

Purpose

This easy-to-use guide outlines different sign types allowed for businesses located in the Summit Boulevard Corridor 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 required in the District. Specific standards for the Dillon Dam Road and Lusher Court Overlays are also included in this guide.

Signs in the Summit Boulevard Corridor Sign District

The Summit Boulevard Corridor, including Summit Boulevard, Interstate 70, the Dillon Dam Road and Ten Mile Drive, serve as a primary gateway to Frisco and provides a broad range of commercial services. 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.

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.2, which is available online at:

<http://www.frisco.gov/government/town-code>.

How to Apply for a Permit

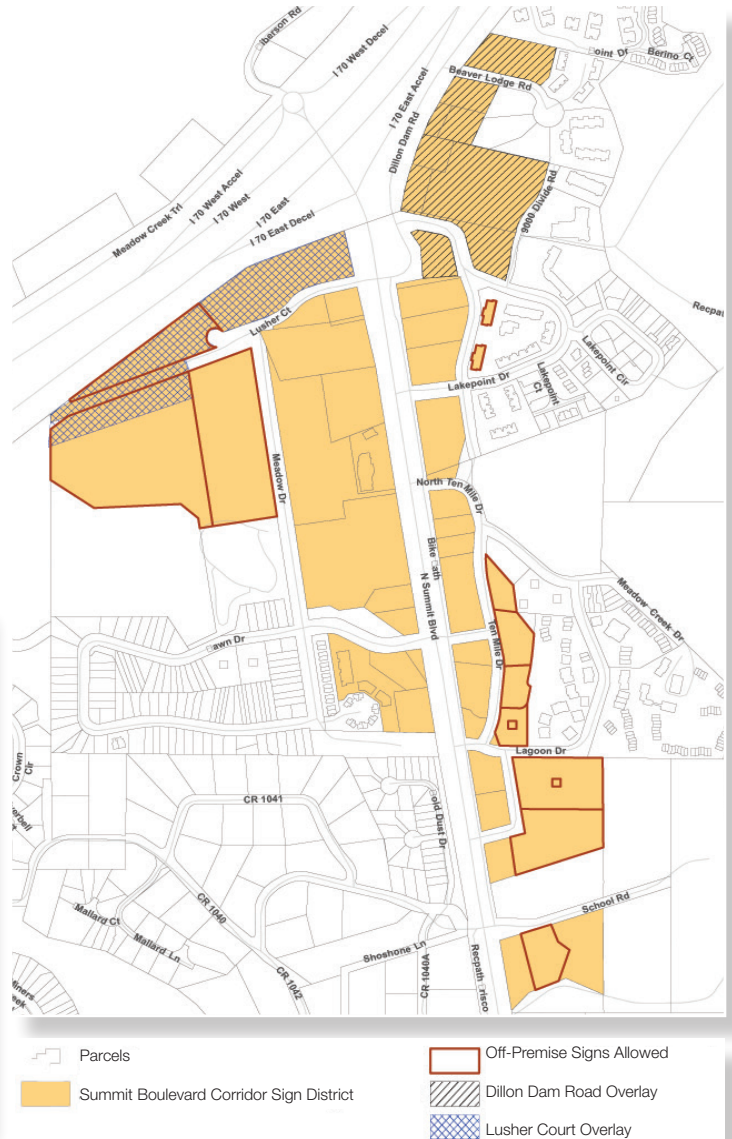
1. Download and complete a sign permit application or banner permit application. The link to the application can be found on www.frisco.gov under Forms & Permits.
2. If you have questions about the application, please call or set up a meeting with a planner at the Community Development Department.
3. 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.frisco.gov/>

The Summit Boulevard Corridor Sign District is identified on the map in orange. Off-premise signs are allowed for those sites identified within the red boundaries. The Dillon Dam Road and Lusher Court Overlays are identified in hatch patterns.

Summit Boulevard Corridor 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 Sign		
Yes		<p>Maximum Height: Twenty feet (20').</p> <p>Maximum Area: Fifty square feet (50 sf).</p> <p>Maximum Number: One per project</p> <p>Maximum Number Off-Premise: One per project (Refer to Map on page 1 for eligible properties that can have an off-premise sign).</p> <p>Text Height: No letter, symbol or numeral shall exceed four feet (4').</p> <p>Dillon Dam Overlay: Signs facing I-70 are allowed a maximum of one hundred square feet (100 sf) of sign area.</p> <p>Minimum Separation Between Freestanding Signs: One hundred feet (100')</p>
Awning, Projecting or Hanging Signs		
Yes		<p>Maximum Height: Not to extend above the ceiling of the 2nd story of a building.</p> <p>Minimum Clearance: Eight and one half feet (8.5') from the bottom of sign to the ground.</p> <p>Maximum Area: Fifty square feet (50 sf).</p> <p>Text Height: No letter, symbol or numeral shall exceed four feet (4').</p>
Wall Signs		
Yes		<p>Maximum Height: Not to exceed height of building wall.</p> <p>Maximum Area: Sixty-six percent (66%) of the business frontage with a maximum of two frontages allowed to display signs. Minimum of thirty-two square feet (32 sf) and maximum of one hundred and fifty square feet (150 sf) allowed per frontage.</p> <p>Text Height: No letter, symbol or numeral shall exceed four (4') feet.</p>

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		<p>Maximum Size: Thirty-two square feet (32 sf).</p> <p>Display Time: One week intervals, up to twenty-six (26) weeks per calendar year.</p> <p>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.</p> <p>Location: On premises only, allowable only on the exterior of the building or any projection of the building such as a railing.</p>
Portable and Sandwich Board Signs		
No		<p>Maximum Size: Thirty inches (30") in width and three feet (3') in height.</p> <p>Maximum Number: One per business, shall only be displayed during business hours.</p> <p>Location: Not permitted on public rights-of-way or pedestrian sidewalks. Must be located on the business property.</p>
Window Signs		
No		<p>Maximum Size: Shall not exceed a total coverage of more than one third (1/3) of the total surface area of the window.</p> <p>Design: Window signage should not be an exact replica of a business's permanent signage. Illumination directed at window signs shall not be allowed.</p>

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.

Design 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.

Carved or sandblasted wood; formed, etched and cast metal; and high density pre-formed foam or similar materials 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.



Lighting

Signs that are backlit (halo-lighted) are encouraged.



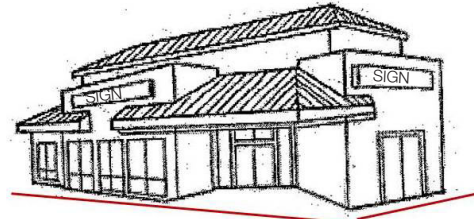
How to Calculate Aggregate Sign Area

1. The Aggregate Sign Area for a business or tenant space in this District is based on building frontage. Two business frontages may display signs and are used to calculate the allowed square footage. The square footage is calculated by multiplying the length of the two building frontages by sixty-six percent (66%). See Example Aggregate Sign Area Calculation and diagram.
2. Businesses, uses or tenant spaces that are on the interior of a building (such as an interior office tenant without building frontage) are allowed a maximum of thirty two (32) square feet of Aggregate Sign Area.

Exceptions in the Dillon Dam Road and Lusher Court Overlays (see map on page 1):

1. Businesses or tenants located in these areas are allowed an Aggregate Sign Area square footage that is equal to seventy (70%) percent of the linear length of the business frontage that faces I-70.
2. For projects with multiple buildings, only those businesses with business frontage located along the northern property boundary that face I-70 are allowed the seventy (70%) percent aggregate sign area. All other business frontages shall be allowed an Aggregate Sign Area of sixty-six (66%) percent of the frontage.

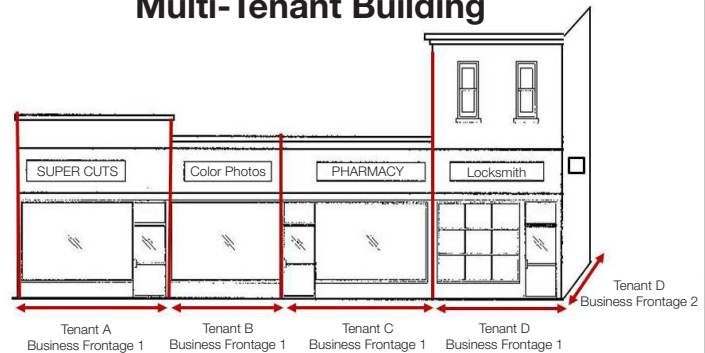
Single Tenant Building



Business Frontage 1

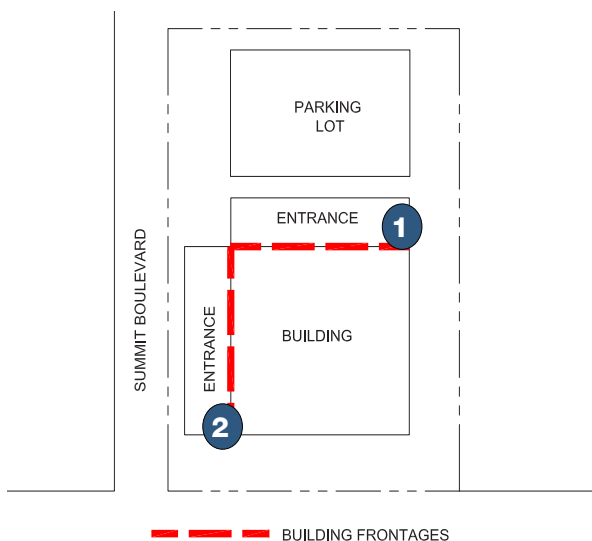
Business Frontage 2

Multi-Tenant Building



Two business frontages may include signage. The length of the two frontages is used in the Aggregate Sign Area Calculation.

Sign Area Calculations



Example Aggregate Sign Area Calculation:

Business at 456 Summit Boulevard

- 1 Frontage 1 = 75 feet long
- 2 Frontage 2 = 50 feet long

Frontage 1 = 75 x 0.66 = 49.5 square feet sign area

Frontage 2 = 50 x 0.66 = 33 square feet sign area

Total Aggregate Sign Area = 82.5 square feet

Proposed Signs for 456 Summit Boulevard:

Freestanding Sign = 50 sf

Wall Sign = 20.5 sf

Projecting Sign = 6 sf

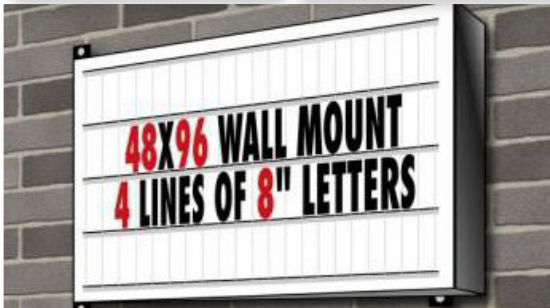
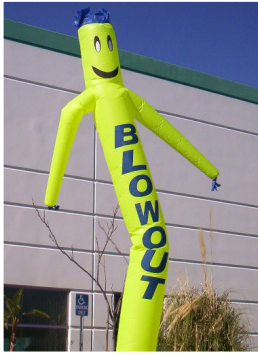
Awning Sign = 6 sf

Total Aggregate Sign Area = 82.5 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, changeable copy, neon lights snipe signs and signs that are not kept in good repair.



**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.frisco.gov/>

