

Grand Junction
Downtown Development Authority

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May 22, 1984

RECEIVED GRAND JUNCTION
PLANNING DEPARTMENT

MAY 22 1984

MEMO

TO: Grand Junction Planning Commission
FROM: Frank Williams, Executive Director
SUBJECT: Proposed Zoning Ordinance Change Allowing
Street Banners

After reviewing the proposed zoning ordinance change to allow the use of street banners in certain instances, I would like to respectfully submit an alternative option to consider.

Why not amend Section 5-3-1 by adding language prior to the existing section which says, "Except as allowed by special use permits under 26-1-1.3,.....".

Then adding a section 5-7-4(f) - "Banners, signs, and sign displays of a temporary nature may be allowed if specifically applied for and approved under the provisions of 26-51-1.3 of the Municipal Code". (Special Use Permit under the street vendor ordinance.)

It would seem cumbersome to require an additional permit from the Zoning Department for the time limits on the banner, size, square footage, and location. It would seem to make more sense to tie that into our special use section under the Street Vendor Ordinance so that the request is reviewed by both the DDA and City Clerk prior to the issuance of a single permit for the entire activity.

It could also prove cumbersome to require City employees to be responsible for the installation or removal of any street banners.

Our Special Use Permit through definition says that a Special Use Permit "..... may be granted to the sponsor of an activity rather than specific individuals conducting business within the Downtown Shopping Park area and may permit the use of tables, chairs, and other items of a movable nature which are not included in any other category."

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Limiting the use of banners to Special Use Permits would limit the use of banners to Main Street. If other areas of town wanted to display banners, they can establish systems to provide the protections and supervision allowed under the Street Vendor Ordinance and Special Use Permit sections of that ordinance.

Under these suggestions, if someone wished to place banners along with a Special Use Permit in the downtown area, they would have to specifically list it on the permit. We then can impose specific conditions to avoid interference with activities, traffic control signals, and to protect the public safety and welfare.

I'm not sure that I understand why the limitations to specific authorities and charitable organizations should be included. Our attorney is not sure that a rational constitutional reason for the distinctions can be justified.

I am also uncertain why there is a limitation against advertising. Most of the groups which use such banners tend to be non-profit or similar type organizations which have very limited funds to begin with and sometimes using a banner with commercial emblems on either end is the only way such promotion can be accomplished. Many downtown areas and other special event areas use such banners frequently. The most notable example, Larimer Square, constantly uses such banners which often have advertising and do not detract from the sign or the streetscape at all.

In making these recommendations, we are trying to look at the big picture and avoid coming up with a cumbersome way of approaching the subject. These comments should not be taken as critical of the attempts of the Planning or Zoning Department, but rather alternative suggestions as to the manner in which the problem may be approached.

HW:lo

REVIEW SHEET SUMMARY

FILE NO. #9-84 TITLE HEADING Text Amendment - Banners DUE DATE 5/11/84

ACTIVITY - PETITIONER - LOCATION - PHASE - ACRES Text Amendment - Banners Petitioner: The
 Grand Junction Planning Department Location: 559 White Avenue, Room 60, Grand Junction, CO
 A request to amend Section 5-7-7B2, 5-3-1A, and 5-7-6D of the Grand Junction Zoning and
 Development Code, regarding Banners.

PETITIONER ADDRESS 559 White Avenue, Grand Junction, CO 81501
 Room 60

ENGINEER N/A

DATE REC.	AGENCY	COMMENTS
5/11/84	City Planning	<p>The Planning Department has received frequent request for temporary signs used in conjunction with special events of a non-commercial nature. The present sign regulation limits such signage to six square feet or less. The proposed amendment would allow banners to be installed across a public right of way for permitted events and for limited periods of time. These types of banners have, historically, been part of local celebrations in communities across the country.</p> <p>Allowing these signs under controlled circumstances should not detract from the intents and purposes of the sign regulation.</p> <p>The proposed amendment specifically states that street banners may contain no advertising. Questions have been raised about events that may contain the name of a company (i.e. Coors Bicycle Classic). The Planning Department will interpret these situations as follows:</p> <ol style="list-style-type: none"> 1. If the <u>official</u> name of the event contains a company name, the use of that name will not be considered as advertising. Thus, a banner simply reading "Coors Bicycle Classic" would be allowed under this amendment. 2. If a banner contains a company logo, symbol, or product representations, it will be considered as advertising and would <u>not</u> be allowed. <p>The attempt is to make a clear distinction between an event and any company, corporation, etc., that may sponsor or be connected with that event. It should be noted that under this interpretation, "Winston Rodeo" banners would <u>not</u> be allowed since the official name of the event is presently the "Mesa County Rodeo." If this amendment is approved, prospective permit applicants will be made aware of this interpretation.</p>
5/29/84		<p>O'DWYER/DUNIVENT PASSED 6-0 A MOTION TO FORWARD THIS TO CITY COUNCIL WITH RECOMMENDATION OF APPROVAL.</p>

GJPC 5/29/84 - Appr.
 CC 6/6/84 - Appr. CA



CITY - COUNTY PLANNING

grand junction-mesa county 559 white ave. rm. 60 grand jct.,colo. 81501

(303) 244-1628

May 29, 1984

Response to Review Comments
File #9-84

The following is in response to review comments received from the Downtown Development Authority dated May 22, 1984.

1. This text amendment was originally initiated at the request of the DDA. All signage is presently controlled by Section 5-3 of the Zoning and Development Code, and the Planning Department's Zoning Enforcement Officer is responsible for the enforcement of all signage provisions. The department feels that it is appropriate to include the provision for street banners with the other signage allowances to maintain consistency and efficiency. The department will be best able to coordinate the location and type of signage with other review agencies to ensure safe and appropriate sign locations. The DDA will be one of these review agencies.
2. Prior to the enactment of the Sign Code in 1976, street banners were allowed. At that time, the City did install and remove all street banners. We are suggesting continuing this procedure under the proposed text change to eliminate hazards associated with unqualified persons attempting to hang the banners across a public right of way and also to ensure that the banners are correctly and safely attached to appropriate supports.
3. We do not believe it is fair to limit the use of street banners to Main Street. Although Main Street will undoubtedly be the most common location for these banners, other areas of the City also have events which may warrant the use of street banners. For example, events at Stocker Stadium such as JUCO or other athletic events may desire street banners.
4. The limitation to specific types of organizations and the limitation against advertising are designed to ensure that the banners will be used to identify community events and not be used as commercial promotion. The City currently prohibits any type of commercial signage within a public right of way. If street banners are allowed to contain commercial advertising, we would be inconsistent by not allowing other types of advertising within a public right of way.

We appreciate the comments and concerns of the Downtown Development Authority but we feel that the amendment, as written, is more consistent with present policies and regulations and provides fair treatment to all portions of the City.

AMENDING Section 5-7-7 B2. of the Grand Junction Zoning and Development Code to add paragraph 2a. reading as follows:

"a. Temporary street banners across public thoroughfares announcing events sponsored by the City, Downtown Development Authority, School District #51, Mesa County, charitable organizations, or other non-profit organizations may be authorized by the administrator. The sponsoring agency shall obtain a permit which shall specify the time limits of the banner, size in square footage, and exact location. Street banners shall be installed, removed, and maintained by the City, which shall charge a reasonable fee for those services.

All street banners authorized by this section shall refer only to the event in question and shall contain no advertising for any private product or service offered for sale."

and

AMENDING Section 5-3-1A to add the following to the last sentence:

"or to those street banners authorized by the administrator under Section 5-7-7B2a."

and

AMENDING Section 5-7-6D. to add the following:

"or to those street banners authorized by the administrator under Section 5-7-7B2a."