

§ 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]

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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.

The purpose of this Section is to promote the public health, safety, and welfare, and to advance the desired aesthetic goals of the community, by establishing sign standards and requirements that are reasonable, effective, and nondiscriminatory. Accordingly, it is the intent and purpose of this section to;

1. Ensure that the free exercise of rights granted under the First Amendment to the United States Constitution is not unnecessarily interfered with.
2. Recognize that commercial signs are a necessary means of useful communication for the convenience of the public.

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.

3. Maximize the value of commercial signage as a means of locating and identifying commercial establishments providing goods and services.
4. Protect, preserve and enhance the unique aesthetic character, beauty and charm of the town and thereby encourage the continued development of tourism and related services and activities.
5. Protect the public from hazardous conditions that can result from signs which are structurally unsafe, obscure the vision of motorists, create dangers to pedestrian traffic or which compete or conflict with necessary traffic signals and warning signs.
6. Promote an overall visual effect which has a minimum of clutter.
7. Avoid the creation of a tourist trap atmosphere which can result when business enterprises compete for attention through the use of commercial advertising signs.
8. Eliminate distracting lighting and excessive glare by reasonably limiting the illumination of signs to subdued, adequately shielded or concealed light sources.
9. Encourage the construction of commercial signs of materials which are aesthetically pleasing and are compatible with the historic, cultural and natural surroundings of Frisco.
10. Assure that signs are promptly removed once the business, services or other activity advertised is no longer provided.
11. Prohibit signs which do not identify a business, service, product or other activity engaged in or provided upon the premises where the sign is located.
12. Distinguish between exempt, prohibited and permitted signage in order to further the town's desire to minimize the administrative burden associated with processing sign permits.
13. Assure that existing signs are kept in good repair.

C. DEFINITIONS (Refer to Section 180-5)

D. APPLICATION PROCEDURES, FEES, APPROVALS, INSPECTIONS.

1. *Application.* Any person, organization, corporation or business entity desiring to construct, erect, remodel or change any sign within the Town of Frisco is required to make application for a permit on appropriate forms supplied by the Community Development Department of the Town of Frisco, which permit shall be issued prior to the commencement of work on the sign. Any person, firm, corporation or business entity submitting plans for commercial development approval shall submit a comprehensive sign plan or a sign application for the signage of the development at the time the development plans are submitted. The Community Development Department shall neither accept nor act upon any application for a sign permit from any person, organization, corporation or business entity that is required to have a business license under applicable provisions of this code unless such person, organization, corporation,

or business entity shall first provide written evidence of having such a license in full force and effect.

2. *Procedures.* Two (2) complete scale drawings [no less than one (1) inch equals ten (10) feet] shall be submitted to the Community Development Department for individual signs and comprehensive sign plans. The drawings shall include sizes, design, specifications, colors, materials, specific locations, contents, mounting methods, source of illumination and vicinity map showing proximity to public rights-of-way and existing signs. The developer, owner or leasing agent of the building may be required to incorporate into the lease and/or condominium declarations the comprehensive sign plan for the development so that the lessee and/or owner fully understands all applicable regulations, such as the size and type of signage for that building. Only complete applications will receive consideration for approval.
3. *Fees.* A non-refundable fee shall be charged for each permit application.
4. *Approvals.* All signs regulated by this section shall be reviewed and approved by the Community Development Department staff or Planning Commission. The Community Development Department shall review all applications for sign permits. If an application is filed under the standard 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.
5. *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 and plan within fourteen days after erection. The applicant is responsible for requesting a final sign inspection from the Community Development Department once the sign has been erected.

E. GENERAL REGULATIONS.

1. *Exempt signs.* The following devices are exempt from the requirement that a sign permit be obtained because they either do not create safety hazards or aesthetic disruption, or they promote public safety or the dissemination of public information, or are accessory to the exercise of an individual's first amendment rights.
 - a. Signs posted by local, state or federal governments for the purpose of regulating or directing traffic.
 - b. Sign Maintenance. The ordinary preventive maintenance of a lawfully existing sign which does not involve a change of copy, placement, size, lighting, color, or height. The repainting of a lawfully existing sign exactly as it was prior to such activity
 - c. Landmark signs not to exceed six (6) square feet.

- d. 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.
- e. Public signs erected in the public interest by or on the order of a public employee in performance of his duty, such as but not limited to "safety" signs, "danger" signs, "no trespassing" signs, informational signs, and signs required for public notice or hearing.
- f. Scoreboards on athletic fields.
- g. Flags of any nation or government, meeting all height requirements of the applicable zoning district.
- h. Memorial Signs. Memorial or commemorative plaques or tablets not exceeding four (4) square feet, and Gravestones of any size.
- i. Religious symbols not exceeding sixteen (16) square feet in commercial zones and six (6) square feet in residential zones.
- j. Religious or national holiday decorations. Noncommercial signs or other materials temporarily displayed on traditionally accepted civic, patriotic, and/or religious holidays, provided that such decorations are maintained in safe condition.
- k. 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.
- l. Window displays of merchandise which are not affixed to the window surface.
- m. Signs for facilities available for public use, such as a rest room or telephone, not exceeding one (1) square foot in area.
- n. Signs directing traffic or pedestrian movement into premises or within premises, not exceeding three (3) square feet in area for any one business, and horizontal directional signs painted on paved areas.
- o. A maximum of two (2) "vacancy" signs per motel/hotel business, provided that each sign does not exceed two (2) square feet in area.
- p. One (1) "office" sign per motel/hotel business or multifamily project, not to exceed two (2) square feet in area.
- q. For any business, one (1) "open/closed" sign per street frontage, up to two (2) square feet in area per sign, on the exterior of the building or on a freestanding or projecting sign.
- r. One (1) "hours-of-operation" sign per entryway, not exceeding one (1) square foot in area one (1) additional square foot per entry is allowed for credit cards and similar signs. These signs are permitted on the exterior of the building or on the business sign.

- s. Exterior private warning or instructional signs, such as "no soliciting" or "no trespassing" or "beware of dog," not exceeding one (1) square foot in area.
- t. Vehicle signs: Signs permanently or magnetically attached to motor vehicles or trailers which are being operated or stored in the normal course of business, such as signs on delivery trucks indicating the name of the owner or business; provided, 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.
- u. Gas price signs not to exceed a total of twelve (12) square feet in area per service station or convenience store.
- v. Window signs in commercial districts not to exceed a total coverage of more than one-third (1/3) of the total surface area of the window area.
- w. 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.
- x. One (1) menu sign per restaurant, bar, or lounge to display or reproduce the bill of fare or menu offered by the establishment, not to exceed two (2) square feet in area.
- y. One (1) drive-through menu sign per fast-food restaurant with direct lighting and speaker system, not to exceed twenty-four (24) square feet in area.
- z. Time and Temperature signs (digital or otherwise) not exceeding twelve (12) square feet

2. *Prohibited signs.* The following signs are prohibited as described:

- a. Any sign not in accordance with the provisions of these regulations.
- b. Signs constituting a traffic or pedestrian hazard.
- c. Signs that simulate, imitate or conflict with traffic signals or signs.
- d. Signs, including window signs, which have flashing or blinking lights, auditory messages, or which vary in intensity and/or color.
- e. Banners that use luminescent colors, mirrors or other reflective materials.
- f. Off-premises signs, except for circumstances when a property has frontage on Summit Boulevard that is not able to be used for signage because the entire width of the frontage is used for vehicle access. For any permitted off premises signage, the following standards must be met:

- i. The comprehensive sign plan is amended to allow for a maximum of one (1) off-premises monument sign.
 - ii. The off-premises monument sign is only permitted on a property where the property owner has provided written permission.
 - iii. The off-premises monument sign: (i) must be on a property that shares a property boundary line of the location it is advertising; and must be located within 500 feet of the property boundary line of the location it is advertising.
 - iv. The off-premises monument sign must meet all the requirements listed in the Town Code and will be required to receive approval from the Planning Commission. The Planning Commission will base their review on the Purpose Standards listed in Section 180-22.B. being met.
- g. Motor vehicles or trailers used as signs or sign structures except as provided in subsection 180-22.F.8.
 - h. Signs which do not advertise an operative business.
 - i. All temporary signs, except those expressly permitted by these regulations under subsection 180-22.F.8.
 - j. Signs placed on or which extend into town property, rights-of-way or easements.
 - k. Signs placed so as to interfere with the visibility of other business or public signs.
 - l. Readerboard (changeable copy) signs.
 - m. Roof signs.
 - n. Backlit or internally-lit cabinet signs on properties along Main Street.
 - o. Neon and other gas-filled light tubes unless specifically approved by the Planning Commission. Neon lights, televisions used for advertising or information or other gas-filled light tubes are prohibited, except when used for indirect illumination and in such a manner as to not be directly exposed to public view, or when placed inside windows.
 - p. 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.
3. *Required signs.* Each residence and each commercial establishment shall be required to display address numbers no less than five (5) inches and no more than eight (8) inches in height. All address numbers shall be those assigned by the town pursuant to the addressing plan for the Town of Frisco. No sign permit shall be required for address numbers.
4. *Height.*

- a. Freestanding signs shall not exceed twenty (20) feet in height from site average existing grade, or from a surveyed point located at the horizontal line-of-sight from the paved surface of the nearest section of street or freeway.
- b. Projecting signs shall not exceed twenty (20) feet in height from the ground, and shall have a minimum of eight and one half (8.5) feet clearance above the ground.
- c. Wall signage heights shall not exceed the height of the wall to which the sign is affixed.
- d. Temporary Real Estate Development signs shall not exceed ten (10) feet in height from site average existing grade, or from a surveyed point located at the horizontal line-of-sight from the paved surface of the nearest section of street or freeway.

5. *Size.*

- a. *Determining square footage of signs.* To determine the square footage of allowable signage for any business or building, each sign face will be added together for determining total square footage. Only one (1) side of a double-faced freestanding or projecting sign shall count toward the aggregate size measurement provided both sides are identical. The only signs exempt from this calculation are "open house" signs which may be placed in a sandwich-board style.
- b. *Measurement.* "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.
 - i. *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.
 - ii. *Cutout Letters:* Sign area for cutout letters or display applied directly to the building surface and lacking a defined border or trim shall include the total area within the periphery of the cutout letters on display, which can be enclosed within a rectangle or series of attached rectangles.
 - iii. *Irregular geometric shapes:* If a sign consists of a symbol or statuary, or an irregular geometric shape without an accepted mathematical formula for calculating area, the entire surface area of the symbol or statuary, which can be enclosed within a rectangle or the closest geometric shape, shall be determined as the sign area.

6. *Sign Placement.* Signs are not subject to the setback requirements of the zone district where they are located. Signs are not permitted to be placed on or project into public rights-of-way, water quality setbacks, or easements of any sort.

F. SIGN TYPES.

1. *Residential home occupation signs.* A freestanding sign, projecting sign or wall sign not exceeding two (2) square feet in area for an approved home occupation. 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.
2. *Building Identification signs.* A building identification sign not exceeding eight (8) square feet in area for any commercial building with three (3) or more businesses, or any multiple-family residential complex with three (3) or more dwelling units. . For commercial projects where the building identification sign is combined with local business signs or regional business signs, the building identification sign area shall not count towards the maximum allowable signage for the building.
3. *Subdivision entrance signs.* A monument sign not exceeding sixteen (16) square feet in area and not exceeding six (6) feet in height. Sign copy shall be limited to a logo and the subdivision name. The supporting structure shall be constructed of natural materials such as wood or rocks.
4. *Local Business Signs.* A freestanding sign, projecting sign, or wall-mounted sign located within the Central Core (CC), Mixed Use (MU), Parks and Recreation (PR), Public Facilities (PF) zone districts, or designated in the Local Business Sign District (Figure 2), which advertises or promotes a business or use that is permitted, or otherwise approved specifically by the Town. A local business sign shall not exceed thirty two (32) square feet in area per business or entity. If a combination of signs is used, the combined total permitted area shall not exceed the maximum area as calculated above. No letter, symbol, or numeral shall exceed three (3) feet in height. A freestanding sign in the Local Business Sign District shall not exceed thirty-two (32) square feet in area. Size increase options for freestanding signs are not permitted in the Local Business Sign District (Figure 2).
5. *Regional Business Signs.* A regional business sign is a freestanding sign, projecting sign, and/or wall-mounted sign located within the Accommodations (AC), Commercial-Oriented (CO), Contractor Trades (CT), or designated in the Regional Business Sign District (Figure 3), which advertises or promotes a business or use that is permitted, or otherwise approved specifically by the Town. A regional business sign shall meet the following requirements:
 - a. The total square footage of allowable sign area for any building shall be equal to 66% of the primary building frontage, and 33% of a secondary building frontage. Signs must be displayed on the building frontage that is used to calculate the respective sign areas.
 - i. A freestanding sign shall not exceed an area of forty-two (42) square feet, except that exempt gas price signs located underneath and separated from the main sign face by a minimum of one (1) foot shall not count towards the area of a freestanding sign.
 - ii. If a freestanding sign is used in conjunction with the wall sign(s), the area of the wall sign(s) shall be reduced by the area of the freestanding sign.

- iii. The allowed square footage of a freestanding sign in the Regional Business Sign District (Figure 3) may be increased by up to 10% with the approval of the Community Development Director in those instances where the freestanding sign, including all structural elements, is 12 feet in height or less, and 15% when the sign is designed as a *monument* sign, and provided that the sign does not affect public health and safety.
 - iv. The total sign area allowed for any single business regardless of building frontage or the number of signs shall not exceed one hundred sixty-five (165) square feet.
 - v. Only one (1) freestanding sign shall be allowed per lot and/or complex of buildings approved under a single development plan.
6. *Freeway-oriented signs.* A freestanding sign not exceeding one hundred fifty (150) square feet in area per lot and/or complex of buildings approved under a single development plan. An additional wall-mounted sign not exceeding twenty (20) square feet in area may be allowed with Planning Commission approval. Freeway-oriented signs shall be allowed only on those parcels that have been designated as "freeway-oriented" by the Planning Commission as shown in Figure 1 of this chapter, may not be combined with a local business or a regional business sign and may contain letters, symbols or numerals exceeding three (3) feet in height only with Planning Commission approval.
7. *Comprehensive Sign Plans.* A comprehensive sign plan is required for any development having three (3) or more structures or businesses on the same parcel or constructed under one (1) site plan. Comprehensive sign plans are recommended and encouraged for developments on continuous parcels. Off-premise signs are prohibited, except where specifically provided for in Section 180-22.E.2.
 - a. The comprehensive sign plan shall propose signage which is integrated with the building design and which coordinates a minimum of four (4) of the following: color(s), shape, border(s), size, lighting, location, lettering style, and materials used. Comprehensive sign plans must comply with, and elaborate upon, the Sign Design Standards specified in Section 180-22.G. Comprehensive sign plans may include directory signs, building identification signs, a freestanding sign, projecting signs and wall-mounted signs. Only one (1) freestanding sign is permitted per Comprehensive Sign Plan.
 - b. The total square footage of all signs permitted within a comprehensive sign plan shall not exceed the total of the number of businesses in the complex or building multiplied by 32 square feet of sign area per business.
 - *Example:* A Comprehensive Sign Plan for a building or complex containing ten (10) businesses is permitted to have an aggregate signage square footage of 320 square feet.

Signs may be placed on the sides of a building as well as on the front and rear, but the total signage area shall be calculated in accordance with this subsection.

- c. Each Comprehensive Sign Plan is required to set maximum ratios between aggregate sign area (measured in square feet) and the primary and secondary building frontages (measured in feet). In the case of multi-storied buildings, ratios must be set for each story.
 - *Example: The total square footage of allowable sign area shall not exceed 75% of primary building frontage and 50% of the secondary building frontage.*

In all cases, the ratios between aggregate sign area and primary and secondary building frontages, noted as percentages, shall be between twenty and ninety percent (20 – 90%).

- d. Freestanding signs shall not exceed thirty-two (32) square feet in the Local Business Sign District, as designated in Figure 2. Freestanding signs shall not exceed forty-two (42) square feet in the Regional Business Sign District, as designated in Figure 3. On Freeway-Oriented parcels (see Figure 1), freestanding signs shall not exceed 150 square feet.
 - e. A freestanding sign shall not exceed an area of forty-two (42) square feet in the Regional Business Sign District, except that exempt gas price signs located underneath and separated from the main sign face by a minimum of one (1) foot shall not count towards the area of a freestanding sign.
 - f. The allowed square footage of a freestanding sign in the Regional Business Sign District (Figure 3) may be increased by up to 10% with the approval of the Community Development Director in those instances where the freestanding sign, including all structural elements, is 12 feet in height or less, and 15% when the sign is designed as a *monument* sign, and provided that the sign does not affect public health and safety. Size increase options for freestanding signs are not permitted in the Local Business Sign District (Figure 2).
 - g. Allocation of total aggregate sign area and location for individual businesses or tenants shall be the function and responsibility of the owner, manager and tenant. No business shall be allocated more than a total of 165 square feet of signage. Community Development Department staff approval of comprehensive sign plans, individual sign changes and amendments thereto is required. Planning Commission review of Comprehensive Sign Plans may be required at the discretion of the Community Development Director.
 - h. Individual sign permits are required for signs approved under a Comprehensive Sign Plan.
8. *Temporary Signs.* The following types of temporary signs are permitted in Frisco. Table 2 specifies which of the following temporary signs require a sign permit, and which are exempt from the sign permit requirement.
- a. *Temporary banners.* A licensed business or organization may use a banner(s) only after applying for and receiving approval from the Community Development Department staff. Banners may be permitted up to six (6) times per year for two-week intervals each. The maximum aggregate size allowable shall be twenty (20) square feet for businesses or organizations located within the Local Business Sign

District (Figure 2), and thirty-two (32) square feet or businesses or organizations located within the Regional Business Sign District (Figure 3). Banners shall be located on the premises only, allowable only on the exterior of the building and shall not be permitted on a vehicle, temporary pole or structure. The unlawful display of banners will result in a reduction of equivalent number of intervals allowed for banner display at that business during the current or following calendar year. Fees for banner display permits will apply to the time the banner is actually displayed.

- i. *Temporary banners exception.* Notwithstanding the provisions of the foregoing subsection "a," so long as all other provisions of said subsection are complied with, banners may be permitted for up to twenty-six (26) weeks per year, for one week intervals each, until 12:00 a.m. on April 1, 2012.
- b. *Temporary real estate development signs.* A freestanding sign not exceeding thirty-two (32) square feet in area or ten (10) feet in height may be permitted on the site of a new project following Town approval of a Development Application and a sign permit. Temporary development signs shall be limited to a maximum of one (1) year duration or ten (10) days after all certificates of occupancy have been issued, whichever occurs first. A wall sign not exceeding six (6) square feet in area identifying the sales office may also be permitted on the site of a new project, subject to the aforementioned limitations.
- c. *Temporary real estate sale or lease signs*
 - i. 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, and do not require a sign permit.
 - ii. 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.
- d. *Temporary real estate open house signs*
 - i. 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:

- May not be placed on any sidewalk.
 - May not be placed within any street travel lane or parking lane.
 - May not be placed any closer than ten (10) feet from the edge of asphalt of an intersection.
 - May not be placed any closer than four (4) feet from any edge of pavement or curb.
- ii. 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.
- e. *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 Section 124-4.I., Nuisances, of the Town Code. Garage sale signs do not require a sign permit.
- f. *Portable and Sandwich Board signs.* Portable and sandwich board signs shall be permitted in the Central Core, Mixed Use, Contractor Trade, Accommodations, and Commercial Zone Districts, upon approval by the Community Development Department. Portable and sandwich board signs must meet the following requirements:
- i. Portable and sandwich board signs are limited to six (6) square feet per side in size and do not count towards a business's sign area.
 - ii. Businesses are limited to one sandwich board or portable sign per business, and may display such signs only when the business is open for business.
 - iii. Portable and sandwich board signs must have a well-maintained finish and look. Chalkboard insets and well-maintained dry-erase boards are permitted.
 - iv. Sandwich board and portable signs are not permitted on public rights-of-way or pedestrian sidewalks, and must be located on the business property.
 - v. Businesses shall remove sandwich board signs during non-business hours.
- g. *Temporary Commercial Special Events Signs.* Attention gathering devices without text such as pennants, streamers, balloons, inflatable figures or symbols, bunting, festoons and nongovernmental flags may be permitted in association with a commercial special event, after applying for and receiving approval from the Community Development Department. These signs may be permitted for commercial special events up to two (2) times per year per business for one (1) - week intervals each. Commercial Special Events Signs shall be located on the premises or structure only.
9. *Seasonal business Signs.* 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. All seasonal signs approved by the Community Development Department must comply with the size height, location, and illumination

regulations of this Section 180-22, Signs. All signs displayed at any one time may not exceed the total square footage allowed for that business.

10. *Miscellaneous Signs.* Any sign types not listed above shall be classified as miscellaneous signs and may not be created unless approval is granted by the Planning Commission as to size, height, configuration, illumination and application for usage. Strict interpretation of the intent and purpose of this section (Subsection B) shall be applied to all requests for approval of miscellaneous signs. Signs listed in §180-22E (Prohibited signs) shall not be considered or approved as a miscellaneous sign.
11. *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. A nonconforming sign shall not be changed, extended or altered in terms of its size, location, shape, height, colors, and materials without being brought into compliance with the provisions of this chapter. Changes of copy may be allowed, provided that there is no change to the business name.

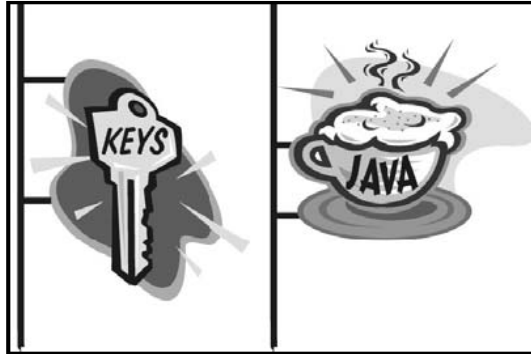
G. DESIGN GUIDELINES AND STANDARDS

The purpose of the sign design guidelines and standards is to promote a high level of quality and creativity, in keeping with the architectural goals and aesthetic mountain character of Frisco. The goal of the guidelines is also to encourage sign design that is eclectic, artistic, original, and idiosyncratic.

1. *Construction.* All signs 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.
2. *Maintenance.* It shall be unlawful to fail to maintain any sign or banner, 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.
3. *Design Compatibility.* Signs 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. The design and alignment of signs on multi-use buildings should be complementary, but not uniform or duplicative.
4. *Color.* Sign colors should contribute to legibility and design integrity, and to the overall communicative effect of the sign. Substantial contrast should be provided between the color of the background and the letters and/or symbols that make up the sign. 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.
5. *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; high density pre-formed foam or similar new materials are encouraged. Raised borders and raised letters are encouraged.

Internally lit plastic lettering is appropriate on signs whose background is composed of a traditionally-used material such as wood.

6. *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. Symbols and logos are encouraged wherever appropriate, as pictographic images usually register more quickly in viewers' minds than written messages. See example:



7. *Illumination.* 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, . The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a sign from the adjacent travel way. The illumination of signs shall be reflected away from motorist vision and shall not illuminate any adjacent residential properties. Sign illumination in residential districts shall be restricted to front-lit lighting only.

H. DISTRICT REGULATIONS.

Only the following sign types (as further described in Subsection F of this Section) are permitted in the following zone districts:

1. R-S:
 - a. Residential home occupation signs.
 - b. Subdivision entrance signs.
 - c. Temporary real estate development signs.
 - d. Miscellaneous signs.
2. R-L, R-M, R-H:
 - a. Residential home occupation signs.
 - b. Building Identification Signs.
 - c. Subdivision entrance signs.
 - d. Temporary real estate development signs.
 - e. Miscellaneous signs.
3. AC, CO, CT:
 - a. Residential home occupation signs.
 - b. Building Identification Signs.
 - c. Subdivision entrance signs.
 - d. Regional business signs.

- e. Comprehensive sign plans.
 - f. Freeway-oriented signs (see Figure 1²).
 - g. Temporary banners.
 - h. Temporary real estate development signs.
 - i. Miscellaneous signs.
4. MU, CC:
- a. Residential home occupation signs.
 - b. Building Identification Signs.
 - c. Subdivision entrance signs.
 - d. Local business signs.
 - e. Comprehensive sign plans.
 - f. Freeway-oriented signs (see Figure 1³).
 - g. Temporary banners.
 - h. Temporary real estate development signs.
5. PF:
- a. Local business signs.
 - b. Building Identification Signs
 - c. Comprehensive sign plans.
 - d. Temporary real estate development signs.
 - e. Miscellaneous Sign
6. PR:
- a. Local business signs.
 - b. Building Identification Signs
 - c. Comprehensive sign plans.
 - d. Temporary banners.
 - e. Temporary real estate development signs.
 - f. Miscellaneous Sign

²Editor's Note: Figure 1 is on file in the office of the Town Clerk.

³Editor's Note: Figure 1 is on file in the office of the Town Clerk.

Zone District	<u>AC</u>	<u>CC</u>	<u>CO</u>	<u>CT</u>	<u>MU</u>	<u>OS</u>	<u>PF</u>	<u>PR</u>	<u>RS</u>	<u>RL</u>	<u>RM</u>	<u>RH</u>
<i>Type of Signs Allowed</i>												
Banners (Temporary)	●	●	●	●	●			●				
Building Identification Signs	●	●	●	●	●			●		●	●	●
Freeway Oriented Signs	●*											
Garage Sale Signs (Temporary)	●	●	●	●	●		●	●	●	●	●	●
Local Business Signs		●			●		●	●				
Miscellaneous Signs	●	●	●	●	●	●	●	●	●	●	●	●
Open House Signs (Temporary)	●	●	●	●	●				●	●	●	●
Political Signs (Temporary)	●	●	●	●	●				●	●	●	●
Portable/Sandwich Board Signs (Temporary)		●			●							
Real Estate Development Signs	●	●	●	●	●		●	●	●	●	●	●
Real Estate Sale or Lease Signs (Temporary)	●	●	●	●	●		●	●	●	●	●	●
Regional Business Signs	●		●	●								
Residential Home Occupation	●	●	●	●	●				●	●	●	●
Subdivision Entrance Signs	●	●	●	●	●				●	●	●	●

FIGURE 1 – FREEWAY ORIENTED SIGN DISTRICT

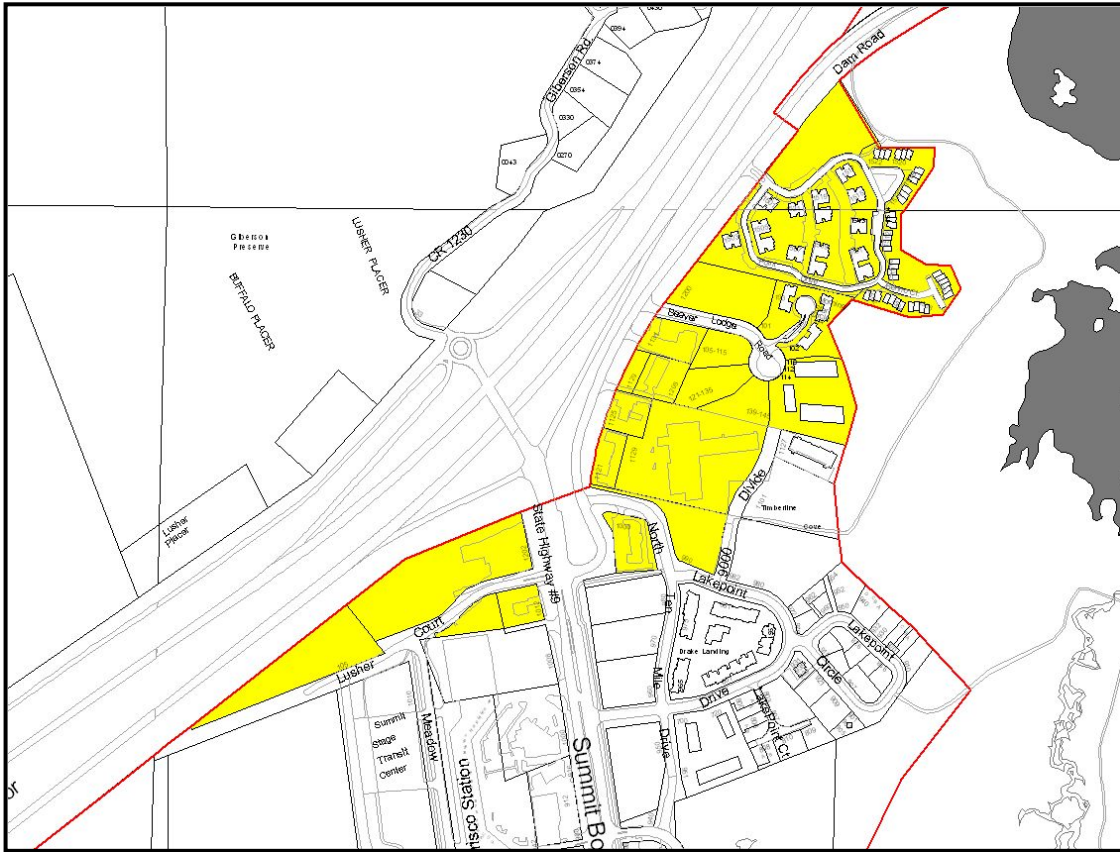


TABLE 2: Sign Permit Requirements for Temporary Signs

Type of Temporary Sign	Sign Permit Required
Banners	Yes
Commercial Special Event Signs	Yes
Real Estate Development Signs	Yes
Real Estate Sale or Lease Signs	No
Real Estate Open House Signs	No
Garage Sale Signs	No
Portable and Sandwich Board Signs	Yes

TABLE 3: Sign Type Requirements

Sign Types	Local Business Sign	Regional Business Sign	Comprehensive Sign Plan	
Applicable Zone District	CC, MU, PR, PF	AC, CO, CT	All Zone Districts	
			Local Business sign District	Regional Business Sign District
Maximum Sign Area per business <i>(wall-mounted, projecting signs)</i>	32 square feet	66% of Primary Building Frontage and 33% of Secondary Building Frontage	32 square feet	32 square feet
Maximum Sign Area – Freestanding Signs*	32 square feet	42 square feet <i>(up to 48.3 square feet)**</i>	32 square feet	42 square feet <i>(up to 48.3 square feet)**</i>
Building Proportionality Requirement	Not Applicable	Not Applicable	Ratios between aggregate sign area and primary and secondary building frontages must be specified and be between 20-90%	
Design Guidelines	Apply	Apply	Apply and must be expounded upon	

* If a freestanding sign is used in conjunction with another type of sign, the area of the other sign(s) shall be reduced by the area of the freestanding sign - or vice versa - so that the maximum sign area per business is not exceeded.

** The allowed square footage of a freestanding sign in the Regional Business Sign District (Figure 3) may be increased by up to 10% in those instances where the freestanding sign is 12 feet in height or less, and 15% when the sign is designed as a monument sign.

ZONING

FIGURE 2: LOCAL BUSINESS SIGN DISTRICT



ZONING

FIGURE 3: REGIONAL BUSINESS SIGN DISTRICT

