

Chapter 8 *
SIGNS

§8.1 | Purpose

The sign regulations of this chapter are intended to promote traffic safety and to protect the visual appearance of the County.

§8.2 | Prohibited Signs

The following signs shall be prohibited:

- A. Signs that contain statements, words, or pictures of an obscene or indecent nature. Obscene or indecent material is material that depicts uncovered human sexual organs or female breasts, or the touching of covered human sexual organs or female breasts, or that depicts human or animal sexual activity or that includes words commonly used as insults or epithets.
- B. Signs that contain or are an imitation of an official traffic sign or signal or contain the words “stop,” “go slow,” “caution,” “danger,” “warning,” or similar words.
- C. Signs that are of a size, location, movement, content, coloring, or manner of illumination which may be confused with or construed as a traffic control device or which hide from view any traffic or street sign or signal.
- D. Signs that flash, move, blink, change color, chase or have other animation effects except time and temperature signs, or revolving signs that do not exceed the rate of seven (7) revolutions per minute, but not including revolving beacon lights.
- E. Signs that contain or consist of portable signs, tent signs and strings of light bulbs not permanently mounted on a rigid background.
- F. Signs that swing or otherwise move as a result of wind pressure because of the manner of their suspension or attachment.
- G. Signs placed on any curb, sidewalk, post, pole, hydrant, bridge, tree or other surface located on public property including the posting of handbills, except as may otherwise expressly be authorized by this section.

§8.3 | Exemptions

The following types of signs are exempt from the Sign Regulations of this section to the extent stated.

8.3.1 | Safety and Information Signs

Signs erected by, or on the order of, public officers in the performance of their duty, such as but not limited to safety signs, danger signs, trespassing signs, traffic signs, memorial plaques, signs of historical interest, informational signs, and the like.

8.3.2 | Institutional Signs

Permanent signs setting forth the name of any noncommercial institution, located entirely within the premises of that institution, up to an area of twenty-four (24) square feet. If building mounted, these signs shall be flat wall signs and shall not project above the roof line; if ground mounted, the top shall be no more than six (6) feet above ground level.

8.3.3 | Integral Signs

Names of buildings, dates of erection, monumental citations, commemorative tablets and the like when carved into stone, concrete or similar material or made of metal, bronze, aluminum, or other permanent type construction and made an integral part of the structure.

8.3.4 | Directional Signs

Signs directing traffic movement into a premise or within a premise, not exceeding three (3) square feet in area for each sign, and horizontal directional signs on and flush with paved areas regardless of size.

8.3.5 | Nameplates

Nameplates, not exceeding two (2) square feet in area containing only the name of the resident, title of person conducting a permitted home occupation, name of building and name of agent.

8.3.6 | Holiday Decorations

Temporary decorations or displays clearly incidental, customary and commonly associated with national or local holiday celebrations.

8.3.7 | Rear Entrance Signs

Rear entrance signs associated with pedestrian walk-through buildings, provided they do not exceed 16 square feet in area and are flush mounted, identifying only the name of the establishment and containing directional information.

8.3.8 | Temporary Signs

Temporary noncommercial signs may be erected as participation in a public parade, event, or celebration for a period not to exceed ten (10) days, provided that they are removed by the owner within three (3) days after the event.

8.3.9 | Menu Signs

Menu signs at drive-in restaurants that are not designed to be read from the public right-of-way or signs not visible beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way.

8.3.10 | Warning Signs

Private Warning or instructional Signs, such as “No Soliciting,” “No Trespassing,” “Beware of Dog,” or other similar types of signs not exceeding one and one-half (1½) square feet per sign.

8.3.11 | Advertising - Bus Shelters

Advertising on or incorporated within County approved transit shelters is permitted as long as the following criteria are met:

- A. There is a written agreement between the bus shelter provider and the County and all appropriate permits have been obtained from the County.
- B. The bus shelters are located only at County designated bus stops on County designated bus routes. As routes or stops change, bus shelters that are no longer on a designated route or bus stop must be removed within thirty (30) days from notice by the County requesting removal.
- C. Bus shelters are also subject to the following conditions:
 - 1. advertising shall be limited to two (2) side panels on the bus shelter, each not more than forty-eight inches (48") wide and seventy-two inches (72") high; the advertising panels may be illuminated by “back lighting” at a low level to not affect the night vision of drivers on the road or to cause glare to neighboring residential properties;
 - 2. a third (3rd) advertising panel may be provided along the rear of the bus shelter for public service messages or other public purposes, as specified in the written agreement with the County;
 - 3. a proposed maintenance schedule shall be included in the written agreement between the bus shelter provider and the County. The permittee shall be responsible for all maintenance of the shelter including general repair, removal of graffiti, and maintenance of lawn or landscaping around the shelter area. Failure to properly maintain the shelter or shelter area is cause for removal;
 - 4. bus shelters with advertising are limited to major collectors, minor arterials, and major arterials, as designated on the Grand Valley Circulation Plan.

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- D. A permit shall be obtained from the County Engineer based on criteria contained with the Mesa County Standard specifications for Road and Bridge Construction, Section 4.B - Bus Shelters & Bus Benches.

8.3.12 | Advertising - Bus Benches

Advertising on bus benches is permitted as long as the following criteria are met:

- A. There is a written agreement between the bus bench provider and the County and all the appropriate permits have been obtained from the County.
- B. A single bench may be located only at County designated bus stops along a County designated bus route, subsequent to issuance of a permit by the County Engineer. A second bench may be allowed based on rider-ship data which demonstrates such a need. As routes or stops change, bus benches that are no longer along a designated route or bus stop must be removed within thirty (30) days of notice by the County.
- C. Benches are also subject to the following conditions:
 - 1. the advertising panel shall be limited to a single face which must be oriented to the street. The sign face shall not exceed twelve (12) square feet in size with a maximum sign height of two (2) feet; the sign shall be non-illuminated and non-reflective;
 - 2. the permittee shall be responsible for all maintenance of the bench including general repair, painting, removal of graffiti, and maintenance of lawn or landscaping around the bench area. Failure to properly maintain the bench or bench area is cause for removal;
 - 3. benches containing advertising are limited to major collector, minor arterials, and major arterials, as designated on the Grand Valley Circulation Plan;
- D. A permit shall be obtained from the County Engineer based on criteria contained within the Mesa County Standard Specifications for Road and Bridge Construction, Section 4.B Shelters & Bus Benches.

§8.4 | Temporary Signs

8.4.1 | Land Sales Signs

Non-illuminated signs advertising the sale or development of land containing an area of not less than five (5) lots or one (1) acre shall be allowed as temporary signs, provided that:

- A. such signs shall not exceed thirty-two (32) square feet;
- B. not more than one (1) sign shall be placed per parcel; and
- C. such signs shall be removed within one (1) year.

Upon written request from the applicant, the Planning Director may issue approval to continue the sign for up to one (1) additional year.

8.4.2 | Real Estate Sales Signs

Non-illuminated signs pertaining to the sale or lease of the premise on which they are located shall be allowed as temporary signs, provided that:

- A. such signs shall not exceed six (6) square feet in areas; and
- B. such signs shall be removed within one (1) year or within one (1) week after the transfer of title or the signing of the lease.

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During the period of time between the execution of a contract for sale or lease and the finalized of the same, a “sold,” “sold by” or similar sign will be permitted as long as the maximum size of six (6) square feet is not exceeded.

8.4.3 | Contractor’s Signs

Non-illuminated signs advertising the development or improvement of a property by a builder, contractor, or other person furnishing service, materials, or labor to the premise during the period of construction, development, or lot sales shall be allowed as temporary signs, provided that:

- A. signs shall not exceed thirty-two (32) square feet; and
- B. such signs shall be removed within twenty-four (24) hours after certificate of occupancy is issued.

8.4.4 | Grand Opening Signs

“Grand Opening” signs shall be allowed for a maximum of one (1) week. This allowance may be used only once by a single business or owner.

§8.5 | General Standards for all Signs

The following requirements shall apply to signs in all zoning districts unless otherwise indicated.

8.5.1 | Permits Required

Permits shall be required for all new signs except those exempt signs listed in Section 8.3. The alteration of sign faces by painting or overlay shall be considered as construction of a new sign. Permits for signs shall be obtained by sign contractors licensed to engage in such business by any municipality in Mesa County.

8.5.2 | Maintenance and Repair

Maintenance, touch-up, repainting or repair of a legal sign shall not require a sign permit.

8.5.3 | Location of Signs

All signs shall be located on the same lot as the use to which it is associated, unless they qualify as off-premise signs under this section.

8.5.4 | Permanent Signs

All signs shall be permanent in nature except for those signs allowed as Temporary Signs in accordance with this section.

8.5.5 | Wind Load Standard

All exterior signs shall be engineered to withstand a minimum wind load of thirty (30) pounds per square foot without violating any provisions of this chapter.

8.5.6 | Obsolete Signs

Signs that identify businesses, goods, or services no longer provided on the premise shall be removed within ninety (90) days after the business ceases.

8.5.7 | Sign Measurement

The total surface area of one (1) sign face of free-standing signs, roof signs and projecting wall signs shall be counted as part of the maximum total surface area allowance. Off-premise signs shall not be counted in maximum square foot allowance.

8.5.8 | Illumination

Illumination of all signs shall comply with the following standards:

- A. The light from any illuminated sign shall be so shaded, shielded and directed that the light intensity does not generate glare onto nearby residential areas between the hours of 8 p.m. and 8 a.m.
- B. Neither the direct nor the reflected light from primary light sources shall create a traffic hazard to operators of motor vehicles on public thoroughfares or approaches to public thoroughfares, as determined by the Department of Public Works.

- C. No exposed reflective type bulbs or incandescent lamps which exceed forty (40) watts shall be used on the exterior surface of a sign.

8.5.9 | Identification and Marking

Each sign requiring a permit hereafter erected or remodeled shall bear, in a permanent position, an identification plate stating the date the sign was erected and the name of person, firm or entity responsible for the construction and erection.

§8.6 | Rural and Urban Residential Zoning Districts

Signs shall be allowed in Rural and Urban Residential zoning districts in accordance with the standards of this subsection.

8.6.1 | Sign Types Allowed

- A. A bulletin sign, not to exceed twenty-five (25) square feet per face, may be erected upon the premise of any public institution for the purpose of displaying the name of the institution and its activities or services.
- B. One identification sign shall be allowed for each multi-family building or complex, provided that:
 - 1. such sign shall not to exceed thirty-two (32) square feet in area;
 - 2. if lighted, such sign shall utilize indirect illumination only; and
 - 3. such sign shall contain only the building or complex name and name of agent.
- C. Signs advertising any subdivision or other project under construction shall be permitted provided that the following conditions are met.
 - 1. Signs in the model home area and on the subdivision site shall not exceed a total aggregate of two hundred (200) square feet.
 - 2. Individual permanent on-site subdivision signs shall not exceed thirty-two (32) square feet.
 - 3. Temporary off-premise subdivision signs shall be allowed for an initial period of one (1) year from date of issuance and may be extended for one (1) additional year when the following requirements are met.
 - a. The development, subdivision, or project does not have frontage on a minor or major arterial.
 - b. Each sign is located on private land. No such sign may be placed on the public right-of-way, utility poles, or traffic control devices.
 - c. The single face of any temporary off-premise development sign shall not exceed sixteen (16) square feet, and no double faced sign may exceed thirty-two (32) square feet.
 - d. No more than one (1) off-premise sign shall be permitted per parcel. No more than two (2) off-premise development sign locations shall be allowed per development, regardless of the number of development phases or filings.
 - e. All regulations concerning maintenance, illumination, and permits shall be met.
 - f. All signs approved under this section will be removed within thirty (30) days of the expiration of the permit or extension;
 - g. No such temporary sign shall be located closer than one thousand (1,000) feet from any other temporary sign.

- h. The content of temporary signs under this section shall be limited to the following: name and address of the new subdivision, one (1) logo, name of real estate broker, and one (1) directional arrow. No illustration shall be permitted other than the logo.

8.6.2 | Location

Permitted signs may be located anywhere on the property.

8.6.3 | Height

The height of free-standing signs shall not exceed ten (10) feet. If building mounted, the sign shall be flush mounted and shall not be mounted on a roof of the building or project above the roof line.

8.6.4 | Illumination

Only indirect or internal illumination shall be used for letter faces and logos.

§8.7 | Nonresidential Zoning Districts

Signs shall be allowed in Urban Nonresidential zoning districts in accordance with the standards of this subsection.

8.7.1 | Signs Types Allowed

Signs in Urban Nonresidential zoning districts may include flush wall signs, free-standing signs, projecting signs, and roof signs. All signs allowed in Rural and Urban residential zoning districts zones are also allowed in Urban Nonresidential zoning districts. Real estate signs in Urban Nonresidential zoning districts shall be limited to a maximum size of sixteen (16) square feet.

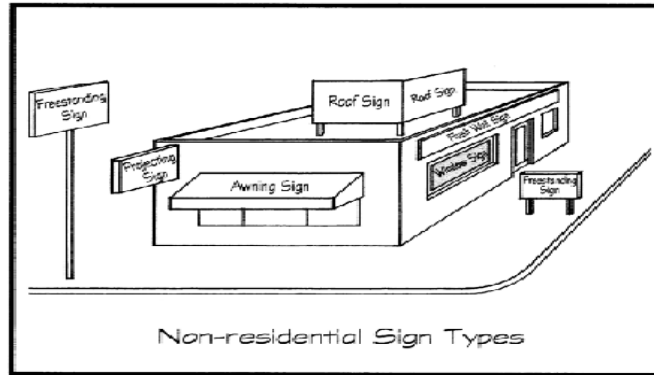
8.7.2 | Location and Size

Permitted signs may be located anywhere on the premises except as specifically restricted in this section. The total amount of signage to be allowed on any property shall not exceed the sign allowance standard of this section. No single sign may be larger than three hundred (300) square feet.

8.7.3 | Flush Wall Signs and Roof Signs

- A. The sign allowance shall be calculated on the basis of the area of the one (1) building facade which is most nearly parallel to the street it faces. Each building facade that faces a dedicated public street shall have its own sign allowance.
- B. In the event a building does not have frontage on a dedicated public street, the owner of the building may designate the one (1) building facade which shall be used for the purpose of calculating sign allowance. In the event the only building facade that faces on a dedicated street contains no commercial display area, a property owner may designate another building facade to serve as the basis for calculating the total amount of sign area allowed.
- C. Up to two (2) square feet of sign area shall be allowed for each linear foot of building facade for flush wall signs and roof signs. Flush wall signs may extend up to twelve (12) inches from the face of the building if the base of the sign is at least eight (8) feet above ground level. Show window signs in a window display when incorporated with such display will not be considered part of the total sign allowance.
- D. On any building which allows flush wall signs, roof signs or projecting signs, a maximum of two (2) of these types may be used. If a flush wall sign and roof sign are used, the sign allowance of two (2) square feet per linear foot of building may be divided between the two (2) signs. If a projecting sign is used, the allowance for the projecting sign shall be subtracted from the flush wall sign or roof sign allowance.

- E. Roof signs shall be manufactured in such a way that they appear as an architectural blade or penthouse and are finished so that they appear to be a part of the building itself. No visible guy wires, braces or secondary supports shall be used. Maximum height for roof signs shall be forty (40) feet above grade.



8.7.4 | Projecting Signs

- A. Signs may project up to six (6) feet from the face of the building if located eight (8) feet or more above grade but shall not project beyond the back of curb. Total area per sign face shall not exceed one-half (½) square foot per linear foot of building facade. If the projecting sign is the only sign mounted on the building, it need not be less than twelve (12) square feet per face.
- B. On places of public entertainment such as theaters, arenas, meeting halls, etc., where changeable copy signs are used which project over public domain, the projection may be one-half (½) foot for each linear foot of building frontage provided that it does not extend further than four (4) feet back of the curb face.

8.7.5 | Freestanding Signs

- A. No more than one (1) free-standing sign shall be permitted for any parcel for each street frontage. The sign allowance per frontage can only be used on that frontage and shall not be transferred to any other frontage.
- B. Maximum sign allowance shall be calculated by the linear front foot of property on a public right-of-way in accordance with the following:

Number of Traffic Lanes	Maximum Sign Face Area (per foot of street frontage)	Maximum Height
2	0.75	25
3+	1.5	40

- C. Signs may be installed at street right-of-way line but no part of the sign shall project into the right-of-way line. If the existing street right-of-way width is less than that required in this Land Development Code, the distance shall be measured from the line of such right-of-way as required by this Land Development Code rather than from the existing right-of-way line. Single legs of one-way pairs shall be treated as four-lane roads.
- D. When electrical service is provided to free-standing signs, all such electrical service shall be underground.

§8.8 | Planned Unit Developments and Conditional Uses

Properties in an approved PUD district or part of an approved Conditional Use Permit shall have the signs on the property reviewed and approved as part of the development plan. Variance of the maximum total surface

area of signs shall not be permitted, but the maximum sign allowance for the entire development or use may be aggregated and the total allowance redistributed.

§8.9 | Off-Premise (Outdoor Advertising) Signs

A maximum of one (1) off-premise sign, erected on the ground or affixed to a wall shall be allowed per parcel of land in the C-2, I-1 and I-2 zoning districts, subject to the following conditions:

8.9.1 | Height Limitations

No off-premise sign shall be erected higher than forty (40) feet above the level of the street or road upon which the sign faces, or above the adjoining ground level if such ground level is above the street or road level. No off-premise sign shall have a surface or facing exceeding three hundred (300) square feet in area or containing less than fifteen (15) square feet in area. Off-premise signs shall not be denied permits because of maximum size limitations for on-premise signs on the same parcel.

8.9.2 | Distance

For each square foot of surface or facing of the sign, two (2) feet of space from adjacent off-premise signs shall be maintained. Such distances shall be determined by using the largest sign as criterion. For example, no sign can be erected closer than six hundred (600) feet to an existing three hundred (300) square foot sign.

§8.10 | Removal and Disposition of Signs

8.10.1 | Maintenance and Repair

- A. No person shall retain on any premises owned or controlled by them, any sign which is in a dangerous or defective condition. The Planning Director shall require the removal or repair of any sign by the owner of the sign or the owner of the premises upon which it is located. In cases of immediate danger to the public due to the defective nature of a sign, the Planning Director may cause the immediate removal of the sign and may assess the costs of the removal against the owner of the property.
- B. The appearance and safety of all signs shall be maintained by the replacement of all defective parts and by periodic painting, repainting, cleaning and other acts required for proper maintenance.

8.10.2 | Abandoned Signs

Except as otherwise expressly stated herein, a sign which is located on property which becomes vacant and unoccupied for a period of ninety (90) days or more, or a sign which pertains to a time, event or purpose which no longer applies, shall be considered abandoned. Permanent signs applicable to a business temporarily suspended because of a change of ownership or management of the business shall not be considered abandoned unless the property remains vacant for a period of one hundred eighty (180) days or more. The structure and face of an abandoned sign shall be removed by the owner of the sign or the owner of the premises. A sign which is not removed may be removed by the Planning Director, and costs assessed against the owner of the property on which the sign is located.