

**CITY OF GRAND JUNCTION, COLORADO**

**ORDINANCE NO. 4666**

**AN ORDINANCE AMENDING SECTION 25.28 OF THE 24 ROAD CORRIDOR DESIGN STANDARDS AND GUIDELINES (TITLE 25 OF THE GRAND JUNCTION MUNICIPAL CODE) REGARDING MAXIMUM LETTERING SIZE FOR BUILDING SIGNS**

**Recitals:**

This ordinance amends the Title 25 of the Grand Junction Municipal Code (known as the 24 Road Corridor Design Standards and Guideline), by eliminating the maximum size of sign letters located on building signage. This allows overall sign allowances and maximums dictate the actual allowed building signage on a building.

The City Council desires to maintain effective development regulations that implement the vision and goals of the Comprehensive Plan while being flexible and responsive to the community's desires and market conditions.

The City Council has also recently developed an Economic Development Plan and desires that development regulations be reviewed and amended where necessary and possible to facilitate economic development.

The amendments enhance the effectiveness of the Code and its responsiveness to changing business practices and community expectations and implement the Economic Development Plan by removing unnecessary barriers to development and business and streamlining development review processes.

After public notice and a public hearing as required by the Charter and Ordinances of the City, the Grand Junction Planning Commission recommended adoption of the proposed amendment, finding the proposed amendments consistent with the vision, goals and policies of the Comprehensive Plan.

Following public notice and a public hearing as required by applicable law, the Grand Junction City Council finds and determines that the proposed amendments implement the vision, goals and policies of the Comprehensive Plan, and that they are in the best interest of the community and its citizens, and should be adopted.

**NOW THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAND JUNCTION THAT:**

**Subsection 25.28 is amended as follows:**

**Sections:**

- 25.28.010 Introduction.
- 25.28.020 General sign criteria.
- 25.28.030 Site sign program.

**25.28.010 Introduction.**

Signs in the 24 Road Corridor should communicate information for property owners, tenants and users while not adding to the visual pollution that is present in many road corridors. Additional sign criteria are necessary to accomplish this that supplement the sign regulations in the City of Grand Junction Zoning and Development Code.

**25.28.020 General sign criteria.**

(a) **Purpose.** These criteria include restrictions on temporary signs and billboards, as well as a requirement to develop a site sign program for individual projects.



*Signs should communicate information and not add to visual pollution*

(b) **Standards.** The following minimum criteria shall apply to all signs in the corridor:

- (1) The height of a sign and support shall not exceed 12 feet from the finished site grade.
- (2) Sign face area shall not exceed 100 square feet per sign.
- (3) Signs shall not be located closer than 10 feet from the property line or right-of-way. (Directional signs may be located six feet from the curb. See guidelines in GJMC 25.28.030, Site sign program.)
- (4) Temporary signs shall be permitted which identify the name of the proposed facility, the parties participating in its design, construction and financing, the anticipated date of occupancy, and leasing information. Temporary signs shall be limited to one eight-foot by four-foot freestanding

project sign. All temporary signs shall be subject to time limitations established during the approval process.

(5) No off-premises signs for outdoor advertising shall be permitted within the corridor subarea.

(6) All information signage shall be perpendicular to approaching traffic and shall be positioned so there is a clear line-of-sight well before the point at which direction must be changed or action taken.

(7) Informational signage shall be positioned to avoid confusing backgrounds, particularly when directed to vehicular traffic.

(8) All traffic signs shall comply with the requirements of the State of Colorado Department of Transportation and the U.S. Manual on Uniform Traffic Control Devices.

(9) A licensed traffic engineer shall design the placement and type of regulatory signs.

(10) Regulatory signs may be necessary along some of the trails; in such cases the size and lettering shall be consistent with the design speed of the trail.

(11) If regulatory signage must communicate to vehicular traffic, it shall be placed so that it is visible.

**(c) Guidelines.**

(1) Signs within the corridor should be governed by similar restrictions relative to size, number, placement and illumination.

(2) The design of all signs should be coordinated to ensure a uniform appearance.

(3) Signs for similar purposes should be consistent in style and detail.

(4) The sign construction system should be flexible to easily permit changes in message without excessive cost.

(5) Continuity of the sign system should be maintained by use of standard color, typeface, materials, and construction details throughout each project.

**25.28.030 Site sign program.**

(a) **Purpose.** The site sign program is intended to be flexible and adaptable to different sites and will address sign location, layout, organization, and length of the message, the typeface, the design of the supporting structures and the compatibility with other signs in the system.

**(b) Standard.**

(1) A site sign program shall be prepared for each development project within the 24 Road Corridor and address building and wall signs. Each site sign program shall be tailored to the requirements of the development (residential,

commercial, office, industrial, etc.) and can specify the use of identifying logos. It should specify the height of sign and support, sign face area, location, illumination, type and number of signs for the project. Types of signs shall include entrance and building identification signs, directional signs and regulatory signs. Both permanent and temporary signs shall be addressed.

(2) The entrance identification sign panel shall include the corporate name, logo, or signature and optional descriptive identifier.

(3) The street address number must appear on the sign. In the case of multiple tenants, all may be identified on the sign, up to a maximum of three tenants. Where there are more than three tenants, the building should be identified with a name and the tenants listed on a directory inside the building.

(4) The entrance identification sign shall be placed perpendicular to approaching vehicular traffic.

(5) Building identification signs provide for specific building identification viewed from the site or adjoining street. Letters may be painted on windows, or mounted on or routed out of the wall or fascia panel (commercial users only) designed specifically for signage.

(6) Directional signs serve to guide the motorist or pedestrian in, around, and out of the development site. Confine directional signs to a limited number of key decision points along the primary circulation system.

(7) Consolidate directional signs by "grouping" signs to various destinations within one sign frame.

(c) **Guidelines.**

(1) Entrance signs identify individual building tenants or the name of the building. Tenant entrance identification signs should provide a distinctive sign style that will complement a variety of architectural styles.

(2) All entry identification signs should be either externally or internally illuminated. Only graphics and typography are to be illuminated.

(3) Entrance identification signs should be constructed of a metal panel with stone or veneer base. The sign may be single- or double-faced. If the sign is single-faced, the backside should be painted the same color as the cabinet and poles.

(4) No identification sign should be located closer than 10 feet to any property line.

(5) Generally, one tenant identification sign is sufficient. More than one may be used where a site has more than one vehicular entrance on different sides of the building, or when the nature of the site and adjacent streets requires more than one sign or proper identification. The sign should be placed so it does not obscure any other identification, information or vehicular control signs.

(6) The owner or tenant of a building may elect to place the identification of the primary tenant on the surface of the building. Sign information should be

limited to the display of the building name or the name of the business occupying the site. Only one building identification sign should be provided for each building. Secondary elements should be shown on the interior directory. The sign may be either nonilluminated or internally illuminated.

(7) To minimize clutter, directional signs should identify only primary tenants within the development site.

(8) The positioning of directional signage is critical to its effectiveness. Each site requires careful analysis of vehicular and pedestrian traffic. Decision points must be identified and proper information and directional signage provided.

(9) Directional signage should be placed no closer than six feet from the curb of a street or drive.

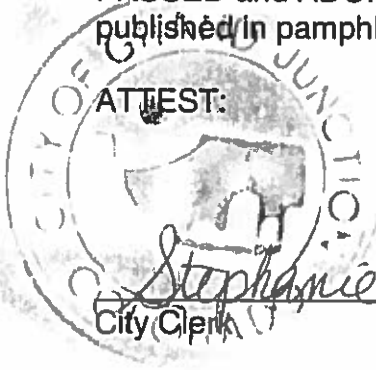
(10) Trail route identification signs should be placed at critical locations.

**All other parts of Section 25 shall remain in full force and effect.**

INTRODUCED on first reading the 3<sup>rd</sup> day of June, 2015 and ordered published in pamphlet form.

PASSED and ADOPTED on second reading the 1<sup>st</sup> day of July, 2015 and ordered published in pamphlet form.

ATTEST:




*Stephanie Yun*  
City Clerk

*Samuel Norris*  
President of the Council

I HEREBY CERTIFY THAT the foregoing Ordinance, being Ordinance No. 4666 was introduced by the City Council of the City of Grand Junction, Colorado at a regular meeting of said body held on the 3<sup>rd</sup> day of June, 2015 and that the same was published in The Daily Sentinel, a newspaper published and in general circulation in said City, in pamphlet form, at least ten days before its final passage.

I FURTHER CERTIFY THAT a Public Hearing was held on the 1<sup>st</sup> day of July, 2015, at which Ordinance No. 4666 was read, considered, adopted and ordered published in pamphlet form by the Grand Junction City Council.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of said City this 6<sup>th</sup> day of July, 2015.

  
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Stephanie Tuin, MMC  
City Clerk

Published: June 5, 2015  
Published: July 3, 2015  
Effective: August 2, 2015

