lease or buyer’s representative of the premises on which the sign is located.

RESIDENTIAL SIGN DISTRICT - Any property not identified in the sign district maps shall be considered to be located in the Residential Sign District.

RESIDENTIAL SUBDIVISION ENTRANCE SIGN - A freestanding or wall sign located at the subdivision entrance identifying a recognized subdivision, condominium complex, apartment complex or residential development.

ROOF SIGN - A building-mounted sign erected upon, against, or over the roof of a building or structure and which projects above the parapet of a flat roof, the ridge line of a gambrel, gable or hip roof, or the deck line of a mansard roof.

SANDWICH BOARD SIGN (SEE PORTABLE SIGN) - A sign that is constructed with two (2) pieces of material, connected at the top, which pieces form a triangular shape and are self-supporting; also known as an “A-frame sign”, as shown in Figure V.



Figure V. Sandwich Board Sign

SIGN - Any device, structure, fixture, painting or visual image with or without words, graphics, symbols, numbers, or letters that is designed and used for the purpose of communicating a message or attracting attention. A sign shall not include any architectural or landscape features that may also attract attention.

SIGN MAINTENANCE - The replacing, repairing, or repainting of a portion of a sign structure or renewing of copy that has been made unusable by ordinary wear and tear, weather, or accident.

SIGN STRUCTURE - Any supports, uprights, braces or framework of a sign.

SNIFE SIGN - A temporary or permanent sign tacked, nailed, posted, pasted, glued, or otherwise attached to trees, poles, stakes, fences, or other objects.

SUMMIT BOULEVARD CORRIDOR SIGN DISTRICT - The sign district outlined in Map 2 primarily located along Summit Boulevard.

TEMPORARY SIGN - A sign intended to remain in use for a short period of time which is not permanently installed.

THREE-DIMENSIONAL SURFACE - A sign element which has a depth or relief on its sign face greater than six (6) inches exclusive of the supporting sign structure.

VEHICLE SIGN - Signs displayed on motor vehicles or trailers.

WALL SIGN - A building-mounted sign which is either attached to, displayed, or painted on an exterior wall in a manner parallel with the wall surface, and not projecting more than twelve (12) inches from the wall, as shown in Figure U.

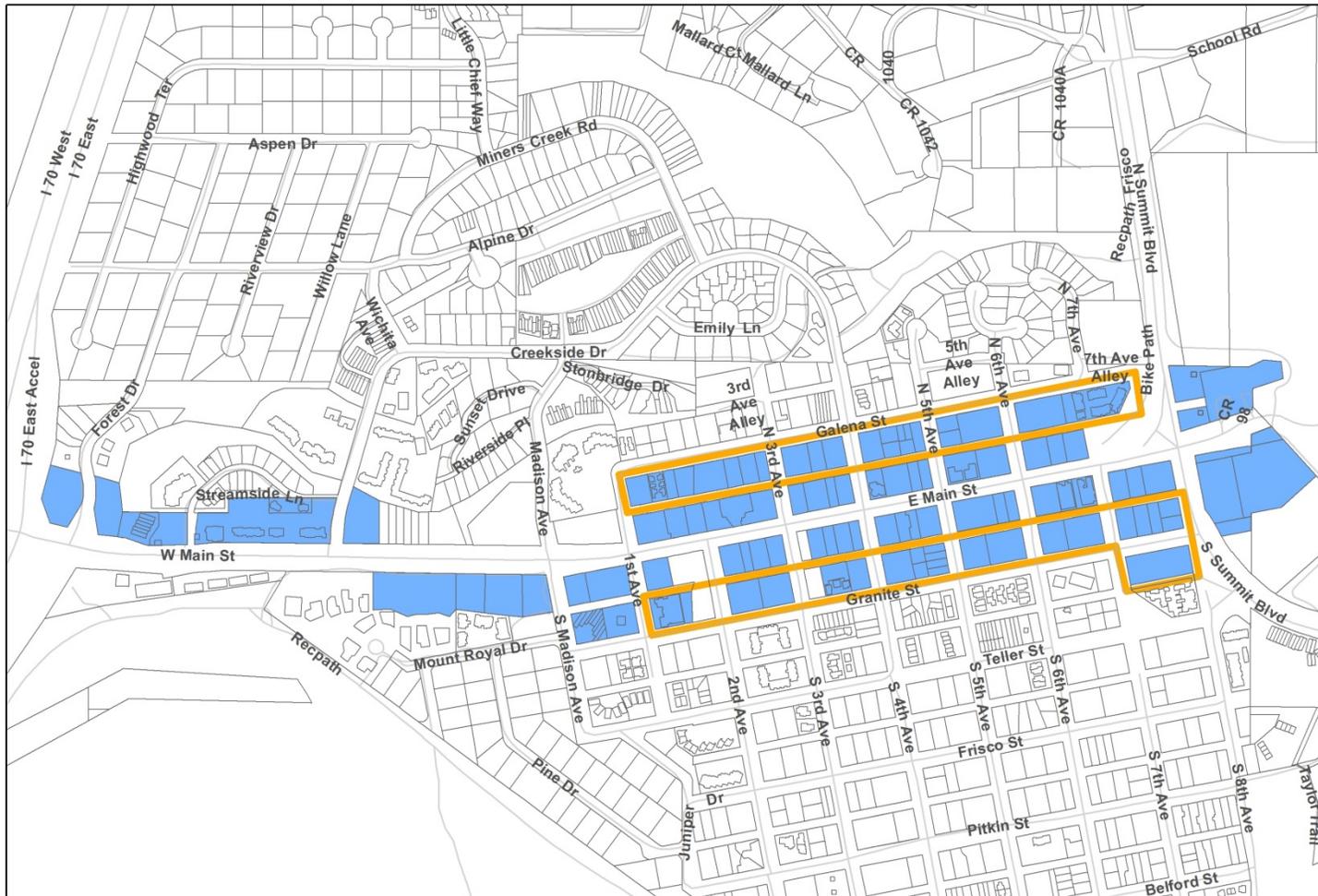
WINDOW SIGN - A sign that is applied or attached to the exterior or interior of a window or located within one (1) foot of the interior of a window, visible primarily from the outside of the building but excludes merchandise in a window display.



Figure U. Wall Sign

P. SIGN DISTRICT MAPS

Map 1. Main Street Corridor Sign District

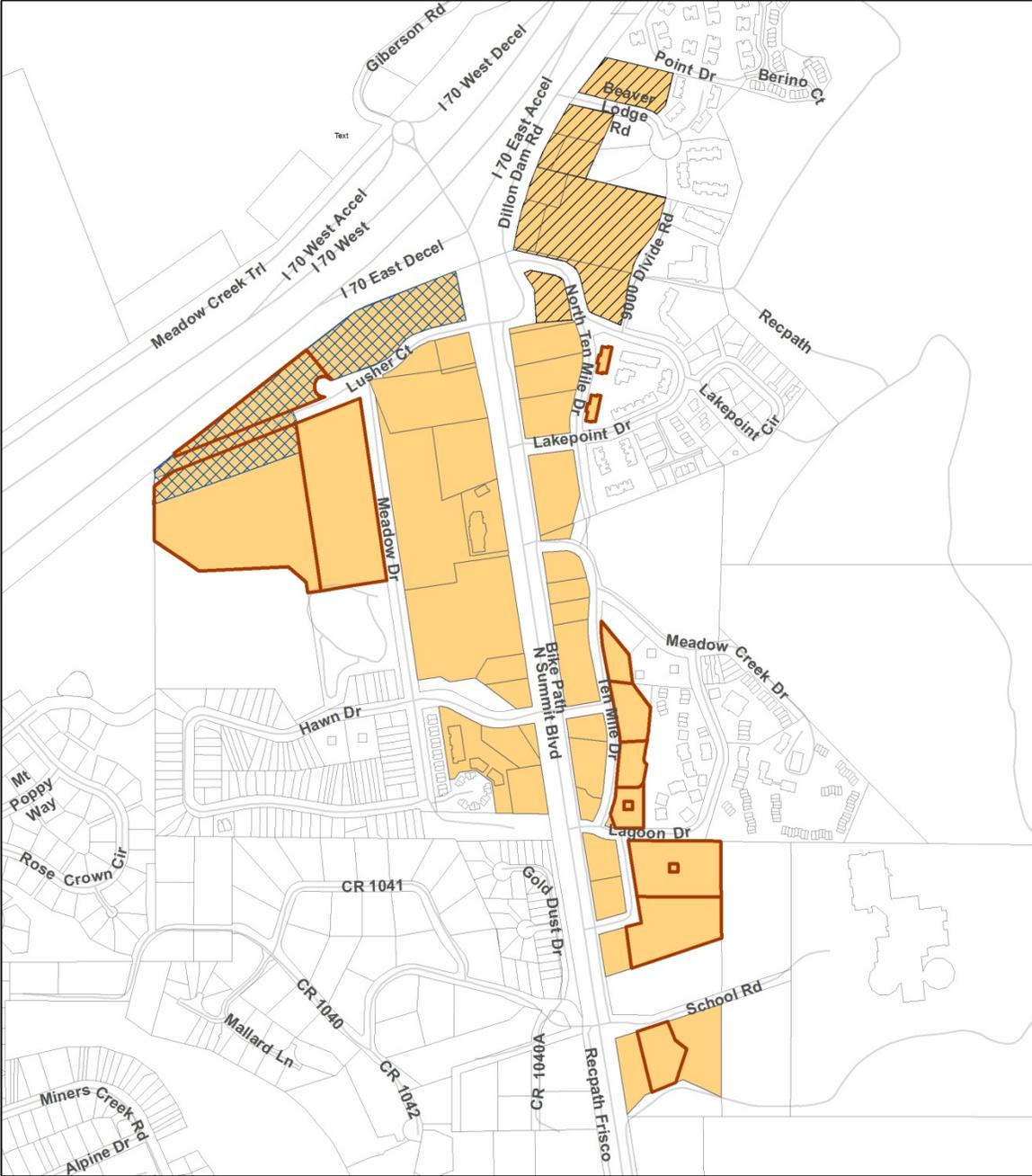


0 165 330 660 990 1,320 Feet

Legend

-  Parcels
-  Main Street Corridor Sign District
-  Off-Premise Signs Allowed

Map 2. Summit Boulevard Corridor Sign District



0 112.5 225 450 675 900 Feet



Legend

Parcels	Off-Premise Signs Allowed
Summit Boulevard Corridor Sign District	Dillon Dam Road Overlay
	Lusher Court Overlay

Map 3. Parks and Open Space Sign District and Public Facilities Sign District

