

## **500 SIGN CODE**

### **500.A Purpose and Intent**

#### **1. Purpose**

The purpose of this article is to:

- a. facilitate effective communication;
- b. provide fair, concise, uniform control of signs;
- c. provide for free speech, creativity, and aesthetics;
- d. provide information and wayfinding for residents, businesses, and guests;
- e. improve the quality of signage in Steamboat Springs;
- f. encourage innovative use of design;
- g. coordinate the type, placement, and scale of signs;
- h. minimize light pollution from signs;
- i. provide protection from visual clutter that may result from unrestricted proliferation of signs.

#### **2. Intent**

The intent of this article is to:

- a. Apply standards that permit signage compatible with the purpose of this Article 5 and each Section; and
- b. Apply standards based on placement, location, materials, lighting and context; and
- c. Provide a 'content-neutral' regulatory document that preserves the rights of protected free speech; and
- d. Provide alternative compliance and guidelines for site specific variation and flexibility and solutions that achieve acceptable alternatives that are in keeping with the purpose of each Section.