Main Street Sign District: Sign Code Guide

7.17.2014

Purpose

This easy-to-use guide outlines different sign types allowed for businesses located in the Main Street Sign District, including information on signs that require a permit, signs that are allowed and exempt from the permit process, and signs that are prohibited. Design standards are also included that depict the style and quality of signs encouraged in the District.

Signs in the Main Street Overlay District

The downtown area of Frisco represents the focal point of the community with a compatible mix of commercial, 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.

For more detailed regulations regarding types and sizes of signage allowed, prohibited and exempt within this zone district please refer to Town Code Section 180-22, J.1, which is available online at: http://www.friscogov.com/government/town-code.

The Main Street Sign District is identified in the map in blue. Off-premise signs are allowed for those sites identified within the orange boundaries.

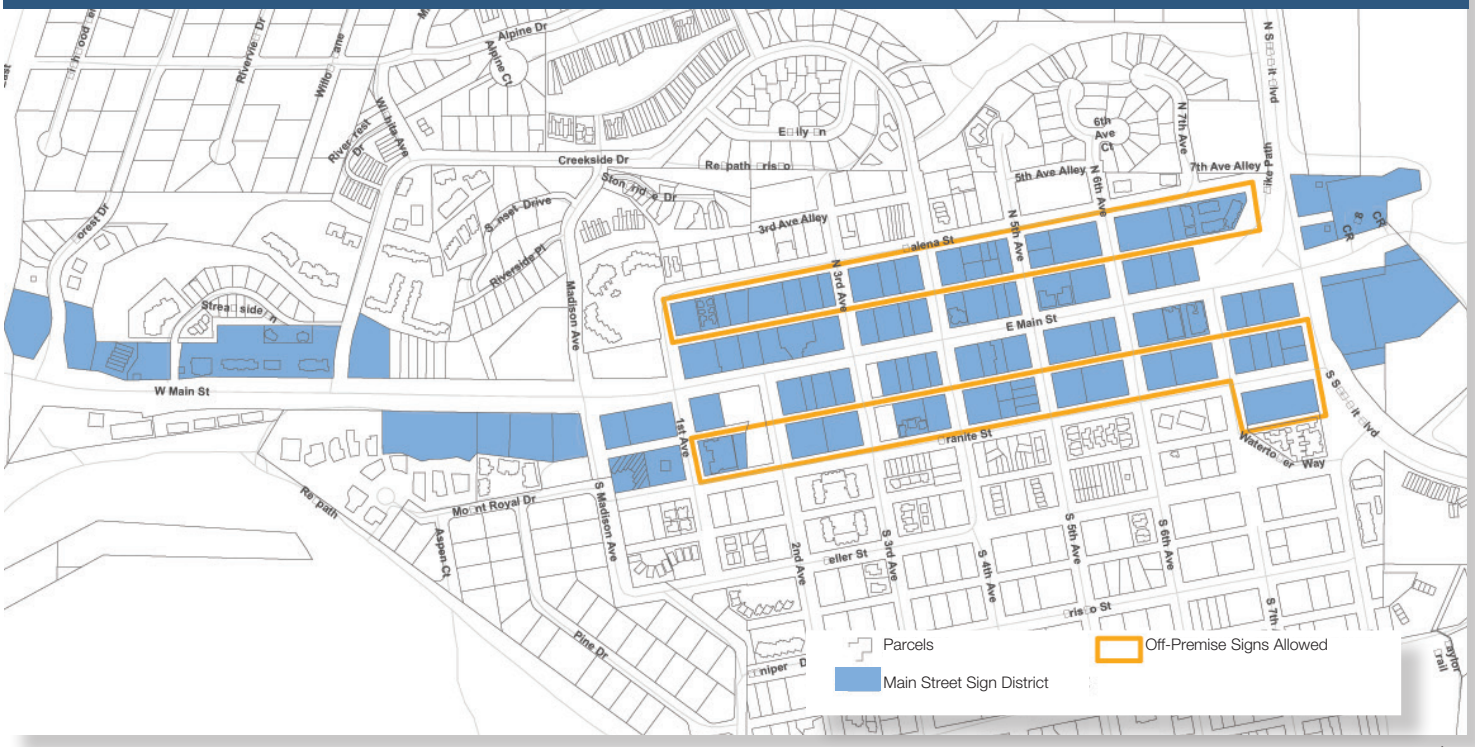
How to Apply for a Permit

1. Download and complete a sign permit application or banner permit application. The link to the application can be found on www.friscogov.com under Forms & Permits.
2. If you have questions about the application, please call or set up a meeting with a planner at the Community Development Department.
3. Bring your completed application, other applicable documents and permit fee to Town Hall.
4. A planner will let you know whether a Master Sign Plan is also needed.
5. **Do not fabricate, install, display or modify a sign without a permit.**

Questions? Please contact the Town of Frisco Community Development Department:

Town Hall
1 Main Street
Frisco, Colorado 80443
Office Hours: M-F from 8am-5pm
Phone: 970-668-5276
http://www.friscogov.com/

Main Street Sign District Location Map



Permanent Signs

The sign types identified in the chart below are permanent and count towards Aggregate Sign Area, described on page 5.

Permit?	*Sign Type*	*Sign Requirements*
	Freestanding Signs	
Yes		Maximum Height: Twelve feet (12'). Maximum Area: See Aggregate Sign Area p. 5 Text Height: No letter, symbol or numeral shall exceed two feet (2'). Maximum Number: One per project. Maximum Number Off-Premise Signs: One per project (Refer to Map on page 1 for eligible properties that can have an off-premise sign.) Minimum Separation Between Freestanding Signs: Fifty feet (50')
	Awning, Projecting or Hanging Signs	
Yes		Maximum Height: Not to extend above the ceiling of a 2nd story of building. Maximum Area: See Aggregate Sign Area p. 5 Text Height: No letter, symbol or numeral shall exceed two feet (2'). Minimum Clearance: Eight and one half feet (8.5') from the bottom of sign to the ground. Projection: Permitted within property boundaries, also permitted to project over the three foot (3') sidewalk easement.
	Wall Signs	
Yes		Maximum Height: Not to exceed the height of building wall. Maximum Area: See Aggregate Sign Area p. 5 Text Height: No letter, symbol or numeral shall exceed two feet (2').

Temporary Signs

The sign types identified in the chart below are temporary and do not count towards Aggregate Sign Area. Temporary signs may not be lit.

Permit?	*Sign Type*	*Sign Requirements*
	Banners	
Yes		Maximum Size: Twenty square feet (20 sf). Display Time: One week intervals, up to twenty-six (26) weeks per calendar year. Maximum Number: One banner may be displayed at a time. If a tenant space has multiple businesses, the space shall only be allowed to have one banner at a time. Location: On premises only, allowable only on the exterior of the building or any projection of the building such as a railing.
	Portable and Sandwich Board Signs	
No		Maximum Size: Thirty inches (30”) in width and three feet (3’) in height. Maximum Number: One per business, shall only be displayed during business hours. Location: Not permitted on public rights-of-way or pedestrian sidewalks. Must be located on the business property except when located along the sidewalk easement on Main Street.
	Window Signs	
No		Maximum Size: Shall not exceed a total coverage of more than one third (1/3) of the total surface area of the window. Design: Window signage should not be an exact replica of a business’s permanent signage. Illumination directed at window signs shall not be allowed.

Design Standards

The goal of these standards is to encourage sign design that is in keeping with the architectural goals and authentic mountain character of Frisco, and allows for eclectic, artistic and original sign design.

Lighting

Only signs that are externally lit are permitted. Lighting shall be front lit and down directed. Signs that are backlighted or halo-lighted, electronic or internally lit are prohibited in this District.

Compatibility

Signs should be compatible with the building architecture and other signs on or near the same building.

Materials

Sign materials should be compatible with the building architecture.

Natural materials such as wood, metal, stone or other materials that mimic natural materials, such as high density urethane, which are similar to the natural materials they are simulating are encouraged.

Color

Sign colors should contribute to legibility and design integrity, and to the overall communicative effect of the sign.

All signs should utilize a contrasting background for legibility.

Color palettes should be harmonious in appearance, while maintaining sign creativity.

Copy and Lettering Style

Sign fonts should be selected to provide both clarity and artistic integrity. Utilizing images and reducing the use of words is encouraged.

How to Calculate Aggregate Sign Area

1. The maximum Aggregate Sign Area for each business in the Main Street Sign District is thirty-two square feet (32 sf).
2. The area of all permanent signs associated with the business are added together to equal the total Aggregate Sign Area, as depicted in this example:

Example Aggregate Sign Area Calculation:
Business at 123 Main Street

Freestanding Sign = 12 sf
Wall Sign = 8 sf
Projecting Sign = 6 sf
Awning Sign = 6 sf
Total Aggregate Sign Area = 32 sf

Exceptions:

3. Businesses that have frontage on Main Street and another street (not including alleys, driveways or parking lots) are allowed to have a maximum of forty-two square feet (42 sf) of Aggregate Sign Area.
4. If one tenant space has multiple business licenses, then the tenant is allowed to have a maximum of forty-two (42) square feet of Aggregate Sign Area.
5. No one (1) sign can exceed thirty-two square feet (32 sf).

Prohibited Signs

1. Attention getting devices including but not limited to feathers, snipe signs, sign spinners and pennants.
2. Changeable copy signs.
3. Electronic signs.
4. Mirrors or other reflective materials and luminescent colors.
5. Neon, other gas-filled and LED light tubes except when used as a window sign.
6. Photographic images except when used as an interior window display or merchandise display.
7. Roof signs.
8. 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.
9. Signs that have intermittent, flashing, rotating, scintillating, blinking or strobe illumination or any change in color or intensity.
10. Signs that are not kept in good repair due to inadequate maintenance, dilapidation, damage or that are structurally unsafe.

Examples of Prohibited Signs: Attention getting devices, neon lights and signs not kept in good repair.

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