



TOWN BOARD AND PLANNING COMMISSION JOINT WORK SESSION

August 17, 2026 - 5:30 PM

Town Board Chambers, 301 Walnut Street, Windsor, CO 80550

To view Town Board meeting broadcasts, visit
www.windsorgov.com/MeetingsOnDemand.

AGENDA

GOAL of this Work Session is to have the Town Board receive information on topics of Town business from the Town Manager, Town Attorney and Town staff in order to exchange ideas and opinions regarding these topics.

Members of the Public in attendance are asked to be recognized by the Mayor before participating in any discussions of the Town Board

WORK SESSION AGENDA ITEMS

1. Sign Code Update - Draft Code Presentation - K. Lambrecht, Long Range Planner
2. Budget: Revenue Estimates - S. Hale, Town Manager
3. Future Meetings Agenda

The Town of Windsor will make reasonable accommodations for access to Town services, programs, and activities and will make special communication arrangements for persons with disabilities. Please call (970) 674-2400 by noon on the Thursday prior to the meeting to make arrangements.



MEMORANDUM

Date: August 17, 2026
To: Mayor and Town Board
From: Kimberly Lambrecht, Long Range Planner
Re: Sign Code Update - Draft Code Presentation - K. Lambrecht, Long Range Planner
Item #: 1.

Background / Discussion:

Overview:

The purpose of this work session is to provide an overview of the draft Sign Code update, which will be presented by the Town's consultant, Logan Simpson.

Background:

The current sign code was implemented over 20 years ago, and no longer reflects evolving design trends and best practices with regard to sign regulations. The Town of Windsor's sign regulations are found in Chapter 15, Article XVII of the Land Use Code, which includes a set of local rules governing the size, location, design and installation of signs to ensure public safety, reduce traffic hazards, and manage visual clutter. Typical sign regulations will dictate the rules for permanent and temporary signs, whether they are freestanding or attached to a building or structure. This update aims to improve upon Windsor's existing sign regulations to better align with local needs.

The Sign Code update will:

- Complete an implementation task outlined in the 2024 Windsor Comprehensive Plan.
- Modernize Windsor's sign regulations to better reflect community needs.
- Ensure consistency with current legal requirements established in the U.S. Supreme Court's 2015 Reed v. Town of Gilbert decision requiring that sign regulations be 'content-neutral'.

The focus of this work session is to outline the steps that have been taken to gather information, data and public input; review the results of the assessment of the current sign code; and to present an outline of the revised sign code section. Any questions and comments gathered at this work session will be addressed in the final draft of the sign code ordinance.

Financial Impact:

N/A

Relationship to Strategic Plan:

N/A

Recommendation:

N/A

CC:

Scott Ballstadt, Director of Planning
Kim Mihm, Deputy Town Attorney

Attachments:

1. 260805 JWKS Presentation 260817 Final
2. 260417_Windsor_Sign_Assessment_Final
3. 260728_Windsor Sign Code Translation Table
4. 260805_Windsor Sign Code_WorkSessionDraft



L O G A N S I M P S O N



Windsor Sign Regulations Update

Town Board and Planning Commission Joint Work Session

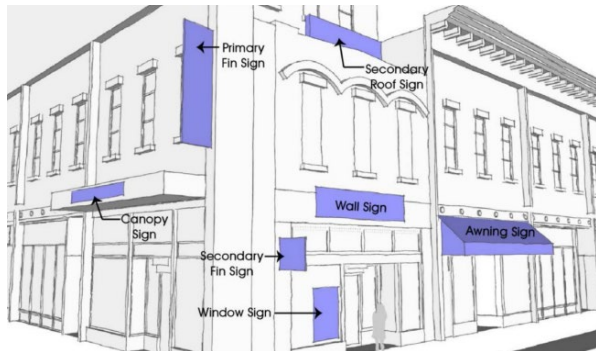
August 17, 2026

Presentation Overview

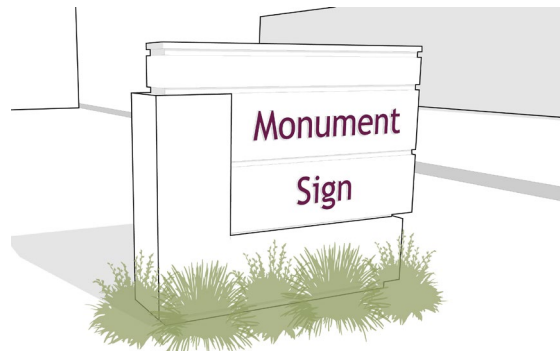
- Introduction to Logan Simpson/WSC
- *Reed v Town of Gilbert*; content-neutral standards
- Public Engagement
- Updated Sign Regulations (high level overview)
- Questions/Discussion

Logan Simpson

- **Environmental, Cultural, Planning and Design Practices**
 - 36-year legacy of working with our clients and their communities to **co-create** solutions for responsible, holistic change
 - Our work guides long-term success through implementation and action



Fort Collins, CO Sign Code



Cortez, CO Land Use Code



Oklahoma City, OK Sign Code



White Smith Cousino

124+ zoning codes

- Zoning/Development Codes
- Many include Sign Regulations
- Stand-Alone Sign Code Updates

Goals

- Align with state and federal law, and applicable case law; *Reed v Town of Gilbert, 2015*.
- Align with the Comprehensive Plan – ensure Windsor’s sense of place and small-town character.
- Incorporate community and stakeholder input.
- Update and clarify outdated standards.
- Ensure it is content-neutral.
- Develop a practical and enforceable code.
- Tailor regulations to development types.
- Be user-friendly and easy to interpret and apply.

Reed v. Town of Gilbert: 576 U.S. 155, 2015

"Temporary Directional Signs Relating to a Qualifying Event"

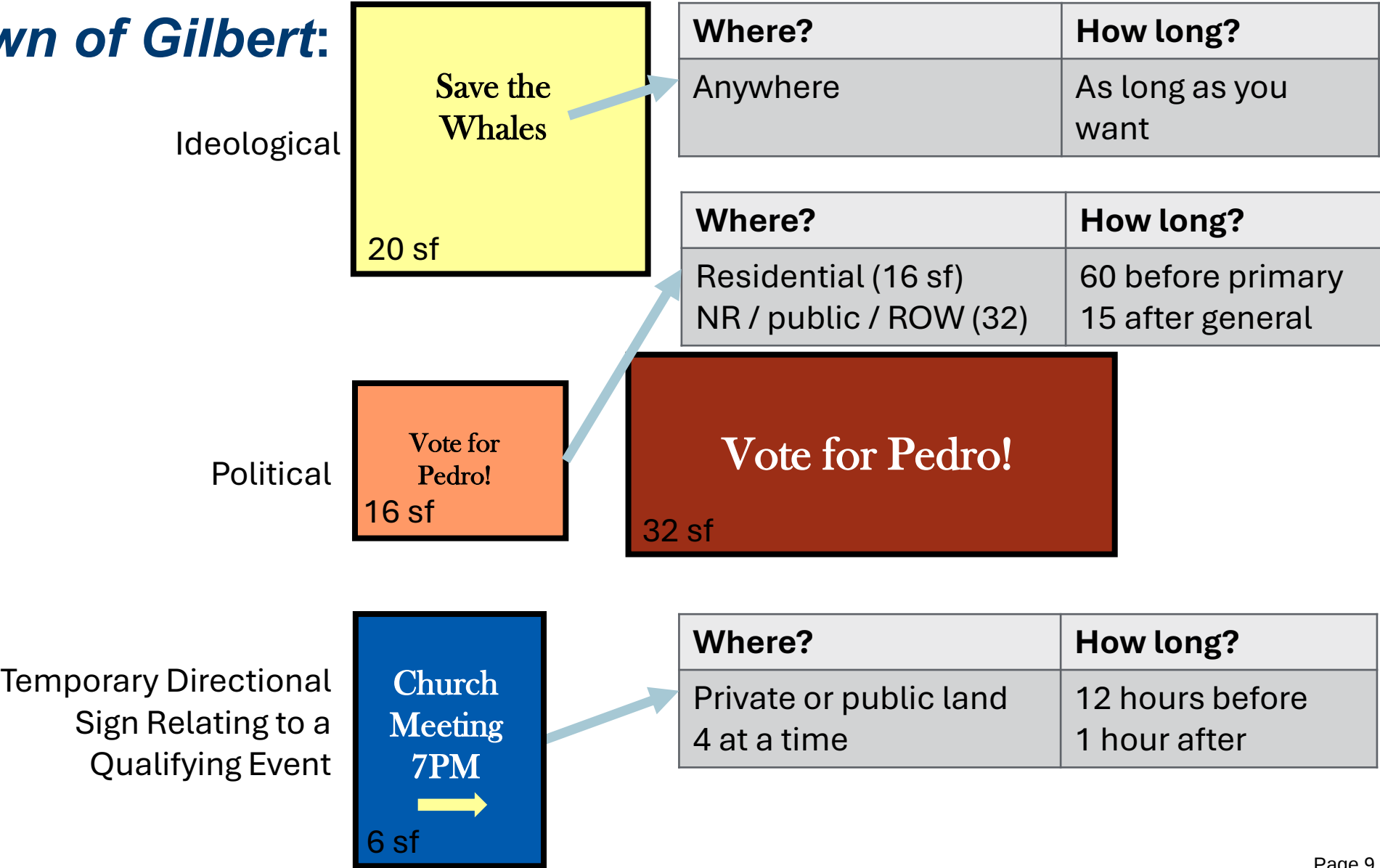


Source: <http://www.nytimes.com/2015/06/19/us/justices-side-with-arizona-church-in-dispute-over-sign-limits.html>

Content-Neutral?



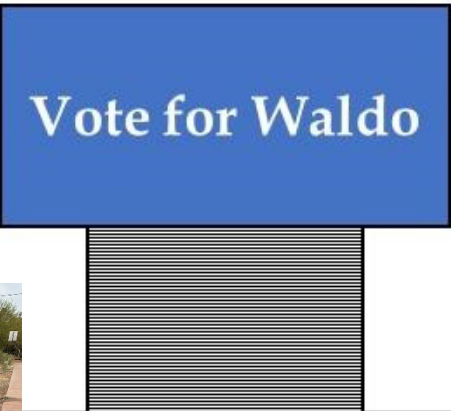
Reed v. Town of Gilbert:



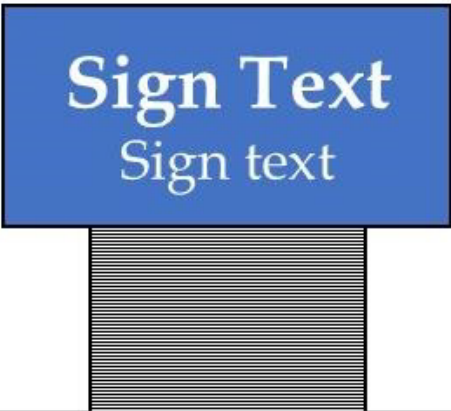
Reed v. Town of Gilbert:

- What does sign say?
- Message determines if it stays up or down, or applicable regulations
- Time
- Place
- Manner

Yard Sign



"Political Sign"



"Freestanding Sign"

Monument Sign



Reed v. Town of Gilbert:

Take-aways

- *Reed* is about content
- *Reed* is **not** only about temporary signs
- Post-*Reed* sign regulation is a practical issue because;
 - The message does not impact the regulations' underlying purposes (e.g., traffic safety and aesthetics)
 - It's sign design not the sign message that is the distraction
- Identify all signs (temporary and permanent) by structure or design
- It is OK to make a distinction between on- and off-site signs

Public Engagement

- Stakeholder Interviews
 - 9 stakeholder interviews were conducted
 - Windsor Downtown Alliance, Windsor Chamber of Commerce, Town staff, and four sign companies
- Survey
 - Open from February 1st to March 29th
 - 92 participants responded
 - 93.5% residents and 9.8% business owners
- Current Conditions Tour
 - Staff-led tour with our team to assess current signage



Key Themes from the Survey

- **49.5%** very or somewhat satisfied with the look and feel of signs
- **50%** felt signs are the right size and height
- **56.7%** very or somewhat satisfied with neighborhood entrance signs
- **48%** satisfied with temporary signs
- Digital Signs (Electronic Messages)
 - **22.5%** supported more digital signs
 - **27%** opposed digital signs
 - **40.4%** felt signs were appropriate in some locations but not others



Key Themes from Stakeholder Interviews

- Windsor's basic sign standards are good
- Improve the regulation's usability
- Update measurement standards
- Update freestanding sign allowances
- Rethink measurement by street classifications and gross leasable area
- Allow for more creativity
- Update temporary signs
- Address the Downtown's specific needs
- High praise for Town staff



Assessment and Recommendations Report

Includes.

- Document review summary
- Existing Sign Code overview and gaps
- Community outreach results
- Best practices evaluation matrix
- State and federal compliance review
- Recommendations for changes and a draft code outline



TOWN OF WINDSOR SIGN CODE UPDATE

SIGN REGULATION ASSESSMENT

April 17, 2026

Assessment and Recommendations Report

Key conclusions.

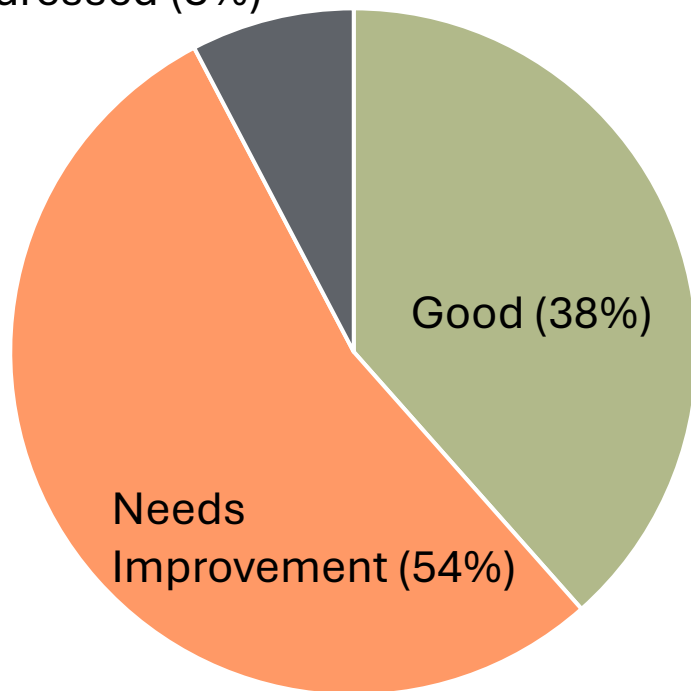
- Content-neutral standards are needed
- Complete reorganization recommended
- Improve organization and format
- Simplify the allowance standards
- Address gaps in standards
- User friendly structure with illustrations
- Sign standards for the Downtown area





Evaluation Matrix (based on 28 best practices)

Not Addressed (8%)



High level discussion of pertinent updates

Topic	Evaluation Question	Rating	Notes
Substantive Sign Standards			
Exemptions	Does the code provide clear and reasonable exemptions for common sign types?	Needs Improvement	The regulations only exempt public agency signs. Generally, it is a best practice to exempt smaller signs, government signs, traffic control devices, and indoor signs or signs not viewable from off-premises.
Prohibited Signs	Does the code provide a clear and reasonable list of prohibited signs?	Good	The regulations include a section listing prohibited signs that includes many commonly prohibited signs. However, some of the prohibitions are vague.
Sign Categories	Does the code provide a clearly defined set of sign types that includes all commonly used types?	Good	The code includes a hierarchy of sign types that includes building-mounted signs, freestanding signs, and temporary signs. Some individual sign types are not defined, and the organization of temporary and incidental signs needs some revision.
Off-Premises Distinction	Does the sign code distinguish between on- and off-premises signs, and does it use this distinction to regulate the principal sign types?	Good	The sign regulations define off-premises signs and use this distinction to prohibit most off-premises signs and require that most principal sign types are on-premises signs.
District Variability	Do the sign allowances allow reasonable variation by district or other area to ensure adequate scale and features?	Needs Improvement	The sign allowances vary substantially based on the street classification and the gross floor area (GFA) of the use. If anything, the stakeholders suggested that the code provides too much uncertainty by varying the allowances based on street classifications and GFA.
Freestanding Signs	Does the code provide clear and reasonable allowances for freestanding signs?	Needs Improvement	The sign allowances are reasonable, but standards based on street classifications and GFA are difficult to comply with because the applicant may not have this information.

Substantive Sign Standards

Exemptions

- Does the Code provide clear and reasonable exemptions for common sign types?



Needs Improvement

- Current Code only exempts public agency signs

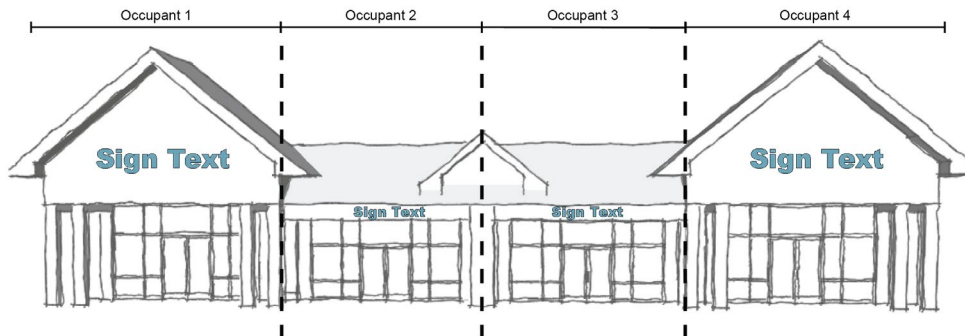
Proposed Revised Standard

- Also exempt:
 - Smaller signs (miscellaneous signs)
 - Government signs
 - Traffic control devices
 - Indoor signs
 - Signs not readable from off-premises

Substantive Sign Standards

Sign Allowances

- Does the Code provide clear and reasonable allowances for freestanding and building mounted signs?
- Does the Code allow reasonable variation by district or area?



Needs Improvement

- Sign allowances are reasonable
- Standards are based on street classifications and gross floor area
- Difficult to comply – applicant may not have this information

Proposed Revised Standard

- Standards based on occupant frontage width, etc.
- Sign standards are better calibrated to zoning districts and areas

Substantive Sign Standards

Sign Categories (Types)

- Does the Code provide clearly defined sign types that includes all commonly used types?

Table 15-17-50(c) General Allowances for Permanent Signs by Location

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor
Building Mounted Signs			
Awning Sign	Allowed	Allowed	Allowed
Canopy Sign	Allowed	Allowed	Allowed
Island Canopy Sign	Allowed	Not Allowed	Allowed
Projecting Sign	Allowed	Allowed	Allowed
Wall Sign	Allowed	Allowed ¹	Allowed
Window Sign	Allowed	Allowed	Allowed
Freestanding Signs			
Freestanding Hanging Sign ¹	Not Allowed	Allowed	Not Allowed
Monument Sign	Allowed	Allowed	Allowed

Good

- Includes hierarchy of sign types
 - Building mounted signs
 - Freestanding signs
 - Temporary signs
- Some sign types not defined and organization could be improved

Proposed Revised Standards

- Updated building mounted signs
- Updated freestanding signs
- New miscellaneous and incidental signs
- New portable and temporary signs

Substantive Sign Standards

Building Mounted Signs

- Awning signs
- Canopy signs
- Island canopy signs
- Projecting signs
- Wall signs
- Window signs

- Murals

Freestanding Signs

- Freestanding hanging signs
- Monument signs
- Post signs

- Development Entry Signs
- Incidental Signs

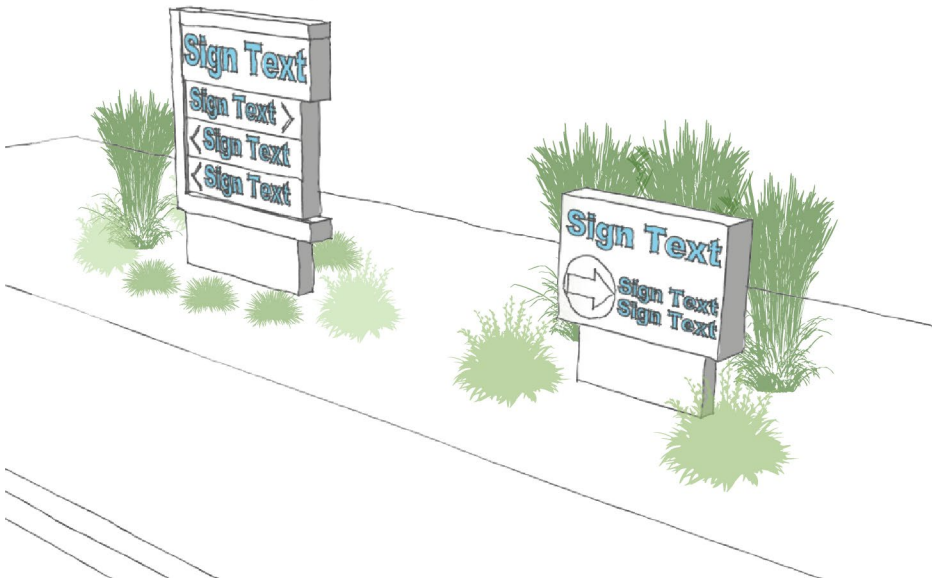
Sign Components

- Changeable copy sign
- Electronic message center

Substantive Sign Standards

Incidental Signs

- Does the Code provide clear and reasonable allowances for incidental signs?



Needs Improvement

- Current Code allows for directional signs
- Does not include other common on-premise signs like drive-through menu boards; directories; or signs directing pedestrians
- Difficult to comply – applicant may not have this information

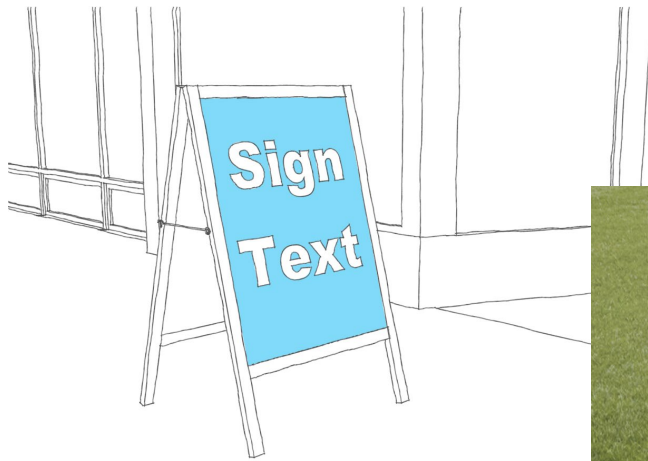
Proposed Revised Standard

- Includes updated standards to allow for a wide range of incidental signs
 - Directories
 - Directional signs

General Sign Standards

Portable and Temporary Signs

- Does the Code provide clear and reasonable allowances for temporary (portable) signs?



Needs Improvement

- Generally reasonable but unclear
- Includes inconsistent and duplicative real estate sign allowance (§§ 15-17-130 & 15-17-131)
- Some standards (e.g., height) in the definitions

Proposed Revised Standard

- Content-neutral approach to portable and temporary signs
- Range of allowed sign types proposed with clear standards for each

Design and Aesthetics

Design Standards - Downtown

- Does the Code provide clear and reasonable design standards for signs in historic or other designated districts?

Table 15-17-70(c) Standards for Monument Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones ¹	CB (Downtown Corridor)	I-25 Corridor
Base Standards			
Maximum Sign Area	24 sf for any lot width ≤ 100 lf. 60 sf for any lot width 101 – 200 lf. 84 sf for any lot width > 200 lf.	40 sf per building.	48 sf for any lot width ≤ 100 lf. 60 sf for any lot width > 100 lf.
Maximum Sign Height	6 ft for any lot width ≤ 100 lf. 8 ft for any lot width 101 – 200 lf. 14 ft for any lot width > 200 lf.	6 ft	8 ft for any lot width ≤ 100 lf. 10 feet for any lot width > 100 lf.
Maximum Number of Signs	1 monument sign is allowed per lot fronting a public right-of-way unless the lot fronts multiple rights-of-way, in which case an additional monument sign is allowed per frontage.		
Illumination	Non-illuminated, internal illumination, and external illumination allowed.	Only non-illuminated and external illumination allowed.	Non-illuminated, internal illumination, and external illumination allowed.

Needs Improvement

- Sign standards for I-25 corridor and downtown are reasonable
- Confusion though – the standards regulate both the subarea requirements form an outdated Downtown Corridor Plan and the Central Business District

Proposed Revised Standard

- Clearly defined standards are provided in tables specific to the zones within the Town and the Downtown area

Administration and Permitting

Permits and Master Sign Plans

- Does the Code clearly indicate when permits are required and provide objective review standards?
- Does the Code provide for review of Master Sign Plans for larger developments?

- Sign Permits
- Sign Criteria Plan
- Temporary Sign Permits
- Master Sign Plan

Needs Improvement

- The Code generally requires permits for all sign types
- But is inconsistent – required for some but not others
- GC zone includes signs as accessory use only with a CUP
- Master sign plans not specifically addressed

Proposed Revised Standard

- Best practice – precisely define what permit is required for each sign type
- Includes Master Sign Plan review procedures

Administration and Permitting

Definitions

- Does the Code clearly define all essential terms used in the Sign Code, including all sign types?

Needs Improvement

- Many of existing sign types are not defined
- Definitions are in another chapter – 14-5-20 which is confusing

Proposed Revised Standard

- All sign types are defined in Article XVII
- Includes new sign-related terms
- Also includes new definitions in Chapter 14-5-20 of the LUC
- Best practice – definitions do not include standards

Administration and Permitting

Abandonment and Enforcement

- Does the Code provide clear and reasonable standards for the removal of abandoned signs?
- Does the Code provide a clear process for enforcement?

Not Addressed

- Most Sign Codes regulate what a property owner must do with signs on a lot that is no longer in use
- Often includes a time period to cover or remove signs
- Sign regulations do not include express enforcement provisions (LUC provisions apply)

Proposed Revised Standard

- New clear procedures for abandoned signs are included
- Also includes new enforcement provisions



Organization and Formatting

Organization

- Is the Code organized in a coherent way?

Needs Improvement

- Organization of the LUC into chapters is confusing
- District provisions in Chapter 16 include sign standards separate from Article XVII (e.g., MF, NC, CB, LI and HI districts)

Proposed Revised Standard

- All sign standards are included in the updated Article XVII (Sign Regulations)



ARTICLE XVII Sign Regulations

Article XVII – Sign Regulations	2
Division 1. General Provisions	2
Division 2. Permanent Sign Standards.....	9
Division 3. Portable and Temporary Signs Standards.....	26
Division 4. Administration and Enforcement	32
Division 5. Rules of Measurement.....	39
Division 6. Definitions.....	44

Organization and Formatting

Tables and Illustrations

- Does the Code provide the main sign allowances in tables?
- Does the Code include illustrations of key principles/sign types?



Needs Improvement

- All primary sign allowances are included in paragraphs
- This makes it harder to read and apply the information provided.
- The existing regulations do not include any illustrations.

Proposed Revised Standard

- Best practice – include sign type allowances in tables where possible to make them easier to read and apply
- Best practice – illustrate sign types and measurement standards for clarity

Schedule

Task/Deliverable	Deadline	Comment
<i>Administrative Draft</i>	<i>May 1st - June 12th</i>	<i>Complete</i>
<i>Administrative Draft Review</i>	<i>June 15th -</i>	<i>Ongoing</i>
<i>White Smith Cousino Review</i>	<i>June 15th – June 24th</i>	<i>Ongoing</i>
Logan Simpson Edits	June 25 th – July 3 rd	<i>Ongoing</i>
Town Staff Review	July 6 th – July 22 nd	
Work Session Draft & Edits	July 24 th – August 3 rd	
Joint Work Session (Town Board and Planning Commission)	August 17 th	Public Meeting
Public Hearing Draft	September	
Planning Commission Hearing	October/early November	
Town Board Hearing and Adoption	Early December	
Effective Date	Early January	



Questions & Discussion

Town Project Manager: Kim Lambrecht, Assoc. AIA
klambrecht@windsorgov.com
970-674-2415

Substantive Sign Standards

Building Mounted Signs

- Awning signs
- Canopy signs
- Island canopy signs
- Projecting signs
- Wall signs
- Window signs

- Murals

Freestanding Signs

- Freestanding hanging signs
- Monument signs
- Post signs

- Development Entry Signs
- Incidental Signs

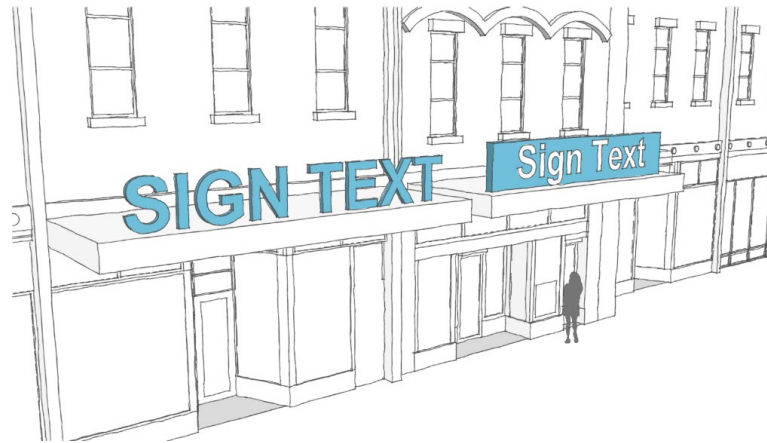
Sign Components

- Changeable copy sign
- Electronic message center

Examples of Sign Types



Awning Sign



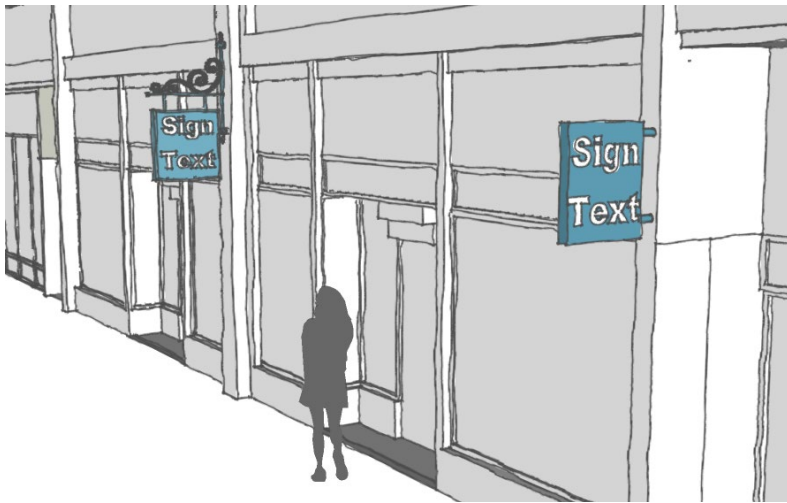
Canopy Sign



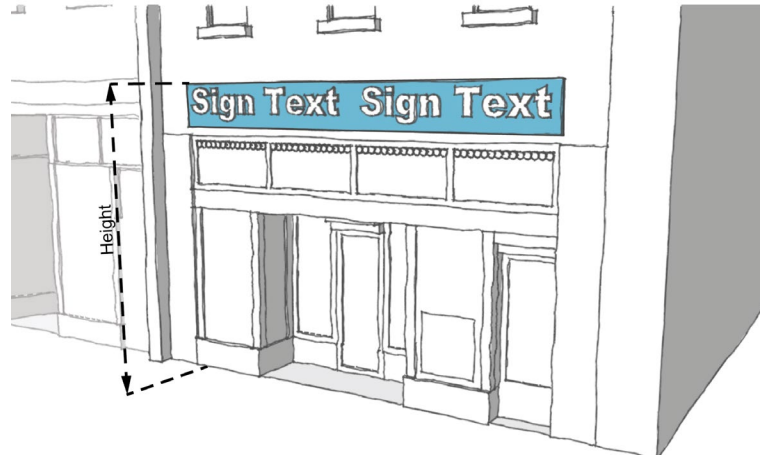
Island Canopy Sign



Examples of Sign Types



Projecting Sign



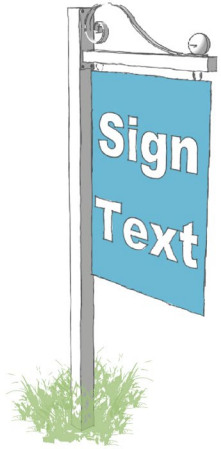
Wall Sign



Window Sign



Examples of Sign Types



Freestanding Hanging Sign



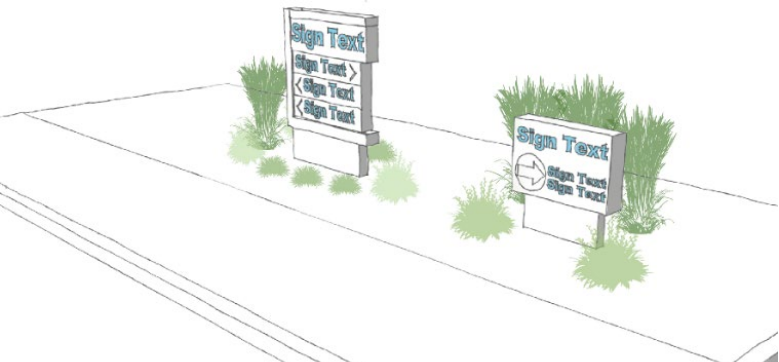
Monument Sign



Post Sign



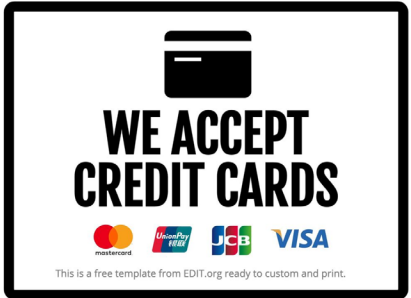
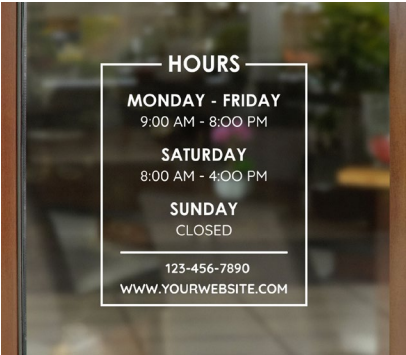
Examples of Sign Types



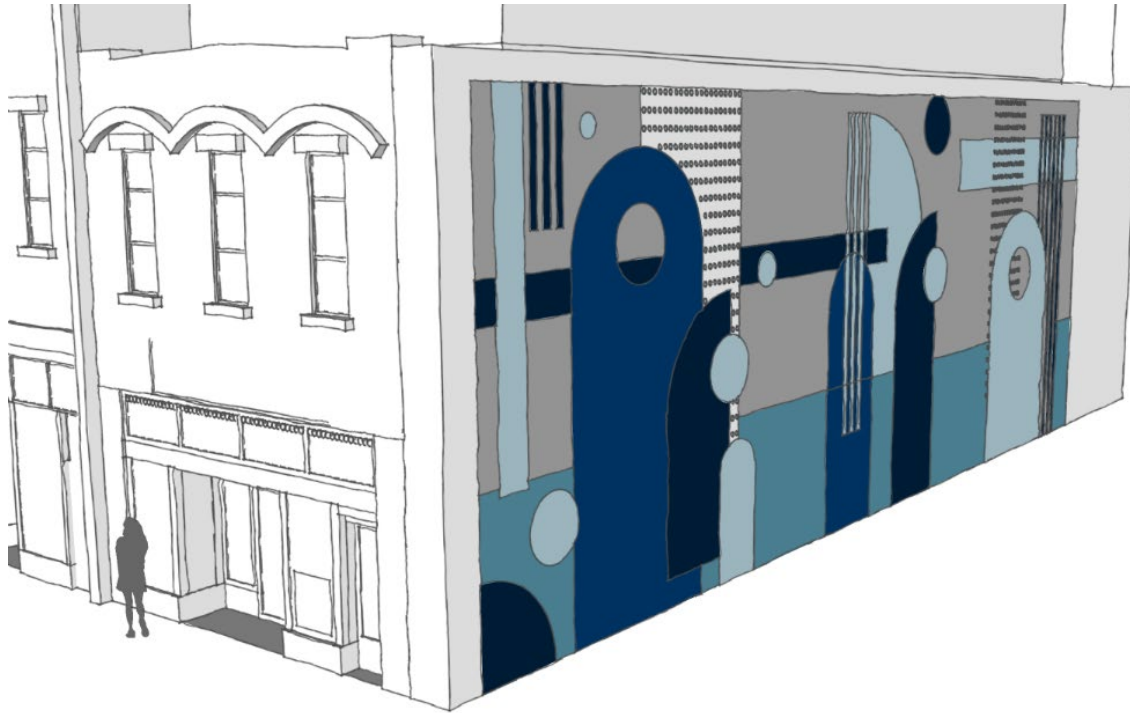
Incidental Signs



Miscellaneous Signs



Examples of Sign Types



Mural

Examples of Sign Types



Changeable Copy Sign



Electronic Message Center





TOWN OF WINDSOR SIGN CODE UPDATE

SIGN REGULATION ASSESSMENT

April 17, 2026



Contents

Town of Windsor Sign Code Update	1
Sign Regulation Assessment	1
Introduction	3
Task 3.1: Issue Identification.....	3
Primary Documents.....	3
Summary of Plans	4
Comprehensive Plan	4
Downtown Plan	4
I-25 Corridor Plan	4
Other Plans.....	5
Windsor’s Sign Regulations	5
Overview of the Sign Regulations	5
Regulations Applicable to Signs in Other Sections of the Municipal Code	6
Sign Variances by the Board of Adjustment	6
Survey Summary	7
Stakeholder Interviews	7
Summary of Current Conditions from Tour	11
Task 3.2: Sign Code Analysis	12
Evaluation Matrix.....	12
Internal Compliance Review	17
External Compliance Review	18
Federal Standards	18
State Standards.....	20
Task 3.3: Recommendations for Proposed Sign Code Changes.....	21
Conclusion	22
Annotated Outline	23



INTRODUCTION

This memorandum provides the written deliverable for Tasks 3.2 and 3.3, Sign Code Analysis and Recommendations for Proposed Sign Code Changes. It also summarizes the results of the stakeholder meetings and survey completed on March 25, 2026 (Task 3.1).

The memorandum provides Logan Simpson's and White Smith Cousino's evaluation of the Town's sign regulations. It also proposes concepts to completely revise the current sign regulations to address the issues raised during the project kickoff and stakeholder meetings, and those identified by our analysis of the current regulations.

Windsor is a rapidly growing Front Range community located along the Interstate 25 corridor in northern Colorado. Windsor's residents enjoy many aspects of the traditional quality of life associated with a smaller town, while also having access to many of the amenities available in larger communities. Windsor's agricultural history and natural beauty, including Windsor Lake and views of the Rockies, contribute significantly to Windsor's sense of place.

Signs can contribute to or detract from a community's sense of place, depending on their size and location in or near the right-of-way. Signs serve important purposes for Windsor's residents, such as identifying a place of business, directing traffic, wayfinding for navigation, and expressing a visual aesthetic. However, signs can also negatively impact the community by creating visual clutter along roadways that can distract and overwhelm drivers, disrupting the quiet enjoyment of a neighborhood, and contributing to the appearance of blight when not maintained. The negative impacts of signs are minimized by regulating size, lighting, setbacks and lot placement, and other characteristics. Development codes must balance the important purposes of signs for communication and aesthetics while minimizing or mitigating their negative impacts.

TASK 3.1: ISSUE IDENTIFICATION

Primary Documents

We have reviewed the following documents:

- Sign Regulations (Municipal Code Chapter 15, Article XVII);
- Land Use Code (Municipal Code Chapters 14-17);
- Other sections of the Municipal Code that relate to signs;
- The Comprehensive Plan (2024);
- Other planning documents, including:
 - The Downtown Plan;
 - I-25 Corridor Plan;
 - East Side Industrial Subarea Plan;
 - Commercial Corridor Plan; and
 - Public Art Plan; and



- Variance documentation.

Summary of Plans

Key planning documents help to guide the sign regulation update process. The two main documents are the comprehensive plan and the Land Use Code. These documents provide critical information about Windsor's current conditions and long-term planning goals.

COMPREHENSIVE PLAN

The Town of Windsor adopted the most recent Comprehensive Plan in 2024. The Comprehensive Plan does not explicitly address signs or the sign regulations. However, the Plan envisions a future that preserves Windsor's "sense of place and small-town character." (Comprehensive Plan p. 61.) The Plan's goals for Community Character and Design emphasize the importance of design and aesthetics to ensure the Town maintains a strong sense of place. Signs play an important role in shaping the public realm and add to or detract from a community's sense of place.

DOWNTOWN PLAN

The Town adopted the most recent Downtown Master Plan in 2024. The Downtown Master Plan proposes to enhance streetscapes and gateways and aims to ensure that signs have high-quality design: "Sign standards are designed to enhance the visual aesthetics of downtown while promoting a vibrant and cohesive business environment." (Downtown Master Plan p. 34.) The Plan expresses several concerns with design standards for signs: "Business signs should be proportionate to the building facade and surrounding area and avoid excessively small or large signs. Use high-quality, durable materials for outdoor conditions. Use materials that complement the architectural style of the building and Downtown." The Downtown Master Plan proposes updated design standards for signs, and the update to the Sign Regulations can accomplish this goal.

I-25 CORRIDOR PLAN

The Northern Colorado I-25 Corridor Plan was developed by many local agencies in 2001 and resulted in a shared vision to ensure that growth along the I-25 Corridor occurs in a coherent way that recognizes the communities' values. The Plan proposes many initiatives to preserve regional character and also includes model design guidelines. The Plan's proposals for activity centers included recommendations for prohibited and recommended sign types.

The associated Development Design Standards for the I-25 Corridor include design standards for activity centers and areas between activity centers. The Design Standards propose eliminating billboards, pole signs, roof signs, and flashing signs over time to improve the aesthetics of the corridor. The Design Standards also propose a regional height limit of 10 feet for monument signs and recommend materials that have a natural aesthetic or that coordinate with the building's façade. The Town Board adopted these Design Guidelines in 2001.

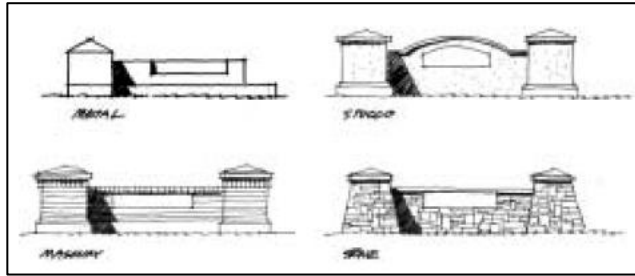


Figure 1: Preferred Monument Signs in the I-25 Corridor Design Standards

OTHER PLANS

The East Side Industrial Subarea Plan (2006) recommends standards for the General and Neighborhood Commercial districts to ensure that signs minimize the negative impacts of light and glare on surrounding residential uses.

The Town's Commercial Corridor Plan (2010) does not address signs but highlights the important role the Town sees for high-quality design.

The Town Public Art Master Plan (2020) identifies the important role that public art plays in reflecting unique aspects of the Town's history and people. This plan does not explicitly mention signs, but it identifies the importance of murals in the town's unique urban fabric.

Windsor's Sign Regulations

The sign regulations are located in Chapter 15, Article XVII. The Town's Land Use Code comprises Chapters 14-17 of the Municipal Code. In particular, the sign regulations are located within the chapter regulating development standards.

OVERVIEW OF THE SIGN REGULATIONS

The sign regulations are organized in one article with 21 sections. This report provides a detailed evaluation of the current sign regulations in the Evaluation Matrix section, below. The regulations begin with general information, such as the measurement standards for area, height, and setbacks. They then provide design criteria for signs and standards for electronic message centers. The regulations also prohibit specific types of signs.

The primary substantive standards for signs are located in Sections 15-17-70 to -140. These include the general standards for building-mounted signs (Section 15-17-100), freestanding signs (Section 15-17-110), and temporary signs (Section 15-17-130). The regulations also provide specific standards for some districts or areas, including the Central Business District (Section 15-17-121). The regulations also provide separate standards for particular types of temporary signs, including real estate signs (Section 15-17-131) and grand opening signs (Section 15-17-135).

The sign regulations conclude with administrative content that addresses nonconforming signs, removal of signs, review of sign plans, and sign permits.



REGULATIONS APPLICABLE TO SIGNS IN OTHER SECTIONS OF THE MUNICIPAL CODE

Several other sections of the Land Use Code provide general or specific preferences and mandatory standards for signs. The permit procedure for signs and all sign definitions are located with other procedures in Chapter 14. Other regulations generally apply to limit signs for certain uses and districts. One example is the dimensions in Section 15-8-40, which apply to activity centers in the Interstate 25 and Highway 392 corridors.

Some districts provide specific authorization to display signs, such as Section 16-1-60, which authorizes signs as an accessory use in Multifamily Residential Districts. The Land Use Code similarly allows signs as an accessory use in the Neighborhood Commercial, Central Business, Limited Industrial, and Heavy Industrial Districts. However, signs are listed as a conditional use in the General Commercial District (Section 16-1-120). The Land Use Code omits signs from the list of allowed uses in all other districts.

Sign Variances by the Board of Adjustment

Variance applications for signs can highlight issues with the sign regulations and whether revised standards are appropriate. The Board of Adjustment has reviewed three variance applications for signs in the past several years.

Table 1 summarizes the variance requests and outcomes. The Board of Adjustment granted two variances to allow signs that diverge from the dimensional requirements of the code, in area and separation distance. However, the Board of Adjustment denied a request to increase the height and vary the form from a monument to a pole sign for a subdivision entrance sign. These decisions indicate a willingness to exceed the standards of the Land Use Code's allowances for dimension but an unwillingness to permit variance from the basic requirement for the form (monument) of most signs.

Table 1. Summary of Sign Variance Decisions

Hearing Date	Property Owner/Project	Nature of Request	Decision
1/26/23	Tacincala/Prairie Song	Variance from pole sign restriction and development entrance sign height	Denied
3/23/23	721 Main Street	Variance from 100 ft freestanding sign spacing requirements	Granted
4/25/24	Iron Mountain Business Park	Variance to increase sign area from 200 sf to 325 sf	Granted



Survey Summary

The Town of Windsor conducted an internet survey on the Sign Regulations from February 1 to March 29, 2026. This survey was voluntary and open to public participation. The survey is attached as Appendix A to this Report.

Ninety-two participants responded to the survey. Most of the participants were residents (93.5%), but several business owners (9.8%) also participated. Most of the participants had not put up a sign in Windsor (65.2%), but many others had put up a sign for a business, community group, school, or personal reasons.

The results were mixed and did not point to a need for major changes to Windsor's permanent sign regulations. Still, the comments indicated that some participants would prefer more robust enforcement of temporary signs. Some general findings include:

- 49.5% of the participants were very or somewhat satisfied with the look and feel of signs;
- 50% of the participants thought that signs are the right size and height;
- 56.7% of the participants were very or somewhat satisfied with neighborhood entrance signs; and
- 48% of the participants were satisfied with temporary signs.

Many of the responses showed an understanding of the appropriateness of sign types in different contexts. For example, residents were divided on the appropriateness of digital signs. While 22.5% of participants supported more digital signs and 27% opposed more digital signs, 40.4% thought that they are appropriate in some locations but not others.

Stakeholder Interviews

The consulting team conducted stakeholder meetings with select community members to evaluate current conditions and community sentiment relating to signs. The consulting team interviewed the following people.

Table 2. Participating Stakeholders

Name	Organization
Michelle Vance	Windsor Downtown Alliance
Norma Perez	Windsor Chamber of Commerce
Mark Price	Town of Windsor
Marie Harshaw	Davinci Sign Systems, Inc.
Kristyn Senesac	Davinci Sign Systems, Inc.
Matt Everhart	Concept Sign Company
Mark Bruder	Schlosser Signs, Inc.

Name	Organization
Julia Barrett	Apex Signs & Graphics
Greg Flebbe	Resident & Retired Planner (Greeley)

The stakeholders' input provided helpful and nuanced perspectives on issues and concerns about the Town's sign regulations and the current conditions for signs in the Town. The stakeholders discussed the following general topics.

- The stakeholders generally want a more accessible and user-friendly code. Many users think the sign code is not well organized and is difficult to use because the standards are expressed in long paragraphs instead of in tables and illustrations.
- The stakeholders generally think the principal sign allowances (area, height, etc.) are adequate.
- However, they also think that the allowances based on street classifications and the gross leasable area classifications for major tenants, minor tenants, and large-scale tenants are difficult to obtain. The street classifications are not publicly available, and the sign companies generally don't have enough information about multi-tenant developments to know the gross leasable area of their client or the development.



Figure 2: Freestanding Sign for Multi-Tenant Use

- The stakeholders think the limit on the number of wall signs limits creativity and is too restrictive, especially for downtown businesses. They also think the rectangular area measurement standard limits creative configurations for wall signs.
- The stakeholders think the current sign regulations limit creativity in sign design. Several stakeholders mentioned the denial of the variance request for the Prairie Song entrance sign as an example of that issue.
- Some stakeholders think that prohibiting freestanding signs from easements, in addition to the right-of-way, complicates the selection of a reasonable location because the increased distance from the right-of-way can reduce visibility. In addition, this information is not readily available to the sign companies.

- Several stakeholders think that the code does not adequately address on-premises directional signs and signs for drive-thru lanes.
- The stakeholders think the current electronic message center (EMC) allowance of 50% of the sign area is reasonable.
- Some stakeholders questioned whether the Town should require permits for temporary signs.
- Stakeholders expressed concern with the limited enforcement for temporary signs, especially for banners, feather signs, and off-premises real estate signs.
- Some stakeholders think that the current three-foot height limit for banner signs is too small, especially for larger buildings.
- Some stakeholders think that the 12-inch limit on character height for residential development signs is too small and limits legibility for motorists.
- Several stakeholders report that the limitation on illuminated signs within 150 feet of residential uses is too strict and frequently requires variance approval.
- The stakeholders reported that Town staff are particularly knowledgeable and responsive. Many stakeholders mentioned that Town staff are very helpful in answering questions and processing applications. The sign permit review times are reasonable. However, some stakeholders noted that the building permit review times through Safe Built, an outside contractor, are longer than normal and can take three to five weeks. This delay may be due to incomplete applications, causing multiple review cycles.



Figure 3: Example of Projecting Sign Downtown

- Downtown Signs.
 - The Downtown Alliance is interested in having unique or historic-looking signs downtown and awards grants to support this goal. They generally prefer signs with three-dimensional details and generally disapprove of standard rectangular cabinets with polycarbonate or acrylic faces.
 - Allow sandwich boards.



- Preference to limit the signs to one primary sign for multi-tenant buildings with common entrances.
- The code should accommodate a new pole banner program that the Downtown Alliance will oversee.
- Neon signs are a unique and attractive material for Downtown.

The stakeholder interviews suggest issues to address and to evaluate in the update to the Sign Regulations.

- The stakeholders generally want to see better organization, clear standards in tables, and graphics that illustrate the key principles.
- Some preferred a format that provides an illustrated example of each sign type that integrates the text with the image to show the primary allowances and standards visually, like the [SmartCode](#).
- Provide definitions for all sign types and key terms.
- The stakeholders generally thought that the measurement standard for wall signs is too stringent. They prefer an eight-sided figure as the area measurement standard instead of the current rectangular area measurement standard.
- The 100-foot separation distance between freestanding signs is very difficult to comply with, especially Downtown. This frequently requires variances.
- The stakeholders thought that the code should incorporate some allowance for historic or ghost signs. These are generally painted wall signs that advertise a product or service that is no longer associated with the building.
- The stakeholders recommended increasing the number allowance for wall signs. Larger buildings should allow at least one larger wall sign for motorists and one smaller projecting sign over the door for pedestrians. This is particularly an issue in the Downtown.
- The Town should consider changing allowances based on street classifications and gross leasable area to a simpler metric, such as the frontage width or a percentage of the building façade, or provide publicly available maps of street classifications.
- Increase or remove the character height limit of 12 inches for residential development signs.
- Several stakeholders preferred increasing the allowances for directional signs to six square feet in area and six feet in height. They also thought that the code did not address on-premises directional signs very well and suggested an exemption for on-premises interior directional signs.
- Evaluate a concern with banner signs functioning as semi-permanent wall signs.
- Consider whether to remove the illumination limitation buffer of 150' from residential uses.
- The Sign Regulations should clearly prohibit new billboards.



Figure 4: Example of Temporary Real Estate Signs

- Evaluate the concern with temporary directional signs for real estate sales and open houses, especially those in the right-of-way.
- Downtown Signs.
 - Align the CB District standards with the Downtown Alliance’s preferred sign design standards and the sign grant program.
 - Allow sandwich boards Downtown and consider allowing them more broadly.
 - Limit the signs to one primary sign for multi-tenant buildings with common entrances and one secondary sign for each entrance.
 - Evaluate how to support a plan for a pole banner program on new poles that the Downtown Alliance is installing Downtown and will oversee.
 - Consider allowing neon signs Downtown.
 - Prohibit feather signs Downtown.

Summary of Current Conditions from Tour

Town staff guided consulting team members Jennifer Gardner and Melissa Ruth on a tour of Windsor on March 13, 2026, to discuss current conditions with signs and the sign regulations. Generally, the tour was very helpful to see existing signs in context and to discuss concerns the Town staff have with sign regulation and enforcement. The consulting team found that the number of signs could distract visitors trying to navigate to a specific location.

Downtown has its own voluntary sign standards requiring a higher bar for design. Town staff would like to facilitate this preference in the sign regulations.



Staff noted that the Highland Meadows development has a master sign plan. Staff would like to provide a clear review process for master sign plans, especially for planned unit developments (PUDs) and larger commercial developments.

Staff discussed several issues with reviewing new sign proposals.

- They see proposals for many non-compliant signs during the application process, primarily for building-mounted signs. These issues are generally caught at the permitting stage. There are very few issues with free-standing signs.
- There are also issues with home occupation signs in residential areas. Staff wants to maintain the limitation of business signs, including home occupation signs, in residential areas but needs to improve the processes for enforcement.

Staff also expressed several concerns with existing nonconforming signs:

- There are existing roof signs that don't comply with the current regulations;
- Banner signs are commonly placed between poles, but this doesn't comply. These signs are especially an issue during election season. These signs will be allowed as general "temporary" signs;
- There are issues with interchangeable copy, such as banners and panels in fences, especially as used for off-site advertisement of donors at public and private schools; and
- There are issues with subdivision promotion signs. Signs are placed both in the right-of-way and off-premises. Enforcement is difficult because developers have little incentive to comply.

TASK 3.2: SIGN CODE ANALYSIS

This section evaluates the Town's existing sign regulations using an evaluation matrix developed by the consulting team and discusses internal and external compliance. The evaluation matrix provides a straightforward way to identify any issues with the current code. The internal compliance review identifies conflicts with other Town ordinances and regulations. Finally, the external compliance review focuses on consistency with state and federal standards.

Evaluation Matrix

The sign regulation evaluation matrix included as Table 3 in this section provides an organized way to evaluate the current sign regulations and to identify areas for improvement. Each element includes a topic with an evaluation question. The matrix then rates the current sign regulations for compliance with best practices using the following notations: Not Addressed, Needs Improvement, Good, and Excellent. The matrix also includes notes to explain the rating or potential issues with the current sign regulations.

Table 3. Sign Regulation Evaluation Matrix

Topic	Evaluation Question	Rating	Notes
Substantive Sign Standards			
Exemptions	Does the code provide clear and reasonable exemptions for common sign types?	Needs Improvement	The regulations only exempt public agency signs. Generally, it is a best practice to exempt smaller signs, government signs, traffic control devices, and indoor signs or signs not viewable from off-premises.
Prohibited Signs	Does the code provide a clear and reasonable list of prohibited signs?	Good	The regulations include a section listing prohibited signs that includes many commonly prohibited signs. However, some of the prohibitions are vague.
Sign Categories	Does the code provide a clearly defined set of sign types that includes all commonly used types?	Good	The code includes a hierarchy of sign types that includes building-mounted signs, freestanding signs, and temporary signs. Some individual sign types are not defined, and the organization of temporary and incidental signs needs some revision.
Off-Premises Distinction	Does the sign code distinguish between on- and off-premises signs, and does it use this distinction to regulate the principal sign types?	Good	The sign regulations define off-premises signs and use this distinction to prohibit most off-premises signs and require that most principal sign types are on-premises signs.
District Variability	Do the sign allowances allow reasonable variation by district or other area to ensure adequate scale and features?	Needs Improvement	The sign allowances vary substantially based on the street classification and the gross floor area (GFA) of the use. If anything, the stakeholders suggested that the code provides too much uncertainty by varying the allowances based on street classifications and GFA.
Freestanding Signs	Does the code provide clear and reasonable allowances for freestanding signs?	Needs Improvement	The sign allowances are reasonable, but standards based on street classifications and GFA are difficult to comply with because the applicant may not have this information.



Topic	Evaluation Question	Rating	Notes
Attached Signs	Does the code provide clear and reasonable allowances for attached signs?	Needs Improvement	The sign allowances are reasonable, but standards based on GFA are difficult to comply with because the applicant may not have this information. A best practice is to allow a percentage of wall area to ensure appropriate scale.
Incidental Signs	Does the code provide clear and reasonable allowances for incidental signs?	Needs Improvement	The regulations provide for directional signs but do not provide for other common on-premises signs, such as drive-thrus, directories, and flags. They also do not address the many types of on-premises signs that direct or instruct visitors.
Temporary Signs	Does the code provide clear and reasonable allowances for temporary signs?	Needs Improvement	The temporary sign regulations are generally reasonable but are not clear. Sections 15-17-130 and 15-17-131 include inconsistent and duplicative real estate sign allowances. The height limit for teardrop signs is located in the definitions section and not in the primary allowance. Additional standards needed for temporary subdivision signs.
Billboards	Does the code adequately regulate billboards?	Needs Improvement	The regulations generally prohibit off-premises signs, but 15-17-70(h) includes an exception for off-premises signs as a conditional use in "in such districts as are hereinafter provided" but does not allow these signs in any district. This implies that billboards are not allowed, but the code could be clearer. A better approach would explicitly prohibit billboards or to allow them with reasonable use limitations in certain districts.
Multi-Tenant Developments	Does the code clearly and reasonably address the availability of signs for the users of multi-tenant developments?	Good	The regulations generally allow signs for the defined classifications of users of multi-tenant developments. While the LUC defines these classifications (anchor tenant, major tenant, large tenant, minor tenant), stakeholders reported that they generally do not



Topic	Evaluation Question	Rating	Notes
			have sufficient information to determine the allowances based on these classifications.
Illumination Standards	Does the code clearly and reasonably address illumination standards for signs?	Good	The regulations provide lighting standards for the CB District. The primary limitations on lighting are a prohibition of flashing, rotating, or moving light and a buffer of 150 ft from residential uses for building-mounted signs.
Digital/EMC	Does the code clearly and reasonably address EMC standards for signs?	Good	The regulations provide clear allowances and use standards for EMCs. However, some criteria are vague.
Design and Aesthetics			
Design Standards	Does the code provide clear and reasonable design standards for signs in historic or other designated districts?	Needs Improvement	The regulations provide different standards for downtown areas and the I-25 corridor that are generally reasonable. However, the regulations confusingly regulate both the subarea requirements from an outdated Downtown Corridor Plan (15-17-120(2)) and the Central Business District (15-17-121).
Landscaping	Does the code provide landscaping standards for freestanding signs?	Good	The regulations clearly require landscaping for freestanding signs. However, the standard for compliance is vague.
Master Sign Plans	Does the code provide for review of master sign plans for larger developments?	Needs Improvement	The code provides review standards for sign plans with site plan review. However, the code does not address master sign plans for PUDs or other master-planned developments.
Administration			
Permits	Does the code clearly indicate when permits are required and provide objective review standards?	Needs Improvement	The code generally requires permits for all sign types. However, it also specifically requires permits for some sign types and exempts permit requirements for others. This issue is



Topic	Evaluation Question	Rating	Notes
			compounded by listing signs as an allowed accessory use in GC District only with CUP approval. A best practice is to indicate whether a permit is required for each sign type.
Maintenance	Does the code provide clear and reasonable standards for maintenance of signs?	Good	15-17-70(e) generally prohibits poorly maintained signs. A best practice is to describe specific maintenance (such as the replacement of sign panels) that is allowed or required for signs, including a statement of when a permit is required.
Nonconformities	Does the code provide clear and reasonable standards for changes to existing nonconforming signs?	Good	15-17-150 allows the continuation of nonconforming signs. A best practice is to clarify what maintenance, if any, is allowed and to describe the circumstances for termination of the nonconformity, such as damage to the sign.
Abandonment	Does the code provide clear and reasonable standards for the removal of abandoned signs?	Not Addressed	Many communities regulate what a property owner must do with signs on a lot that is no longer in use, frequently with a time period to cover or remove signs.
Enforcement	Does the code provide a clear process for enforcement?	Not Addressed	The sign regulations do not provide express enforcement procedures. The general enforcement procedures of the LUC would apply.
Measurement Standards	Does the code provide clear and reasonable measurement standards?	Good	The regulations provide clear measurement standards for setbacks, height, and area. A best practice is to illustrate the measurement principles for clarity.
Definitions	Does the code clearly define all essential terms used in the sign code, including all sign types?	Needs Improvement	Many of the primary sign types are not defined. The definitions for signs are included in 14-5-20. The location in another chapter is confusing.
Organization and Formatting			



Topic	Evaluation Question	Rating	Notes
Organization	Is the code organized in a coherent way?	Needs Improvement	Generally, the organization of LUC into different chapters is confusing to the reader. The LUC's district regulations in Chapter 16, Article I add a layer of unnecessary complexity and appear to create inconsistencies. The MF, NC, CB, LI, and HI Districts all list signs as an allowed accessory use. The GC District only allows "non-accessory" signs as a CUP use and does not mention accessory signs. Finally, a level of the hierarchy between an article and a section would improve the structure of the sign regulations. The draft annotated outline includes a new sub-heading called a "part" between the article level and section level to help with organization. The part level can be removed if the Town does not prefer this approach.
Use of Tables	Does the code provide the main allowances in tables?	Needs Improvement	All primary sign allowances are in paragraphs. A best practice is to provide all allowances in tables for ease-of-use.
Illustrations	Does the code include illustrations of key principles?	Needs Improvement	The sign regulations do not include any illustrations. A best practice is to provide illustrations for all sign types and measurement standards for clarity and ease-of-use.

Key: Not Addressed = The regulations do not address the topic. | **Needs Improvement** = The regulations address the topic, but the treatment is materially deficient. | **Good** = The regulations address the topic, and the treatment requires only minor updates or clarification. | **Excellent** = The regulations are clear and reasonable and comply with contemporary best practices.

Internal Compliance Review

The sign regulations would benefit from a significant reorganization and update. Reorganizing the sign code can reduce inconsistencies and ensure a uniform approach to sign regulation. The following list describes several internal inconsistencies in the current Land Use Code (LUC) relating to sign regulations.



- The LUC's district use regulations in Chapter 16, Article I, add a layer of unnecessary complexity and appear to create inconsistencies compared to the sign regulations in Chapter 15, Article XVII. The MF, NC, CB, LI, and HI Districts all list signs as an allowed accessory use. The GC District only allows "non-accessory" signs as a CUP use and does not mention accessory signs. The LUC does not define non-accessory use. All other districts do not even mention signs as an accessory (or non-accessory use). These interrelated district allowances could conflict with the standards in the sign regulations, which allow signs in districts based on more specific factors.
- The permitting process in Section 14-2-170 references Section 15-17-180, which provides general standards for review of sign permits. However, it does not identify the decisionmaker, who is identified in Section 14-2-10. Section 16-1-120, which requires a CUP for "non-accessory" signs, also introduces some uncertainty. The Code does not identify non-accessory signs, and it also does not identify a CUP as a permitting process for signs.
- Section 15-17-180(a) appears to require a permit for any sign and provides no exceptions. However, several other sign types are specifically excluded, and we understand that Town staff does not require permits for several other sign types on residential lots.
- The sign standards for "ground signs" for Corridor Activity Centers in Section 15-8-40 overlap with the freestanding sign standards in 15-17-110. Integrating or cross-referencing these standards would improve clarity.
- The prohibition of signs in or over the right-of-way in Section 15-17-50 could conflict with the ability to display projecting signs in the CB District because many buildings are likely to front directly on the right-of-way.
- The subarea standards for East Town Center, Northwest Commercial, West Town Center, Old Town Windsor, and Windsor Lake in Section 15-17-120(2) are part of the repealed Downtown Corridor Plan and also conflict with the CB District standards in Section 15-17-121. It appears that Section 15-17-121 was intended to replace 15-17-120(2), but the older standards remain in the code.
- The temporary sign regulations in Section 15-17-130 introduce the undefined term "anchor tenant" in addition to the hierarchy of large-scale, major, and minor tenants.
- The freestanding sign regulations in Section 15-17-110 introduce the undefined term "secondary tenant" in addition to the large-scale, major, and minor tenant hierarchy.

External Compliance Review

Federal and State law provide some limits on the Town's ability to regulate signs. Federal standards include cases vindicating the rights of citizens to display signs under the First Amendment to the United States Constitution. State standards include several statutes regulating billboards and other limitations on local government regulation of signs.

FEDERAL STANDARDS

Courts apply the First Amendment's protections for free speech to many government regulations, and this protection extends to local governments' sign regulations. Recent decisions from the United States Supreme Court in *Reed v. Town of Gilbert*, 576 U.S. 155 (2015), and *Town of Austin v. Reagan National Advertising of Austin, LLC*, 142 S.Ct. 1464 (2022), have focused on whether sign regulations are "content neutral."

Reed requires that cities regulate signs without reference to the content of the sign or the identity of the sign's user. The decision emphasized that local governments must generally adopt a



"content-neutral" approach to time, place, and manner restrictions for signs. This decision has caused many jurisdictions to adopt new approaches to sign regulation, and any revisions to Windsor's sign regulations should incorporate this principle of content neutrality.

Another wrinkle in the evaluation of content neutrality is *Town of Austin v. Reagan National Advertising of Austin, LLC*, where the Court evaluated whether Reed's requirement for content neutrality was satisfied in a sign code that distinguished between "on-premises" and "off-premises" signs. The Town of Austin's code allowed digital on-premises signs and prohibited digital off-premises signs. The Supreme Court found that the on-premises/off-premises distinction was a location-based distinction and not a content-based distinction. This common distinction is present in the Federal Highway Beautification Act, most state highway beautification acts, and many municipal sign codes (including Windsor's). On remand, the Fifth Circuit Court of Appeals upheld Austin's on-premises/off-premises distinction. *Reagan National Advertising of Austin, Inc. v. Town of Austin*, 64 F.4th 287 (5th Cir. 2023). In deciding the case on remand, the Fifth Circuit Court found that traffic safety and aesthetics were substantial government interests sufficient to support the on-premises/off-premises distinction in Austin's sign code.

These two opinions provide important guidance for drafting sign codes and support many common zoning tools for sign regulation, such as districting, height, area, setbacks and lot placement, physical characteristics and features, screening and buffers, separation distance, and time for display. *Reagan National* suggests that a Town may reasonably distinguish between on-premises and off-premises signs. However, all sign regulations require narrow tailoring to support a significant governmental interest.

To make its sign regulations more compliant with these decisions, the Town could combine many of its sign categories. These categorical distinctions are common in many local governments' sign codes, especially for incidental and temporary signs. This report refers to "incidental signs" as on-premises signs that are permanent and "temporary signs" as on-premises signs that are temporary. As discussed below in the Annotated Outline, the consulting team proposes to combine many current permanent accessory signs into the "incidental sign" category and many current temporary signs into the "temporary sign" category.



Figure 5: Example of a Mural in Downtown



The LUC does not currently address murals, but Chapter 11, Article X of the Municipal Code charges the Town's Community Art Program with developing works of public art in the Town. Under the plain language of most sign regulations, murals are considered "building-mounted signs" and are subject to the same allowance. However, murals can beautify an area or create a sense of place, so many jurisdictions are interested in allowing them in some way. Several court decisions since *Reed* have ruled negatively on mural standards that distinguish between commercial and non-commercial content. See, e.g., *Morris v. Town of New Orleans*, 399 F.Supp.3d 624 (D. La. 2019); *Kersten v. Town of Mandan*, 389 F.Supp.3d 640 (D. N.D., 2019); and *Young v. Town of Conway*, 783 F.Supp.3d 588 (D. N.H. 2025). The revised Sign Regulations could address murals as a separate sign type that includes painted shapes and images, while limiting text to a given percent of the overall sign area. We can discuss the different approaches if the Town is interested in including mural standards in the Sign Regulations, and we understand that staff has drafted policy guidelines for murals that may be helpful in determining what locations and conditions are appropriate for murals.

STATE STANDARDS

Several state laws are relevant to municipal sign regulations, including the Outdoor Advertising Act, C.R.S. § 43-1-402, *et seq.*, limitations on the regulation of flags in C.R.S. § 1-13-113, and limitations on the removal of election materials in C.R.S. § 27-91-109.

The Outdoor Advertising Act, C.R.S. § 43-1-402, *et seq.*, generally regulates billboards along state and interstate highways. The Act provides standards for the size and placement of billboards. However, cities may adopt regulations that are more stringent than those of the Act, including the complete prohibition of outdoor advertising. The Town currently prohibits billboards and wants to continue this practice.

The Colorado Revised Statutes protect an individual's right to display the flag of the United States. C.R.S. § 1-13-113. However, the statute expressly allows reasonable limitations on the time, place, and manner of the display of flags and flagpoles. The current regulations do not address flags. However, the favored treatment of the official United States flag is difficult for a municipality to enforce due to concerns with content neutrality.

The Colorado Revised Statutes also prohibit the removal or destruction of lawfully placed political signs for a period from 45 days before the election to four days after the election. C.R.S. § 27-91-109. This type of statute can present difficulties in enforcement because a municipality is not allowed to distinguish political signs based on content due to *Reed*. However, a municipality risks sanctions for itself or its employees if they enforce the generally applicable temporary regulations on political signs on private property during the election season as defined in the statutes. Reasonable enforcement practices are the key to ensuring that a municipality complies with this type of statute.

TASK 3.3: RECOMMENDATIONS FOR PROPOSED SIGN CODE CHANGES

We recommend a complete revision of the current sign regulations. We will prepare a draft of proposed regulations for Task 4. We will prepare this draft in light of the background information, staff and stakeholder input, and our evaluation of the sign regulations as outlined in this Assessment. The annotated outline below includes a detailed correspondence of the proposed approach with the current regulations. The approach we propose includes the following strategies.

- Eliminate any content- and user-based distinctions in the Sign Regulations. This will revise all definitions and remove content-based distinctions in specific sign standards.
- Re-organize the Sign Regulations as proposed in the Annotated Outline to:
 - Add a new level to the organizational hierarchy between "article" and "section." The annotated outline proposes calling this level a "part."
 - Begin with applicability, expanded exceptions, and prohibited signs;
 - Continue with the substantive sign standards by organizing all standards for each sign type onto one page, using tables and illustrations;
 - The design standards for each sign type will incorporate the separate standards for the CB District and I-25 Corridor; and
 - Conclude with administrative procedures.
- Re-calibrate all sign allowances to preserve the current allowances, but base them on more straightforward criteria:
 - All sign allowances will vary by district based on the current use standards for height, area, lighting, and EMCs;
 - Change the wall sign allowance to 10% of the first-floor wall area or a one-to-one ratio of sign area to façade width;
 - Remove the 100-foot buffer between signs, primarily Downtown.
 - Remove the character height limitation for residential development signs; and
 - Increase the allowed number of building-mounted signs, primarily Downtown.
- Update the form and design standards for Downtown to better align with the Downtown Alliance's grant program. This will provide for unique and historic-looking signs that can include three-dimensional details but will prohibit new attached cabinet signs with illuminated plastic faces. Also, update to allow sandwich boards, allow neon for building-mounted signs, and prohibit feather signs Downtown. The consulting team will also evaluate the proposed pole banner program that the Downtown Alliance is planning to recommend how to facilitate the implementation of this initiative.
- Eliminate the conflicting subarea standards from the outdated Downtown Corridor Plan.
- Update and expand the illumination standards to conform to best practices to minimize off-site impact and staff capacity for enforcement.
- Update multitenant building allowances to resolve issues with vertical multitenant buildings.



- Combine all content-based incidental sign types into new incidental sign types that preserve the current allowances for these signs. This sign type will include flags.
- Combine all content-based temporary sign types into a new temporary sign type in a way that preserves the current allowances for these signs. These temporary sign allowances will accommodate the preferences for off-premises real estate signs, such as open house signs, in a content-neutral manner.
- Clarify that new billboards are not permitted and that existing billboards are treated as nonconforming.
- Add sections on maintenance requirements and the ability of the owner to modify or maintain existing nonconforming signs.
- Add a section outlining the Town's enforcement procedure.
- Clarify and expand the approval procedure and include a limit on the review time.
- Add a process for sign plan review for PUDs and some other larger developments.
- Add content-neutral mural standards that allow them in limited districts on secondary façades.
- Add cross-references that clarify the interrelationship between the Sign Regulations and other parts of the LUC.
- Update the allowed uses relating to signs in Chapter 16, Article I of the LUC to align with the sign regulations, either by cross-reference to the sign regulations or removal of signs from the list of accessory uses.
- Update all definitions and measurement standards, including allowing an eight-sided figure to measure sign area. The definitions will remain in Chapter 14, but we will reorganize them so that they are organized together.

CONCLUSION

This memo summarizes Task 3: Issue Identification and Code Analysis. We will continue with several drafts of the new regulations and conclude with public hearings and adoption support for the final regulations. Based on the currently available information, we propose to completely revise the sign regulations. Having completed the diagnosis phase of the sign code update, we will begin drafting the agreed approach to update the sign code.



ANNOTATED OUTLINE

This section provides a proposed annotated outline of the new sign regulations. Each proposed section includes a correspondence to the current code and a brief description of the proposed content of the section.

<i>Section</i>	<i>Description</i>	<i>Correspondence</i>
Article XVII	Sign Regulations	Article XVII
Part 1.	General Provisions	
15-17-10.	Purpose. This section will carry forward and expand the current purpose statement. The section will clearly identify the findings for the governmental purposes of sign regulations, including traffic safety and aesthetics.	15-17-10. Intent.
15-17-20.	Applicability. This section will carry forward and expand on the applicability standards for the sign regulations and will include a new section that will carry forward and update the current exemptions to ensure content neutrality.	15-17-20. Application of regulations. 15-17-140. Public agency signs.
15-17-30.	Prohibited Signs. This section will carry forward the current prohibited sign types with revisions to ensure content neutrality and clarify that billboards are not allowed.	15-17-70. Prohibited signs.
15-17-40.	Content Neutrality and Substitution. This new section will specify that the regulations will apply in a content-neutral manner and that substitution of non-commercial for commercial or other non-commercial messages is allowed.	New
15-17-50.	Sign Districts and Interpretation of Tables. This new section will combine the existing zoning districts into "sign districts" to regulate signs based on similar district typologies to simplify the sign allowance table while still allowing the standards to vary by district. It also explains the allowance standards referenced in the sign allowance tables.	New

Section	Description	Correspondence
15-17-60.	Sign Features. This new section will clarify, expand on, and combine the standards in numerous sections of the sign regulations. It will address sign features such as lighting and electronic signs.	15-17-60. Design criteria. 15-17-70. Prohibited signs.
Part 2.	Primary Sign Standards	
15-17-70.	Freestanding Signs. This section will carry forward and combine sign standards for freestanding signs from various sections of the current code. The revisions will allow freestanding signs in the various sign districts in a way that approximates the current standards for user- or content-based freestanding sign categories in the current code. It will also change the basis for the allowance from street and tenant classification to district and primary or secondary frontage. The section will include a separate page illustrating the primary sign allowances for each sign type (monument and hanging). This section will also integrate the design standards for the CB District and I-25 Corridor.	15-17-50. Sign setbacks and offsets. 15-17-60. Design criteria. 15-17-80. Residential district signs. 15-17-90. Commercial and industrial district signs. 15-17-110. Freestanding signs. 15-17-120. Subarea requirements. 15-17-121. Central business (CB) zone district requirements.
15-17-80.	Building-Mounted Signs. This section will carry forward and update sign standards for attached signs from various sections of the current code. Sign types will include wall, projecting, awning, window, attached canopy, and detached canopy signs, with a separate page illustrating the primary sign allowances for each sign type. This section will also include design standards for the CB District and I-25 Corridor.	15-17-60. Design criteria. 15-17-80. Residential district signs. 15-17-90. Commercial and industrial district signs. 15-17-100. Building-mounted signs.

Section	Description	Correspondence
		15-17-120. Subarea requirements. 15-17-121. Central business (CB) zone district requirements.
15-17-90.	Development Entry Signs. This section will carry forward and expand the standards applicable to signs for entries to subdivisions, multifamily developments, and office parks.	15-17-80. Residential district signs.
15-17-100.	Murals. New section will provide content-neutral mural regulations for the CB District and any other districts identified by the Town during Task 4.	New
15-17-110.	Incidental Signs. This new section will include standards for incidental/accessory on-premises signs and will provide standards by district for number, area, and location for these signs. This includes a cumulative and/or individual size and number allowance for these signs without regard to their content. This will include standards for current signs like directional signs and add flexibility to allow directory signs, drive-thru menu boards, and flags.	15-17-50. Sign setbacks and offsets. 15-17-110. Freestanding signs. 15-17-121. Central business (CB) zone district requirements.
15-17-120.	Temporary Signs. This section will significantly update the standards of many temporary sign types. This section will include standards for temporary signs and will provide standards that vary by zoning district for the number of signs, area, and duration of display for temporary signs without regard to content. Generally, larger temporary signs are allowed for more intensive districts, and smaller temporary signs are allowed for less intensive districts.	15-17-130. Temporary signs. 15-17-131. Real estate signage. 15-17-135. Grand opening signs.
Part 3.	Administration and Enforcement	
15-17-130.	Sign Permits. This section will carry forward, clarify, and expand the permit and application requirements, including cross references to decision-making authority and appeals in Chapter 14.	15-17-180. Sign permits. 15-17-170. Sign criteria plan.

Section	Description	Correspondence
15-17-140.	Master Sign Plans. This new section will propose standards for the review and approval of master sign plans for PUDs and other larger developments.	15-17-170. Sign criteria plan.
15-17-150.	Sign Inspection And Maintenance. This section will add inspection standards and significantly expand maintenance standards for signs.	15-17-70. Prohibited signs.
15-17-160.	Enforcement. Adds new enforcement procedures for violations of the sign code.	New
15-17-170.	Nonconforming Signs. This section will carry forward and expand the provisions for nonconforming signs to allow for ordinary maintenance and repair of nonconforming signs. However, repairs of substantial damage (more than 50% of the replacement cost of the sign) would require a sign to conform to the current regulations.	15-17-150. Nonconforming signs.
15-17-180.	Abandoned Signs. This section will combine, clarify, and expand current removal requirements for on-premises signs.	15-17-160. Removal of signs.
15-17-190.	Measurements. This new section will carry forward, update, and expand on measurement standards from various sections of the current code.	15-17-30. Sign area. 15-17-40. Sign height. 15-17-50. Sign setbacks and offsets.
14-5-20	Definitions. The revision will update sign definitions in Chapter 14, Article V to ensure content neutrality and to add all sign types as necessary.	14-5-20. Definitions.

Windsor Sign Code: Translation Table for Updated Article XVII, Sign Regulations

This Translation Table describes the proposed Table of Contents for the updated Sign Regulations with a brief explanation of how existing provisions from Article XVII, Sign Regulations, were included and what sections are new.

July 28, 2026

Article XVII Sign Regulations			
Proposed Updated Sign Regulations			Windsor’s Existing Sign Regulations
Division 1	General Provisions		
Section 15-17-10: Purpose, Intent and Findings			
(a)	Purpose	Establishes the high-level purpose of the sign regulations	Section 15-17-10, Intent
(b)	Intent	Provides detailed intent statements for the sign regulations	
(c)	Findings	New findings statement to support the purpose and intent of the regulations	New
Section 15-17-20: Applicability			
(a)	Applicability	Establishes how the standards for permanent, portable, and temporary signs apply	Section 15-17-20, Application of regulations
(b)	Conflicting Regulations	Establishes that federal or state government regulations override the standards in Article XVII if there is a conflict	New
(c)	Exempt Signs	A shortened list of signs that are exempt from the Sign Regulations. New – historic plaques/ commemorative signs	Section 15-17-140, Public agency signs
Section 15-17-30: Display and Location Standards			
(a)	Display and Location Standards	Establishes in one place rules for displaying signs and where they may be located	Some requirements from Section 15-17-70, Prohibited signs
(b)	Prohibited Sign Types	Lists the sign types that are prohibited in Windsor	Some requirements from Section 15-17-70, Prohibited signs
(c)	Content Neutrality and Substitution	Important new provision to clarify that noncommercial messages are allowed on signs with a commercial message	New
Section 15-17-40: Sign Illumination			
(a)	Internal Illumination	Establishes the standards for how signs may be internally illuminated	Updated based on various standards in the existing sign regulations
(b)	External Illumination	Establishes the standards for how signs may be internally illuminated	
(c)	Neon	Establishes standards for neon signs	
(d)	Single-color or Two Color LED Signs	Establishes standards for single-color or two color led signs	New

(e)	Electronic Message Centers	Establishes standards for Electronic Message Centers	Section 15-17-60 (f) Electronic Message Centers
Division 2	Permanent Sign Standards		Includes updated content-neutral standards
Section 15-17-50: General Requirements			
(a)	Purpose	Establishes the purpose of this Division	New
(b)	Standards in Tables	Explains that sign standards are in tables rather than paragraphs of text	New
(c)	Sign Allowance Allocation System	Explains how sign area is allocated	New (note most sign area and height standards are based on the existing sign regulations)
(d)	Alternative Sign Types	Allows the Director to approve alternate sign types	
Section 15-17-60: Building Mounted Signs			Section 15-17-100, Building mounted signs
(a)	Generally	Introduction to building mounted signs	New
(b)	Awning Signs	Includes the standards and an illustration for awning signs	Section 15-17-100 (d)
(c)	Canopy Signs	Includes the standards and an illustration for canopy signs	New
(d)	Island Canopy Signs	Includes the standards and an illustration for island canopy signs	New
(e)	Projecting Signs	Includes the standards and an illustration for projecting signs	Section 15-17-120 (2).(b)
(f)	Wall Signs	Includes the standards and an illustration for wall signs	Section 15-17-100
(g)	Window Signs	Includes the standards and an illustration for window signs	Section 15-17-100 (f), Adhesive window advertising
Section 15-17-70: Freestanding Signs			Section 15-17-110, Freestanding signs
(a)	Generally	Introduction to freestanding signs	
(b)	Freestanding Hanging Signs	Includes the standards and an illustration for freestanding hanging signs	Section 15-17-120 (2).(a)
(c)	Monument Signs	Includes the standards and an illustration for monument signs	Updated based on various standards for monument signs in the existing sign regulations
(d)	Post Signs	Includes the standards and an illustration for post signs	New
Section 15-17-80: Standards for Development Entry Signs			
		Includes new standards and an illustration for development entry signs	Section 15-17-100 (e), Development entry signs
Section 15-17-90: Murals			
		Includes new standards and an illustration for murals	New

Section 15-17-100: Incidental Signs			
		Includes new standards and an illustration for incidental signs	Section 15-17-100 (f) Directional signs
Division 3	Portable and Temporary Signs Standards		Includes new content-neutral standards
Section 15-17-110: Portable and Temporary Signs			
(a)	Purpose	Establishes a separate purpose statement for portable and temporary signs	Updated based on various standards in the existing sign regulations, including Section 15-17-130, Temporary Signs to include content-neutral standards
(b)	General to All	Establishes standards that apply to both portable and temporary signs	
(c)	Additional Standards for Portable Signs	Includes additional standards for portable signs	
(d)	Standards for Specific Portable Sign Types	Includes specific standards for portable sign types	
(e)	Additional Standards for Temporary Signs	Includes additional standards for temporary signs	
(f)	Standards for Specific Temporary Sign Types	Includes specific standards for portable sign types	
Division 4	Administration and Enforcement		
Section 15-17-120: Sign Permits			
(a)	Purpose	Summarizes the types of permits for signs	New
(b)	Sign Permits	Describes the requirements and review process for a sign permit	Section 15-17-180, Sign permits
(c)	Sign Criteria Plan	Describes the requirements and review process for a sign criteria plan	Section 15-17-170, Sign criteria plan
(d)	Temporary Sign Permits	Describes the requirements and review process for a temporary sign permit	New
(e)	Master Sign Plans	Describes the requirements and review process for a master sign plan	New
Section 15-17-130: Sign Inspection and Maintenance			
(a)	Sign Structure and Installation	Establishes regulations for the installation of a sign	New
(b)	Sign Maintenance	Establishes regulations for sign maintenance	New
Section 15-17-140: Enforcement			
		Explains the enforcement procedures for violations of the Sign Regulations	New section
Section 15-17-150: Nonconforming Signs			
(a)	Purpose	Establishes the purpose of this Section	New and expanded based on Section 15-17-150, Nonconforming signs.
(b)	Applicability	Confirms that nonconforming signs are allowed but the degree of nonconformity may not be expanded	
(c)	Signs Rendered Nonconforming	Confirms the rules if a sign is rendered nonconforming through a future amendment to Article XVII	

(d)	Modification and Maintenance	Establishes the conditions for maintenance of a nonconforming sign	
(e)	Damage to Legal Nonconforming Sign	Clarifies what to do if a nonconforming sign is damaged	
(f)	Signs Previously Approved	Clarifies signs previously approved prior to the effective date	
(g)	Removal or Replacement of a Nonconforming Sign	Clarifies when a nonconforming sign may be removed or replaced	
Division 5	Rules of Measurement		
Section 15-17-160: Rules of Measurement			
(a)	Sign Area Measurement	Describes how to determine sign area for building mounted and freestanding signs	Section 15-17-30, Sign area
(b)	Sign Height Measurement	Describes how to determine sign height for building mounted and freestanding signs	Section 15-17-40, Sign height
(c)	Measuring Sign Separation	Describes how to measure the separation requirement between freestanding signs	Updated based on Section 15-17-50, Sign setbacks and offsets
(d)	Determining the Width of an Occupant Store Front	Describes how to measure the width of an occupant store front	New
Division 6	Definitions		
Section 15-17-170: Definitions			
		Includes new or updated sign-specific definitions of terms used in Article XVII	Expanded with new sign-specific definitions
Article V	Definitions (Located in Chapter 14 of the Land Use Code)		
Section 14-5-20: Definitions			
		Includes new definitions of terms to be added to Article V of Chapter 14	New definitions

Some additional clarifying notes:

Standard from Existing Sign Regulations, Article XVII	Notes
Section 15-17-50, Sign setbacks and offsets	Included in the tables for freestanding sign types.
Section 15-17-60, Design criteria	Included in the tables for freestanding sign types, especially monument signs.
Section 15-17-120, Subarea requirements	Included in the tables for building mounted and freestanding sign types .
Section 15-17-130, Temporary Signs	Throughout this section, specific content neutral (i.e., time, place, and manner) sign standards have been retained in Division 3. However all content-based standards have been rewritten and updated Large and small inflatable signs have been removed from the updated Sign Regulations.
Section 15-17-131, Real estate signage	Throughout this section, specific content neutral (i.e), time, place, and manner) sign standards have been retained in Division 3. However all content-based standards have been rewritten and updated.
Section 15-17-135, Grand opening signs	Throughout this section, specific content neutral (i.e), time, place, and manner) sign standards have been retained in Division 3. However all content-based standards have been rewritten and updated.



Town of Windsor Sign Code Update

August 17th Work Session Draft Article XVII Sign Regulations

August 5, 2026



ARTICLE XVII Sign Regulations

Article XVII – Sign Regulations	2
Division 1. General Provisions	2
Division 2. Permanent Sign Standards.....	9
Division 3. Portable and Temporary Signs Standards.....	26
Division 4. Administration and Enforcement	32
Division 5. Rules of Measurement.....	39
Division 6. Definitions.....	44



Article XVII – Sign Regulations

Division 1. General Provisions

Sec. 15-17-10. Purpose, Intent, and Findings

- (a) Purpose. This Article has been adopted to ensure that all signs installed in the Town of Windsor are compatible with the unique character and environment of the community and in compliance with the Comprehensive Plan. This Article promotes the public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content neutral, and nondiscriminatory sign standards and requirements. This Article regulates the type, dimensions, design and other characteristics of signs throughout the Town.
- (b) Intent. This Article is intended to:
 - (1) Ensure that all signs are compatible with the unique character and environment of the Town, and that they support the desired ambience and development patterns of the various districts and historic areas within the Town;
 - (2) Balance public and private objectives by allowing adequate avenues for both commercial and non-commercial messages;
 - (3) Ensure pedestrian and traffic safety by promoting the free flow of traffic and the protection of pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;
 - (4) Prevent property damage, personal injury, and litter caused by signs that are improperly constructed or maintained;
 - (5) Protect and improve property values, the local economy, and quality of life by preserving and enhancing the appearance of the streetscape;
 - (6) Incorporate new technologies for sign design and display;
 - (7) Avoid the creation of nonconformities;
 - (8) Provide clear and unambiguous sign design standards that enable the fair and consistent enforcement of these sign regulations; and
 - (9) Ensure that the constitutionally guaranteed right of free speech is protected.
- (c) Findings. The Town finds that the type, dimensions, setbacks, and physical design of signs permitted by this Article protect the Town's interests in traffic safety, community character, and aesthetics, while allowing for adequate visibility, legibility, and pedestrian or motorist recognition and comprehension. The Town finds and determines that the standards provided in this Article were developed after a public process in which the design and dimensional standards were tested against industry criteria, past experience in administering sign standards, and community input as to the appropriate characteristics of signs in the Town's various neighborhoods and business areas.



- (1) Generally. This Article regulates the type, dimensions, design and other characteristics of signs throughout the Town.
- (2) Content Neutral. This Article regulates only the sign structure and physical parameters, and not the sign's content.

Sec. 15-17-20. Applicability

- (a) This Article applies to all signs within the Town regardless of their nature or location, unless otherwise specifically exempted in subsection C of this section.
 - (1) Standards for permanent signs are found in Division 2, Permanent Signs Standards.
 - (2) Standards for temporary signs are found in Division 3, Portable and Temporary Signs Standards.
- (b) Conflicting Regulations. Exceptions to this Article may be made for signs subject to federal or state government regulations that may be in conflict with this Article.
- (c) Exempt Signs. The following signs are not regulated under this Article, do not count toward the maximum total sign area for all permanent signs, and do not require a Sign Permit:
 - (1) Government Signs. Any sign, posting, notice or similar signs placed, or installed, by a federal, state, county, or Town governmental agency.
 - (2) Miscellaneous Signs.
 - a. Miscellaneous signs not to exceed a total of three (3) square feet in sign area for all miscellaneous signs per lot in all single-family residential zoning districts and six (6) square feet per lot in all other zoning districts;
 - b. No Sign Permit is required for miscellaneous signs.
 - c. Miscellaneous signs shall be securely fastened to a structure or to stakes or posts no greater than one (1) inch in diameter that are firmly embedded in the ground.
 - d. Miscellaneous signs shall not be illuminated.
 - (3) Signs not Readable from the Public Right-of-Way. Signs not readable from the public right-of-way, including:
 - a. Signs or displays located entirely inside of a building, within a courtyard, open-air pedestrian space or similar open area, and not visible from the building's exterior;
 - b. Signs intended to be readable from within a parking area or Town park but not readable beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way; and
 - (4) Historic Plaques and Commemorative Signs. Historic plaques attached to or cut into the surface of buildings, no larger than four (4) square feet in area.



Sec. 15-17-30. Display and Location Standards.

- (a) Display and Location Standards. All signs may not be displayed or placed in the following manner or locations, except where specifically authorized in this Article, to ensure that the way signs convey their messages does not create distractions to the traveling public and create visual clutter that mar the natural and architectural aesthetics of the Town.

(1) Signs with the following display features are prohibited:

- a. Devices Affected by Movement. Any sign animated by any means, including fixed aerial displays, airborne inflated balloons, balloon bobbers, pennants, propellers, spinners, streamers, lights, string of flags, tubes or other devices affected by movement of the air or other atmospheric or mechanical means;
- b. Exposed Light Source. Any sign with an exposed light source, except for neon LED strip lights incorporated into the design of the sign;
- c. Flashing Lights. Any sign or lighting device, whether on the exterior of a building or on the inside of a window which is visible beyond the boundaries of the lot or parcel, or from any public right-of-way, with intermittent, flashing, rotating, blinking, or strobe light illumination, including search lights;
- d. Fluorescent Colors. Any sign which uses fluorescent colors;
- e. Rotating Signs and Barber Poles. Any sign in which the sign body or any portion of the sign body or any portion of the sign rotates, moves up and down, or any other type of action involving a change in position of the sign body or any portion of the sign, whether by mechanical or any other means. Barber poles no larger than three (3) feet high and ten (10) inches in diameter, and clocks, are excepted from this restriction;
- f. Visible Matter and Motion Picture Projection. Any sign which emits sound, odor, smoke, laser light display, hologram lights, or other visible matter, including any sign that uses motion picture projection.

(2) Location Standards. Signs shall not be placed in the following locations:

- a. Architectural Features. Areas where a sign would cover the architectural features of a building, such as dormers, insignias, pilasters, soffits, transoms, trims, or other architectural features;
- b. Accessory Structures. Signs tacked, painted, pasted or otherwise affixed, to the walls of any building, accessory structure, or on trees, poles, posts, fences, ladders or other structures;
- c. Conflict With Traffic Signs. Any location that obstructs the view of any authorized traffic sign, signal, or other traffic control device or which by reason of shape, color, or position interferes with or could be confused with any authorized traffic signal or device;
- d. Exits and Entrances. Any sign which is placed in a manner that would prevent or inhibit free ingress to or egress from any door, window, or any exit way required by the Building Code, or by Fire Department regulations (currently in effect);



- e. Fuel Tanks, Storage Containers, and Solid Waste Receptacles. Any sign painted, attached or mounted on fuel tanks, storage containers and/or solid waste receptacles or their enclosures, except for information required by law;
 - f. Intersections and Visibility at Intersections. Any sign erected or maintained at or near any street intersection within the triangular area defined in Section 15-1-10 ,Visibility at intersections,), that will obstruct the free and clear vision of drivers and pedestrians;
 - g. Obstruction of Pedestrian Ways. Any sign mounted or displayed in such a manner that impedes, obstructs or creates hazards with respect to pedestrian traffic. A minimum width of four (4) feet shall be maintained on sidewalks at all times for unimpeded pedestrian movement;
 - h. Public Utilities and Infrastructure. Any unauthorized sign attached to any public utility pole, structure or streetlight, tree, fence, fire hydrant, bridge, curb, sidewalk, park bench, statue, memorial, or other location on public property;
 - i. Right-of-Way. Signs located within the public right-of-way including any sign or handbill attached to a utility pole or street sign pole except those required by federal, state, or local law;
 - j. Vehicles. Any sign (other than a bumper sticker) displayed on a vehicle or trailer that is used primarily to display the sign is prohibited. Signs are permitted on a vehicle if:
 - 1. The vehicle at no time remains in one visible place for more than twenty four (24) consecutive hours;
 - 2. The vehicle is actually and primarily used by its owner or another as a means of transportation of people or goods or for delivery of services (i.e., a tow truck); and
 - 3. The vehicle displays current registration and is insured to operate on public streets in the State of Colorado.
- (b) Prohibited Sign Types. The following sign types are prohibited within the Town:
- (1) Any sign which advertises a use that is no longer in existence;
 - (2) Billboards;
 - (3) Inflatable devices;
 - (4) Off-premise signs;
 - (5) Pole signs; and
 - (6) Roof signs.
- (c) Content Neutrality and Substitution.
- (1) Sign Message. Any permitted sign may contain, in lieu of any other message or copy, any lawful noncommercial message, so long as the sign complies with the size, height, area, location, and other requirements of this Article.

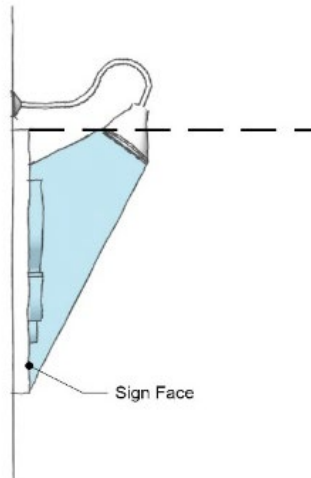


- (2) The provisions of this Article shall be applied in a content-neutral manner. Noncommunicative aspects of all signs, not related to the content of the sign, shall comply with the provisions of this Article. "Noncommunicative aspects" include the time, place, manner, location, size, height, illumination, spacing, and orientation of signs.
- (3) Substitutions and Interpretations.
 - a. This Article is not intended to, and does not, restrict speech on the basis of its content, viewpoint, or message. No part of this Article shall be construed to favor commercial speech over noncommercial speech. A noncommercial message may be substituted for any commercial or noncommercial message displayed on a sign, or the content of any noncommercial message displayed on a sign may be changed to a different noncommercial message, without the need for any approval or permit; provided that the size of the sign is not altered and the sign otherwise complies with the provisions of this Article. To the extent any provision of this Article is ambiguous, the term will be interpreted not to regulate on the basis of the content of the message.
 - b. If there is any question regarding the interpretation of a provision of this Article, or its application to any specific case or situation, the Director shall interpret the intent of this Article.
 - c. A development may be eligible for a Master Sign Program as provided in subsection 15-17-120(e), Master Sign Plans. Entry into an agreement between the Town and an applicant with a master sign program may supersede the provisions in this Article except for matters of public safety.

Sec. 15-17-40. Sign Illumination

- (a) Internal Illumination.
 - (1) Shall include signs constructed with the illumination contained within the sign such as a sign cabinet, channel letter signs, or reverse pan channel letter signs which create a halo effect on the sign background, as well as single- or two (2)-color LED signs.
 - (2) Shall be illuminated only with steady, stationary light sources.
- (b) External Illumination.
 - (1) Shall be illuminated only with steady, stationary, fully shielded light sources directed solely onto the sign without causing glare.
 - (2) The light source shall be arranged and shielded to substantially confine all direct light rays to the sign face and away from streets and adjacent properties as illustrated in Figure 15-17-40.A.
 - (3) Ground-mounted lighting is allowed if the light source is shielded or concealed through planting or screening.

Figure 15-17-40.A: External Illumination



- (c) Neon.
 - (1) Exposed neon sign lighting on permanent signs is only allowed in the CB zone.
 - (2) Each use or occupant is allowed one (1) neon sign and it shall be placed on the primary frontage of the building.
 - (3) Neon is allowed on no more than twenty-five (25) percent of the total sign area of a permanent building-mounted sign.
 - (4) Neon signs placed in a window are included in the total sign area limitations for all window signs (refer to Table 15-17-60(g)).
 - (5) Neon signs shall be turned off daily at the close of business or ten (10) pm, whichever occurs last.
- (d) Single-Color or Two (2)-Color LED Signs.
 - (1) Shall only be allowed in commercial and industrial zoning districts.
 - (2) Shall be exempt from the sign area limitations for wall signs and window signs established in Table 15-17-60(f), and Table 15-17-60(g) .
 - (3) Shall not exceed two (2) square feet in area.
 - (4) Shall be turned off daily at the close of business or ten (10) pm, whichever occurs last.
- (e) Electronic message centers. The provisions and limitations of this subsection are adopted to minimize driver distraction, protect corridor and community aesthetics, and protect the public health, safety, and welfare. Permanent signs containing an electronic message center shall be subject to the following limitations:
 - (1) Shall only permitted in the following zoning districts: General Commercial (GC), Neighborhood Commercial (NC), Limited Industrial (LI), Heavy Industrial (HI), and the commercial portions of Residential Mixed Use One (RMU-1) and Two (RMU-2).

- (2) The maximum allowed size of an electronic message center in a freestanding sign shall be no greater than fifty (50) percent of the total allowed sign area.
- (3) A freestanding sign containing an electronic message center shall be placed no closer than one hundred fifty (150) feet from the nearest residential zoning district or development. This distance is measured from the nearest portion of the sign to the nearest property line contained within the residential district or development.
- (4) The maximum allowed size of an electronic message center in a wall sign shall be no greater than twenty (20) percent of the total allowed sign area.
- (5) The electronic message center shall be programmed so that the displayed message does not flash, blink, flutter, include intermittent or chasing lights, or display video messages (i.e., any illumination or message that is in motion or appears to be in motion). Electronic message signs may display changing static messages provided that each message is displayed for no less than one (1) minute. The message or image displayed shall be complete without continuation in content to the next message.
- (6) Night-time Brightness.
 - a. Automatic Control. Electronic message signs shall be equipped with photocell technology to control and vary the intensity of light output depending on the amount of ambient light that is present to prevent overly bright luminance at night.
 - b. Manufacturer Certification. The applicant shall include with the Building Permit application a written certification from the sign manufacturer that the nighttime luminance has been factory pre-set not to exceed the maximum lighting intensity limits described in paragraph (7) below, and that this setting is protected from end-user modification by password-protected software or other method approved by the Building Official.
- (7) Electronic message centers shall be set to a maximum lighting intensity of zero point three (0.3) candela (foot-candles) over ambient light levels as measured using a foot-candle meter placed one-hundred (100) feet from the sign. Each electronic message center shall have a redundant system for controlling sign brightness, including an automatic light sensing device or photocell that will adjust the brightness as ambient light conditions change, and a backup system based on local sunrise and sunset times.
- (8) Electronic message centers shall contain a mechanism for it to revert to a black screen if it malfunctions.
- (9) No temporary signs or portable signs as provided in Section 15-17-110, Portable and Temporary Signs, shall be permitted for any business for which a freestanding electronic message center has been approved.
- (10) Design standards.
 - a. Electronic message centers shall be integrated into the design of the larger sign face and structure.



- b. Electronic message centers shall not be the predominant element of the centers and, if located at the top of a sign, shall include a substantial cap feature above the electronic message center consisting of the same material, form, color and texture that is found on the sign face or structure.

Division 2. Permanent Sign Standards

Sec. 15-17-50. General Requirements

- (a) Purpose. This Division establishes the required standards for permanent building mounted and freestanding signs.
- (b) Standards in Tables. Standards for each allowed permanent building-mounted and freestanding sign type are provided in tables with a supporting illustration of each sign type. All permanent signs shall comply with the standards for sign area, height, number, type, and other requirements provided in these tables.
- (c) Sign Allowance Allocation System.
 - (1) General requirements.
 - a. Primary signs are classified into two (2) categories: building-mounted signs and freestanding signs.
 - b. The applicable standards for building mounted signs are established in Section 15-17-60, Building-Mounted Signs.
 - c. The applicable standards for freestanding signs are established in Section 15-17-70, Freestanding Signs.
 - d. Unless specified otherwise in this Division, a lot is allowed one (1) freestanding sign and each building or structure on that lot is allowed a building sign.
 - (2) Sign Allowance by Location. This Division regulates signs by location (i.e., zoning district and/or a special area, such as the I-25 corridor).
 - (3) Sign Permit Required. Each sign in this Division requires a Sign Permit except for window signs.
 - (4) Sign Allowance Summary. Table 15-17-50(c) by Location lists each defined primary sign type and indicates whether it is allowed, allowed with a permit, prohibited, only allowed for nonresidential uses, or only allowed for nonresidential uses with a permit in each zoning district. Specific standards for each sign type, such as the quantity of allowed signs or maximum sign area, are established in Section 15-17-60, Building-Mounted Signs to Section 15-17-110, Portable and Temporary Signs.
 - (5) Signs on Fences or Freestanding Walls. Permanent signs may be attached to a fence or freestanding wall only when a monument or post sign is not present in the development and shall be no more than four (4) square feet in sign area;
- (d) Alternative Sign Types. A sign type not specifically included in this section may be allowed by the Director provided the proposed sign meets the intent of the zoning district in which it is



proposed. The Director shall determine if the proposed sign type may be approved within seven (7) days. The Director may refer a decision on a sign type to the Planning Commission if the Director finds the public interest would be better served by having the Planning Commission act as the decision-maker.

Table 15-17-50(c) General Allowances for Permanent Signs by Location

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor
Building Mounted Signs			
Awning Sign	Allowed	Allowed	Allowed
Canopy Sign	Allowed	Allowed ¹	Allowed
Island Canopy Sign	Allowed	Not Allowed	Allowed
Projecting Sign	Allowed	Allowed	Allowed
Wall Sign	Allowed	Allowed ¹	Allowed
Window Sign	Allowed	Allowed	Allowed
Freestanding Signs			
Freestanding Hanging Sign	Not Allowed	Allowed	Not Allowed
Monument Sign	Allowed	Allowed ¹	Allowed
Post Sign	Allowed	Allowed	Allowed
Sign Components			
Changeable Copy	Allowed	Not Allowed	Not Allowed
Electronic Message Centers	Allowed	Not Allowed	Allowed
End Note: ¹ Cabinet signs are not allowed in the CB (Downtown Corridor).			

Sec. 15-17-60. Building-Mounted Signs

- (a) Generally.
- (1) Building-mounted signs are classified into one (1) of the following sign types –awning signs, canopy signs, island canopy signs, projecting signs, wall signs, or window signs – with their associated regulations provided in this section.
 - (2) A building or structure may have multiple building-mounted signs.



(b) Awning Signs. Awning signs shall comply with the standards provided in Table 15-17-60(b).

Table 15-17-60(b) Standards for Awning Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)
Base Standards		
Maximum Sign Area (per awning)	10% for each awning attached to an occupant store front.	20% for each awning attached to an occupant store front.
Maximum Number of Signs	1 awning sign allowed per awning .	
Sign Placement	Shall be placed above the doors and windows of the ground or second floor only. Awnings shall not project above, below, or beyond the edges of the face of the building wall or architectural element. Sign width shall not be greater than 60% of the width of the awning face or valance on which it is displayed. If an awning is placed on multiple storefronts, each occupant is permitted signage no greater than 60% of the width of the storefront.	
Illumination	Non-illuminated, internal illumination, and external illumination are allowed. Internal illumination is allowed if the lighting source is: • Mounted parallel to the elevation of the building upon which the awning is located; • Concealed within the interior portion of the awning so as not be seen except from directly below the awning; or • Directed downward as much as practical to prevent the emitted light from spilling beyond the extended planes of the sides of the awning. • No illuminated signs allowed within 150 ft of the nearest residential district or development.	Only non-illuminated and external illumination are allowed.
Electronic Message Center	Not allowed.	
Changeable Copy Sign	Not allowed.	
Special Standards		
Design Requirements	Acrylic and plastic materials applied to awning signs are not allowed.	Max 6 inches in height on the valance. Awning signs shall be no wider than 60% of the awning's width. Where there is more than 1 awning sign on a building façade, all signage shall be

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)
		complementary in type of construction, letter size and style of copy, method used for supporting sign. Acrylic and plastic materials applied to awning signs are not allowed.
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet		

Figure 15-17-60.B: Awning Signs



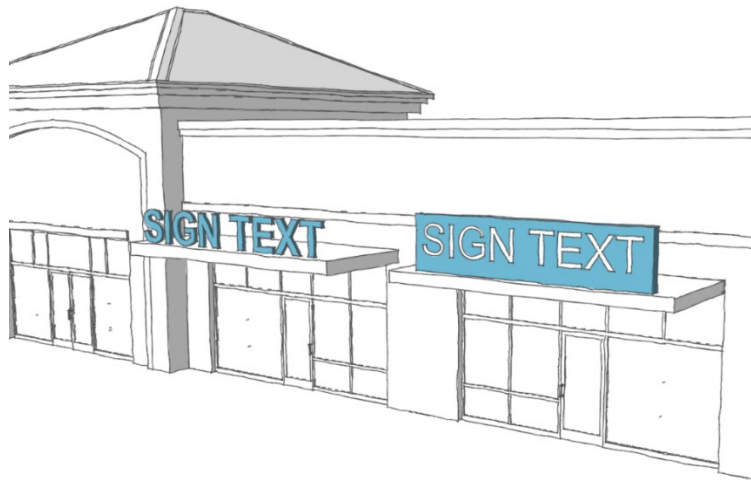
(c) Canopy Signs. Canopy signs shall comply with the standards provided in Table 15-17-60(c).

Table 15-17-60(c) Standards for Canopy Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)
Base Standards		
Maximum Sign Area (per canopy)	10% for each canopy per occupant store front.	20% for each canopy per occupant store front.
Maximum Number of Signs	1	
Illumination	Non-illuminated, internal illumination, and external illumination are allowed. No illuminated signs allowed within 150 ft of the nearest residential district or development.	Non-illuminated and external illumination are allowed. Internal illumination is only allowed in individual letter signs Signage may be externally illuminated by reflection of a light source aimed on the surface of the sign.
Electronic Message Center	Not allowed.	

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)
Changeable Copy Sign	Not allowed.	
Special Standards		
Design Requirements	Acrylic and plastic materials applied to canopy signs are not allowed.	Canopy signs shall be no wider than 60% of the canopy's width. Where there is more than 1 sign on a building façade, all signage shall be complementary in type of construction, letter size and style of copy, method used for supporting sign. Acrylic and plastic materials applied to canopy signs are not allowed.
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet		

Figure 15-17-60.C: Canopy Signs



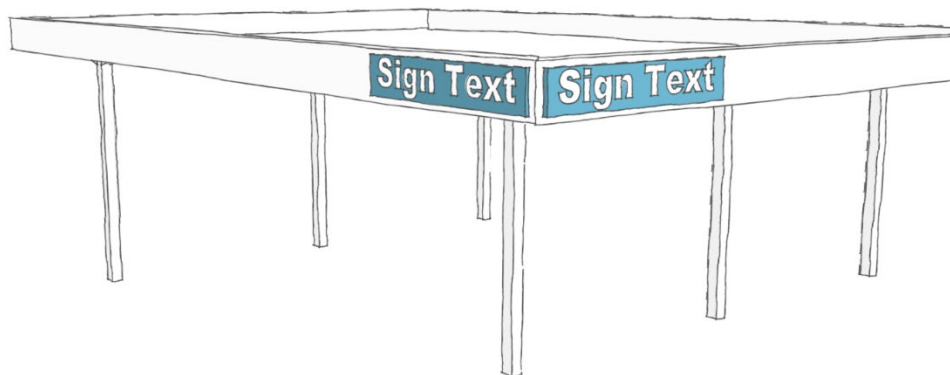


- (d) Island Canopy Sign. Island canopy signs shall comply with the standards provided in Table 15-17-60(d).

Table 15-17-60(d) Standards for Island Canopy Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor
Base Standards			
Maximum Sign Area (per canopy side)	24 sf	N/A.	48 sf
Maximum Sign Height	3 ft	N/A.	4 ft
Maximum Number of Signs	1	N/A.	1
Illumination	Non-illuminated, internal illumination, and external illumination are allowed. No illuminated signs allowed within 150 ft of the nearest residential district or development.	N/A.	Non-illuminated, internal illumination, and external illumination are allowed. No illuminated signs allowed within 150 ft of the nearest residential district or development.
Electronic Message Center	Electronic message centers are allowed except within 150 ft of the nearest residential district or development.	N/A.	Electronic message centers are allowed except within 150 ft of the nearest residential district or development.
Changeable Copy Sign	Allowed.	N/A.	Allowed.
Special Standards			
Design Requirements	An island canopy sign shall be mounted flush to the surface of the island canopy while still allowing the plane of the face of the sign to remain perpendicular to the ground. The face of an island canopy sign shall not extend above the top surface of the face of the island canopy and shall not extend more than 18 inches from the surface of the island canopy to which it is attached.	N/A.	An island canopy sign shall be mounted flush to the surface of the island canopy while still allowing the plane of the face of the sign to remain perpendicular to the ground. The face of an island canopy sign shall not extend above the top surface of the face of the island canopy and shall not extend more than 18 inches from the surface of the island canopy to which it is attached.
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet.			

Figure 15-17-60.D: Island Canopy Signs



(e) Projecting Signs. Projecting signs shall comply with the standards provided in Table 15-17-60(e).

Table 15-17-60(e) Standards for Projecting Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor
Base Standards			
Maximum Sign Area (per occupant-store frontage)	30 sf	12 sf	30 sf
Maximum Sign Height	12 ft	4 ft	12 ft
Maximum Number of Signs	1 per occupant store front		
Placement	Only on the wall of a building. Min. 8 ft from the bottom of the sign to the nearest grade or sidewalk.		
Illumination	Non-illuminated, internal illumination, and external illumination allowed. No illuminated signs allowed within 150 ft of the nearest residential district or development.	Only non-illuminated and external illumination allowed.	Non-illuminated, internal illumination, and external illumination allowed.
Electronic Message Center	Not allowed.	Not allowed.	Not allowed.
Changeable Copy Sign	Not allowed.	Not allowed.	Not allowed.
Special Standards			
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet			

Figure 15-17-60.E: Projecting Signs



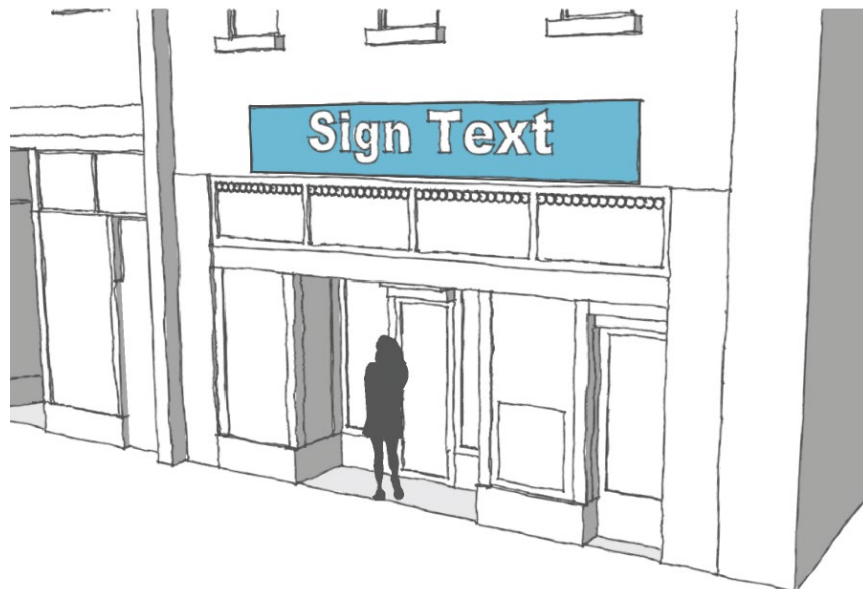
(f) Wall Signs. Wall signs shall comply with the standards provided in Table 15-17-60(f).

Table 15-17-60(f) Standards for Wall Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones ¹	CB (Downtown Corridor)
Base Standards		
Maximum Sign Area (per occupant-frontage)	40 sf for any occupant store front ≤ 100 lf 60 sf for any occupant store front 101 – 200 lf 80 sf for any occupant- store front length > 200 linear feet	20 sf for any occupant store front ≤ 100 lf 30 sf for any occupant store front length 101 – 200 lf 40 sf for any occupant store front length > 200 lf
Maximum Number of Signs	No limit, subject to the cumulative maximum sign area limitations contained in Section 15-17-50(c), Sign Allowance Allocation System.	1
Illumination	Non-illuminated, internal illumination, and external illumination are allowed. No illuminated signs allowed within 150 ft of the nearest residential district or development.	Non-illuminated and external illumination are allowed. Internal illumination is only allowed in individual letter signs Signage may be externally illuminated by reflection of a light source aimed on the surface of the sign.
Electronic Message Center	Electronic message centers are allowed except within 150 ft of the nearest residential district or development.	
Changeable Copy Sign	Allowed.	

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones ¹	CB (Downtown Corridor)
Special Standards		
Painted Wall Signs	Professionally painted wall signs are allowed on any exterior building wall of an individual occupant space or building. The allowable area for painted wall signs will be increased by 10% over the normal allowable sign dimensions for the zone. Painted wall signs are not allowed on historically designated buildings.	
Design Requirements	N/A.	A single external band, max. 2 ft in height by any length, may be applied at the top of the first floor façade of each building. Shall be subordinate in size to the other elements of the building elevation and positioned to not obscure architectural details. Shall fit within existing features of the building elevation and designed to integrate with the building architecture. Where there is more than 1 sign on a building façade, signs shall be complementary in construction materials, letter size and style, method used for support.
End Note: ¹ In all residential zones, 1 sign max. 2 sf is allowed.		
Legend: “ft” = Feet; “lf” = Linear Feet; and “sf” = Square Feet		

Figure 15-17-70.F: Wall Signs



(g) Window Signs. Window signs shall comply with the standards provided in Table 15-17-60(g).

Table 15-17-60(g) Standards for Window Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor
Base Standards			
Maximum Sign Area (per window/glass door)	25%	50%	25%
Maximum Number of Signs	No limit; defined by allowed maximum sign area.		
Illumination	Only non-illuminated and external illumination are allowed.		
Special Standards			
Design Requirements	No window sign shall be drawn or painted onto the window.		
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet			

Figure 15-17-60.G: Window Signs



Sec. 15-17-70. Freestanding Signs.

- (a) Generally. Freestanding signs are classified into one (1) of the following sign types – freestanding hanging signs, monument signs, post signs – with their associated regulations provided in this section.
- (b) Freestanding Hanging Signs. Freestanding hanging signs shall comply with the standards provided in Table 15-17-70(b).

Table 15-17-70(b) Standards for Freestanding Hanging Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor
Base Standards			
Maximum Sign Area	N/A.	12 sf per building.	N/A.
Maximum Sign Height	N/A.	6 ft in height.	N/A.
Maximum Number of Signs (per lot)	N/A.	1	N/A.
Illumination	N/A.	Only non-illuminated and external illumination allowed.	N/A
Special Standards			
Design Requirements	N/A.		
Spacing	N/A.	Placed no closer than 15 ft from another monument sign or post sign.	N/A.
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet			

Figure 15-17-70.B: Freestanding Hanging Signs





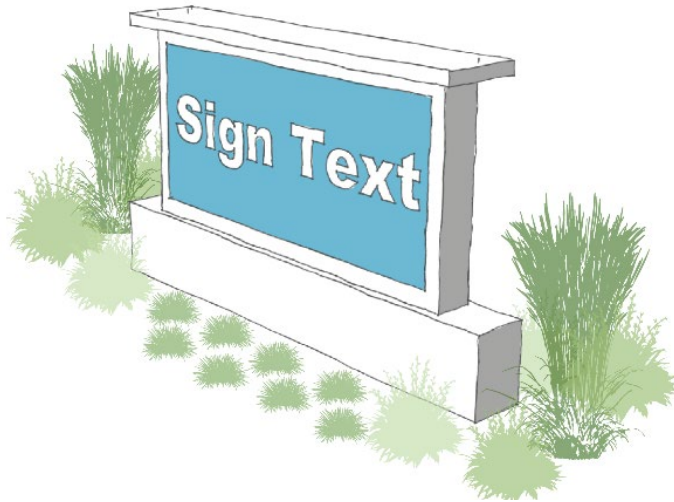
- (c) Monument Signs. Monument signs shall comply with the standards provided in Table 15-17-70(c).

Table 15-17-70(c) Standards for Monument Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones ¹	CB (Downtown Corridor)	I-25 Corridor
Base Standards			
Maximum Sign Area	24 sf for any lot width ≤ 100 lf. 60 sf for any lot width 101 – 200 lf. 84 sf for any lot width > 200 lf.	40 sf per building.	48 sf for any lot width ≤ 100 lf. 60 sf for any lot width > 100 lf.
Maximum Sign Height	6 ft for any lot width ≤ 100 lf. 8 ft for any lot width 101 – 200 lf. 14 ft for any lot width > 200 lf.	6 ft	8 ft for any lot width ≤ 100 lf. 10 feet for any lot width > 100 lf.
Maximum Number of Signs	1 monument sign is allowed per lot fronting a public right-of-way unless the lot fronts multiple rights-of-way, in which case an additional monument sign is allowed per frontage.		
Illumination	Non-illuminated, internal illumination, and external illumination allowed. No illuminated signs allowed within 150 ft of the nearest residential district or development.	Only non-illuminated and external illumination allowed.	Non-illuminated, internal illumination, and external illumination allowed. No illuminated signs allowed within 150 ft of the nearest residential district or development.
Landscape Area	Landscape materials are required at the base of the sign incorporated into a landscape planting bed with low growing landscape materials in front of the sign consistent with the requirements of Article III, Standards for Landscaping in Developed Areas.		
Electronic Message Center	Allowed, except within 150 ft of the nearest residential district or development.	Not allowed.	Allowed, except within 150 ft of the nearest residential district or development.
Changeable Copy Sign	Allowed.	Not allowed.	Allowed.
Special Standards			
Design Requirements	Elements to enhance the design of a sign structure may extend above the sign to a max of 20% of the sign's allowed height, or 12 inches, whichever is greater and no more than 2 feet on either side of the sign.	N/A	Elements to enhance the design of a sign structure may extend above the sign to a max of 20% of the sign's allowed height, or 12 inches, whichever is greater and no more than 2 feet on either side of the sign.

	Sign base shall be at least 60% of the width of the sign. Height of the sign base shall be no more than 50% of overall sign height.		Sign base shall be at least 60% of the width of the sign. Height of the sign base shall be no more than 50% of overall sign height.
Placement	15 ft setback to arterial street 10 ft setback to collector or local street 5 ft setback from all property lines for incidental signs	Min. 2 ft setback from the property line	15 ft setback to arterial street 10 ft setback to collector or local street
Spacing	Shall be placed no closer than 100 ft from another monument sign.		
End Note: ¹In all residential zones, 1 sign max. 2 sf is allowed.			
Legend: “ft” = Feet; “lf” = Linear Feet; and “sf” = Square Feet			

Figure 15-17-70.C: Monument Signs



(d) Post Signs. Post signs shall comply with the standards provided in Table 15-17-70(d).

Table 15-17-70(d) Standards for Post Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor
Base Standards			
Maximum Sign Area	12 sf per lot.	12 sf per building.	24 sf per lot.
Maximum Sign Height	6 ft.	6 ft	8 ft
Maximum Number of Signs	1 sign per frontage.		

Illumination	Only non-illuminated and external illumination allowed. No illuminated signs allowed within 150 ft of the nearest residential district or development.	Only non-illuminated and external illumination allowed.	Only non-illuminated and external illumination allowed. No illuminated signs allowed within 150 ft of the nearest residential district or development.
Electronic Message Center	Not allowed.		
Changeable Copy Sign	Not allowed		
Special Standards			
Design Requirements	Support posts shall be attached near the edge of the sign.		
Spacing	A post sign shall be placed no closer than 50 ft from any monument sign.		
Legend: “ft” = Feet; “lf” = Linear Feet; and “sf” = Square Feet			

Figure 15-17-70.D: Post Signs



Sec. 15-17-80. Standards for Development Entry Signs

(a) Development Entry signs shall comply with the standards provided in Table 15-17-80(a).

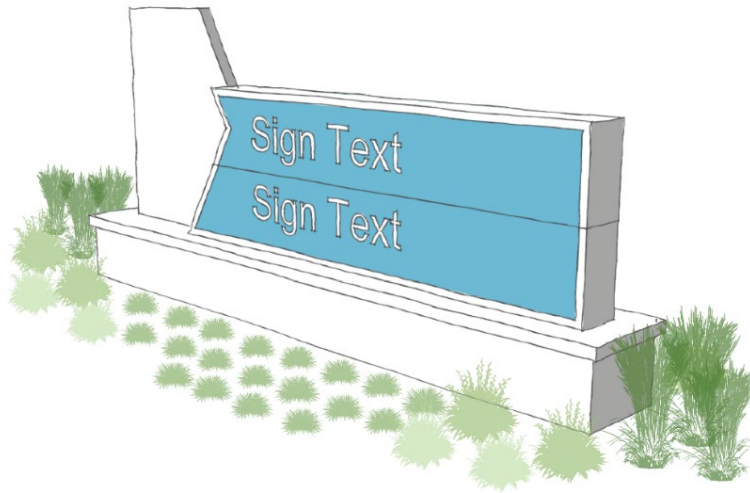
Table 15-17-80(a) Standards for Development Entry Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor	Residential Zones
Base Standards				
Maximum Sign Area	60 sf	N/A.	84 sf	24 sf
Maximum Sign Height	6 ft	N/A	8 ft	6 ft

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor	Residential Zones
Maximum Number of Signs per Entrance	2 signs may be located at the intersection of a street and another street (entrance to the subdivision/ development) or private driveway into a subdivision/ development and placed as follows: 1. 2 signs with 1 sign face each located on opposite sides of the entry street or private driveway; 2. 1 sign with two faces located within a landscaped area dividing two one-way entry streets or private driveways; 3. 1 sign located on one side of the entry street or private driveway; or 4. 1 sign located on an archway above the entry street or private driveway.	N/A.	2 d signs may be located at the intersection of a street and another street (entrance to the subdivision/ development) or private driveway into a subdivision/ development and shall be placed as follows: 1. 2 signs with 1 sign face each located on opposite sides of the entry street or private driveway; 2. 1 sign with 2 faces located within a landscaped area dividing two one-way entry streets or private driveways; 3. 1 sign located on one side of the entry street or private driveway; or 4. 1 sign located on an archway above the entry street or private driveway.	
Illumination	Only non-illuminated and external illumination allowed.	N/A.	Non-illuminated, internal illumination, and external illumination allowed.	Only non-illuminated and external illumination allowed.
Electronic Message Center	Not allowed.	N/A.	Not allowed.	
Changeable Copy Sign	Not allowed.	N/A.	Not allowed.	
Special Standards				
Design Requirements	Shall be landscaped around the base of the sign in an area equal to 3 sf for each 1 sf of sign area.	N/A.	Shall be landscaped around the base of the sign in an area equal to 3 sf for each 1 sf of sign area.	Shall be landscaped around the base of the sign in an area equal to 4 sf for each 1 sf of sign area.
	N/A	N/A	N/A	Shall be constructed with stone, brick, concrete,

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor	Residential Zones
				routed wood planks or beams, or similar durable, weatherproof materials.
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet				

Figure 15-17-80.A: Development Entry Signs



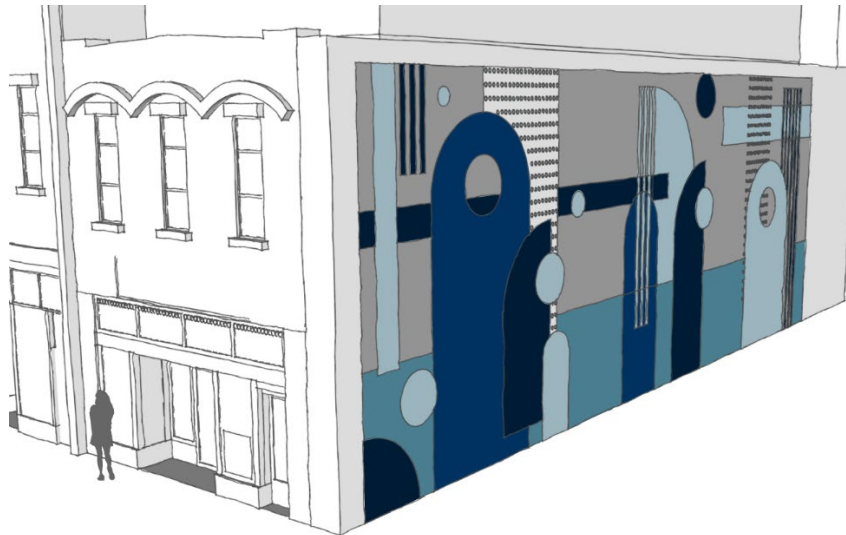
Sec. 15-17-90. Murals

- (a) Murals shall comply with the standards provided in Table 15-17-90(a).

Table 15-17-90(a) Standards for Murals

Standards Applicable to Zoning District/Special Area	CB (Downtown Corridor)
Base Standards	
Maximum Area	90% of the total area of a building's wall area to which the mural is attached. The area of text is limited to 10% of the total mural area.
Maximum Number of Murals	1 mural per building.
Illumination	Only external illumination is allowed.
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet	

Figure 15-17-90.A: Murals



Sec. 15-17-100. Incidental Signs

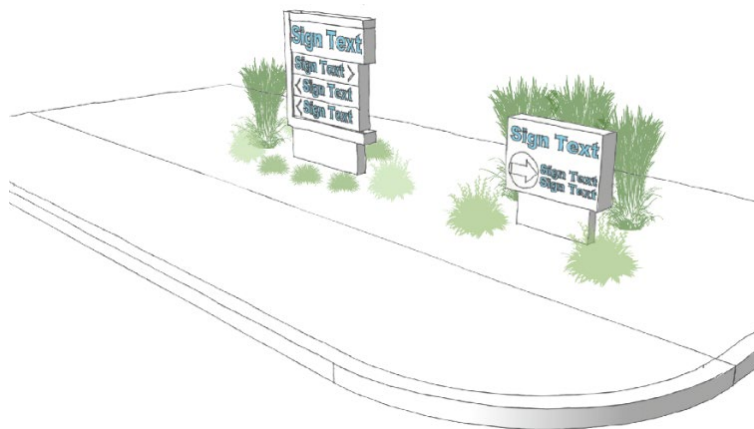
- (a) A building or lot may have multiple incidental signs as allowed in this section.

Table 15-17-100(a) Standards for Incidental Signs

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor	Residential Zones
Base Standards				
Maximum Sign Area for All Incidental Signs on a Lot	48 sf	24 sf	100 sf	24 sf
Maximum Sign Height per each Incidental Sign on a Lot	4 ft	3 ft	6 ft	4 ft
Maximum Number of Incidental Signs on a Lot	6	4	12	3
Illumination	Non-illuminated, internal illumination, and external illumination allowed.			Only non-illuminated and external illumination allowed.
Special Standards				
Design Requirements	Incidental signs may be building-mounted or freestanding. A building-mounted incidental sign shall affix flush against the wall of the building in which it is located. A freestanding incidental sign shall have an enclosed base and be securely and firmly embedded in the ground.			

Standards Applicable to Zoning District/Special Area	NC, GC, LI, HI & Nonresidential Uses in Residential Zones	CB (Downtown Corridor)	I-25 Corridor	Residential Zones
	Incidental signs constructed in conjunction with freestanding signs shall be consistent with the building elements and materials of those established on the same lot and within the development.			
Placement	Shall be placed at least 10 feet from any other freestanding sign.	Shall be placed at least 5 feet from any other freestanding sign.	Shall be placed at least 10 feet from any other freestanding sign.	
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet				

Figure 15-17-100.A: Incidental Signs



Division 3. Portable and Temporary Signs Standards

Sec. 15-17-110. Portable and Temporary Signs

- (a) Purpose. The proliferation of portable and temporary signs is a distraction to the traveling public and creates aesthetic blight and litter that threatens the public's health, safety, and welfare. In addition to the purpose provisions of Section 15.17.10, Purpose, Intent, and Findings, these regulations ensure that portable and temporary signs do not create a distraction to the traveling public by eliminating the aesthetic blight and litter caused by these signs.
- (b) General to All. Portable and temporary signs are allowed only in compliance with the provisions of this Section.
 - (1) Permits.
 - a. Portable Signs. No permits are required to place or display portable signs..
 - b. Temporary Signs. A Temporary Sign Permit is required for the following temporary signs, except that banner signs installed for seven (7) days or less and yard sign type II signs are exempt from permitting requirements;



1. Banner signs;
 2. Tear drop signs; and
 3. Yard sign type III signs).
- (2) Not Included in Permanent Sign Allowances. Portable and temporary signs are not counted toward the area allowances for permanent signs.
- (3) General Time, Place, and Manner Restrictions.
- a. Time Restrictions.
 1. Portable signs. Refer to Table 15-17-110(c) for the time restrictions for portable signs.
 2. Temporary signs. Refer to Table 15-17-110(e) for the time restrictions for temporary signs.
 - b. Location Restrictions. Unless specifically exempted by this Section, portable and temporary signs shall be placed in compliance with Section 15-17-30, Display and Location Standards.
 - c. Display Restrictions.
 1. Portable and temporary signs shall comply with the display restrictions provided in Section 15-17-30, Display and Location Standards.
 2. Any form of illumination is prohibited on portable and temporary signs, as well as the use of reflective materials.
 3. Attachments, such as balloons, ribbons, or loudspeakers, are prohibited.
 - d. Design and Construction. Portable and temporary signs shall be of sufficient weight and durability to withstand strong wind gusts and storms.
 - e. Removal. All portable and temporary signs shall be removed within twenty-four (24) hours after the conclusion of the purpose served by the sign.
- (c) Additional Standards for Portable Signs. Portable signs shall comply with the standards provided in Table 15-17-110(c).

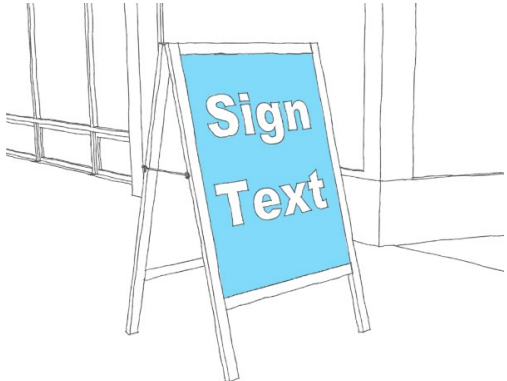
Table 15-17-110(c) Standards for Portable Signs

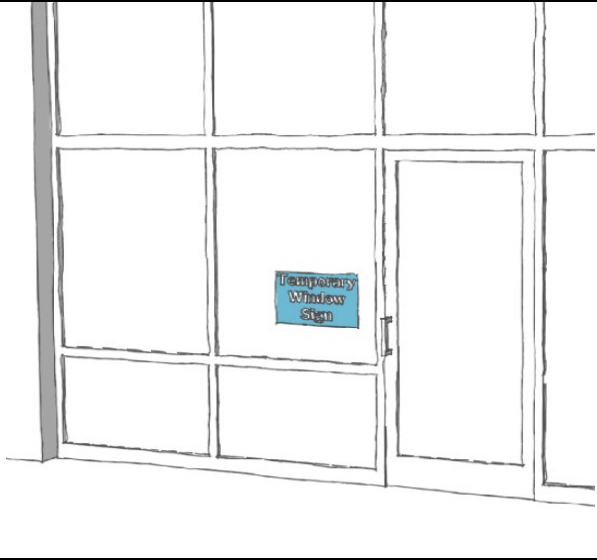
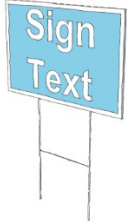
Standards	Requirements
Residential Only Zones or Residential Only Portion of Mixed-Use Zones	
Total Area of all Portable Signs at Any 1 Time	Max. 6 sf per lot or parcel
Number of Signs	Unlimited except that the total sign area shall not exceed 6 sf.
Time Limitations	No limitation on the length of time they may be displayed. 2 additional yard sign type I signs may be displayed for any consecutive 120-day period twice within the calendar year.

All Other Zones	
Total Area of All Portable Signs at Any 1 Time	Max. 12 sf per use. Excludes the area of window signs.
Number of Signs	Unlimited except that the total sign area of all temporary signs (excludes the area of window signs) shall not exceed 12 sf per use.
Time Limitations (except as stated in subsection 15-17-110.(b)(3)e.)	No limitation on the length of time they may be displayed, except as provided in this Section. 2 additional yard sign type I signs per use may be displayed for any consecutive 120-day period twice within the calendar year.
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet	

- (d) Standards for Specific Portable Sign Types. Portable signs shall comply with the standards provided in Table 15-17-110(d).

Table 15-17-110(d) Standards for Specific Portable Sign Types

Portable Sign Type	Standards		Other Requirements	
Portable Sign Type ¹	Height (Max.)	Width (Max.)	Area (Max.)	Other Requirements
Sandwich Board Sign 	4 ft	3 ft	6 sf	Not allowed in residential zones. If advertising a use, only permitted from sunrise to sunset. Shall be placed within 15 ft of a building entrance and allow for a min. 3 ft pathway to all building entrances.
Window Sign	—	—	See End Note	Max. Height: Placed no higher than first story windows. Inside mounting required. Not included in the total sign area for all portable signs. Not allowed in residential zones.

Portable Sign Type	Standards		Other Requirements	
Portable Sign Type ¹	Height (Max.)	Width (Max.)	Area (Max.)	Other Requirements
				
Yard Sign Type I 	4 ft	2 ft	6 sf	Shall be installed securely in the ground.
End Notes: ¹ The area of temporary and permanent window signs combined (including signs constructed of perforated vinyl or painted on the window) shall not exceed 40% of the area of the window on or within which they are displayed.				
Legend: "ft" = Feet; "lf" = Linear Feet; "sf" = Square Feet; and "in" = Inch				

- (e) Additional Standards for Temporary Signs. Temporary signs shall comply with the standards provided in Table 15-17-110(e).

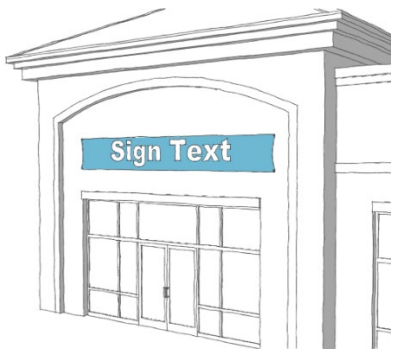
Table 15-17-110(e) Standards for Temporary Signs

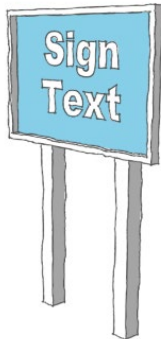
Standards	Requirements
Residential Zones or Residential Only Portion of Mixed-Use Zones	
Number of Signs	Yard sign type II: Max. 1 sign per street frontage.

Standards	Requirements
	Yard sign type III: Max. 1 sign per street frontage for multi-family residential or mixed-use developments only. Banner sign: Not allowed, except as provided below.
Time Limitations (except as stated in subsection 15-17-110.(b)(3)e.)	Yard sign type II and type III: No limitation on the length of time they may be displayed. Banner sign: 1 banner sign max. 8 sf in area may be displayed for any consecutive 120-day period twice within the calendar year.
All Other Zones	
Number of Signs	Yard sign type II and type III: Max. 1 sign per street frontage. Banner sign: Max. 1 banner per street frontage per use.
Time Limitations (except as stated in subsection 15-17-110.(b)(3)e.)	Yard sign type II and type III: No limitation on the length of time they may be displayed. Banner sign: 60 days from date of issuance. 1 additional banner sign (or up to 4 banners, max. 8 sf each) per lot or parcel may be displayed for any consecutive 120-day period twice within the calendar year.
Legend: "ft" = Feet; "lf" = Linear Feet; and "sf" = Square Feet	

- (f) Standards for Specific Temporary Sign Types. Temporary signs shall comply with the standards provided in Table 15-17-110(f).

Table 15-17-110(f) Standards for Specific Temporary Sign Types

Temporary Sign Type	Standards			Other Requirements
Temporary Sign Type	Height (Max.)	Width (Max.)	Area (Max.)	Other Requirements
Banner Sign 	Multi-story buildings: placed in the space between first and second stories Single-story buildings: placed below top of the parapet	15 ft	45 sf	Not allowed in single-family residential zones except as allowed in Table 5.11-19. Shall be mounted on a building wall or building façade no higher than the bottom sill of 2 nd story windows and shall not extend beyond the edge of a wall.

Temporary Sign Type	Standards			Other Requirements
Tear Drop Sign 	12 ft	--	16 ft	Not allowed in residential zones. Shall be installed securely in the ground or with a stable weighted base. Shall not interfere with pedestrian or vehicular traffic. Number of signs: Large scale occupants $\geq 75,000$ sf in area – 5 signs Large scale occupants – 4 signs Major occupants – 3 signs Minor occupants – 2 signs
Yard Sign Type II 	6 ft	2 ft	4 sf	Shall be installed securely in the ground.
Yard Sign Type III 	7 ft	6 ft	24 sf	Not allowed in single- family residential zones. Shall be installed securely in the ground.
Legend: “ft” = Feet; “lf” = Linear Feet; and “sf” = Square Feet				



Division 4. Administration and Enforcement

Sec. 15-17-120. Sign Permits

- (a) Purpose. This Section establishes the general process for the application, review, and approval of permits for the following types of permits;
 - (1) Sign Permits;
 - (2) Sign Criteria Plan Permits;
 - (3) Temporary Sign Permits; and
 - (4) Master Sign Plans.
- (b) Sign Permits.
 - (1) Sign Permit Requirement.
 - a. Where a Sign Permit is required by this Article, it shall be unlawful for any person to erect, place, display, alter, repair, or relocate a permanent sign structure without first obtaining approval for a Sign Permit from the Director.
 - b. A Sign Permit is also required for the following:
 - 1. Changes to the face or copy of changeable copy signs; and
 - 2. Changes to the face or copy of an existing single-occupant or multi-occupant freestanding or building mounted sign from one use to another with no structural or lighting modifications to the sign.
 - c. A Sign Permit is not required for the following:
 - 1. Exempt signs in accordance with subsection 15-17-20(c), Exempt Signs;
 - 2. The normal repair and maintenance of conforming or legal nonconforming signs, except as provided in subsection 15-17-130(b), Sign Maintenance.
 - (2) Review and Approval.
 - a. Review and Determination. The Director shall review the Sign Permit application and supporting documentation for permit completion and compliance with the standards of this Article. The Director shall determine whether the Sign Permit may be issued or if additional information is required from the applicant to satisfy these standards.. If the Sign Permit application is denied, the reason shall be stated in writing.
 - b. Substitution. Any time after a Sign Permit is issued, a new owner or their designee of record assumes all obligations with the original Sign Permit.
 - c. Expirations. A Sign Permit shall expire and become null and void if the work authorized in compliance with the Permit is not commenced within one-hundred eighty (180) days from the date of issuance of the Permit, or if work is suspended or abandoned for a period ninety (90) days or more at any time after the work has commenced. If a Sign Permit has not been obtained within one-hundred eighty (180) days after the approval



of permit plans and issuance of the Permit, the Director shall consider the application withdrawn.

d. Inspections. All signs for which a Sign Permit is required are subject to inspection to establish compliance with the provisions of this Article, as well as the following additional inspections, unless waived in writing by the Building Official:

1. Footing inspections on all freestanding signs, including the addition of additional sign area to existing signs;
2. Electrical inspections for all sign structure(s) prior to placement; and,
3. Final inspection by the Director to establish compliance with provisions of this Article and other applicable Town regulations.

e. Violations.

1. Any work commenced without a Sign Permit, or any work beyond the authorized scope of a Sign Permit constitutes a violation of this Article and is grounds for the Director to issue a correction notice and/or to stop all work on the sign until appropriate permits are obtained.
2. Permits issued for work commenced without a Sign Permit, or any work beyond the authorized scope of a Sign Permit, shall be subject to a Stop Work Order issued by the Building Official until a Sign Permit has been issued.

(c) Sign Criteria Plan.

- (1) A Sign Criteria Plan is required for review as part of the submittal for a site plan for a proposed development. The purpose of the Sign Criteria Plan is to ensure a consistent sign theme, design and material palette for an entire development. Sign Criteria Plan applications may specify standards that are more restrictive or specific than the standards included in this Article, and shall not include standards that are less restrictive or less specific.
- (2) The Director shall accept and review applications for a Sign Criteria Plan following the review and approval procedures for site plan applications established in Section 14-2-90, Site Plan, and as applicable, the procedures for Sign Permit review established in subsection 15-17-120(b)(2), Review and Approval.

(d) Temporary Sign Permits.

- (1) Temporary Sign Permit Requirement. It is unlawful for any person to erect, place, display, or relocate a banner sign, or yard sign type III sign without first obtaining approval for a Temporary Sign Permit from the Director.
- (2) Review and Approval.
 - a. Review. The Director shall review the Temporary Sign Permit application and supporting documentation for compliance with the standards of Section 15-17-110, Portable and Temporary Signs.

- b. Determination. The Director shall determine whether the Temporary Sign Permit may be issued or if additional information is required from the applicant to complete the permit application. If the Temporary Sign Permit application is denied, the reason shall be stated in writing.
- c. Authorization and Substitution. Issuance of a temporary wall banner sign permit authorizes the holder to install a temporary wall banner sign(s) in compliance with the terms of the permit.
 - 1. At any time after a Temporary Sign Permit is issued, a new property owner, occupant, or lessee of record may be substituted for the original applicant if a record of the new interest is made with the Town and the new interest assumes all obligations to be in accordance with the original permit.
 - 2. The change of interest shall not imply that any fees paid for the permit will be returned to either the interest which has been replaced or the substitute.
- (3) Inspections. All signs for which a temporary wall banner sign permit is required are subject to inspection to establish compliance with the provisions of Section 15-17-130, Sign Inspection and Maintenance.
- (4) Violations. Any temporary signs installed or displayed without a Temporary Sign Permit are in violation of this Article and is grounds for the Director to issue a correction notice and/or to cause removal of the temporary sign.
- (e) Master Sign Plans.
 - (1) Purpose. The purpose of this Section is to provide a process to respond to special signage needs for proposed or existing single-family residential subdivisions and multi-family residential and nonresidential uses with the flexibility to develop innovative, creative, and effective signage to improve the aesthetics of the Town.
 - (2) Applicability. A Master Sign Plan may be voluntarily submitted for proposed or existing single-family residential subdivisions and for proposed or existing mixed-use, non-residential, and multi-family residential uses when new signs are proposed that do not comply with the otherwise applicable sign standards established in this Article.
 - (3) Review.
 - a. A complete application for Master Sign Plan review and approval is required following, or in conjunction with, the approval of the required subdivision and/or site plan for the development, and prior to issuance of a Building Permit. An application for Master Sign Plan review shall be submitted on a form prescribed by the Town in compliance with Section 14-2-10, General—All Applications. The application shall be signed by the property owner(s), and/or their authorized agent(s), if appropriate.
 - b. The Director shall review the Master Sign Plan application and supporting documentation to determine whether the Master Sign Permit application is complete or if additional information is required from the applicant to complete the permit application. If the Sign Permit application is denied, the reason shall be stated in writing.

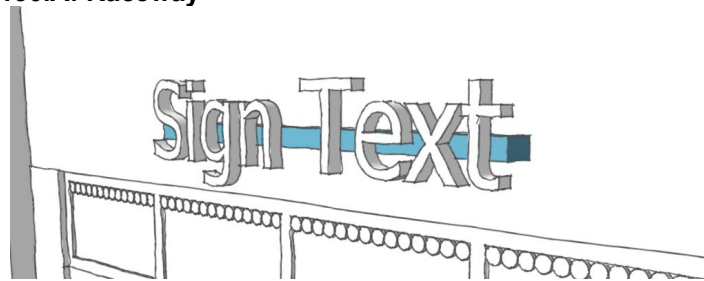
- c. The Director shall review the Master Sign Plan application and supporting documentation for permit completion and compliance with the standards of this Article and that any proposed sign is consistent with the Town's objectives. The Director shall determine whether the Master Sign Plan may be issued or if additional information is required from the applicant.
- d. The Master Sign Plan shall comply with the following criteria:
 - 1. The Master Sign Plan shall comply with all applicable requirements of this Article.
 - 2. All signs shall be appropriately related in form, proportion, scale, color, materials, surface treatment, overall sign size, and the size and style of lettering on the sign to the function and architectural character of the building or site on which they will be displayed; and
 - 3. All signs shall be placed in a logical location in relation to the overall composition of the building's façade or the site plan for the development, as determined by the Director; and
 - 4. All signs shall use consistent mounting, and coordinate the mounting location with the architectural features of the principal buildings on the site.
 - 5. Master Sign Plans for non-residential developments that, in aggregate, reach or exceed thirty (30) acres in total area may include free-standing, attached, and incidental and miscellaneous signs in excess of the sign quantity allowances set forth in this Chapter, subject to approval of a site plan for the development. All other standards (e.g., materials, sign area, setbacks, design requirements, permitted sign types, etc.) shall continue to be maintained in conformity with this Chapter.
- e. A Master Sign Plan may be implemented in phases.
- f. Modifications to an approved Master Sign Plan shall be reviewed and approved by the Director.
- g. Sign Permits, which shall be obtained in compliance with subsection 15-17-120(b), Sign Permits, are required for individual signs authorized by an approved Master Sign Plan, provided:
 - 1. The signs comply with all applicable conditions of the approved Master Sign Plan;
 - 2. Sign Permit applications are submitted within a time period specified as part of the conditions of the content or review of the Master Sign Plan, where applicable; and
 - 3. Sign Permit applications are submitted prior to any subsequent amendment to this Article which is more restrictive than provisions existing when the Master Sign Plan was approved.

Sec. 15-17-130. Sign Inspection and Maintenance

(a) Sign Structure and Installation.

- (1) The installation of signs shall be enforced and administered by the Director. All signs and sign structures shall be designed to comply with the provisions of this Article, the applicable provisions of the Building Code, and constructed to withstand wind loads, dead loads, and lateral forces.
 - a. Any angle iron, bracing, guy wires, or similar features used to support a sign shall not be visible to the extent technically feasible.
 - b. Where electrical service is provided to freestanding signs, the electrical service shall be placed underground and concealed. Electrical service to building-mounted signs, including conduit, housings, and wire, shall be concealed or, when necessary, painted to match the surface of the structure upon which they are mounted. A Building Permit shall be issued prior to installation of any new signs requiring electrical service.
 - c. All permanent signs allowed by this Article shall be constructed of durable materials capable of withstanding continuous exposure to the elements and the conditions of a built-up environment, and shall be permanently attached to the ground, a building or another structure by direct attachment to a rigid wall, frame, or structure.
- (2) Raceway, as illustrated in Figure 15-17-130.A, shall only be used in building-mounted signs when access to the wall behind the sign is not feasible, or when the Director determines that a benefit exists to preserve a historic or architectural feature of a building. In such cases, the raceway shall not extend in width and height beyond the area of the sign and shall match the color of the building to which it is attached.
- (3) Signs shall be designed so that the support frameworks for the sign are an integral part of the design of the sign or within the structure of the building to which it is attached in such a manner as to not be visible.

Figure 15-17-130.A: Raceway



(b) Sign Maintenance.

- (1) All signs shall be maintained by the property owner, occupant, or permittee. In the event a sign becomes derelict for reasons of lack of maintenance the approval may be revoked and the sign subject to abatement.
- (2) Unpainted signs, broken signs and signs on vacated buildings shall be removed from the premises or repaired or renovated by the owners of the premises on order of the Director.

- (3) All signs together with their supports and appurtenances shall be maintained in good structural condition, in compliance with applicable building and electrical codes, and in conformance with this Article. Maintenance of a sign includes periodic cleaning, replacement of flickering, burned out or broken light bulbs or fixtures, repair or replacement of any faded, peeled, cracked, or otherwise damaged or broken parts of a sign, and any other activity necessary to restore the sign so that it continues to comply with the requirements and contents of the sign permit issued for its installation and provisions of this Article.
- (4) All signs and supporting structures shall be kept in repair and in proper state of preservation. The display surfaces of all signs shall be kept neatly painted and clean. The immediate surrounding premises shall be maintained free of weeds and rubbish. The Director is authorized to order the painting, cleaning or repair of signs which become dilapidated and the cleaning of the immediate premises. Such maintenance shall be completed within thirty (30) days of receiving written notice.
- (5) Required landscaped areas contained by a fixed border, curbed area, wall, or other perimeter structure shall receive regular repair and maintenance, including maintenance of required permanent irrigation systems. Plant materials that do not survive after installation in required landscape areas are required to be replaced within three (3) months.
- (6) The Director has the authority to order the repair, maintenance, or removal of any sign or sign structure that has not been maintained and is dangerous or in disrepair, or which is erected or maintained contrary to the requirements of this section.
- (7) Failure to maintain a sign constitutes a violation of this Article and will be subject to enforcement action, in which case the Director may order the removal of any sign that is determined to be in disrepair or dangerous.
- (8) Any owner of a sign victimized by graffiti shall remove, repair, or repaint sign(s) within ten (10) days of the graffiti being applied or within ten (10) days of notification by the Director, whichever event comes first, or the sign shall be subject to removal by the Town at the owner's expense.

Sec. 15-17-140. Enforcement

- (a) Purpose. It shall be unlawful for any person, firm or corporation to erect, construct, enlarge, alter, repair, display, or use a sign within the Town contrary to, or in violation of, any provision of this Article. The requirements of this Article shall be enforced in compliance with the enforcement provisions of Article IV, Enforcement.
- (b) Right-of-way. The Director may remove or cause to be removed any portable sign erected or displayed upon a public sidewalk, walkway, or pedestrian thoroughfare within public right-of-way that creates a hazard to pedestrian or vehicular traffic.

Sec. 15-17-150. Nonconforming Signs

- (a) Purpose. This Section establishes regulations for nonconforming signs that were lawful before the adoption or amendment of this Article, but which would be prohibited, regulated, or



restricted differently in compliance with the current regulations. These provisions provide for the orderly termination of nonconforming signs to promote the public health, safety, and general welfare, and to bring nonconforming signs into conformity with the goals and policies of the Town's adopted Comprehensive Plan. In recognition of these declarations, it is the intent of this Article to:

- (1) Prevent the expansion of nonconforming signs to the maximum extent feasible; and
 - (2) Provide for the correction or removal of nonconforming signs in an equitable, reasonable, and timely manner.
- (b) **Applicability.** Nonconforming signs may be maintained, expanded upon, and/or abated only in accordance with the provisions of this Section. In no event will the degree of nonconformity of any sign or type of signage on any lot be increased. Illegal signs, such as signs installed without a required Building Permit or Sign Permit, are not considered to be nonconforming signs.
- (c) **Signs Rendered Nonconforming.** Any sign which becomes nonconforming subsequent to the effective date of these regulations either by reason of the annexation to the Town of the territory upon which the sign is located, or the amendment of this Article to render a sign nonconforming, shall also be subject to the provisions of this Section.
- (d) **Modification and Maintenance.**
- (1) No nonconforming sign shall be altered in any manner, reconstructed, or moved without being made to comply in all respects with the provisions of this Article. Nothing in this Section shall prohibit the normal upkeep or repair of any sign, nor the painting or repainting of the face of the sign, during its lawful existence.
 - (2) Nonconforming signs are required to be maintained in good condition in compliance with Section 15-17-130(b), Sign Maintenance. Maintenance of legal nonconforming signs shall be consistent with applicable Colorado law. Nothing in this Article shall affect existing property or the right to its continued use for the purpose used at the time this Article takes effect, nor to make any reasonable repairs or alterations.
 - (3) Unpainted signs, broken signs, abandoned signs, and signs on vacated buildings shall be removed from the premises or repaired or renovated by the owners of the premises upon written notice of the Director requiring removal of the signs within thirty (30) days of the date of the notice.
- (e) **Damaging to Legal Nonconforming Sign.** A legal nonconforming sign that has been damaged to the extent of more than fifty (50) percent of the appraised value of the sign structure or is temporarily or permanently removed by any means, including "an act of God," shall be removed or rebuilt, repaired, or replaced only in compliance with the provisions of this Article if an application for a Sign Permit to re-erect the sign is made within six (6) months of its destruction.
- (f) **Signs Previously Approved.** Any sign erected and installed pursuant to a permit lawfully issued by the Town prior to the effective date of these regulations shall be treated as a conforming sign. All signs determined to be conforming signs may be continued, maintained, and repaired so long as the sign is not structurally altered or expanded.



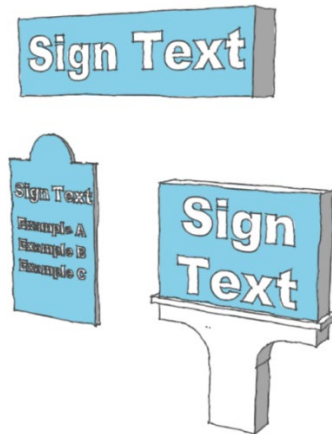
- (g) Removal or Replacement of a Nonconforming Sign. Removal of a nonconforming freestanding or building mounted sign, or replacement of a nonconforming freestanding or building mounted sign with a conforming sign, is required when:
- (1) A building is renovated and the cost of the renovation is fifty (50) percent or more of the value of the building as determined by the Building Official or the building is demolished and rebuilt; or
 - (2) The use of the sign and/or the property on which the sign is located has been abandoned, ceased operations, become vacant, or been unoccupied for a period of ninety (90) consecutive days or more as long as the period of non-use is attributable at least in part to the property owner, occupant, or other person or entity in control of the use. For purposes of this Section, rental payments or lease payments and taxes shall not be considered as a continued use. In the event this should occur, such conditions will be considered as evidence of abandonment, requiring removal of the sign by the owner of the property, his/her agent, or person having the beneficial use of the property, building or structure upon which such sign or sign structure is erected within sixty (60) days after written notification from the Director. If, within the sixty (60)-day period, such sign(s) is (are) not removed, enforcement action shall be pursued.

Division 5. Rules of Measurement

Sec. 15-17-160. Rules of Measurement

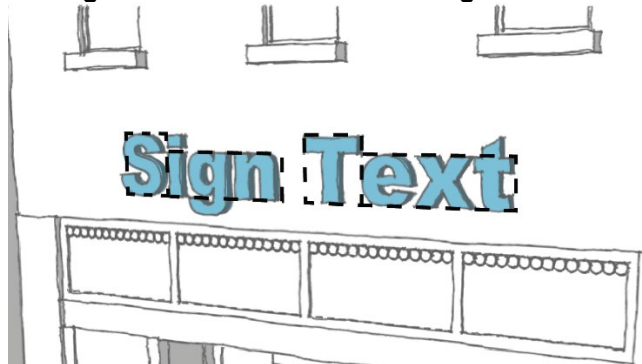
- (a) Sign Area Measurement.
- (1) The sign area of any building-mounted and freestanding sign, shall be considered to be the entire advertising area of the sign containing text, decorative artwork, logos or other displayed information, including the space within and between the text and information.
 - (2) Only one (1) side of freestanding signs with back-to-back sign areas is considered in calculating the sign area. No more than two (2) sides are allowed for any one (1) sign.
 - (3) The sign area of building-mounted signs does not include structural elements used to attach or support the sign that do not contribute to the display.
 - (4) The sign area of freestanding signs does not include the monument base.
 - (5) Signs on Background Panel.
 - a. Where the sign copy is mounted, affixed, or painted on a background panel or distinctively painted, textured, or constructed surface, the sign area is measured as the sum of the smallest rectangle(s) that will enclose both the sign copy and the background, as shown in Figure 15-17-160.A.

Figure 15-17-160.A.: Sign Area - Background Panel Signs



- (6) Signs With Individual Letters. Where the sign has individual letters or graphics mounted against a wall, fascia, mansard, parapet, or other building surface that has not been distinctively painted, textured or constructed as a background panel, the sign area is measured as the smallest rectangle(s) that will enclose each word and each graphic in the sign as shown in Figure 15-17-160.B.

Figure 15-17-160.B: Sign Area - Individual Letters Signs



- (7) Irregular Shaped Signs. Sign area for irregular shaped signs is determined by dividing the sign into the smallest squares or rectangles that will enclose each word or graphic in the sign as shown in Figure 15-17-160.C. If the square or rectangles overlap, the area of overlap is subtracted from the total sign area.

Figure 15-17-160.C: Sign Area - Irregular Shaped Signs

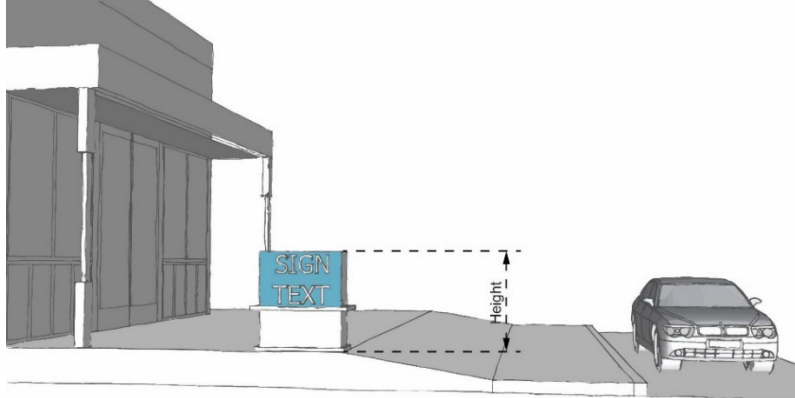


(b) Sign Height Measurement.

(1) Freestanding Signs. Sign height for freestanding signs is measured as the vertical distance from the finished grade to the top of the sign.

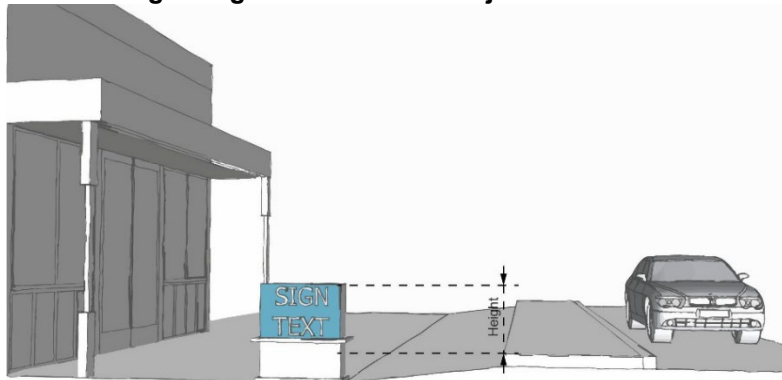
- a. Higher Than Adjacent Grade. Where the grade at the base of a sign is higher than the grade of the adjacent road right-of-way, sign height is measured from the base of the sign, as shown in Figure 15-17-160.D.

Figure 15-17-160.D: Sign Height - Higher Than Adjacent Grade



- b. Lower Than Adjacent Grade. Where the grade at the base of a sign is lower than the grade of an adjacent road right-of-way, the height of the sign is measured from the top of curb elevation, as shown in Figure 15-17-160.E (the portion of the sign below the grade at the edge of the right-of-way shall not be included in determining the sign's overall height).

Figure 15-17-160.E: Sign Height - Lower Than Adjacent Grade



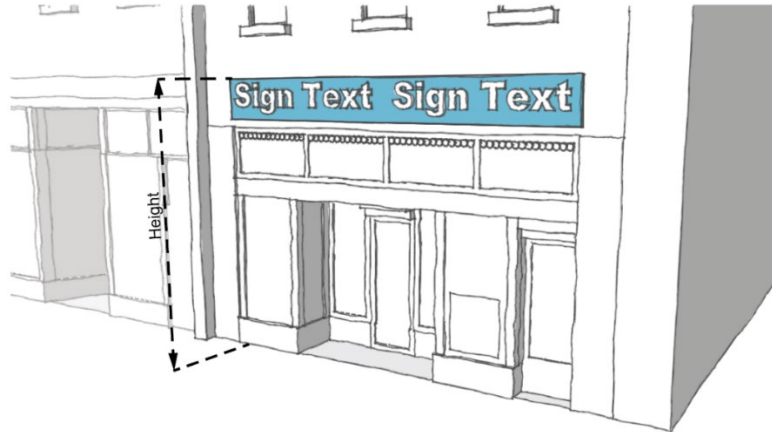
(2) Building-mounted Signs.

- a. The height of building-mounted signs is the vertical distance measured from the base of the wall on which the sign is located to the top of the sign structure, as shown in Figure 15-17-160.F.
- b. Where multiple signs are located on any one (1) building elevation, the cumulative height of all signs located directly above or below (vertically) any portion of another sign on the same building elevation shall be used to calculate the total sign height. Signs not

located directly above or below any portion of another sign shall be calculated individually.

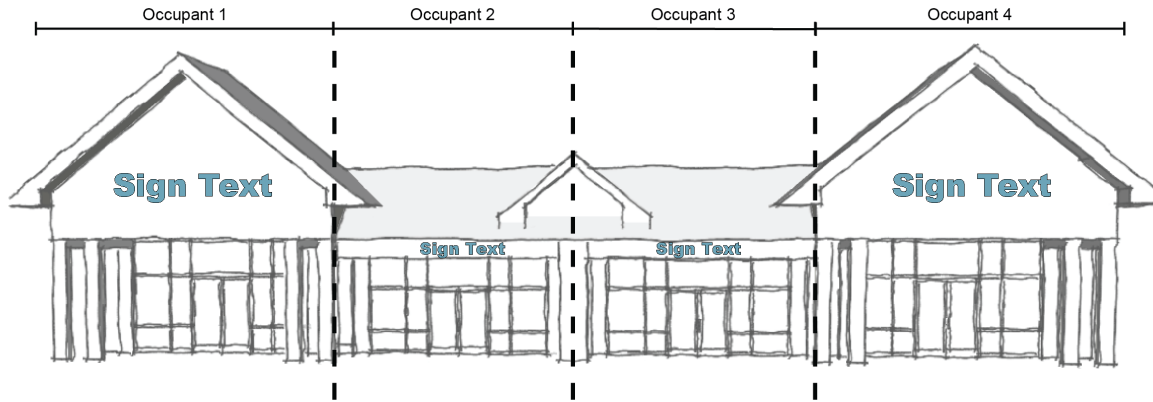
- c. Individual sign height is measured from the lowest point at the bottom of individual letters, the sign background, frame or cabinet, that encompasses all text, decorative artwork, logos or other information displayed to the top of the highest point on the sign.

Figure 15-17-160.F: Sign Height - Building-Mounted Signs



- (c) Measuring Sign Separation.
 - (1) Distance separation between freestanding signs shall be measured along the street frontages adjacent to the subject monument signs.
 - (2) Distance between freestanding monument signs located on different street frontages shall be measured along the street frontage to the point of intersection of both street frontages.
- (d) Determining the Width of an Occupant Store Front.
 - (1) The area of wall signs is calculated based on the width of the occupant store front.
 - (2) A building may have multiple occupant store frontages in which case it may be referred to as a multi-occupant building.
 - (3) Occupant store frontage width is the measurement identifying the horizontal distance where an individual occupant's lease space starts and ends in which the start and end points are usually signified by a common or building wall. See Figure 15-17-160.G as an example of occupant store frontage length for a multi-occupant building.

Figure 15-17-160.G: Determining the Width of an Occupant Store Front





Division 6. Definitions

Sec. 15-17-170. Definitions

The following words, terms, and phrases, when used in this Article, shall have the meanings ascribed to them in this section. Other defined terms are included in Article V, Definitions.

Alter means any change in the color, size, shape, illumination, position, location, construction or supporting structure of a sign.

Animation means a sequence of frames that, when played in order at sufficient speed, presents a smoothly moving image like a film or video. Animation includes any or a combination of digitized video or computer-generated graphics.

Channel letters means three (3)-dimensional, individually manufactured letters or figures with an open back which may contain a light source to provide light onto the sign background against which the channel letters are silhouetted. See also reverse pan channel letters.

Commercial message means a message conveyed by any sign that is solely intended to interest, entice, or solicit any person to participate in commercial transactions with a business, including offers of goods, cash, discounts on products or services, or other items, including the offering of free goods or services made in exchange for or with the intent to induce the recipient's willingness to receive information relating to a possible commercial transaction.

Display surface means the net geometrical area enclosed by the display surface of the sign including the outer extremities of all letters, figures, characters, and delineations. Display surfaces do not include the structural supports for freestanding signs if the structural supports are so arranged as not to become a part of the attention-attracting aspect of the sign.

Electronic message center means a portion of a sign capable of displaying words, symbols, figures, or images that can be electronically or mechanically changed by remote or automatic means.

Exposed neon means a neon sign in which the neon tubes are not enclosed by an opaque covering.

Fluorescent colors means the range of colors created through a synthetic pigmentation process in which ultraviolet light is absorbed and emitted at a different range within the color spectrum of the individual colors.

Illumination, external means illumination resulting from the face of the sign reflecting light from an external light source intentionally directed upon it.

Illumination, halo means a form of sign illumination in which neon tubing, LED, or similar lights are mounted within the sign letters or symbols to illuminate the mounting surface causing a halo of light around the letter.

Illumination, internal means a form of sign illumination where the source of the light is confined within the sign, including cabinet signs, signs constructed with pan channel letters (but not reverse pan



channel letters), or indirect illuminated pan channel letters on an unlit or otherwise indistinguishable background on a freestanding sign or building wall, as well as single-color or two-color LED signs.

Inflatable device means a flexible bag made of nonporous material which is inflated with air, helium, or another gas causing it to expand, assume a specific shape, and allowing it to rise in the air
Laser light display means a display that emits light through the use of a laser beam(s).

LED (light emitting diode) means a semiconductor diode that emits light when a voltage is applied to it.

Maintenance means the upkeep of signs, and their support structures, in a condition of good repair. This includes the replacement or repainting of sign faces which have been damaged or have otherwise lost their ability to convey the message intended. Maintenance does not include the changing of location, orientation, size, or height of a sign.

Move or movement means a sign or part of a sign that changes physical position by any movement or rotation. "Movement" includes any visible moving, revolving, or rotating parts or visible mechanical movement, or any apparent visible movement achieved by electrical, electronic or mechanical means, other than an electronic message display.

Mural means a hand-applied visual depiction or licensed reproduction of an original work of art including, but not limited to, mosaic, painting, or graphic art techniques that are applied, painted, implanted, or placed directly onto the exterior of any structure. This definition is not intended to discourage the use of new paint and printing technologies.

Neon means an illumination source created when a glass tube filled with neon or other similar gas emits light when energized. The tube can be bent to form letters, symbols, or other shapes.

Noncommercial message means any copy that communicates a message that is not a commercial message. A noncommercial message does not directly or indirectly name, draw attention to, or advertise a business, product, good, service, or other commercial activity, or propose a commercial transaction.

Occupant means the person, corporation, business, tenant, or owner who rents, leases, or has ownership of all or a portion of a physical space such as a lot, parcel, or building.

Owner means a person recorded as such on official records. The owner of property on which a sign is located is presumed to be the owner of the sign, unless facts to the contrary are officially recorded or otherwise brought to the attention of the Town.

Panel means a plate, backing material, or other delineating surface that contains copy within a sign structure.

Pan channel letters means a specific type of sign letter consisting of a metal pan enclosure fabricated in the shape of a letter, numeral, or other shape in which the metal pan enclosure is used to house the lighting and electrical components of the letter and can be mounted directly to a wall. The sign face is usually made of colored plastic attached to the metal pan so that the letters are illuminated and to seal it off from pests and harsh weather.



Professionally crafted or painted sign means a temporary or permanent sign that is made to a high standard by a competent individual(s) skilled in sign design, fabrication, and installation.

Raceway means an enclosed conduit for electrical wiring.

Reverse pan channel letter means a specific type of sign letter consisting of a metal pan enclosure fabricated in the shape of a letter, numeral, or other shape in which the metal pan enclosure is used to house the lighting and electrical components of the letter and can be mounted directly to a wall. The sign face is made of the same solid opaque materials as the sides of the letters so that the front and sides of the sign letters do not emit light.

Sign means a permanent or temporary structure, device, figure, display, message, placard or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended or used to advertise, provide information in the nature of advertising, provide historical, cultural, archeological, ideological, political, religious, or social information, or direct or attract attention to an object, person, institution, business, product, service, message, event or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, or illumination.

Sign structure means any combination of materials to form a construction for the purpose of attaching, fixing, or otherwise supporting a sign, whether installed on, above, or below the surface of the land, a building, or any other solid surface.

Sign, abandoned means a permanent building mounted or freestanding sign that identifies a business, lessor, owner, product, service, use, or activity where there is no longer an active use.

Sign, awning means any permanent sign that is part of or attached to an awning, or other fabric, plastic or structural protective cover located over a door, entrance, window, storefront, or outdoor service area.

Sign, banner means a temporary sign constructed of cloth, bunting, plastic, paper, or similar nonrigid material, and securely attached to a wall or support structure other than a flag pole. This definition does not include a flag.

Sign, billboard means a permanent structure upon which advertising may be posted, painted, or affixed, and which is primarily designed for the rental or lease of the sign space for advertising not related to the use of the property upon which the sign is located.

Sign, building-mounted means a permanent sign attached, connected, painted, or erected on the wall, parapet, or fascia of a building or structure.

Sign, cabinet means a permanent building-mounted or freestanding sign with its text and/or logo symbols and artwork on a translucent face panel that is mounted within a metal frame or cabinet that contains the lighting fixtures which illuminate the sign face from behind.

Sign, canopy means a permanent sign that is painted on or mounted to a canopy, typically used to accent building entries.



Sign, commemorative means a flat, durable object crafted from materials such as metal, ceramic, stone, or wood, inscribed with text and often affixed to buildings, monuments, or landscapes to denote historical events, notable individuals, significant places, or achievements. (Syn: Historical Plaque)

Sign, changeable copy means a sign that is designed so that characters, letters, numbers, or illustrations can be manually or mechanically changed or rearranged without altering the face or surface of the sign.

Sign, channel or reverse pan channel letter means a permanent sign comprised of channel or reverse pan channel letters.

Sign copy means any graphic, word, numeral, symbol, insignia, text, sample, model, device, or combination that is primarily intended to advertise, identify, or notify.

Sign, development entry means a permanent on- or off-premise freestanding sign of the monument sign variety located at either the entry of a platted subdivision from a right-of-way or private driveway of a development or subdivision.

Sign, electronic message center means a permanent sign or portion of a sign that utilizes computer-generated messages or some other electronic means of changing its characters, letters, numbers, illustrations, display, color, and/or light intensity, including animated graphics and video, by electronic or automatic means. An electronic message sign is not a single- or two (2)-color LED sign.

Sign face means the exterior surface of a sign, exclusive of structural supports, on which is placed the sign copy.

Sign, freestanding means a permanent sign that is erected or mounted on its own self-supporting permanent structure or base detached from any supporting elements of a building.

Sign, freestanding hanging means a permanent sign affixed to either a single post or two (2) or more posts in which the sign face hangs from a bracket on the post(s).

Sign, government means any sign, posting, notice or similar signs placed, installed by a Town, county, or state, or federal governmental agency in carrying out its responsibility to protect the public health, safety, and welfare.

Sign, illuminated means a sign which has characters, letters, figures, designs, or outlines illuminated by electric lights or luminous tubes whether such sources of illumination are a part of a sign or not.

Sign, incidental means a sign containing any message or content located on a rigid panel and mounted on a pole or a wall or similar structure, with or without a structural frame, that is in addition and subordinate to the primary sign types for the property, such as building mounted or freestanding signs, and that are incidental to the allowed use of the property. Examples of typical incidental signs include signs providing directions, warning signs, menu boards, occupant directories, flags, signs posted on private property relating to circulation or private parking, or signs warning the public against trespassing or danger from animals. This list of examples is provided to clarify the regulations and does not limit the content of incidental signs.



Sign, individual letter means a channel or reverse pan channel letter sign or a cut-out or etched letter or logo which is individually mounted on a building wall or monument sign.

Sign, LED means a permanent or temporary sign consisting of light emitting diodes (electronic components that let electricity pass in only one direction) that emit visible light when electricity is applied.

Sign, island canopy means a permanent sign that is attached to an island or freestanding canopy. An island canopy is a permanent structure that is structurally independent of a building affixed to the ground, that is of rigid construction, and over which a covering is attached that provides weather protection, identity, or decoration.

Sign, miscellaneous means a small sign containing any message or content located on a rigid panel and mounted on a pole or a wall or similar structure, with or without a structural frame, that is in addition and subordinate to the primary sign types and incidental signs placed on the property. Examples of typical miscellaneous signs include security, credit card acceptance, business hours, and warning signs, and building numbers. This list of examples is provided to clarify the regulations and does not limit the content of incidental signs.

Sign, monument means a permanent freestanding sign, with a solid base appearing to be mounted directly in the ground or to a base affixed to the ground.

Sign, nonconforming means any sign legally established prior to the effective date of this Article that does not fully comply with the standards imposed by the individual sections of this code.

Sign, off-premises means any sign on a property, structure, or use that communicates, advertises, or directs attention to something located somewhere else.

Sign, on-premises means any sign that communicates, advertises, or directs attention about something that is located on the same property as the sign.

Sign, painted wall means a permanent or temporary sign painted directly onto the exterior wall of a building and having no sign structure.

Sign, pennant means a temporary sign made of flexible materials and usually longer than it is wide, often triangular in shape, and frequently displayed with other pennants on a string.

Sign, permanent means a sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

Sign, portable means a sign not permanently attached to the ground, a building, structure, or other immovable object.

Sign, post means a permanent sign mounted on two (2) posts.

Sign, projecting means a permanent sign that is mounted perpendicular to the face of a building and projects outward from the building face. A projecting sign may be mounted to the building wall either from the side or from supports above the sign.

Sign, roof means any permanent sign erected, painted, or attached to a building's roof.



Sign, Sandwich board means a portable freestanding sign which is ordinarily in the shape of an "A," or spring mounted on a fixed base (or a variation of that), and which is usually two-sided. A "sandwich board" is also known as an A-frame sign.

Sign, single-color or two (2)-color LED means a permanent or temporary sign or portion of a sign composed of single-color or two-color LEDs that displays static or changeable sign messages using characters, letters, and numbers only. Examples of customary uses for single- or two(2)-color signs include, and are not limited to, "open" or "closed" signs, time and temperature signs, gas station price signs, or signs indicating the number of available spaces in a parking facility. This paragraph is provided to clarify the regulations and does not limit the content of single-color or two (2)-color LED signs.

Sign, spinner means a lightweight, durable, and colorful device designed to be affected by the movement of air so that it spins or rotates in a manner to capture attention.

Sign, temporary means a sign constructed of cloth, canvas, light fabric, cardboard, wood, wallboard, metal, or other light materials, with or without frames, which is displayed only for a limited period of time and which is not permanently affixed to a structure, sign, or window.

Sign, wall means a permanent sign affixed to or erected against the wall or fascia of a building or structure, with the exposed face of the sign parallel to the plane of the wall or the fascia to which it is affixed or erected.

Sign, window means a permanent or temporary sign posted, painted, placed, or affixed in, on, or within a window, or otherwise exposed to public view through a window.

Sign, yard, type I means a small temporary sign typically constructed of corrugated plastic and supported on either an H-shaped wire frame or mounted so as to swing between two pairs of support legs, used for example, for advertising by local businesses or by election campaigns (synonym: lawn sign). A type I yard sign is not an A-frame sign.

Sign, yard, type II means a temporary sign mounted on a single post installed securely in the ground with a small sign hanging from a cross bar mounted parallel to the ground.

Sign, yard, type III means a large temporary, typically wooden, sign mounted on two posts installed securely in the ground.

Streamer means an attention-getting device consisting of two or more balloons, ribbons, reflectors, fringes or similar objects strung together on a common line, pole, or sign structure, or attached to one or more products offered for sale.

Valance means the vertical front face of an awning that is parallel to the face of the building to which it is mounted.



ARTICLE V – Definitions

Section 14-5-20. – Definitions

Building elevation means the building wall, face, or façade, i.e., a two-dimensional flat surface, as measured to the predominant roofline. The predominant roofline shall not include architectural elements or appurtenances such as clock towers or cupolas.

Building frontage means the primary building facade that is directly adjacent to a public street, private street, parking lot driveway, parking spaces, pedestrian mall, arcade, or walkway. The primary building frontage is one which contains a public entrance or which includes a glass-enclosed showroom facing the street. If a building has more than one occupant, frontage is that portion of a building which faces a street, parking lot, pedestrian mall, arcade or walkway. The primary building frontage is one which contains a public entrance or which includes a glass-enclosed showroom facing the street.

Canopy means a means a structural, ornamental roof-like appendage, attached to a building or that may be freestanding, including roof overhangs, but excluding awnings or metallic hoods.

Director means the Planning Director of the Town of Windsor or designee.

Erect means to build, construct, place, locate, or structurally alter any sign; cause any sign to be built, constructed, placed, located, relocated or structurally altered; or benefit directly or indirectly from the building, construction, placement, location, relocation or structural alteration of any sign or other advertising device upon the site where it is to be utilized, whether permanent or temporary.

Façade means the exterior wall of a building exposed to public view or a wall viewed by persons not within the building.

Frontage, primary means the side of a building facing a street or, in the case of a building having more than one side facing a street, the side so designated by Director based on the street classification and volume of traffic.

Frontage, secondary means the sides of a building other than the primary frontage, which are visible from a public right-of-way or from adjacent private property or which provide secondary access to the use or activity.

Fully shielded means light fixture or luminous tube constructed and mounted such that all light emitted by the fixture or tube, either directly from the lamp, tube, or a diffusing element, or indirectly by reflection or refraction from any part of the light fixture, is projected below the horizontal. If the lamp or tube, any reflective surface, or lens cover (clear or prismatic) is visible when viewed from above or directly from the side, from any angle around the fixture or tube, the fixture or tube is not fully shielded.

Illumination means an artificial light source incorporated internally or externally to emanate light from, or direct light to, a surface. Light sources may include exposed tubing, electrical bulbs, fluorescent lights, neon tubes, light emitting diodes (LED), liquid crystal displays, or other artificial sources of light.



Multi-occupant building means a building in which two or more separate and independently owned, rented, leased, or operated occupancies are contained.

Roof line means the top edge of a roof or building parapet, whichever is higher, excluding any cupolas, pylons, chimneys, or minor projections.



2027 PROJECTED REVENUES

Shane Hale, Town Manager
Eric Lucas, Deputy Town Manager
Dean Moyer, Director of Finance
Karl Gannon, Budget Analyst



REVENUE FORECASTING OBJECTIVES



Balance the Budget – Foundation for Realistic Operating Budget



Predict Potential Shortfalls Well in Advance – Pivot Ahead of Time

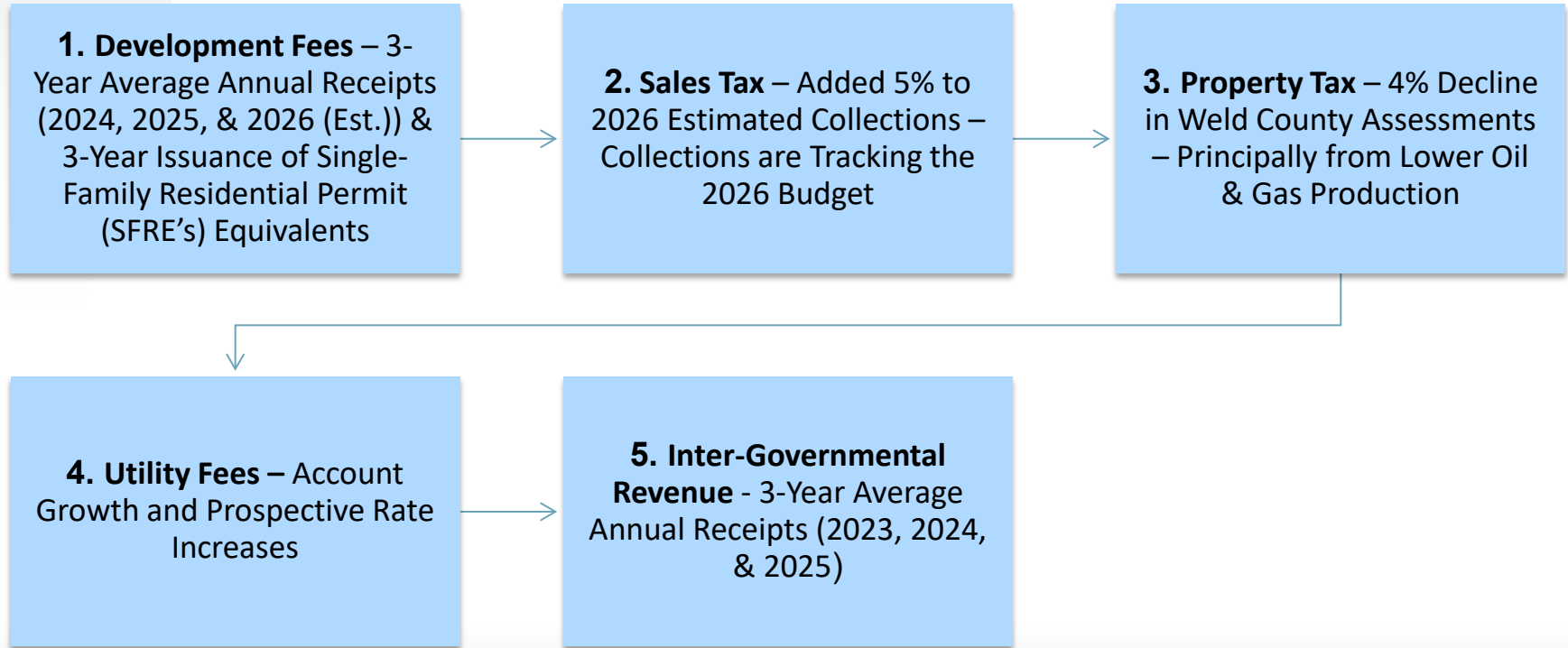


Informed Hiring and Resource Allocation – Allows for Confident Data-Driven Decision Making



Instill and Preserve Confidence from Town Board and Residents in the Forecasting Process

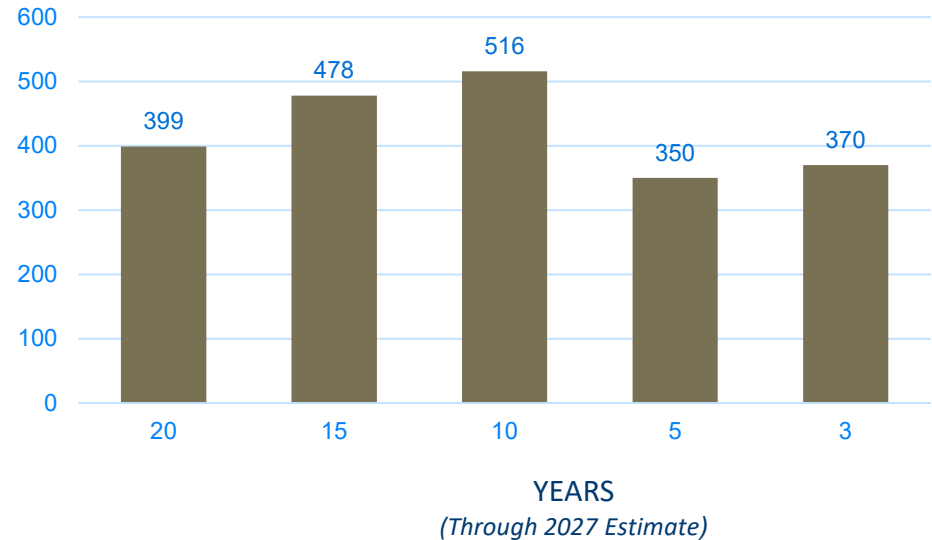
KEY FORECASTING ASSUMPTIONS



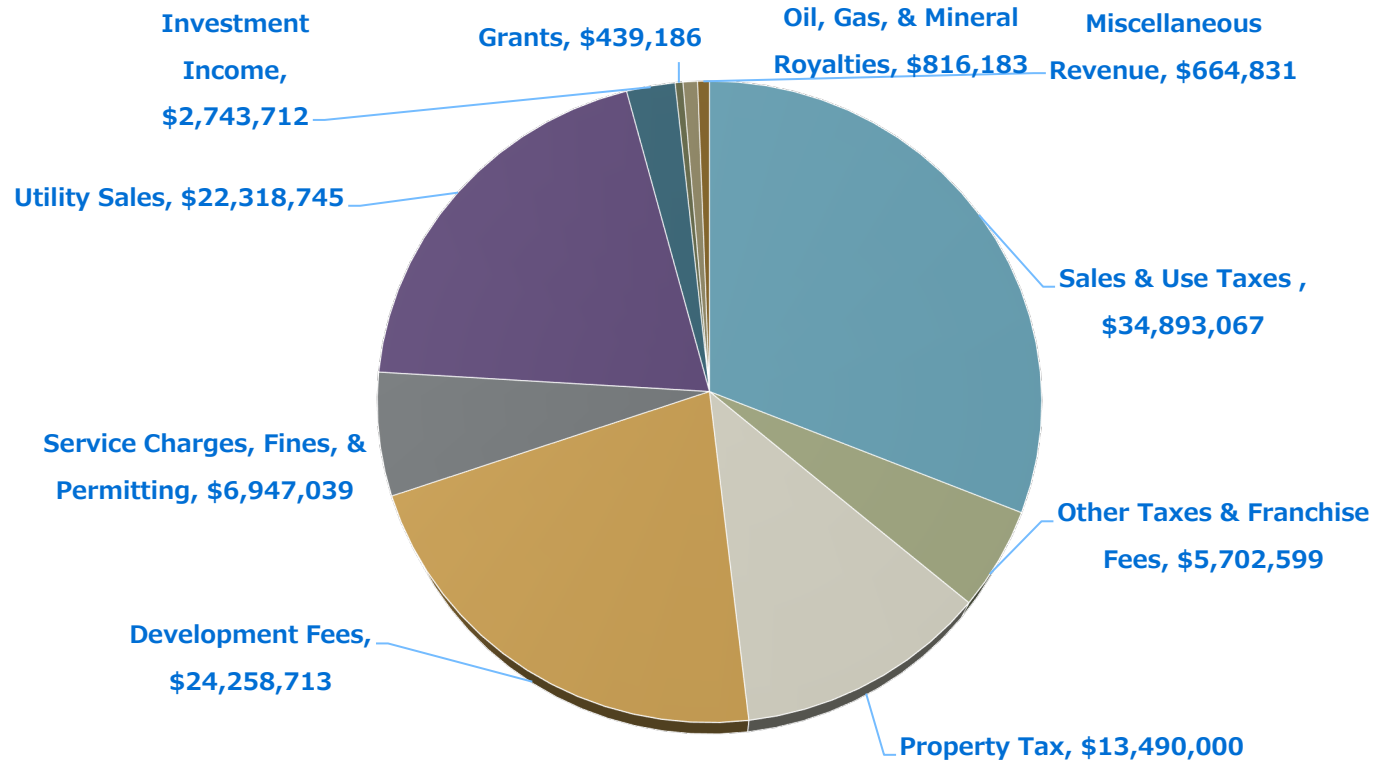
TRENDS TO CONSIDER

1. Economic Indicators – Low Visibility on Development Outlook
2. Sales Tax – Steady As She Goes
3. Property Tax – Influence of Oil & Gas
4. Franchise Fees – Declining Per-Capita Collections
5. Intergovernmental Revenue – Static Income

**SINGLE FAMILY RESIDENTIAL EQUIVALENCY ISSUANCES -
AVERAGE MULTI-ANNUAL TRENDS**

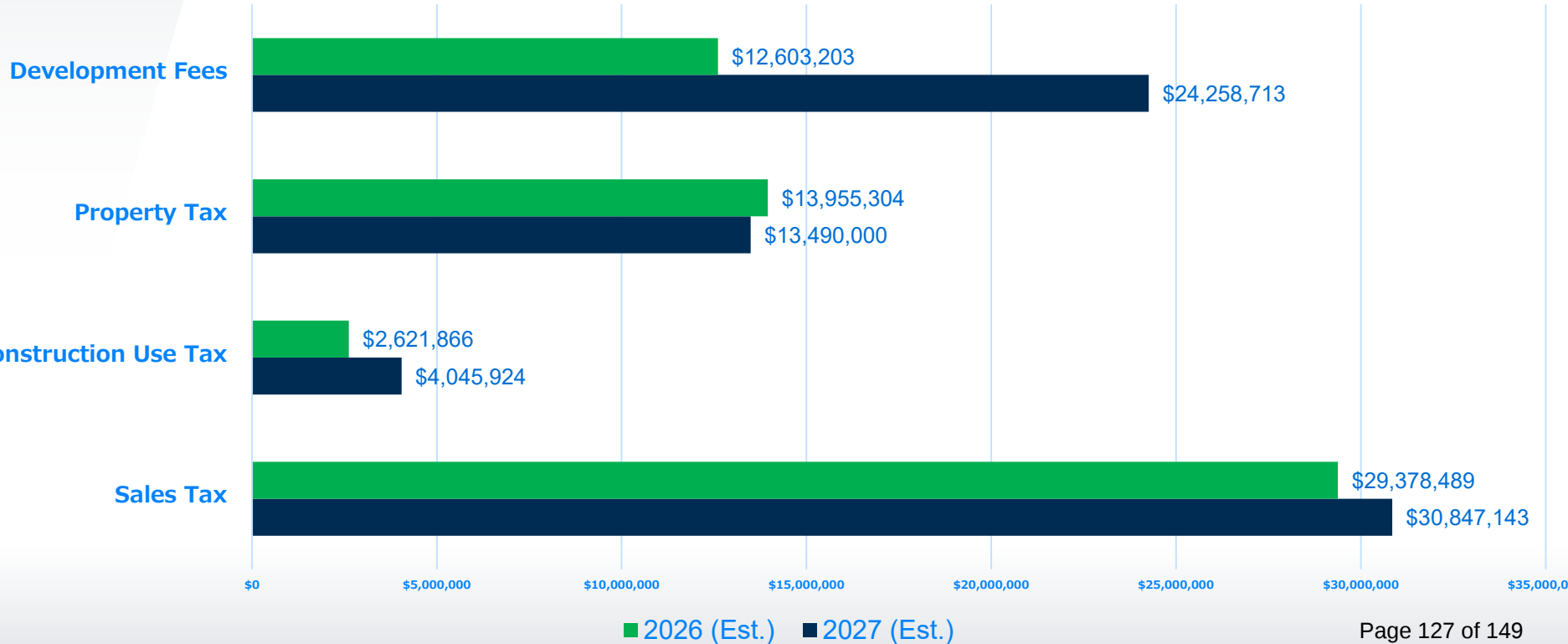


2027 ESTIMATED REVENUE

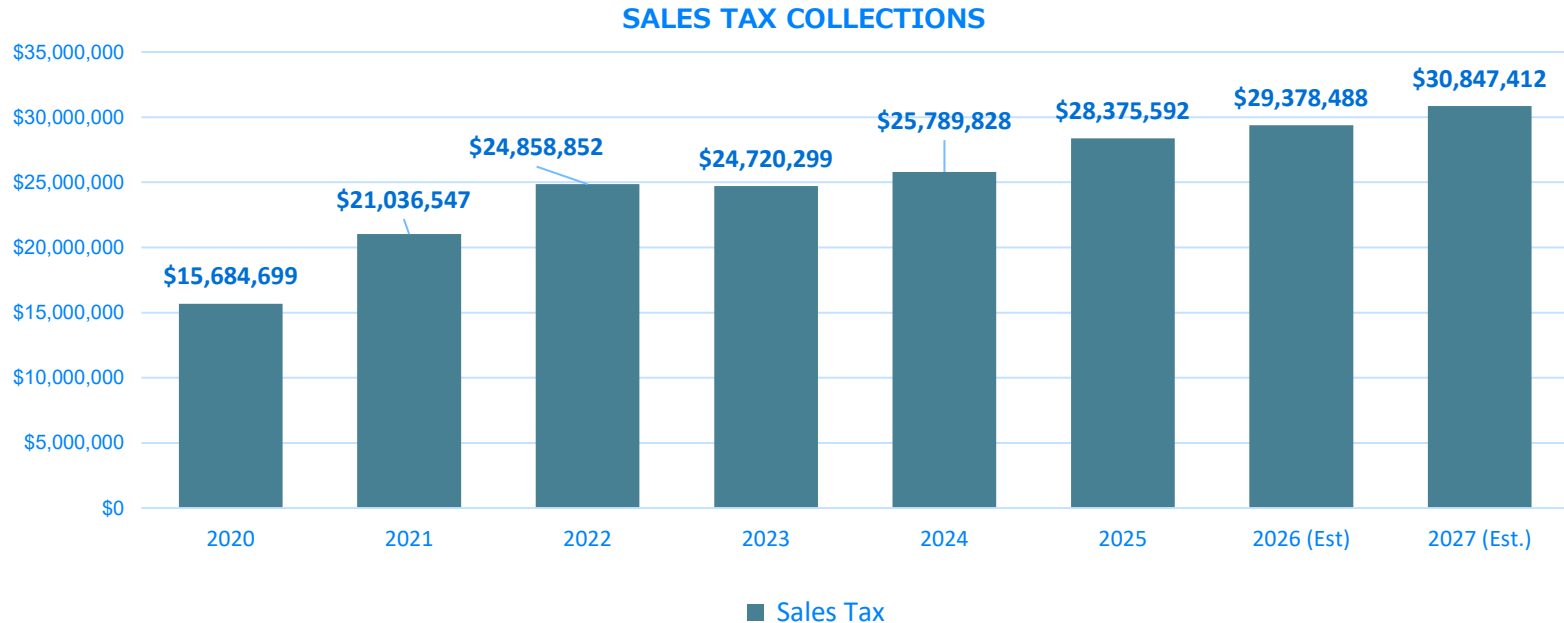


MAJOR SOURCES OF REVENUE

Major Sources of Revenue - Annual Comparison

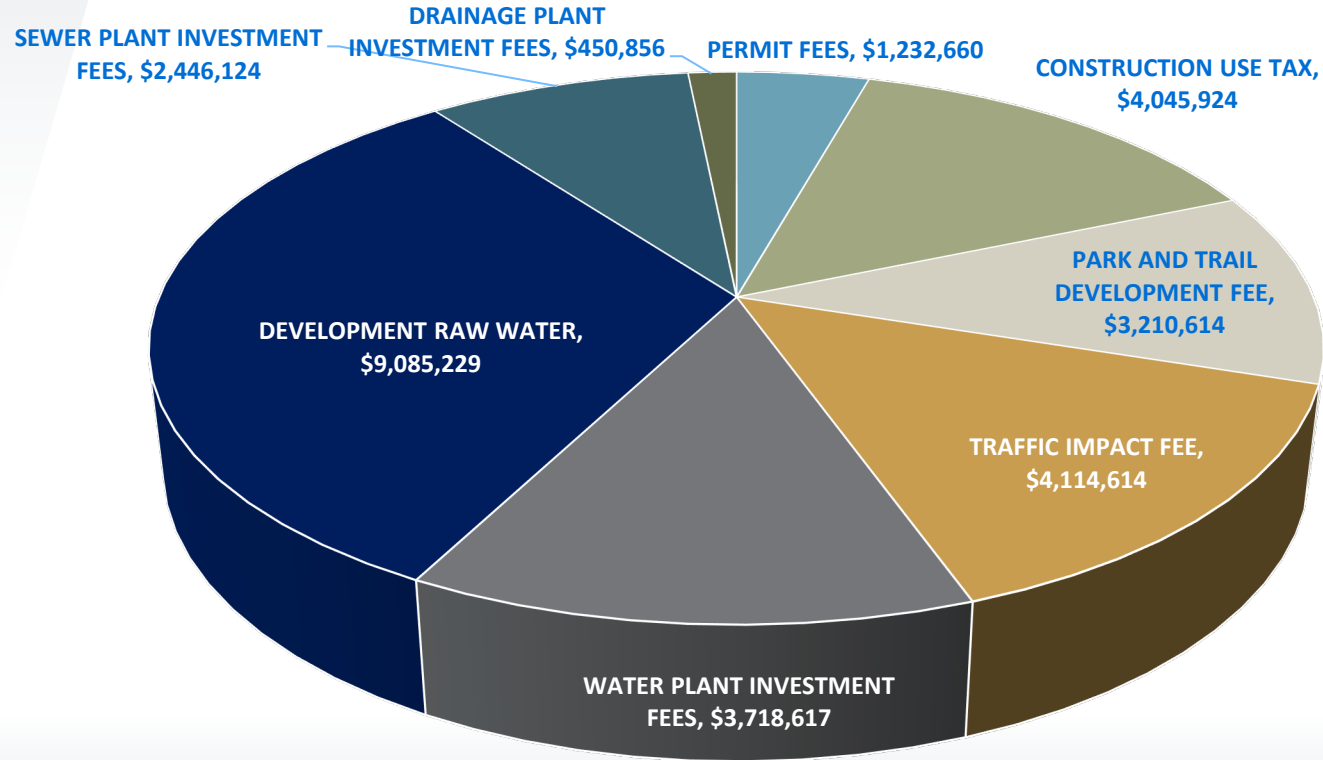


SALES TAX



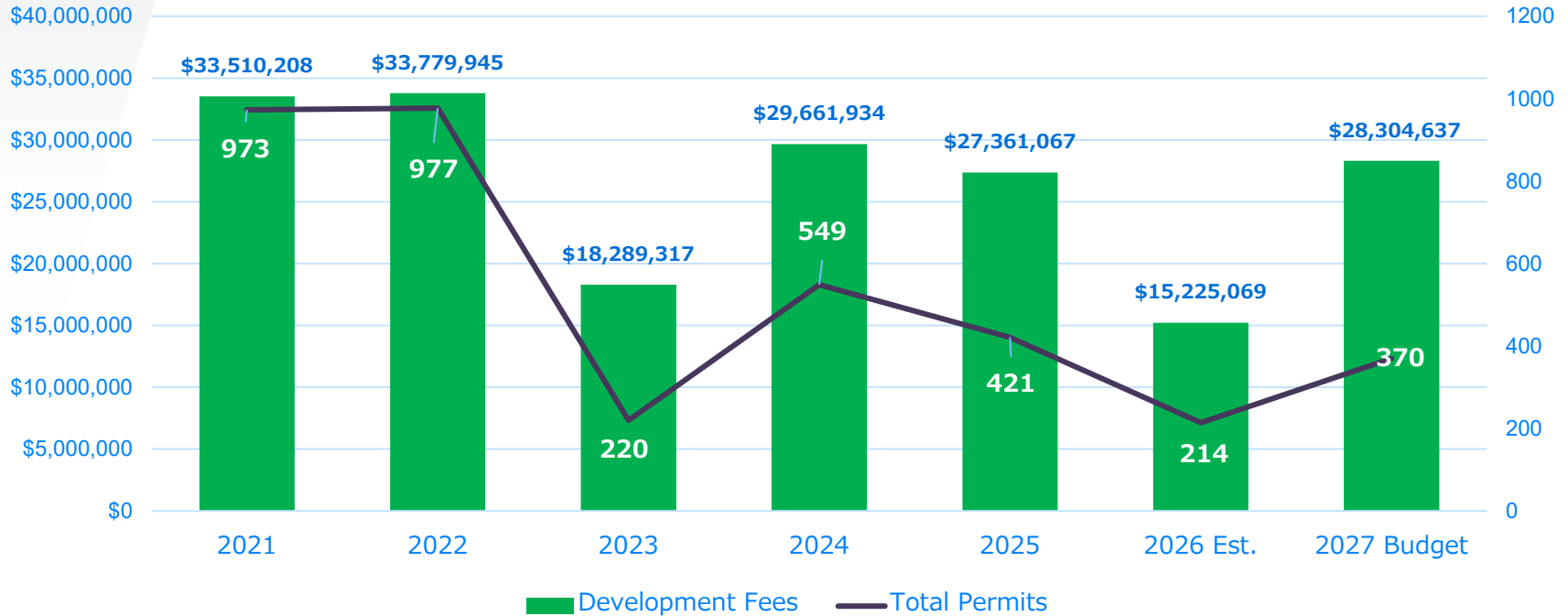
Average Annual Increase in Collections (2020-2027): 13.8%
Net of Inflation (2020-2027): 13.5%
Sales Tax per Capita: \$671 vs \$420 in 2020

DEVELOPMENT-RELATED REVENUE



DEVELOPMENT-RELATED REVENUE

DEVELOPMENT-RELATED REVENUE AND TOTAL PERMITS ISSUED



Includes: Plant Investment Fees, Park Development Fees, Construction Use Tax, Road Impact Fees, Permit Fees, and Raw Water Fees

PROPERTY TAX

Budget Year	Assessed Value	Mill Levy	Tax Revenue
2018	\$ 496,470,874	12.03	\$ 5,925,226
2019	\$ 564,909,247	12.03	\$ 6,795,858
2020	\$ 723,559,148	12.03	\$ 8,704,417
2021	\$ 745,153,564	12.03	\$ 8,964,197
2022	\$ 754,550,131	12.03	\$ 9,077,238
2023	\$ 835,590,911	12.03	\$ 10,052,159
2024	\$ 1,259,941,044	12.03	\$ 15,157,091
2025	\$ 1,093,803,612	12.03	\$ 13,226,820
2026	\$ 1,151,574,065	12.03	\$ 13,853,436
2027	\$ 1,121,368,027	12.03	\$ 13,490,057

Weld County Initial Assessment

Oil & Gas: -34.9%
 Residential: +2.5%
 Commercial: -7.3%
 Industrial: +3.0%
 Total Change: -3.9%

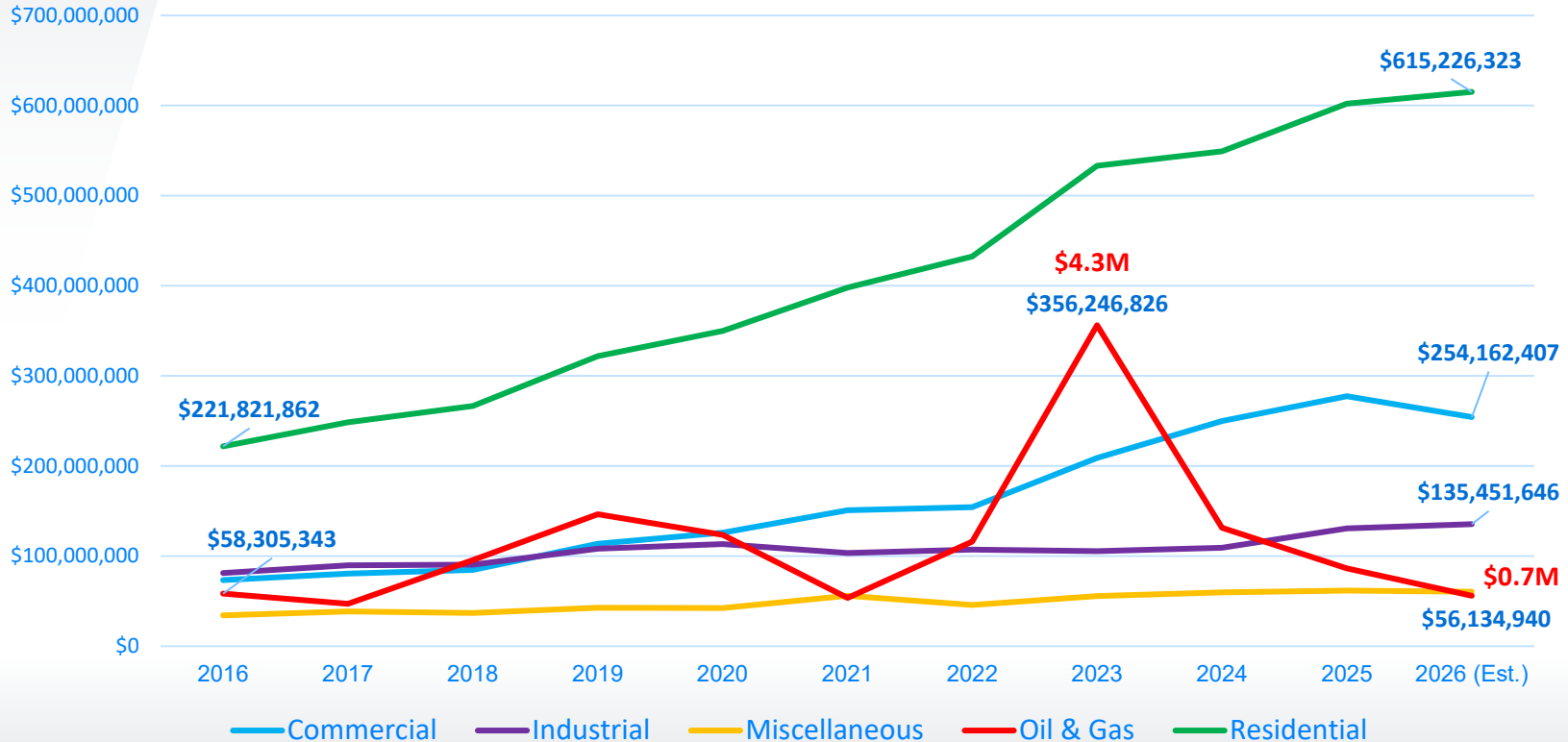
Larimer County Estimated Assessment

Total Change: -0.2%

Note: Final Assessments Will Be Received in Late August.

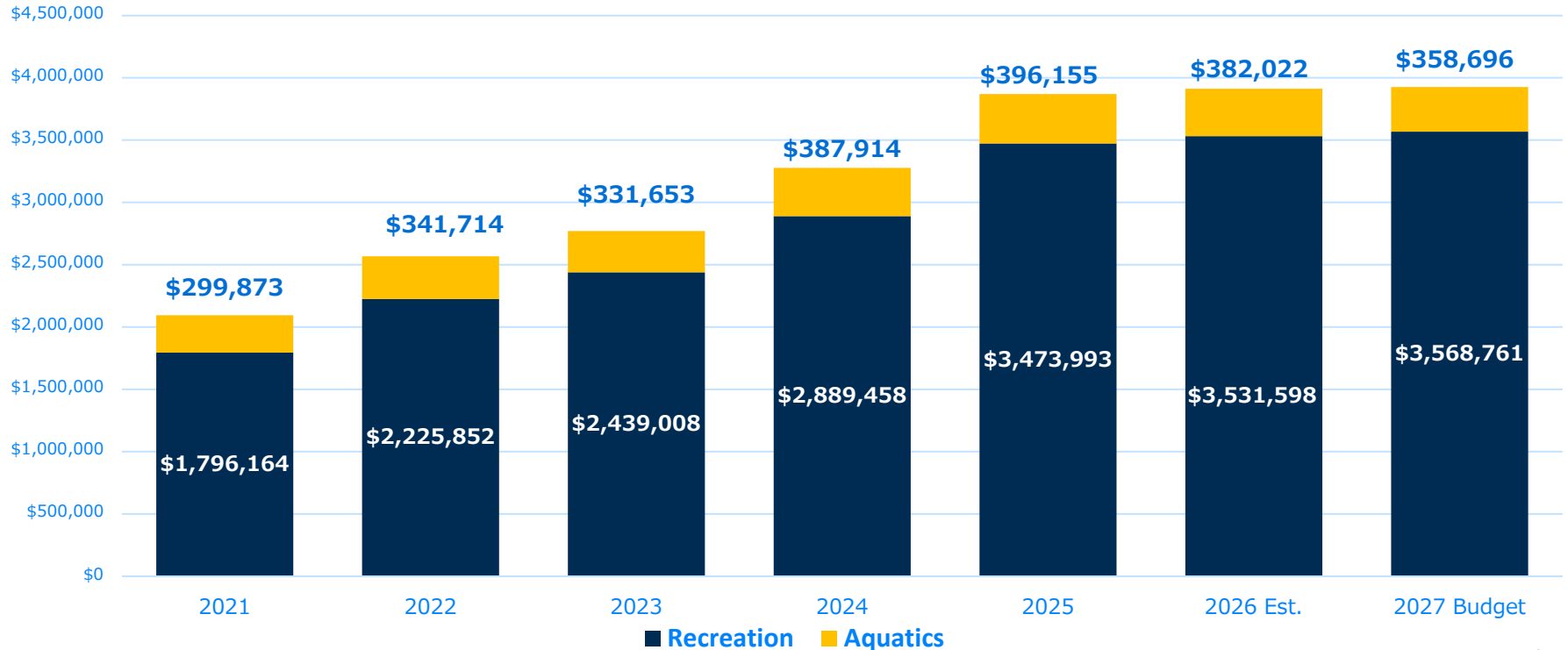
PROPERTY TAX

COMBINED LARIMER & WELD COUNTIES PROPERTY TAX ASSESSMENTS

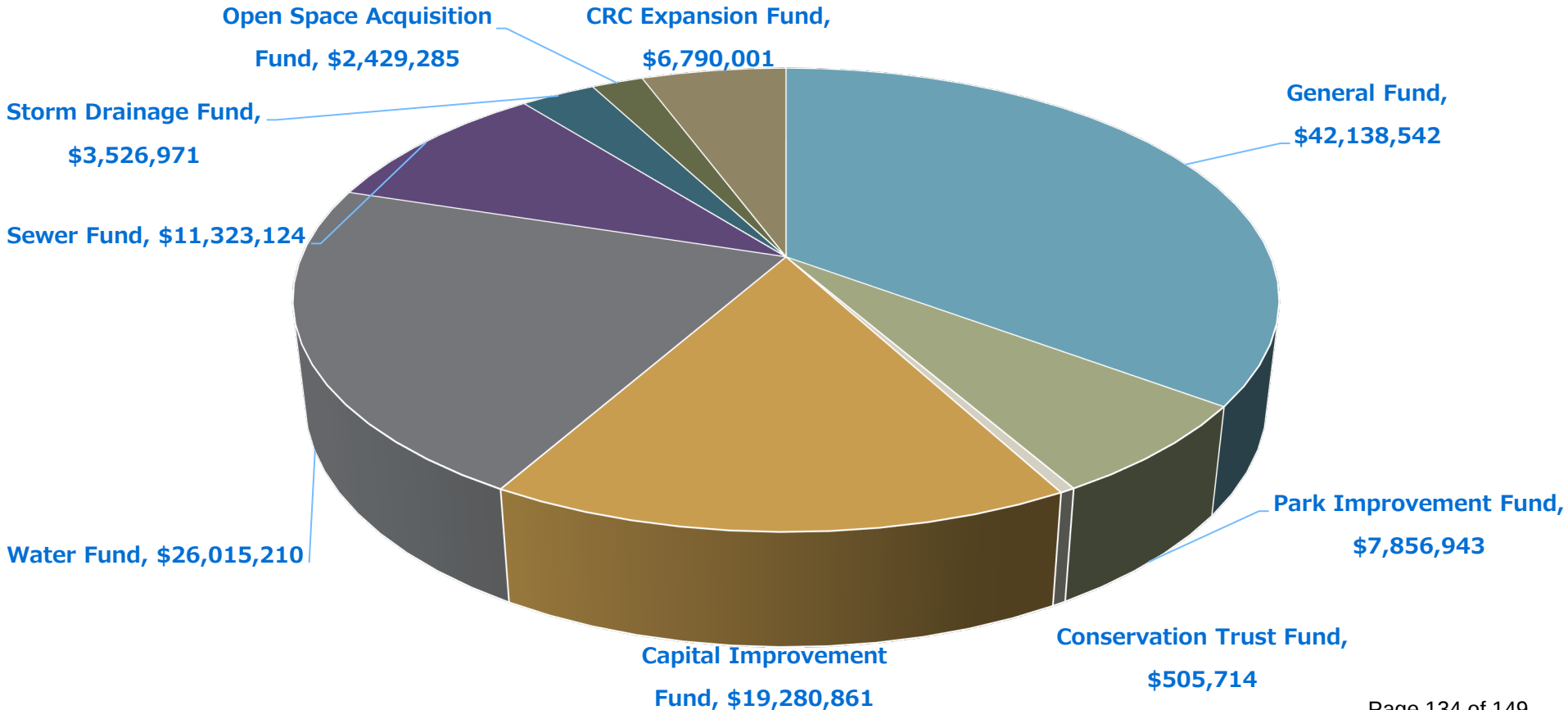


RECREATION

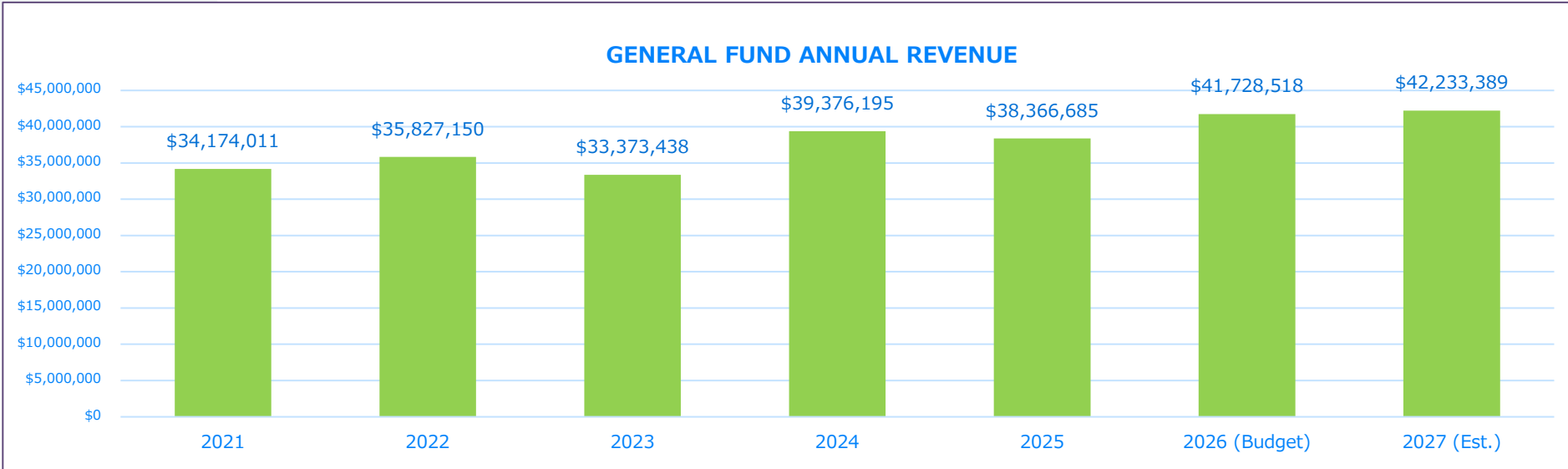
RECREATIONAL REVENUE



ALLOCATION OF REVENUE BY FUND



GENERAL FUND – REVENUE TRENDS

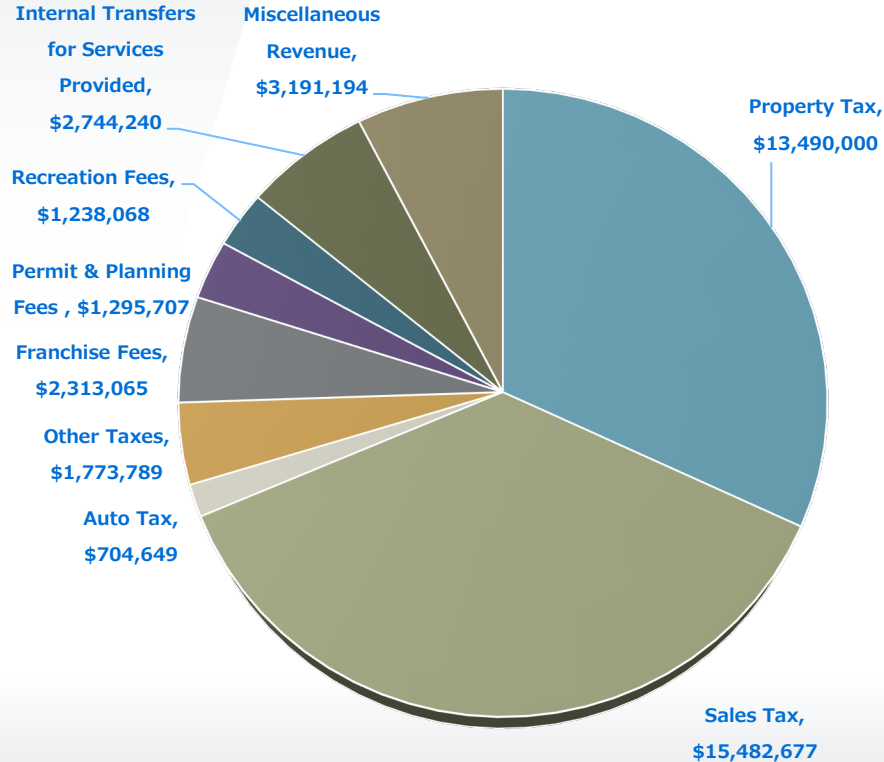


Average Annual Revenue Increases: 8 Years = 8.5% / 3 Years = 2.4%

Major Influencers: Property Tax, Sales Tax, Grants (ARPA in Particular), & Permitting Activity

GENERAL FUND

GENERAL FUND - REVENUE COMPOSITION IN 2027

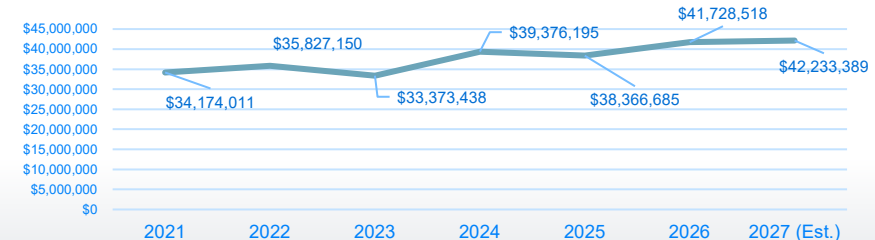


Variances of Note to the 2026 Budget

1. Property Tax: **-\$465k**
2. Sales Tax: **+\$737k**
3. Franchise Fees: **-\$129k**
4. Court Fines: **+\$195k**

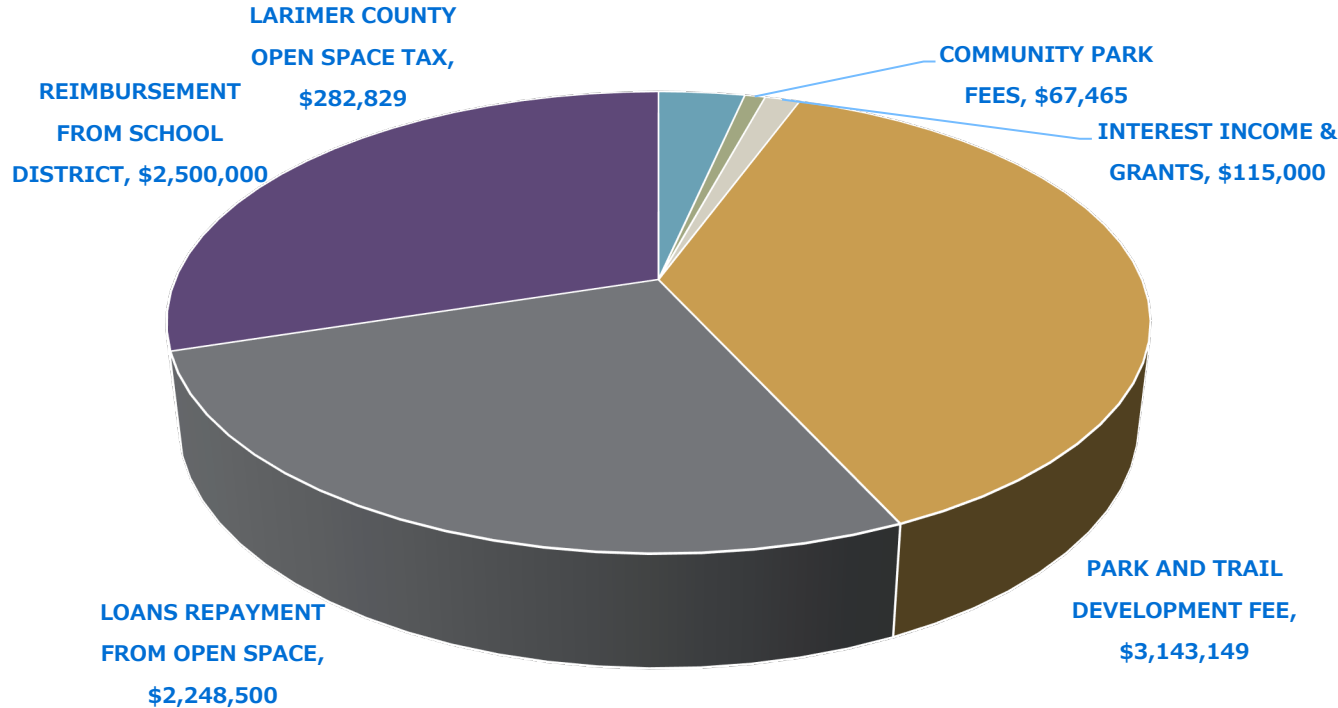
Note: Accurate forecasting is challenging for intergovernmental revenue due to the lag in collections.

General Fund Revenue



PARK IMPROVEMENT FUND

SOURCES OF REVENUE IN 2027

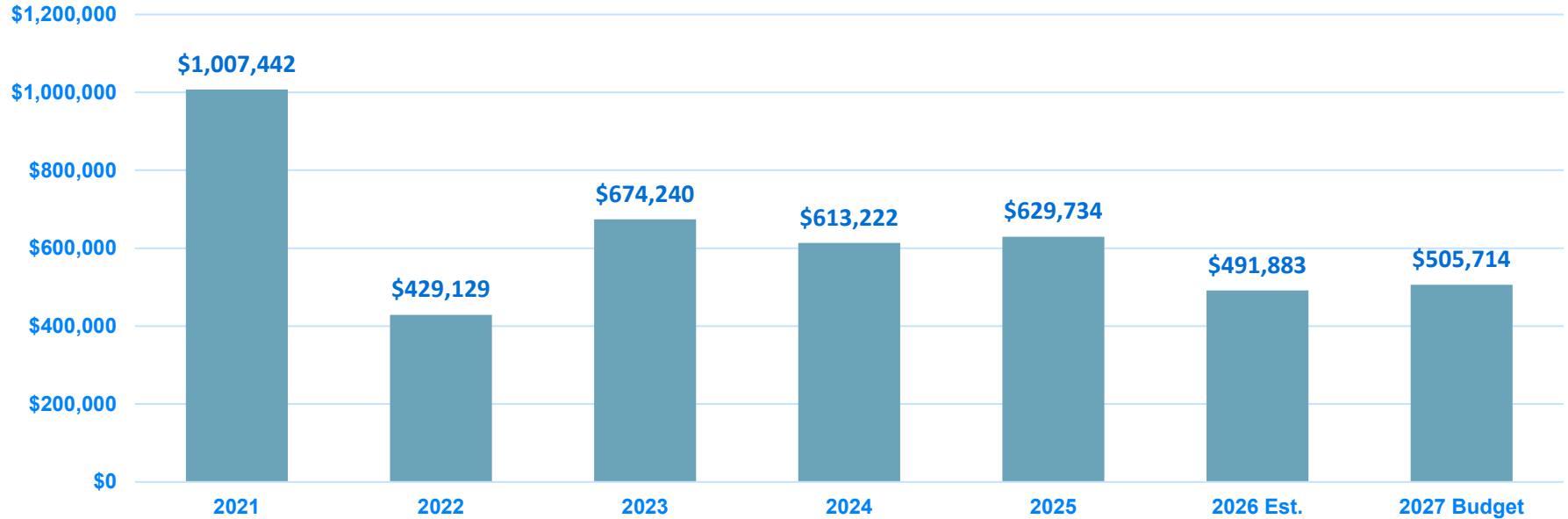


Notes:

1. Decrease in Investment Income Correlates to a Lower Fund Balance (North Campus Park Construction)
2. Community Park Fees are Reflective of Few Remaining Water Valley Permits

CONSERVATION TRUST FUND

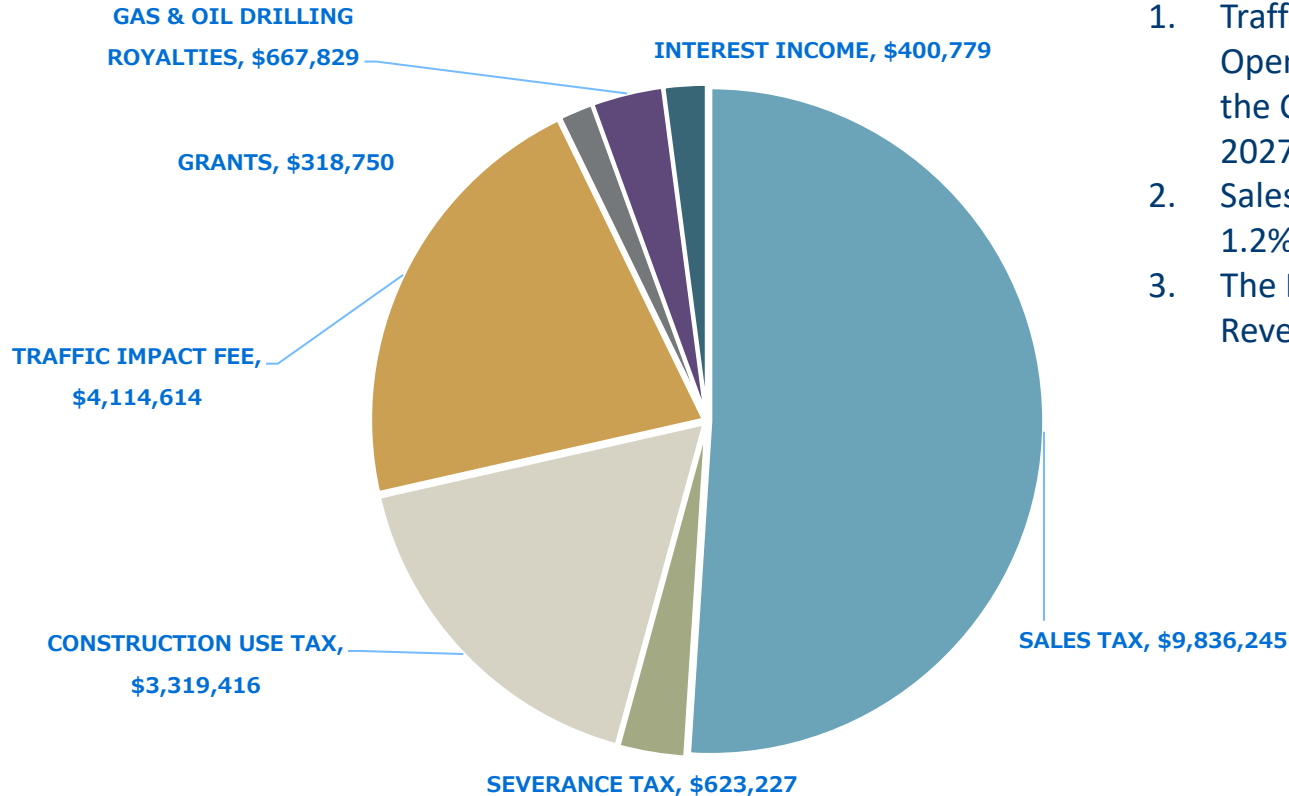
CONSERVATION TRUST FUND - ANNUAL REVENUES



- **Funded by State Lottery Funds**
- **Limited Scope for Capital Improvement Projects**
- **Prior Conduit for Pass-Thru Funding (Great Western Trail)**

CAPITAL IMPROVEMENT FUND

SOURCES OF REVENUE IN 2027



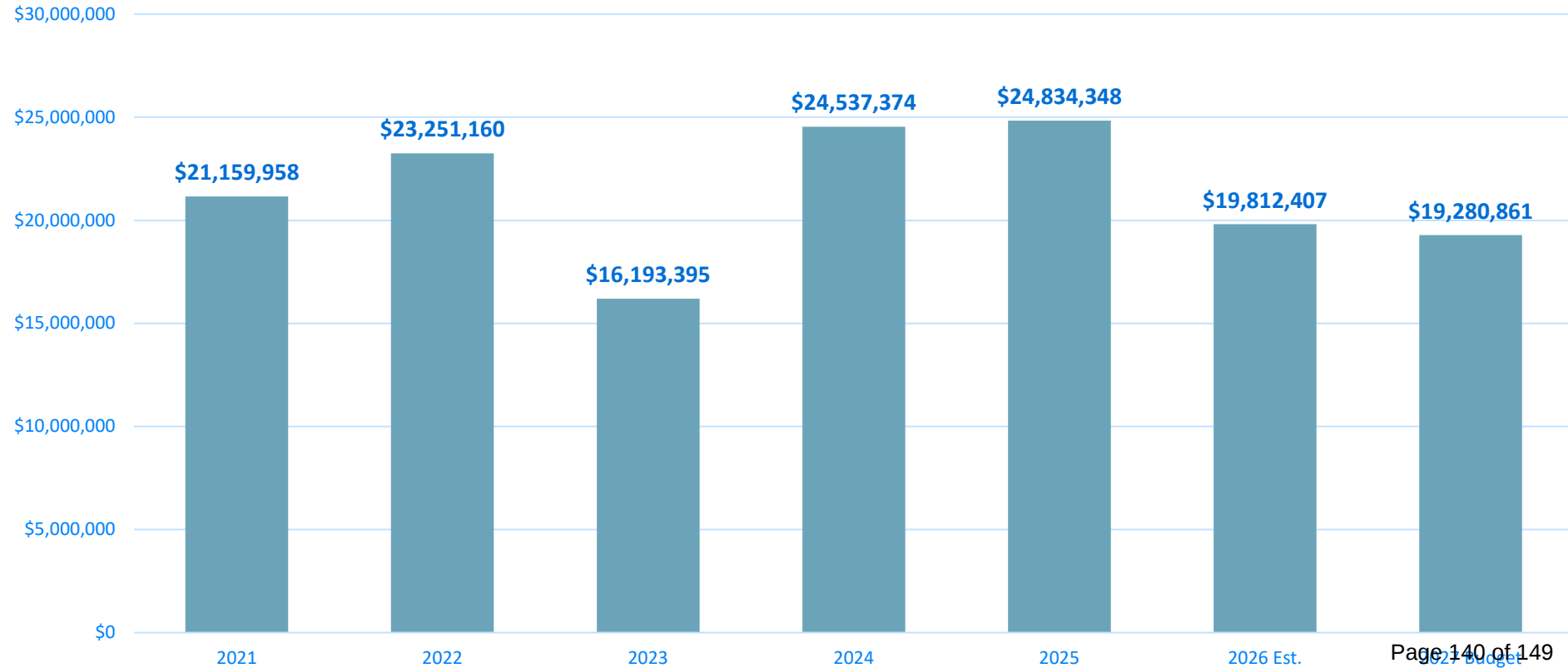
Notes:

1. Traffic Impact Fee Opening Balance (within the CIF) is \$7.1M in 2027
2. Sales Tax is Reflective of 1.2% Allocation
3. The Forecast for Grants Revenue is Fluid



CAPITAL IMPROVEMENT FUND

CAPITAL IMPROVEMENT FUND - ANNUAL REVENUES

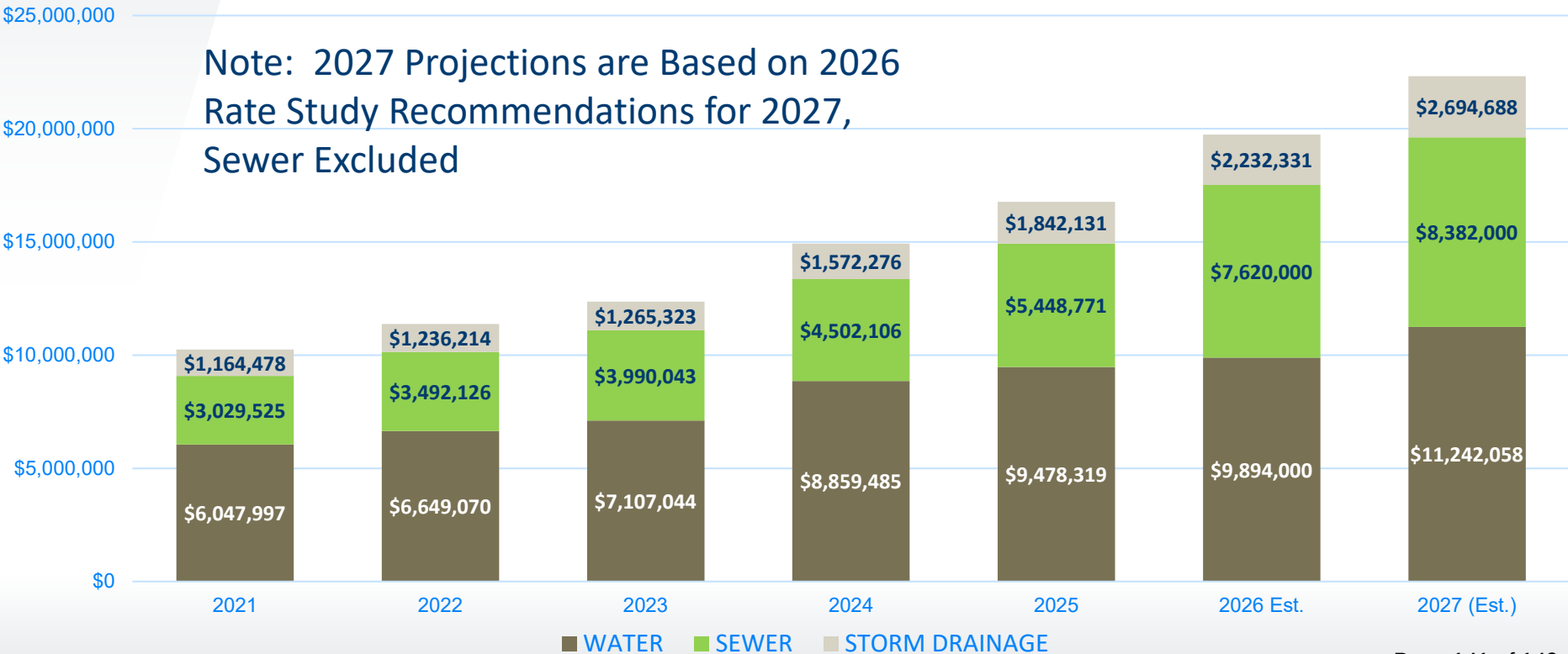




UTILITY FUNDS

UTILITY FUNDS - UTILITY SALES

Note: 2027 Projections are Based on 2026 Rate Study Recommendations for 2027, Sewer Excluded





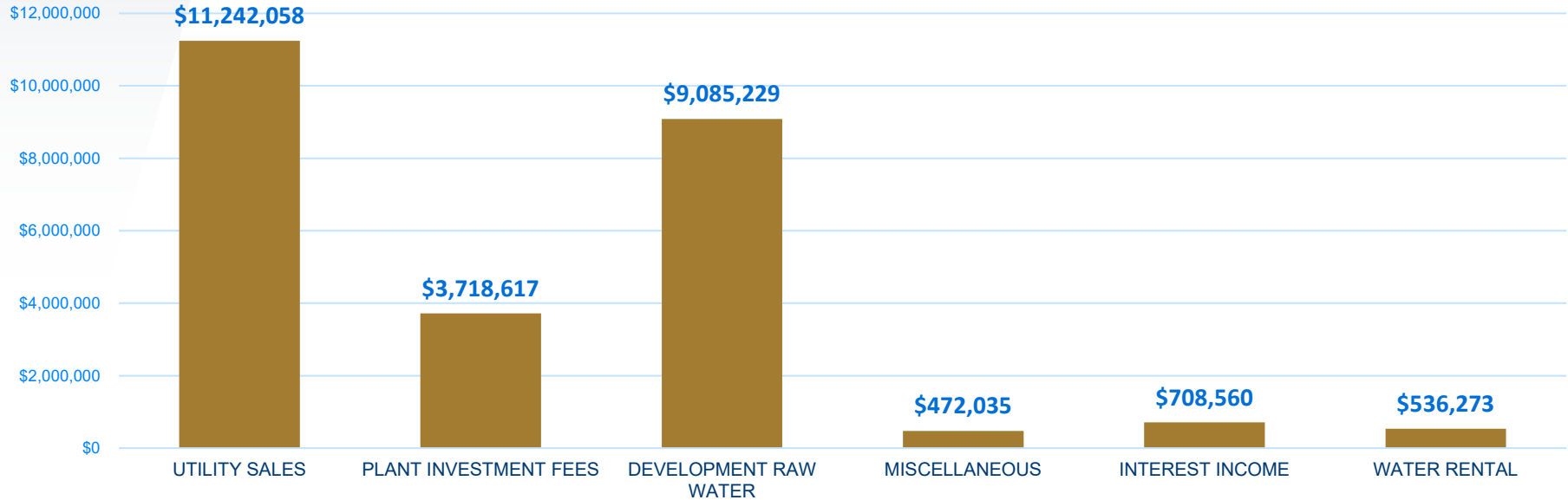
UTILITY FUNDS

Please Note that the 2027 Rate Study is Underway

YEAR	WATER (Per 1,000 Gallons)	WATER (BASE FEE)	SEWER (BASE FEE)	DRAINAGE (BASE FEE)	DRAINAGE (PER SQ. FOOT OF IMPERVIOUS)	DRAINAGE (PER SQ. FOOT OF IMPERVIOUS)	MONTHLY EXPENSE - 5,000 GALLONS	MONTHLY EXPENSE - PERCENTAGE INCREASE
2028	\$10.55	\$35.85	\$54.47	\$3.72	\$0.0005537	\$0.0020252	\$153.60	9%
2027	\$9.38	\$31.87	\$52.88	\$3.81	\$0.0004802	\$0.0017563	\$141.35	12%
2026	\$8.34	\$28.33	\$48.08	\$3.22	\$0.0004066	\$0.0014872	\$126.31	23%
2025	\$7.41	\$25.18	\$34.34	\$2.64	\$0.0003330	\$0.0010630	\$102.90	13%
2024	\$6.71	\$22.79	\$28.62	\$2.64	\$0.0002840	\$0.0009060	\$90.74	10%
2023	\$6.07	\$20.62	\$26.50	\$2.20	\$0.0002370	\$0.0007550	\$82.29	9%
2022	\$5.57	\$18.92	\$24.00	\$2.20	\$0.0002690	\$0.0007586	\$75.68	7%
2021	\$5.16	\$18.24	\$22.00	\$2.20	\$0.0002300	\$0.0007330	\$70.78	5%
2020	\$4.78	\$16.90	\$22.00	\$2.20	\$0.0002300	\$0.0007330	\$67.54	8%
2019	\$4.19	\$14.81	\$22.00	\$2.20	\$0.0002300	\$0.0007330	\$62.50	4%
2018	\$3.73	\$14.81	\$22.00	\$2.20	\$0.0002300	\$0.0007330	\$60.20	0%
2017	\$3.73	\$14.81	\$22.00	\$2.20	\$0.0002300	\$0.0007330	\$60.20	0%
2016	\$3.73	\$14.81	\$22.00	\$2.20	\$0.0002300	\$0.0007330	\$60.20	0%

WATER FUND

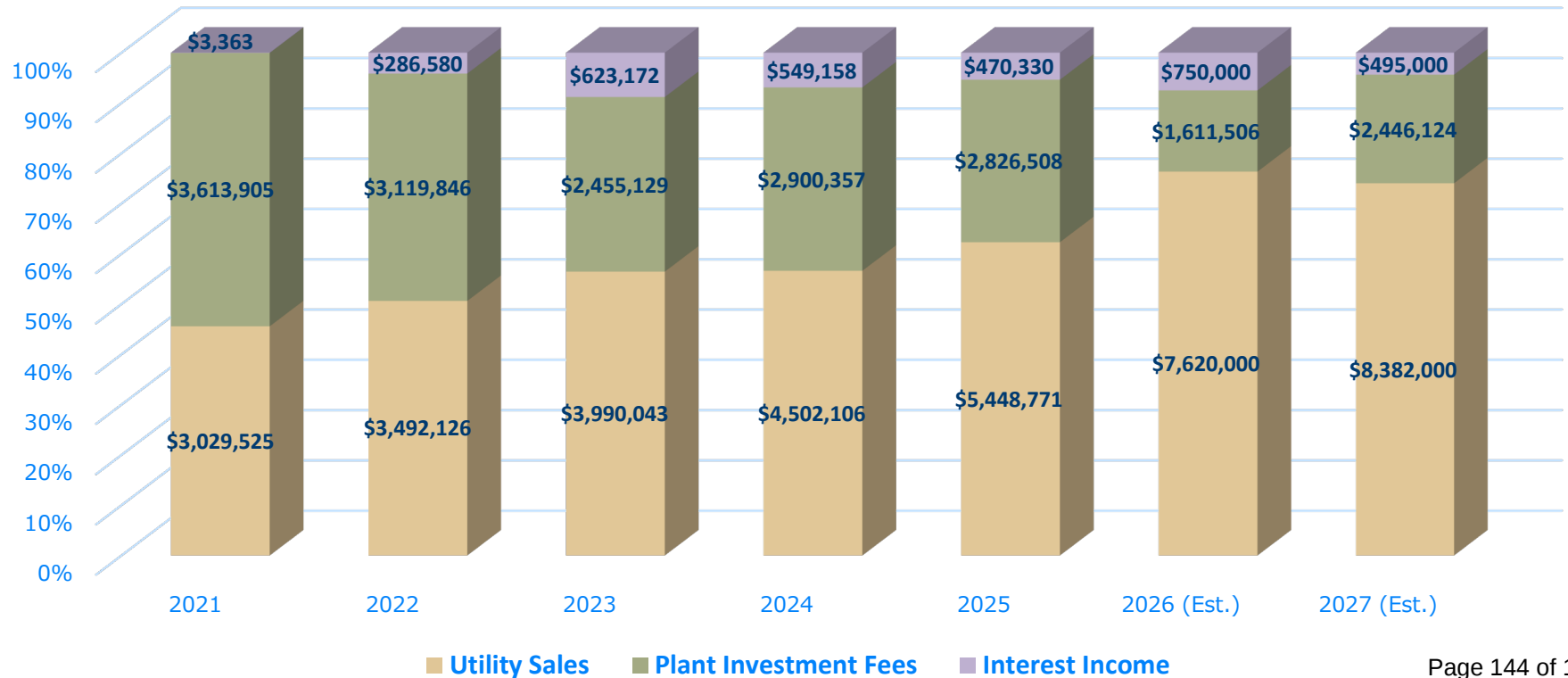
WATER FUND - SOURCES OF REVENUE IN 2027



• **Miscellaneous Revenue Includes: Interfund Transfer, Oil & Gas Royalties, and Delinquent Charges**

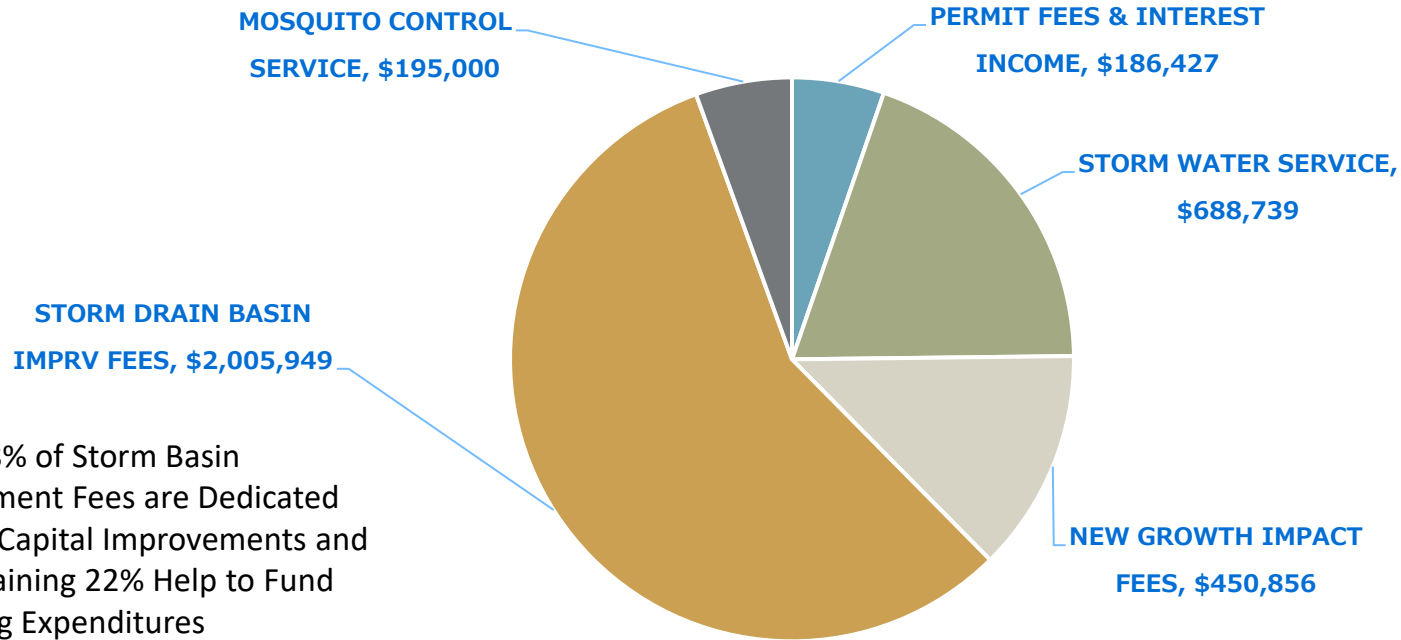
SEWER FUND

SEWER FUND - SOURCES OF REVENUE



STORM DRAINAGE FUND

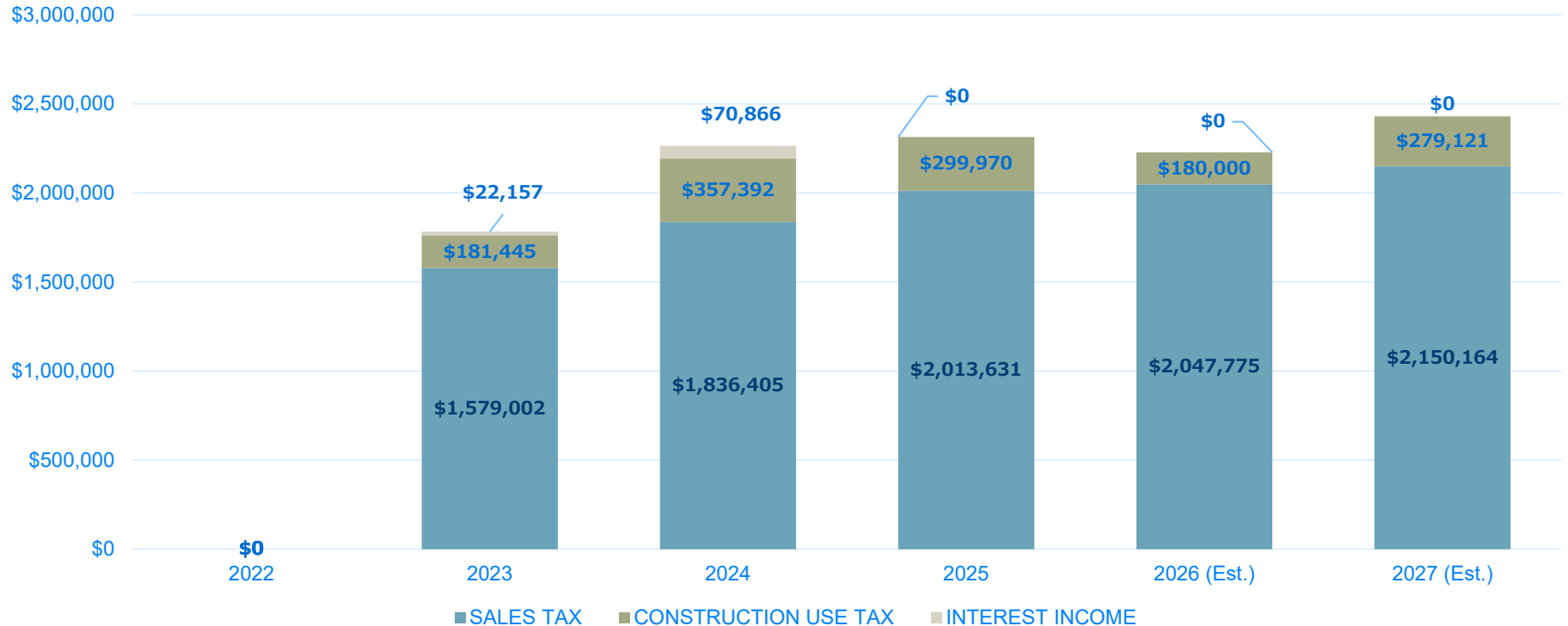
SOURCES OF REVENUE IN 2027



**TOTAL ESTIMATED
REVENUE - \$3.5M**

OPEN SPACE FUND

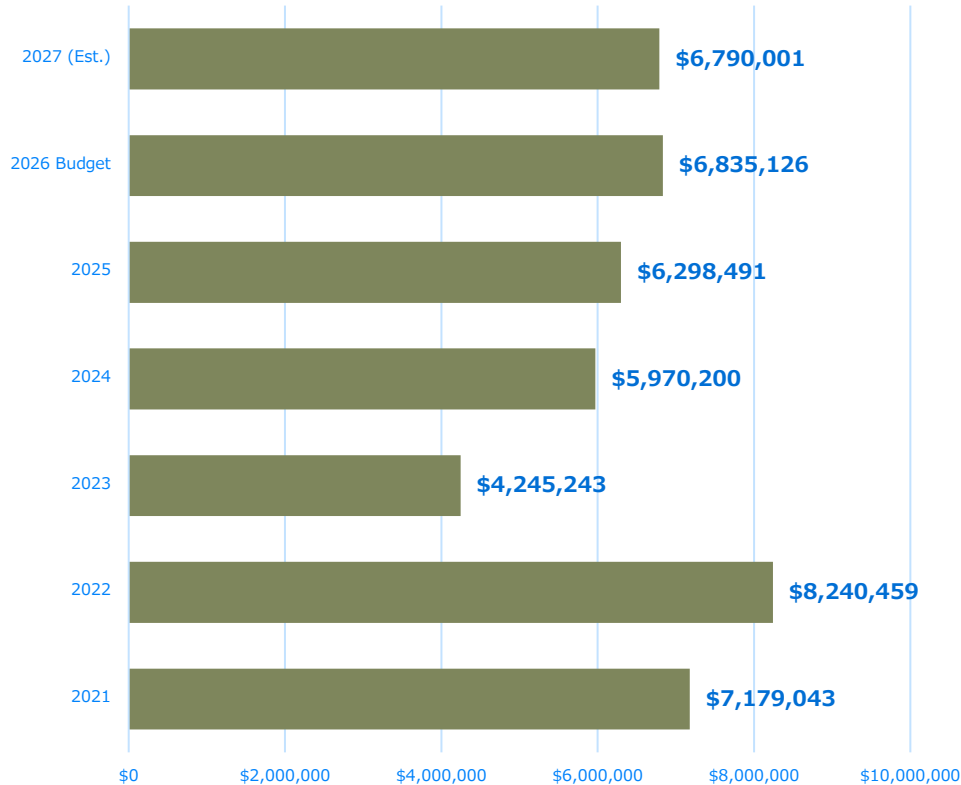
OPEN SPACE FUND - SOURCES OF REVENUE



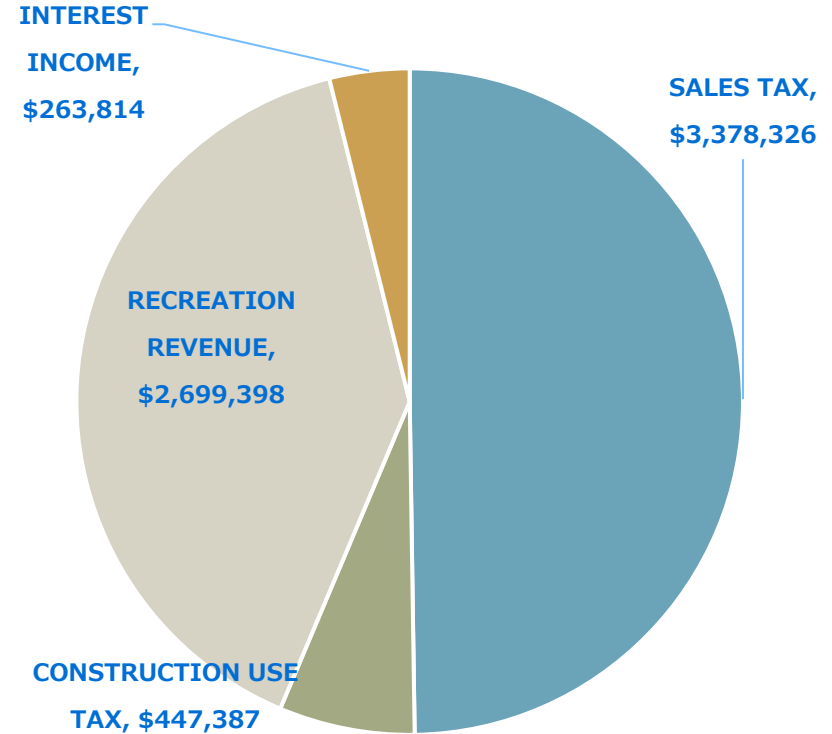


CRC EXPANSION FUND

CRC EXPANSION FUND - ANNUAL REVENUE



SOURCES OF REVENUE IN 2027





FUTURE TOWN BOARD MEETINGS

August 24, 2026 5:30 p.m.	Town Board Work Session New Hire – Meet the Board Robert’s Rules of Order Overview Roadway Safety Update for 2025
August 24, 2026 7:00 p.m.	Town Board Regular Meeting
August 31, 2026	Canceled – 5 th Monday
September 7, 2026	Canceled – Labor Day Holiday
September 14, 2026 5:30 p.m.	Town Board Work Session Board/Manager/Attorney Monthly Meeting Budget: Staffing Needs
September 14, 2026 6:45 p.m.	Kern Board Meeting
September 14, 2026 7:00 p.m.	Town Board Regular Meeting
September 21, 2026 5:30 p.m.	Town Board Work Session Affordable Housing Initiatives Update Presentation Budget: Capital Improvement Projects
September 28, 2026 5:30 p.m.	Town Board Work Session New Hire – Meet the Board Compensation Study Review and Recommendations
September 28, 2026 7:00 p.m.	Town Board Regular Meeting
October 5, 2026	Canceled – 1 st Monday
October 10, 2026 8:00 a.m.	Town Board Work Session Budget: Operating Requests
October 12, 2026 5:30 p.m.	Town Board Work Session Board/Manager/Attorney Monthly Meeting Large Animals Discussion
October 12, 2026 7:00 p.m.	Town Board Regular Meeting

October 19, 2026 5:30 p.m.	Town Board Work Session Xcel Undergrounding (Hans Rodvik) Expanded Alcohol Beverage Permit for Distillery Discussion
October 26, 2026 5:30 p.m.	Town Board Work Session New Hire – Meet the Board Budget: Utility Rates for 2027
October 26, 2026 7:00 p.m.	Town Board Regular Meeting

Future Work Session Topics

- Parking Plan update
- Camping Ban
- Emergency Management Discussion – November 16th
- SH 392 Safety Corridor Study – Sept. or Oct. 2026
- Future Lodging Tax Discussion (Strategic Plan?)
- November 9th – Budget: Wrap up/Revisions
- October 19th meeting – Light Agenda (ICMA 2026)