

**CITY OF STEAMBOAT SPRINGS, COLORADO**

**ORDINANCE NO. 2850**

**AN ORDINANCE AMENDING CHAPTER 26 OF THE STEAMBOAT SPRINGS REVISED MUNICIPAL CODE BY AMENDING ARTICLE 5 SIGNS; AND SECTIONS 711 AND 717; TO UPDATE THE SIGN CODE, ADD INCENTIVES TO ARTICLE 5, AND AMEND THE SIGN PERMIT AND MINOR ADJUSTMENT PROCESSES, PL20210157.**

**WHEREAS**, the City Council adopted the current Sign Code as Ordinance No. 2776 on November 17, 2020; and

**WHEREAS**, the City Council adopted the Community Development Code as Ordinance No. 2624 on November 14, 2017; and

**WHEREAS**, the City Planning Staff have worked with the development community throughout 2021 to identify minor amendments and areas of the sign code that need clarity; and

**WHEREAS**, the City hereby commits to regular, ongoing review of the Community Development Code so that the provisions contained therein are relevant and applicable to the community at any given point in time and to amend the Community Development Code when inconsistencies or errors are found; and

**WHEREAS**, the Planning Commission held a public hearing on March 10, 2022 and recommended City Council adopt the draft updated Sign Code.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF STEAMBOAT SPRINGS, COLORADO:**

**SECTION 1.** Article 5 of the Community Development Code shall be amended as noted in Exhibit A.

**SECTION 2.** Section 506 of the Community Development Code shall be amended as noted in Exhibit B.

**SECTION 3.** Section 711 of the Community Development Code shall be amended to read as follows:

**711.A Applicability**

1. A Sign Permit shall be required for the following:
  - a. Any placement or construction of a permanent, historic, or temporary sign except as exempted, limited, or prohibited in Section 504. Placement or construction of a sign shall include:

- i. Erection, alteration, installation, relocation, reconstruction, enlargement, lighting, addition of color, color differentiation, or display of a sign that was not previously visible; or
- ii. The painting or application of wall or window signs.
- b. Any sign approved by Minor or Major Adjustment.  
~~e. Any sign that does not meet standards or is approved through Alternative Compliance.~~
- c. Any sign that is included in a Sign Plan.
- d. Any alterations to a sign that are not consistent with sign maintenance as defined in Section 508.D. Alteration includes but is not limited to changes to sign area, materials, structure, size, location, or lighting of an existing sign.~~or any alteration to a window sign.~~
- e. Any addition of differentiated background, or modification of a differentiated background. ~~or modification of background differentiation of a sign.~~

**SECTION 4.** Section 717.B of the Community Development Code shall be amended to read as follows:

- 2. Minor Adjustment approval is required for the following types of variations or modifications to standards specified in Article 5:
  - a. Variations of 10 percent or less of any dimensional or numerical standard.
  - ~~b. Changes to a sign that are inconsistent with sign maintenance as defined in Section 508.D.~~

**SECTION 5.** All ordinances heretofore passed and adopted by the City Council of the City of Steamboat Springs, Colorado, are hereby repealed to the extent that said ordinances, or parts, thereof, are in conflict herewith.

**SECTION 6.** If any section, subsection, clause, phrase or provision of this Ordinance is, or the application thereof to any person or circumstance, shall to any extent, be held by a court of competent jurisdiction to be invalid, void or unconstitutional, the remaining sections, subsections, clauses, phrases and provisions of this Ordinance, or the application thereof to any person or circumstance, shall remain in full force and shall in no way be affected, impaired or invalidated.

**SECTION 7.** The City Council hereby finds, determines, and declares that this Ordinance is necessary for the immediate preservation of the public peace, health, and safety.

**SECTION 8.** This Ordinance shall take five effect (5) days after its publication following final passage, as provided in Section 7.6 of the Steamboat Springs Home Rule Charter.

**SECTION 9.** A public hearing on this ordinance shall be held on May 3, 2022 at 5:00 P.M. in the Citizens Hall meeting room, Centennial Hall, Steamboat Springs, Colorado.

**INTRODUCED, READ AND ORDERED** published, as provided by law, by the City Council of the City of Steamboat Springs, at its regular meeting held on April 5, 2022.

*Robin Crossan*

\_\_\_\_\_  
**Robin Crossan, President  
Steamboat Springs City Council**

**ATTEST:**

\_\_\_\_\_  
**Julie Franklin, CMC  
City Clerk**

**FINALLY READ, PASSED, AND APPROVED** this 3<sup>rd</sup> day of May, 2022.

*Robin Crossan*

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**Robin Crossan, President  
Steamboat Springs City Council**

**ATTEST:**

\_\_\_\_\_  
**Julie Franklin, CMC  
City Clerk**

# Exhibit A

## 1) Add 502.D as follows:

### 502.D Incentives, Reduction of Nonconforming Signs

The following incentives apply to properties where existing signage is nonconforming.

1. **New Sign Permit for a Nonconforming Sign**  
If a nonconforming sign requires a sign permit and does not have one, no alterations are being proposed, and the sign is determined to be legally nonconforming, the nonconforming sign may be permitted without a fee.
2. **Addition of a new Sign Type**  
One new sign of a new sign type may be added to a property if one nonconforming sign is removed or brought into compliance with the current code. The new sign shall meet all standards.
3. **Illumination Alteration**  
Lighting may be added to one sign or sign lighting may be altered to utilize current standards without a Major Adjustment process if one nonconforming sign is removed or brought into compliance with the current code. The new lighting shall meet all standards.
4. **Sign Area Alteration**  
An existing sign that exceeds the sign area standard may be reduced in area so that it is no more than ten percent over the standard. The sign may be altered without an Adjustment process. The altered sign shall meet all other standards.
5. **Sign Height Alteration**  
An existing sign that exceeds the sign height standard may be reduced in height so that it is no more than ten percent over the standard. The sign may be altered without an Adjustment process. The altered sign shall meet all other standards.
6. **Change to Sign Location**  
If a legally nonconforming sign proposes no alterations other than a change of location, the sign may be moved to a conforming location without an Adjustment process. The moved sign shall meet all other standards.
7. **Cabinet/Box Removal**  
A nonconforming Cabinet/Box sign may be removed and replaced with a different sign type of the same size without an Adjustment process. The new sign shall meet all other standards.
8. **Reduction of Pole Signs**
  - a. A Pole sign may be reduced to a maximum of 10 feet in height without approval of an Adjustment if the altered sign complies with all other Freestanding sign requirements.
  - b. A pole sign may be removed and the sign area from the pole sign may be added to other existing signs on the site without an Adjustment process. Existing signs shall be increased by no more than 10% over the standard area for the sign.
9. **Use of Permanent Materials**  
A sign constructed of materials that are not permanent as specified in this Article, may be removed and replaced with a sign constructed of permanent materials at a size equivalent to the existing sign without approval of an Adjustment.

## 2) Amend 503.E as follows:

The Single-Family Residential Context Area includes the Open Space and Recreation (OR), Residential Estate (RE-1, RE-2), Residential Neighborhood (RN-1, RN-2, RN-3), Residential Old Town (RO), and ~~Mobile~~ Manufactured Home (MH) zone districts and the Neighborhood Edge (T2-NE) transect zone.

## 3) Amend 504.B as follows:

### **2.Limited Signs (L)**

Limited sign types are sign types that, when in compliance with all applicable standards, are allowed without a Sign Permit. Sign owners are encouraged to submit a Sign Compliance form for Permanent Limited sign types.

### **4.Signs Allowed by Alternative Compliance**

A sign may vary standards using Alternative Compliance in Section 507.B. Permitted sign types shall be approved for Alternative Compliance by a Sign Permit. Limited sign types shall be approved for Alternative Compliance by completing a Sign Compliance form.

## 4) Amend Table 504.1, as follows:

Table 504-.1 Permitted and Limited Sign Types

Sign Type	Context Areas						
	SFR	MFR	BA	TCC	PC	CCR	IC
<b>Permanent Sign Category</b>							
Window <sup>2</sup>	P		<u>P-L</u>	<u>P-L</u>	<u>P-L</u>	<u>P-L</u>	A

**5) Amend 504.D.11 as follows:**

11. Off-premises signs, unless allowed by an approved [Major](#) Adjustment, Variance, or Development Plan as outlined in this Article.

**6) Amend 504.E as follows:**

**1. Historic Sign Permit**

- a. An Historic Sign Permit shall be issued by the Planning Director for:
  - i. A sign designated as an Historic Resource or Local Landmark on the Local Register; or
  - ii. A sign determined by the Historic Preservation Commission to be important to or a contributing feature of an Historic Resource, Local Landmark, or Contributing Property.
  - iii. [An obsolete sign designated as an Historic Resource or Local Landmark, or determined to be a contributing feature of an Historic Resource or Local Landmark.](#)

**7) Amend 505.A as follows:**

**Alteration.** Any change to the sign area, ~~copy~~, materials, structure, size, location, or lighting of an existing sign.

~~**Foot Lambert (fL).** The unit of measure expressing the amount of light emitted by or reflecting off a surface. A measure of luminance.~~

~~**Interior Sign.** A sign placed within a building that is not accessible to public view and does not contain characteristics of an advertising sign.~~

**Interior Sign.** [A sign placed within a building or a project area that does not contain characteristics of an advertising sign and is not easily visible from a public right-of-way, private street easement, or similar public view as determined by the Planning Director.](#)

**Luminance.** Luminance is the measure of light output at its source or [the measure of light output](#) of an illuminated surface, a measure of brightness, that does not vary with ambient light conditions. ~~Luminance is measured in foot-lamberts.~~

[Nit \(cd/m<sup>2</sup>\).](#) A unit of measure for luminance or brightness, one nit is one candela per square meter.

**8) Amend 505.B as follows:**

**Neon Sign.** A sign that utilizes neon or other gases within translucent tubing [or that has an appearance similar to a neon sign that utilizes a different light source.](#)

**9) Amend 507.B as follows:**

**4. [Sign Compliance](#)**

**a. [Purpose](#)**

[The purpose of Sign Compliance is to develop an inventory of signage over time and ensure compliance with standards in Article 5.](#)

**b. [Applicability](#)**

[A Sign Compliance form is encouraged for existing or proposed Permanent Limited Sign Types listed in Table 504-1.](#)

**c. [Procedures](#)**

- i. [A Sign Compliance form may be submitted at any time.](#)
- ii. [Review shall be prior to or concurrent with review of another development application or building permit, if applicable.](#)

**d. [Criteria for Approval](#)**

[Sign Compliance forms shall be approved upon a finding that the following criteria are met:](#)

- i. [The proposed sign complies with standards listed in Article 5.](#)
- ii. [The proposed sign complies with all other applicable requirements of this CDC.](#)

**e. [Term and Effect of Approval](#)**

- i. [Approval of a Sign Compliance form shall be final on the date of the Planning Director's signature on the form.](#)
- ii. [Approval of a Sign Compliance form shall remain in effect for perpetuity, until amended, or until the sign is terminated based on provisions in this CDC.](#)

**f. [Amendments](#)**

[Amendments to a Sign Compliance form shall be approved through the Sign Compliance process.](#)

**10) Amend 508.C as follows:**

**2. Permanent Signs**

- a. Materials may include but are not limited to metal, glass, stone, concrete, brick, plexiglass, fiberglass, wood, or other approved materials.
- b. [Premium materials may include but are not limited to metal, glass, stone, concrete, brick, or other approved materials.](#)

- ~~b-c.~~ Woven fabrics or vinyl fabrics that are intended for long-term exterior use and that are permanently secured to a structure may be used for sign types where specified.
- ~~e-d.~~ Paint, vinyl, or other similar materials may be used for window signage.
- ~~d-e.~~ Plastic substrate, plywood, unfinished wood, or similar materials are prohibited.

**11) Amend 508.E as follows:**

2. Illuminance (Light Trespass)

a. Internally or Externally Illuminated Signs

- i. ~~\_\_\_\_\_~~ Illuminance of a sign shall not exceed 0.3 foot-candles over ambient lighting at the ~~measurement distance~~ ~~or primary or secondary frontage property line or~~ at 10 feet beyond the primary or secondary frontage property line, whichever is ~~closer to the sign~~ greater. Refer to Section 506 for rules of measurement.
- ii. Illuminance of a sign shall not exceed 0.3 foot-candles over ambient lighting at any other property line that is not a primary or secondary frontage. Refer to Section 506 for rules of measurement.

b. Electronic Changeable Message Signs (EMC)

Illuminance of a sign shall not exceed 0.3 foot-candles over ambient lighting when measured at the measurement distance. Refer to Section 506 for rules of measurement.

4. Luminance (Brightness)

An internally illuminated sign or electronic changeable message sign (EMC) ~~or an external light source shall meet the following luminance standards; shall be equipped with a sensor or other device that can be programmed to adjust the display's brightness according to ambient light conditions.~~

- a. During daytime hours between sunrise and sunset, sign ~~or light source~~ brightness shall not exceed ~~1,800 foot-lamberts, 6,500 nits, or 5,000 Kelvin.~~
- b. During nighttime hours between sunset and sunrise, and during low light conditions, sign ~~or light source~~ brightness shall ~~not exceed~~ ~~be between 90 and 200 foot-lamberts~~ 150 nits, or 3,000 Kelvin.

**12) Amend 508.G as follows:**

**Use and Activity Standards for Signs**

The following uses and activities include standards for signage in addition to those listed in this Article. Additional standards may be found in Article 3 or Article 4 as the CDC is amended over time. This may not be a complete list of specific use or activity standards for signs.

- 1. Marijuana Primary Caregiver, Medical
- 2. Marijuana Store
- 3. Marijuana Testing Facility
- 4. Marijuana-Infused Products Manufacturing
- 5. Marijuana Cultivation, Medical/Retail
- 6. Mobile Food Unit
- ~~6.~~ 7. Towing of Vehicles

**13) Amend 509.A as follows:**

Standards	MFR	BA	TCC	PC	CCR
<b>Canopy</b>					
Per Primary Frontage Entrance	1 max.	1 max.	1 max.	1 max.	1 max.
<u>Per Secondary Frontage Entrance</u>	<u>1 max.</u>	<u>1 max.</u>	<u>1 max.</u>	<u>1 max.</u>	<u>1 max.</u>
<b>Awning</b>					
Per Use	<del>3</del> max.	<del>3</del> max.	<del>3</del> max.	<del>3</del> max.	<del>3</del> max.

**14) Amend 509.B as follows:**

**Electronic Changeable Message Standards**

Sign content shall remain static and have a hold time of a minimum of eight seconds.

Sign content transitions shall be instantaneous, without any transition animation.

Sign content shall not move, blink, flash, or be animated in any way.

~~Signs shall be equipped with a sensor or other device that can be programmed to automatically adjust the display's brightness according to ambient light conditions.~~

~~Sign luminance (brightness) shall be no more than 2,000 fL during the hours between sunrise and sunset.~~

~~During nighttime hours and low light conditions sign luminance (brightness) shall be between 90 and 200 fL.~~

Illuminance of an EMC shall not exceed 0.3 foot-candles over ambient lighting when measured at the measurement distance, see Table 509-1 [and Section 506 for rules of measurement.](#)

Illuminance measurement requires two steps:

- First, ambient light shall be measured with the sign turned off.
- Second, sign light output shall be measured with the sign turned on as a solid white display.

The difference between the two measurements shall be 0.3 foot-candles or less.

Pixel Pitch for Freestanding and Marquee EMC signs shall be no less than 10 MM, see Figure 509-1.

Pixel Pitch for Display EMC signs shall be no less than 8 MM, see Figure 509-1.

**Table 509-1. EMC Measurement Distance**

Sign Area	Measurement Distance
10 sf	32 ft
15 sf	39 ft
20 sf	45 ft
25 sf	50 ft
30 sf	55 ft
32 sf	57 ft

For signs with sign area, measured in square feet, other than those specifically listed, the measurement distance shall be calculated using the following formula:

$$\text{Measurement Distance} = \sqrt{(\text{Sign Area sf} \times 100)}$$

**15) Amend 509.C as follows:**

~~Sign Permit. Signs may require a permit as specified in Table 504-1.~~

Standards	BA	TCC	PC	CCR
<b>Number of Signs</b>				
<b>Pedestrian-Oriented Display Signs</b>				
Per Nonresidential Use	1	1	1	1
<b>Vehicle-Oriented Display Signs</b>				
Per Nonresidential Use	May be allowed by Major Adjustment		24 max.	

**16) Amend 509.E as follows:**

Structure Design Standards	
Sign Base- required	1 min.
Sign Poles- optional <sup>1,2</sup>	1 or 2
Base Width	≥ Sign Face
Base Height	Max. 50% of Sign Height
Pole Height <sup>3</sup>	Max. 30% of Sign Height
Poles and a base may be used in combination to support a sign. Each component shall meet the standards listed in this section.	
<sup>1</sup> When a sign includes only one pole, the pole shall be offset, not in the middle of the width of the sign and closer to a vertical edge of the sign than to the middle.	
<sup>2</sup> Signs with a single pole shall include a pole that is at least 30% of the width of the sign.	
<sup>3</sup> <a href="#">Pole Height shall be less than Base Height.</a>	
Alternative Compliance	
Landscaping, including plants, rocks, or structures, may be used instead of a traditional sign base. Landscaping shall provide year-round height equivalent to sign base standards	
Limitations	
Freestanding Signs shall be located on a Pedestrian Active Building Frontage.	
<del>Frontage Substitution is prohibited for Freestanding Signs.</del>	

**17) Amend 509.F as follows:**

~~Sign Permit. Signs may require a permit as specified in Table 504-1.~~

Standards							
Number of Signs	SFR	MFR	BA	TCC	PC	CCR	IC
<del>Attached to a structure, per Use Per Use</del>	2 max.	4 max.			No max.		
<del>Detached<sup>2</sup> per Use</del>	<del>2 max.</del>	<del>4 max.</del>			<del>4 max.</del>		
Sign Area							
Per sign	1.5 sf	1.5 sf	1.5 sf	1.5 sf	1.5 sf	1.5 sf	1.5 sf
Total Sign Area per Use	<del>3-6</del> sf	<del>4.5-12</del> sf	<del>6-15</del> sf	<del>4.5-12</del> sf	<del>4.5-12</del> sf	<del>6-15</del> sf	<del>4.5-12</del> sf
Sign Height							
<del>Attached to a Structure</del>	<del>Pedestrian Level</del>						
<del>Detached<sup>2</sup></del>	<del>6' max</del>						
Design							
Single-Face Sign	Allowed						
Cabinet/Box Sign	Prohibited						
Changeable Message	Prohibited						
Neon Sign <sup>1,3</sup>	Prohibited			Allowed			
<sup>1</sup> A maximum of 50% of total sign area may be neon signage.							
<sup>2</sup> <del>A detached incidental sign may be a single pole sign that is exempt from other pole sign and freestanding sign requirements.</del>							
<sup>3</sup> <del>A neon sign shall be attached to a structure and shall not be a detached sign.</del>							
Illumination							
<del>Attached to a Structure</del>							
<del>Internal</del>	<del>Prohibited</del>			<del>Allowed</del>			
<del>External</del>	<del>Prohibited</del>						
<del>Detached</del>							
<del>Internal</del>	<del>Prohibited</del>						
<del>External</del>	<del>Prohibited</del>						
<del>Limitations</del>							
<del>Incidental Signs shall be attached to a structure.</del>							

**18) Amend 509.G as follows:**

Standards		
Number of Signs	TCC	PC
Per Building	2	2
Sign Area		
Per sign	6 sf	6 sf
Total Sign Area per Building	6 sf	6 sf
Illumination		
Internal	Prohibited	
External	Allowed	
Limitations		
<del>An integral sign may be substituted for one wall sign where allowed as specified in Table 504-1.</del>		



**19) Amend 509.I as follows:**

~~Sign Permit. Signs may require a permit as specified in Table 504-1.~~

**20) Amend 509.K as follows:**

Standards	BA	TCC	PC
Number of Signs			
Per Nonresidential Use		±2 max.	

**21) Amend 509.L as follows:**

Standards	MFR	BA	TCC	PC	CCR	IC
Amount						
Primary Frontage		1 sf of sign area per 1 linear foot of individual use Frontage				
Secondary Frontage		0.2 sf of sign area per 1 linear foot of individual use Frontage				
Number of Signs <sup>1</sup>						
Per use, per Primary Frontage			± no max.			
Per use, per Secondary Frontage			± no max.			
Per Nonresidential Lot <sup>1</sup> Primary Frontage			1 max.			

<sup>1</sup>A nonresidential lot is allowed one wall sign that is not specific to an individual use and may be used for the entire lot. The sign shall meet sign area and number of signs standards as listed above and shall count toward total sign area.

**22) Amend 509.M as follows:**

~~Sign Permit. Signs shall require a permit as specified in Table 504-1.~~

Standards	BA	TCC	PC	CCR
Amount				
Primary Frontage	0.3 sf of sign area per 1 linear foot of individual nonresidential use Frontage			
Secondary Frontage	0.3 sf of sign area per 0.5 linear foot of individual nonresidential use Frontage			

**23) Amend 510.A as follows:**

Standards	BA	TCC	PC	CCR
Number of Signs				
Per Nonresidential use			1 max.	
Per Project Area			2 max.	
Sign Area				
Per Sign			± 30 32 sf max.	

**24) Amend 510.B as follows:**

~~Sign Permit. Signs shall require a permit as specified in Table 504-1.~~

Number of Signs	SFR	MFR	BA	TCC	PC	CCR	IC
Primary Frontage <sup>1</sup>				± 2 max.			
Project Area <sup>1</sup>				± 4 max.			

**25) Amend 510.C as follows:**

~~Sign Permit. Signs shall require a permit as specified in Table 504-1.~~

## 26) Add Division 4 Incentives as follows:

### DIVISION 4 INCENTIVES

#### 511 Design Incentives

A sign plan is required for any sign, building, lot, or project area that utilizes design incentives.

#### A. Sign Area Exclusion

The Director may allow additional sign structure or design elements to be excluded from sign area total if the sign meets all other requirements and if the structure or elements will meet one of the following criteria:

1. Be less than 30% of the total sign structure area or are minor in nature; or
2. Achieve better consistency with the character of the area or building; or
3. Improve the quality of the sign or;
4. Demonstrate innovation in sign technology or design, or
5. All nonconforming signs on the property will be brought into compliance or removed.

#### B. Innovative Illumination

The Director may allow up to 20% additional sign area if the sign meets all other requirements and the lighting will meet at least two of the following criteria:

1. Bring a different or complementary style to the Context Area; or
2. Be consistent with the character of the area or building; or
3. Improve the quality of the sign or;
4. Demonstrate innovation in design; or
5. Demonstrate innovation in sign technology; or
6. All nonconforming signs are brought into compliance or removed.

#### C. Premium Materials

The Director may allow up to 20% additional sign area if the sign meets all other requirements and the sign will meet at least two of the following criteria:

1. Premium materials are used for at least 80% of the sign and sign structure; or
2. Bring a different or complementary style to the Context Area; or
3. Be consistent with the character of the area or building; or
4. Demonstrate innovation in design; or
5. Demonstrate innovation in sign technology; or
6. All nonconforming signs are brought into compliance or removed

#### D. Dimensional Letters or Channel Letters

The Director may allow up to 20% additional sign area if the sign meets all other requirements and the sign will meet at least two of the following criteria:

1. Bring a different or complementary style to the Context Area; or
2. Be consistent with the character of the area or building; or
3. Improve the quality of the sign or;
4. Demonstrate innovation in design; or
5. Demonstrate innovation in sign technology; or
6. All nonconforming signs are brought into compliance or removed.

#### E. New Sign Exceeds Sign Height

When a new sign exceeds the maximum height based upon existing site conditions, the Director may allow a sign to be 9' tall as viewed from the primary frontage if the sign is consistent with the character of the area or building, meets all other requirements, and will meet one of the following criteria:

1. Premium materials are used for at least 80% of the sign and sign structure; or
2. Demonstrate innovation in design; or
3. Demonstrate innovation in sign technology; or
4. All nonconforming signs are brought into compliance or removed.

## 506 RULES OF MEASUREMENT

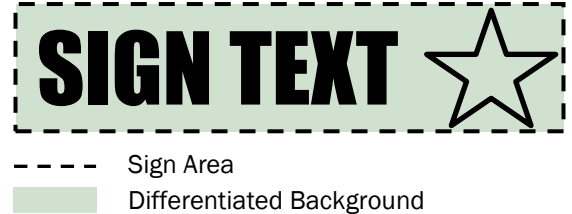
### 506.A Sign Area

Sign area is the total area of sign copy as applied to any background and including any background with color, material, or texture differentiation. The structure supporting the sign shall be excluded from sign area measurement unless otherwise determined by the Director. Sign area shall be expressed as the sum of the geometrically computed shape or shapes encompassing separate individual letters, words, color differentiation, or graphic elements according to the following rules. Signs separated by six inches or more shall have separate sign areas.

#### 1. Differentiated Background

Sign area shall include all copy, graphics, and the limits of any differentiated background that can be enclosed by no more than 12 [connecting lines](#), [straight lines connecting at 90-degree angles](#). See Figure 506-1.

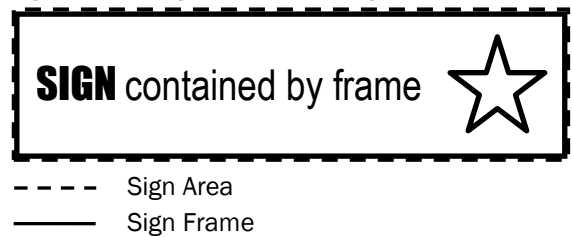
Figure 506-1. Sign Area, Differentiated Background



#### 2. Framed Sign

The area measurement of a sign contained within a cabinet, border, or frame shall include the total area of the sign copy and the cabinet, border, or frame to the outer extent of the sign. See Figure 506-2.

Figure 506-2. Sign Area, Framed Sign



#### 3. Irregular Sign Area

The area measurement of a sign that includes individual letters shall be determined by encompassing all letters, shapes, and any differentiated background in a geometric form of no more than 12 [connecting lines](#), [straight lines connecting at 90-degree angles](#). See Figure 506-3. and Figure 506-4.

Figure 506-3. Irregular Sign Area

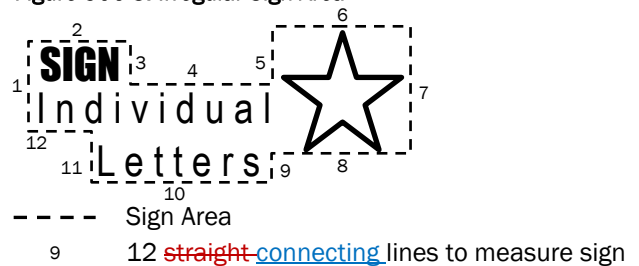


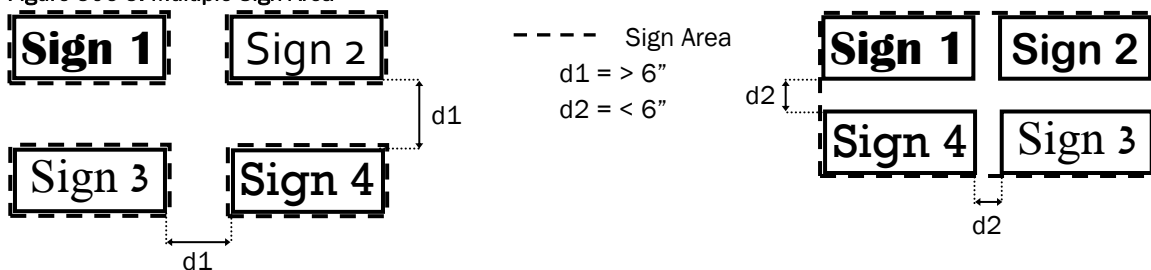
Figure 506-4. Irregular Sign Area, No Dif-



#### 4. Sign Area for more than one sign

The total sign area for multiple signs includes sign frames and vertical and horizontal spacing between signs. See Figure 506-5.

Figure 506-5. Multiple Sign Area

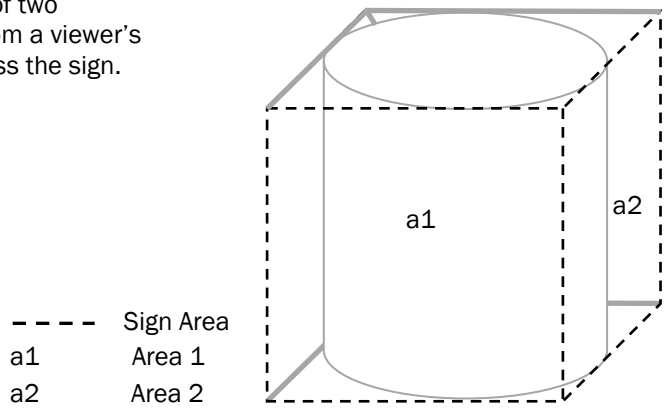


**5. Free Form Sign Area**

The sign area of a Free Form Sign shall be the sum of two adjacent vertical faces, as seen at the same time from a viewer's perspective, of the smallest cube that can encompass the sign. See Figure 506-6.

$Area\ 1 + Area\ 2 = Free\ Form\ Sign\ Area$

Figure 506-6. Free Form Sign Area



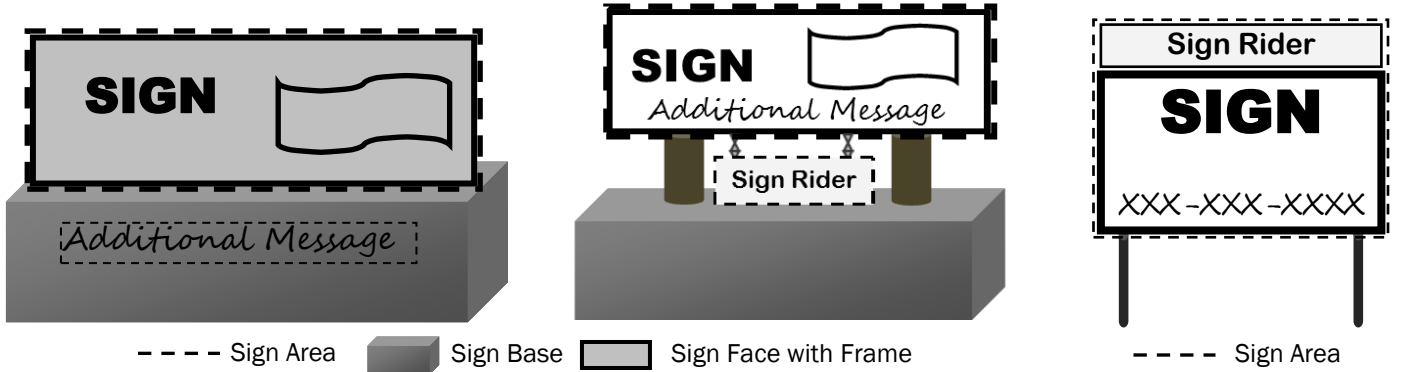
**6. Freestanding Sign Area**

The sign area of a freestanding sign shall include the extent of sign copy and outer extent of any frame, excluding the poles and base. If copy is placed as a rider attached to the sign the additional area of copy and outer extent of any frame will be included in total sign area. See Figure 506-7, 506-8, and 506-9.

Figure 506-7. Freestanding Sign Area

Figure 506-8. Freestanding Sign Area with rider

Figure 506-9. Yard Sign with rider



**7. Parallel Faces.**

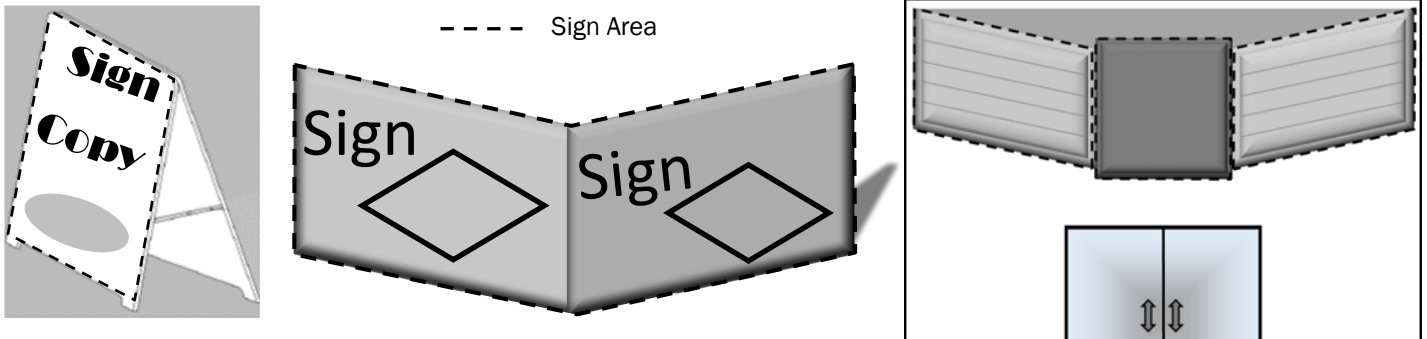
The sign area of a sign that has two parallel faces shall be measured as one sign area.

**8. Faces that are not parallel.**

The sign area of a sign that has two or more faces that are not parallel, with an angle of greater than 45 degrees between the sign faces, shall be measured as two (or more) sign areas. The area of all sign faces shall be included in total sign area. See Figure 506-10. and Figure 506-11.

Figure 506-10. Faces that are not parallel, angle  $\leq 45$  degrees

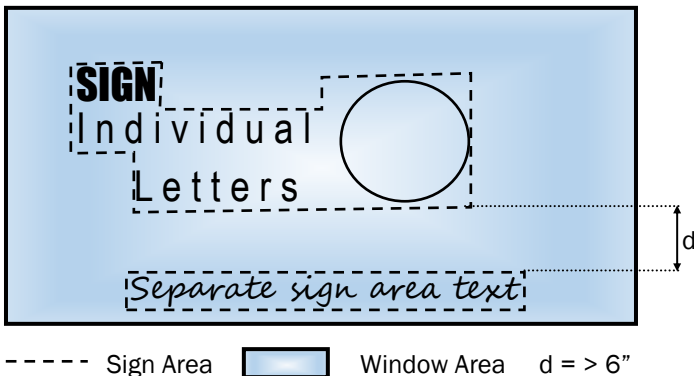
Figure 506-11. Faces that are not parallel, angle  $\geq 45$  degrees



**9. Window Area**

Window area shall be calculated as the area of glass within the structure surrounding the window. See Figure 506-12.

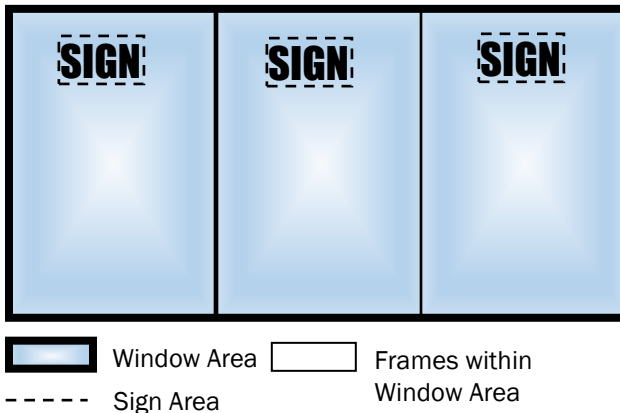
Figure 506-12. Window Sign Area within Window Area



**10. Window with more than one frame.**

If a window includes multiple areas or frames, the outer most frame will determine the extent of the Window Area. See Figure 506-13.

Figure 506-13. Window with more than one frame



**11. Angled Windows**

Windows that are angled at 90 degrees or greater, shall be separate windows for Window Area calculations.

**12. Allowable Window Sign Area**

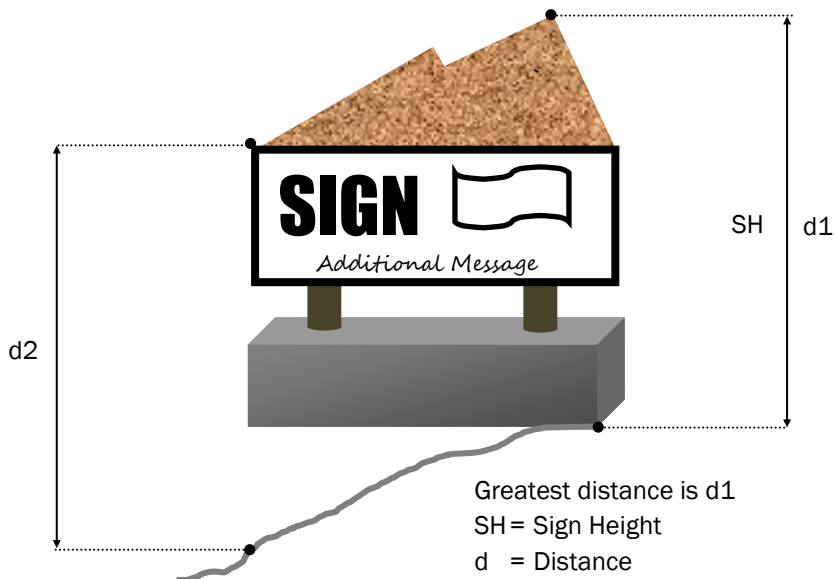
Allowable window sign area shall be total window sign area of all window signs divided by window area. Allowable Window Sign Area is conveyed as a percent.

$$\text{Allowable Window Sign Area} = \text{Total Window Sign Area} / \text{Window Area}$$

**506.B Sign Height**

Sign height is the greatest distance, measured vertically plumb, between the elevation of any point on the sign and the existing grade directly below that point. See Figure 506-14.

Figure 506-14. Sign Height



**506.C Frontage**

For purposes of this Article, frontage shall be designated according to the following rules.

**1. Primary Frontage**

Primary frontage is:

- a. A Pedestrian-Active Building Frontage as defined and measured in accordance with Section 801 Rules of Designation and Measurement; or
- b. In the case of a use, lot, or project area without a principal building, the front lot line.

**2. Secondary Frontage**

Secondary frontage is frontage on an alley, access easement, drive aisle, private access, lower classified street, a Story that is not at Pedestrian Level, or other frontage that is not primary as determined by the Planning Director.

**3. Multiple Primary Frontages**

If a use, lot, or project area has more than one pedestrian-active building frontage or front lot line, the frontage facing or abutting the higher classified street shall be designated the primary frontage. All other frontages shall be designated secondary frontage unless otherwise determined by the Planning Director.

**4. Uses Without Pedestrian-Active Building Frontage Area**

If a use is located within a building but not within the building’s Pedestrian-Active Building Frontage area, signage may be placed on a secondary frontage or on the primary frontage of the same building where the use is located, subject to all applicable standards. If the standards cannot be achieved, a Sign Plan is required.

**5. Frontage Substitution**

Signage allowed on a primary frontage may be placed on a secondary frontage, in lieu of the primary frontage, unless explicitly prohibited by this Article. Frontage substitution does not require an adjustment and shall be indicated on the Sign Permit.

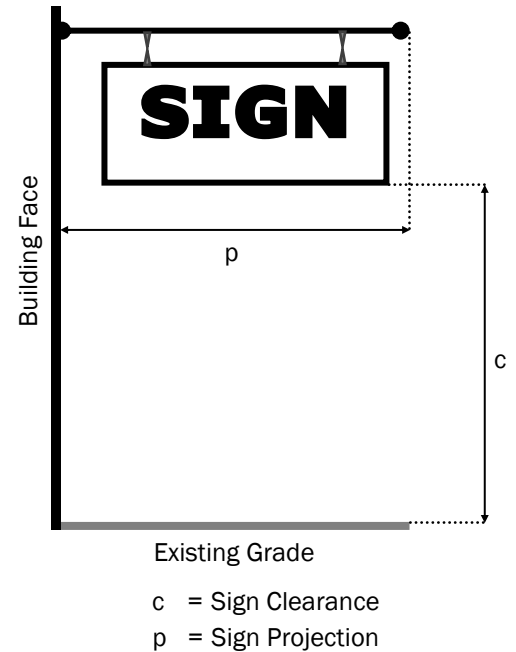
**506.D Sign Clearance**

Sign clearance is the distance, measured vertically plumb, between the lowest point of the sign or sign structure and the existing grade directly below that point. See Figure 506-15.

**506.E Sign Projection**

Sign Projection is the distance measured horizontally from the face of a building to the outer extent of the sign structure. See Figure 506-15.

Figure 506-15. Sign Clearance, Sign Projection



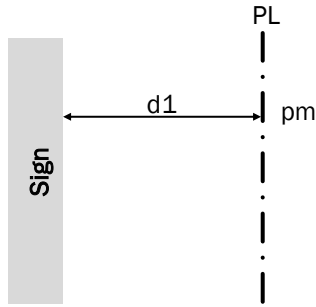
**506.F Illuminance**

Illuminance is the measure of the projection of light into surrounding space, such as light cast by a sign onto a property line or ground surface. Illuminance is measured in foot-candles. Illuminance is typically used to evaluate light trespass.

**1. General Rules**

- a. Illuminance shall be measured in all directions. ~~using the measurement distance formula indicated in Table 506-1.~~
- b. Foot-candle measurement shall be taken with ambient light only and then with the sign illuminated.
- c. Illuminance shall be measured with an illuminance meter.
- ~~d.—Illuminance shall be measured for all points of illumination at the measurement distance.~~
- ~~d.—Illuminance shall be measured in all directions.~~

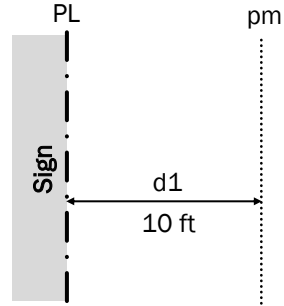
Figure 506-16. Sign Illuminance Measurement



Example 1: Illuminance measured at property line as greatest distance, d1

- PL = Property Line at primary or secondary frontage
- d = Distance
- pm = Point of Measure

Figure 506-17. Sign Illuminance Measurement



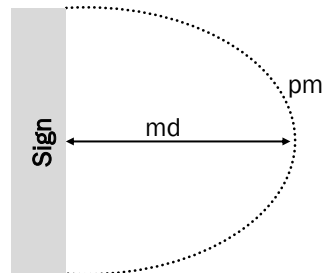
Example 2: Illuminance measured at 10 ft as greatest distance, d1

- PL = Property Line at primary or secondary frontage
- d = Distance
- pm = Point of Measure

2. Special Rules

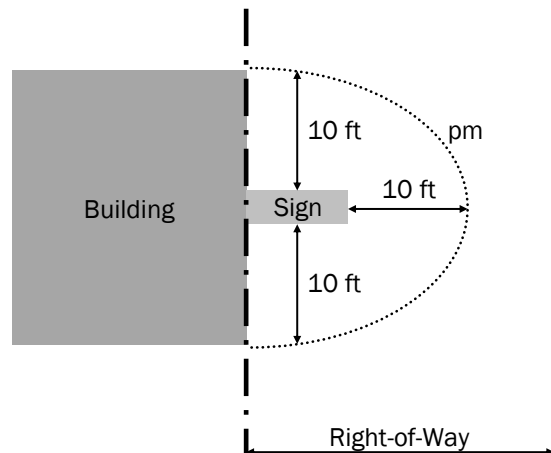
In the case where a sign legally projects across a property line, [illuminate measurement](#) the measurement distance shall be taken 10 feet from the edge of the sign or sign structure. See Figure 506-19.

Figure 506-18. EMC Illuminance Measurement Distance



- md = Measurement Distance
- pm = Point of Measure

Figure 506-19 Projecting Sign Illuminance Measurement



- pm = Point of Measure
- ..... Point of Measure
- - - Property Line