

TO: Grand Junction Planning Commission and Grand Junction Planning Staff
FROM: HBA
DATE: December 23, 1983
SUBJECT: AMENDMENT TO CITY SIGN CODE

Add the underlined words:

5-7-4 C. "A contractor's sign...during the period of construction, development, or lot sales."

Add a new section:

5-7-7 A. 2. C. 3) Temporary off-premises 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) It can be proven by deed, lease or other document that the location of such signs is on privately owner/rented land, and not in public right-of-way. Attachment of temporary off-premises development signs to utility poles or traffic control devices is specifically prohibited;
- c) The single face of any temporary off-premises development sign shall not exceed 32 square feet;
- d) All words, characters, and colors shall be of a nature that they will not be mistaken for any traffic control device;
- e) No more than one off-premises development sign (which may be double faced) shall be allowed per corner;
- f) No more than two off-premises development sign locations shall be allowed per development (in this case, development does include all filings or additions to a project of the same name;
- g) All regulations concerning maintenance, illumination, and permits shall be met;

- h) All signs approved under this section will be removed within 30 days of the expiration of the permit or extension.

Change the following section--delete the stricken word, add the underlined words:

5-7-7 A. 3 LOCATION

Permitted signs may be anywhere on the property. If freestanding, the top shall not be over ~~eight~~ ten (10) feet above the ground.



CITY - COUNTY PLANNING

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

(303) 244-1628

MEMORANDUM

TO: Grand Junction Planning Commission *RGM*

FROM: Karl Metzner

DATE: February 28, 1984

RE: 57-83, Sign Code Amendment

Upon tabling of this item in January, the planning staff has been researching how the use of development directional signs is being handled in other communities. We sent for information from the Municipal League and got some information from John Ballagh. Mike Sutherland, our Enforcement Officer, also discussed the matter with other enforcement officials at the stata AECO meeting earlier this month. We have also ordered some documents from the Planners Advisory Service (PAS) which we have not yet received.

The following material is a synopsis of material we have received so far. We will update you as additional material is received and have a firm recommendation for the March 27, 1984 Public Hearing.

KM/tt

xc: John Ballagh
Bennett Boeschstein

LAKWOOD, CO

Lakewood does allow off-premise signs for new developments in all zones. Each new development is allowed one 32 sq. ft. sign and additional 4 sq. ft. signs "as agreed upon by the Director of Community Development." The signs must have a "temporary permit and may be placed for one to two years." Height is limited to 8 ft. and signs must meet setbacks in the zones in which they are located.

An additional point of interest in the Lakewood code is an allowance for "street banners." These also require a temporary permit and are restricted to events sponsored by the City, County, School District, or other charitable organizations. Other than these street banners, all temporary signs are prohibited.

LITTLETON, CO

Littleton allows "developer direction" signs after review and approval by a "Development Review Committee." These signs are limited to two per development and may not exceed 32 sq. ft. per face (64 sq. ft. for a double face sign). Contents of the sign are limited to a directional message or project location. The signs must be located on the nearest major arterial and a development may not have a sign if it is located on an arterial or other heavily traveled street. The permit is limited to 24 months or the duration of the project, whichever comes first. The expiration date must be placed on the sign. Two or more developers can use the same sign and the size may increase per user to a maximum of 100 sq. ft. Sandwich board or portable signs may not be used. Colors are limited to black, white, and earthtones.

Additionally, Littleton also allows "new business" directional signs under the same general concept as developer signs. These are allowed at one per business for one 6-month period.

COLORADO SPRINGS, CO

Off-premise signs can be placed only on vacant parcels. Parcels with up to 200 ft. of frontage are limited to one sign at 20 sq. ft. maximum. Parcels with over 200 ft. frontage may have one sign to 32 sq. ft.

STEAMBOAT SPRINGS, CO

All off-premise signs must be approved of by the Board of Adjustment. No banners are allowed except for civic, sports, and arts events. Sign requests are considered under certain criteria such as impact on adjacent uses, number of signs in the area, etc.

LONGMONT AND AURORA, CO

Do not allow under any circumstances.

Some other thoughts on the question have been generated by a number of people. Some of these are:

- A sign deposit might be helpful. It would increase the incentive to take down the signs after the permit expires and provide money for having it done if the owner doesn't comply. The problem might be in records keeping if the time period is a year or more.
- Limit the distance that the sign can be from the project. For example, a 1/2 mile radius. This might help to keep them directional instead of advertising.
- A limitation on colors may be worthwhile. This may help in keeping them more compatible and aesthetic.

Analysis and Recommendation of
Sign Regulation Amendment 57-83

The requested amendment would allow off-premise directional signs in residential areas to identify the location of a development where lots or units are for sale. As proposed, the signs would be limited to two per development and allowed only when the development does not have frontage on an arterial road. The amendment was proposed to help prospective buyers find their way to developments which are located in hard to find places.

The stated objective of the sign regulation (Section 5-7 of the Grand Junction Zoning and Development Code) is to manage exterior signs and reduce the proliferation of signs. This amendment would increase the proliferation of signs. The decision that must be made by the Commission and the Council is whether there are overriding public benefits to this increased signage and whether it will have adverse impacts on residential areas. Also to be considered is whether approval of this amendment will generate requests from other uses for off-premise signs.

The City Planning Department has studied this request and reviewed how this question is handled by other Colorado communities. The communities surveyed were Lakewood, Littleton, Colorado Springs, Steamboat Springs, Longmont, and Aurora. All of these communities have some type of allowance for these signs except Longmont and Aurora.

If it is determined that an off-premise sign allowance is in the community interest, the Planning Department recommends one

of the following alternatives. For the sake of simplicity, a new Section 5-7-9 should be added to the sign regulation rather than trying to integrate this allowance into existing sections.

ALTERNATIVE I

5-7-9 Off-Premise Development Directional Signs

These signs are to provide directional information for developments which are not located on ^{arterial or collector roadways} well traveled roads. Signs which fall under this classification may contain only the development name and directional information. For the purpose of this Section (5-7-9) only, development shall mean a subdivision approved and recorded in accordance with the Grand Junction Zoning and Development Code, May 20, 1981, as amended. Subdivisions approved under previous regulations are not eligible for this allowance. Subdivisions with multiple filings, phases, or replats shall be considered one development.

A. General Requirements

1. Off-premise development directional signs must meet the general requirements of Section 5-7-6, paragraphs A, B, C, E, G, H, and J, as well as the following additional requirements.
 - a. Signs may not be illuminated.
 - b. Signs may not be those prohibited by Section 5-7-2.
 - c. Each sign erected under this Section shall carry the permit expiration date in the lower left hand corner of each face.

d. The size of these signs shall be deducted from the allowance in 5-7-7A2c1.

e. Maximum height is eight feet.

2. Time Limitations

The department may approve off-premise development directional signs for one calendar year. An extension for one additional year may be granted after review by the Planning Commission at a regularly scheduled meeting.

B. Size and Locational Standards

1. Where individual platted lots are sold, with or without structures, a development with five or more lots may have two directional signs to a maximum of 16 sq. feet each or one sign to a maximum of 32 sq. feet. Where units are sold in a townhouse or condominium configuration, a development having 10 or more units may have the allowance ^{as} ~~specified in A.~~ ^{above for} ~~individual lots.~~ ^{above.}

2. Off-premise development directional signs shall be at least 500 feet from any other such existing sign if they are 16 sq. feet or less, and at least 1000 feet if they are from 16 to 32 sq. feet.

3. All development directional signs shall be placed on private property with frontage on an arterial or collector street. The sign location shall be within a 1/2 mile radius of the development. Evidence of a lease or other agreement by the property owner may

be required at the time of permit application.

4. Development directional signs shall be located in zones where the type of development is a use by right. In mixed use developments, the heaviest use will be the determinant in sign location.

Examples - A single family detached development may place its sign(s) in any zone allowing single family uses as a use by right. A multi-family development may place its sign(s) only in zones allowing multi-family dwellings as a use by right. A development containing both single family detached and multi-family units may only use the zones allowing multi-family.

For business, commercial, or industrial developments, use the equivalent or any heavier zone.

Examples - Commercial subdivision in a C-1 zone may place a sign in any C-1, C-2, I-1, or I-2 zone.

5. No off-premise development directional signs may be placed on any property in the H.O. or P (Parking) zones.

C. Administration and Enforcement

1. Time limitations on development directional signs shall begin on the date the permit is issued and shall run continuously, or one year, unless within 30 days of the permit issuance, the developer requests, in writing, that the permit be cancelled.

2. Submittal Requirements

- a. A map showing the sign location and the development's location.
 - b. A site plan showing the exact location of the sign on the property.
 - c. The size and height of the sign and type of materials (wood, plastic, metal).
 - d. A perspective rendering of the sign and sign copy.
3. The extension allowed in 5-7-9A2 shall not be granted if, during the time of the original permit, the development was notified, in writing, of any violations of Section 5-7 of this Code. If three or more violations are documented, the original permit may be declared void by the Administrator.
4. Upon the expiration of the permit, permit extension, or upon the voiding of a permit, all signs shall be removed within 15 days.

The planning staff realizes that this is a more complex regulation than the one requested by the Homebuilder's Association. The complexity seems to be needed to address all of the concerns about allowing the requested type of signage. These concerns are:

1. Equity - Since the homebuilding/development industry is a business, will other types of businesses expect similar allowances for off-premise signs. It can be argued that the homebuilding industry is unique in

that it is a business allowed in residential zones, and it is a mobile business, moving from development to development. However, if any sign allowance is approved, a clear distinction must be made between the homebuilding/development business and other types of business, with strong justification for why one should have a special allowance that others do not.

* 2. Impact on Residential Areas - To minimize impacts in residential neighborhoods, any sign allowances granted should be of minimal size and widely separated. The staff proposed regulation attempts to do this by requiring a certain spacing between signs and minimizing the size. Even with the imposition of these restrictions, there will undoubtedly be some negative impacts in some neighborhoods.

* 3. Enforcement - Enforcement of the sign regulation is a time consuming and difficult process. The single largest volume of complaints received by the City Zoning Enforcement Officer concerns illegal signs. If off-premise development signs are erected in residential areas, other businesses, including developments, can be expected to place their signs in these areas also, unaware that there are restrictions and permit requirements. The department has seen similar occurrences with

portable signs, banners, and pennants. For example, when pennants were allowed for grand openings, the number of violations for illegal pennants increased dramatically. If these types of signs are allowed, permit fees should be high enough to cover the additional costs of enforcement.

- * 4. Monitoring - As with enforcement, the costs of monitoring the time limits on large numbers of off-premise signs would be time consuming and expensive. Since a sign could be up a maximum of two years, a file system would have to be established to cover a minimum four year period. This system would require regular monitoring and maintenance.

ALTERNATIVE II

5-7-9 Off-Premise Development Directional Signs

These signs are to provide directional information for developments not located on well traveled roads. For the purpose of this Section (5-7-9) only, development shall mean a subdivision approved and recorded in accordance with the Grand Junction Zoning and Development Code, May 20, 1981, as amended. Subdivisions approved under previous regulations are not eligible for this allowance. Subdivisions with multiple filings, phases, or replats shall be considered one development.

A. General Requirements

1. Off-premise development directional signs must meet the requirements of Section 5-7-6, paragraphs A, B, C, E, G, H, and J, and may not be those signs prohi-

bited by Section 5-7-2.

2. Signs may not be illuminated.
3. Maximum height is four feet.
4. Time Limitations

The department may approve development directional signs for a maximum of two years or any lesser six month increments. The time limit shall be specified on the permit.

B. Size and Locational Standards

1. A development with three or more individual lots or six or more townhouse or condominium units may place a maximum of two directional signs per development. All development directional signs shall be placed on private property with frontage on an arterial or collector street and must be within a 1/2 mile radius of the development.
2. Maximum size of each sign shall be 6 sq. feet and each sign must be 250 feet from any such existing sign.
3. Signs directing the way to residential developments may be placed in any zone. Signs directing the way to a business/commercial/industrial development may be placed only in a trade zone.

C. Sign Content

Off-premise development directional signs may contain only the development name and/or logo and an arrow pointing in the direction of the development.

D. Administration and Enforcement

1. Time limitations on development directional signs shall begin on the date the permit is issued and shall run continuously for the time specified on the permit, unless within 30 days of the permit issuance, the developer requests, in writing, that the permit be cancelled.
2. Submittal Requirements
 - a. A site plan showing the location of the sign on the property.
 - b. Size and height of the sign and type of materials.
 - c. The copy to be placed on the sign.
3. Upon expiration of the permit, all signs will be removed within seven days.

ALTERNATIVE II is less complicated than ALTERNATIVE I and the concern over impact on residential areas is lessened because of the smaller sign sizes. Concerns over enforcement and monitoring are also slightly lessened but the equity question still needs to be resolved.

Fees should be added as an item 15 to Section 2-2-2G. Staff recommended fees are:

- * ALTERNATIVE I - \$75 per permit
\$50 per extension
- ALTERNATIVE II - \$25 per 6-month increment
(\$100 for the 2 year permit)

These fees should cover the approximate costs associated with monitoring and enforcement.

#57-83

Text Amendment - Sign Code:

GJPC: 11/31/84 - tabled for 60 days for further review
GJPC: 3/27/84 - Rec. denial - unanimously

11/5/84 Sent review to G. Ashby & Bruce Bauerly due back 1/20/85
5/11/84 Pulled by petitioner