17.10.011 - Sign standards.

A. Applicability of regulations. No person shall erect, alter or relocate any sign without first obtaining approval from the town under this section. The following activities are exempt from this section:

1. Signs legally existing on the effective date of this code and repair of the same up to but not including fifty percent of their value.
2. Address numerals and signs not exceeding one square foot in area.
3. Legal notices;
4. Traffic and parking signs which bear no advertising.
5. Signs in the nature of cornerstones, commemorative tablets and signs identifying historical sites or structures not more than six square feet per sign.
6. Real estate signs advertising the property for sale not exceeding a total of sixteen square feet.
7. Political campaign signs and signs used in connection with a local, state or national political issue, election or referendum that are located on private property.

B. Review Procedure. Unless exempted from all review as described above, all signs must be approved as developments of no impact under Section 17.03.011 (if approval is sought for the sign alone). If a sign is an integral part of a proposed land use change requiring review under this code, review of the sign shall be combined with review of the land use change of which it is a part.

C. General Sign Regulations.

1. All signs shall be compatible with the use of the property upon which they are located, and with property in the general vicinity.
2. Except for time and/or temperature signs, no flashing or moving signs shall be permitted.
3. No sign, temporary or otherwise, shall be affixed to a tree or utility pole.
4. No signs including traffic signs and similar regulatory notices except those of duly constituted governing body shall be allowed within road right-of-way lanes.
5. Any spotlights or floodlights permitted to illuminate signs shall be shielded such that their light source shall not cause a safety hazard and shall comply with the lighting requirements in Section 17.10.010.
6. Signs shall not exceed the height of the building on the same lot. Signs identifying the use of the premises shall be located on the lot. Signs advertising the sale or lease of property shall be located on the property advertised. Signs shall not exceed thirty-two (a total of fifty) square feet in area for each parcel and shall not be located on or extend over a pedestrian way or public sidewalk except as may be permitted by a revocable permit authorized by the Town or conforms to the portable sign regulations below.
7. Murals/works of art, defined as a painting or other work of art executed on an exterior building wall(s), shall not be considered under the other sign regulations but considered as a unique one-of-a-kind piece of public art. Each proposal shall be reviewed on its merit and approved by the Board of Trustees prior to the installation of the mural/work of art, and must meet the following criteria:
   a. Shall be primarily artistic in nature, however up to five percent of the mural/work of art may be the name or logo of the sponsoring organization.
   b. Murals/works of art must be a "one-of-a-kind" work of art and must not appear in any other public form including but not limited to advertising, logos, and trademarks and including publications where the mural is used to promote or identify the sponsor in any form.
   c. Materials used for the mural/work of art shall use weather appropriate materials, e.g. UV protectant, metal.

d. A property owner statement that the maintenance and upkeep of the mural/work of art shall be the responsibility of the property owner, if such mural/work of art falls into disrepair the costs associated with its repair or removal shall be borne by the property owner, and such responsibilities shall run with the land. The statement shall be recorded in the records of the Routt County Clerk and Recorder to provide constructive notice to future property owners.

e. There shall be no review fee charged for the Board of Trustees' review of the mural/work of art.

f. Residential properties are not subject to the standards of this section.

8. Businesses shall be allowed one portable sign per street frontage, and may only be placed in the public right-of-way as may be authorized by the Town, and in accordance with the following:

a. The sign shall not exceed six square feet of sign face, a height of four feet from the ground nor exceed thirty inches in any horizontal direction.

b. The number of portable signs shall not exceed one per twenty-five linear feet of publicly accessible building frontage on any given level.

c. The sign shall not be allowed to create a potentially hazardous situation or impede the flow of pedestrian traffic.

d. Dimensional exceptions may be considered through review as a land use change of minor impact to encourage creativity and confirm that potential obstructions or hazards are avoided.

e. The sign must be located immediately adjacent to the building frontage of the business being promoted, and must be securely tethered, weighted or restrained to resist strong winds.

f. The sign may only be in place during the hours that the business is open to the public, and must be removed and stored inside the business at all other times.

9. Signs not in compliance with this section at the time of the adoption of the ordinance codified in this code shall be nonconforming. Nonconforming signs must be abated within five years or upon the occurrence of a change in use as described at Section 17.08.07, to the extent permitted by law.

(Ord. No. 608, § 1, 3-10-2011; Ord. No. 635, Exh. A, 9-7-2015)