

MEMORANDUM

TO: NORWOOD BOARD OF TRUSTEES
NORWOOD PLANNING AND ZONING COMMISSION
FROM: AMY LEVEK, PLANNER
DATE: MAY 2, 2011 (FOR MAY 16, 2011 MTG.)
RE: WORK SESSION ON LUC SECTION 5:06, SIGNS

The issues being considered at the work session include:

1. Size of Signs – Should the current maximum allowable sign size as defined in this section be amended? The current maximum is:
 - Identification signs (of “residence, business or principal use on premises”) - 20 sf
 - Advertising signs - 20 sf
2. Number of Signs per Business, Building or Lot – Should these be limited?
The LUC currently allows
 - Temporary signs – 1 for each street frontage
 - Identification signs – 1 per principal use unless otherwise excepted in regulations
 - Advertising signs – no limit, but total max. area = 20 sf
 - Directional signs – up to 2
3. Measurement of awning or canopy sign – the code does not specify
4. Other
 - A. Should there be a process for varying/allowing larger signs than the LUC specifies?
 - B. Should setbacks for signs be changed? Currently specified as setback for zone district in which located.
 - C. Are there other standards needed that would enhance the character of Norwood, e.g., related to light pollution, height, etc.?

Information from several other Colorado towns is included below for your consideration. The way that these towns regulate signs varies. Some establish maximum size based on distance from the centerline of adjacent roads, lineal feet of the building or lot, or a flat maximum regardless of any other factor. Most do limit the number of signs per business, either according to the location of the signs or per street frontage. All towns surveyed do require permits to be issued for signs. For canopy signs, measurements differed. Some towns determined a maximum letter size, others established a sign face based on geometry while others established a maximum based on the extent of the perimeter of lettering.

After considering the questions listed above, we can determine which, if any, of the approaches outlined below are appropriate for Norwood. They are provided to give the Town an idea of what is possible and how other towns regulate signs.

Carbondale

Each business can have up to 2 types of signs per street

Freestanding signs – max. graphic area based on height and distance from street

(have graph that determines size)

arterial street (measured from center line) – 50 sq. ft. to 70 sq. ft.

non-arterial street (measured from centerline) – 24 sq. ft. to 40 sq. ft.

Flush Wall-Mounted Signs. Flush wall-mounted signs and projecting wall signs shall be allowed three quarters of a square foot of sign area for each lineal foot of building frontage used by the business being advertised adjacent to each public way, but total sign area shall not exceed the following:

Distance to centerline	max. sign area allowed
40 ft. or less	20 sf
>40 ft - <60 ft	35 sf
60 ft. +	70 sf

Maximum graphic area

The maximum graphic area for freestanding graphics shall be computed on the basis of height and distance from the street as shown in the charts shown in Figures A and B.

The highest point of graphic area and the edge of the graphic area nearest the edge of the roadway shall be plotted on the graph. The point of intersection of these two measurements shall be used to determine the maximum allowable graphic size in square feet, per face of the freestanding sign.

Canopy, porch front and awning signs shall not cover more than three-quarters of fascia or vertical portion of the canopy or awning. Regulate by determining maximum letter size and distance from street centerline, varying from 6 inches to 12 inches/40 ft. or less up to 60 ft or more

Require sign permit.

Dolores

Wall signs – no limit on size

Projecting - Allow 1 sign per business per street frontage

- The signboard shall not exceed an area of twenty-four (24) sq. ft.;
- The width of the signboard shall not exceed four (4) feet; and
- Projecting signs shall be limited to one (1) such sign per business per street frontage.

Freestanding – Allow 1 sign per on-site business per street frontage

- Each free-standing sign may have two (2) faces and a maximum area of one (1) sq. ft. per linear foot of street frontage, per street, up to 75 sq. ft., provided the two (2) faces are the same size and join back-to-back without any overlap.
- Multiple signs . Whenever more than one (1) sign is placed on a free-standing

structure, or on a projecting structure, the combination of signs shall be considered as one (1) sign for the purpose of computing sign area and determining the number of signs on a parcel. Total sign area shall be computed by adding the areas of the individual signs and shall not exceed 75 sq. ft. per parcel.

Roof-mounted signs. Roof mounted signs shall not have their highest point more than 25 ft. above grade and not to exceed 32 sq. ft.

Sign Area Measurement: The area of a sign shall be measured excluding the outside dimension of the frame, structure or bracing of the sign. Where a sign has two (2) or more display faces, the area of one (1) face shall be used in determining the area of the sign.

Computations. The area of a sign with or without backing shall be computed by enclosing, with the smallest single continuous perimeter, all backing, background, materials, letters, numbers or emblems, which are part of the overall display.

Sign permit required.

City of Ouray

- a. In Zones R-2, C-1 and C-2, any business or combination of businesses in a building are allowed a total sign face area for signs requiring a permit, not to exceed the lesser of one square foot per foot of street frontage of the premises or one hundred fifty (150) square feet, with no sign face having more than seventy five (75) square feet, except that each separate business shall be allowed a minimum twenty (20) square feet of sign face area.
- b. Signs on a building with frontages on two sides of a corner lot may display the signage on both such frontage, subject to the following limitations:
 1. Sign face area on any frontage may not exceed one square foot per foot of frontage on that side,
 2. Any business may have signage on only one frontage, and
 3. The total sign area on the two frontages shall not exceed that which would be allowed for the longer frontage, by subsection (a) above.
- c. In addition, any business which installs and maintains canvas awnings, or awnings of similar cloth, which comply with the requirements of Section 4506 of the Uniform building Code, may have its business name lettered once on any awning, or combination of awnings, in letters, not more than one foot high, following review and approval of City or designee, of the proposed sign.

In zones R-2, C-1 and C-2, after approval by the City Administrator or his/her designee, window signs may be permitted subject to the following:

- a. Window signs shall not occupy more than 50% of the area of subject window.
- b. If a window sign occupies more than 25%, up to and including 50% of subject window, the sign shall be counted toward total sign area as described in 7-6-E-3.

- c. If a window sign occupies less than 25% of subject window, the sign shall be exempt from permit requirements and from being counted toward total sign area as described in 7-6-E-3.

No business shall have more than eight (8) square feet of window signage.

In zones R-2, C-1 and C-2, after approval by City Administrator or his/her designee, real estate development identification signs may be erected and maintained subject to the following:

- a. No such sign shall exceed thirty two (32) square feet in sign face area.
- b. Only one (1) such sign shall be permitted per development project.

Sign permit required.

Ridgway

Max. size: 1 sq. ft. per lineal street frontage up to 150 sq. ft. with no individual sign greater than 32 sq. ft. (150 is sum of signs where building/lot may have more than 1 business)

32 sq. ft. minimum total area of multiple signs per business in a shared building or lot
Within the Downtown Business Services District, no sign may be larger than 12 sq. ft.

- The area of a sign face shall include the surface area of a sign, including nonstructural trim and decoration, but excluding supports or uprights. The face area of a sign painted or hung on a wall of a building, or on an awning, shall include all the area within a perimeter surrounding all words, symbols, designs and coloring, distinctive from the wall upon which it is painted. Only one side of double-faced signs that convey the same message on both faces shall be included for purposes of this calculation.

- "Sign" means and includes any object, device, or message which is used to advertise, identify, display, direct, attract attention, or convey any message concerning any object, person, institution, organization, business, products, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, motion, illumination, or projection, and anything else commonly known as a "sign".

Permit issued by building official.

Rico

Free Standing signs – cannot exceed 12 feet in ht.

Min. 8' off ground when near pedestrian way

Sign Area:

- A. Signs that advertise the sale or rental of a property shall not exceed four (4) square feet in surface area per sign in residential areas (R and RPUD), or eight (8) square feet per sign in commercial areas (HC, CM, MU and CPUD). Such signs shall not be included in the maximum aggregate calculations under paragraph B. and C. below. One sign per lot or principal building is permitted.

B. Signs in the R and RPUD Zone Districts shall have maximum square footage of two (2) sq. ft. per sign. One sign is permitted per dwelling unit and home occupation.

C. Signs in the HC, CM, MU and CPUD Zone Districts shall have a maximum square footage of twelve (12) sq. ft. per sign plus six (6) sq. ft. for each additional twenty five (25) of frontage greater than twenty five (25) feet of frontage up to a maximum of twenty four (24) sq. ft. Signs painted directly onto a building façade may have a maximum square footage of eighteen (18) sq. ft. per sign. One sign per business shall be permitted; however, the maximum combined sign area square footage shall be twenty four (24) sq.ft. per twenty-five foot wide lot.

Fruita

Commercial uses in Community Mixed Use, Downtown Mixed Use Districts

Freestanding - 1/lot

1 sq. ft. for each lineal foot of building wall or frontage

Max. – 25 sq. ft.

Tourist Commercial and General Commercial, Industrial Districts

Commercial portions in Community Mixed Use and Downtown Mixed Use

Freestanding - .75 sq. ft./linear ft. of street frontage with 2 traffic lanes

1.5 sq. ft./linear ft. of bldg façade

Sign Surface Area. The area of a geometric shape enclosing any message, logo, symbol, name, photograph or display face shall be measured using standard mathematical formulas.

Sign permit required.

Norwood Work Session – LUC Section 5.06, Signs
 May 16, 2011

Examples of Sign Size – Freestanding Sign in Commercial District or Equivalent

Example	Norwood Existing LUC	Carbondale (1)	Dolores (2)	Ouray	Ridgway	Rico	Fruita
Lot – 25' lineal frontage 50 ft. from CL	20 sf	50 – 60 sf (depends on ht.)	25 sf	25 sf (up to 20 sf/business w/mult. Businesses)	25 sf	12 sf	25 sf (downtown) 18.75 – 37.5 sf other commercial areas (depends on # lanes traffic)
Lot – 50' lineal frontage 50 ft. from CL	20 sf	50 – 60 sf (depends on ht.)	50 sf	50 sf (up to 20 sf/business w/mult. Businesses)	32 sf	18 sf	25 sf (downtown) 37.5 - 75 sf other commercial areas (depends on # lanes traffic)
Lot 100' lineal frontage 50 ft. from CL	20 sf	50 – 60 sf (depends on ht.)	75 sf	75 sf (up to 20 sf/business w/mult. Businesses)	32 sf	24 sf	25 sf (downtown) 75 - 150 sf other commercial areas (depends on # lanes traffic)

Examples of Sign Size – Wall Sign in Commercial District or Equivalent

Example	Norwood Existing LUC	Carbondale (1)	Dolores (2)	Ouray	Ridgway	Rico	Fruita
Lot – 25' lineal frontage 50 ft. from CL	20 sf	18.75/business 35 sf max.	75 sf max	25 sf (up to 20 sf/business w/mult. Businesses)	25 sf	12 sf	25 sf (downtown) 18.75 – 37.5 sf other commercial areas (depends on # lanes traffic)
Lot – 50' lineal frontage 50 ft. from CL	20 sf	35 sf/business 35 sf max.	75 sf max	50 sf (up to 20 sf/business w/mult. Businesses)	32 sf	18 sf	25 sf (downtown) 37.5 - 75 sf other commercial areas (depends on # lanes traffic)
Lot 100' lineal frontage 50 ft. from CL	20 sf	35 sf/business 35 sf max.	75 sf max	75 sf (up to 20 sf/business w/mult. Businesses)	32 sf	24 sf	25 sf (downtown) 75 - 150 sf other commercial areas (depends on # lanes traffic)

Notes:

- (1) Carbondale allows up to 2 types of signs/street
- (2) allow 1 sign/business