

## Proposed Amendment to Chapter 18 – Electronic Message Sign

The text below identified the sections of Chapters 18.50 proposed for the amendment.

~~Strike through~~ text is proposed for deletion.

**Bold, underlined** text is proposed for inclusion.

### Chapter 18.50.020 Definitions

**“Electronic Message Sign” means a sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means, including animated graphics and video.**

**“Fade” means a mode of message transition on an electronic message sign accomplished by varying the light intensity, where the first message gradually and uniformly reduces intensity to the point of not being legible and the subsequent message gradually and uniformly reduces intensity to the point of legibility.**

**“Dissolve” means a mode of message transition on an electronic message sign accomplished by varying the light intensity or pattern, where the first message gradually and uniformly appears to dissipate and lose legibility simultaneously with the gradual and uniform appearance and legibility of the second message.**

**“Horizontal Profile” means a sign profile where the width of the sign is a minimum of 50% greater than the height of the sign.**

### 18.50.060 Prohibited signs.

The following signs are not permitted in any zoning district except as provided in Section 18.50.070:

A. Animated and Flashing Signs, **including signs that have moving, blinking, chasing, scrolling, or other animation effects, with the exception of fading and dissolving.** ~~Signs either inside or outside a building and which are visible from a public right-of-way, except for automatic time and temperature signs and electronic message boards which do not change copy more frequently than every five seconds, and for~~ traditional barber poles and searchlights as provided in Section 18.50.070;

### 18.50.100 Sign regulations in nonresidential zones.

The following regulations shall apply to all uses in nonresidential zoning districts. Included are districts Be, B, F, I, **MAC, E** and DR. In addition, within the downtown development authority boundary all signs shall comply with Section 18.50.110, and along Interstate Highway-25 (I-25), all signs shall comply with **Chapter 8 of the Site Development Performance Standards and Guidelines and** Section 18.50.120. All signs allowed pursuant to this section shall have their sign area applied to the total allowable sign area.

g. Changeable copy: if an electric or electronic message ~~signboard~~ module is used, the module shall comply with the provisions in Section 18.50.100.A.4. any message displayed must remain for a period of not less than five seconds;

**18.50.100.A.4. Electronic message signs. All electrical signs that contain an electronic changeable copy module shall be subject to the following limitations:**

a. The displayed message shall not change more frequently than once per minute, except for time-and-temperature signs which shall not change more frequently than once per eight (8) seconds.

b. The sign shall contain static messages only, changed only through dissolve or fade transitions, but which may otherwise not have movement, or the appearance or optical illusion of movement or varying light intensity, of any part of the sign structure, design or pictorial segment of the sign. The change of messages using a dissolve or fade transition shall not exceed of 0.3 seconds of time between each message displayed on the sign.

c. The sign shall have automatic dimmer software or solar sensors to control brightness for nighttime viewing. The intensity of the light source shall not produce glare, the effect of which constitutes a traffic hazard or is otherwise detrimental to the public health, safety or welfare. Lighting from the message module shall not exceed 600 nits (candelas per square meter) between dusk to dawn as measured from the sign's face. Applications for sign permits containing an electronic display shall include the manufacture's specifications and nit (candela per square meter) rating. The City shall have the right to enter the property and view the programmed specifications of the sign to determine compliance with this provision.

d. The area of the electronic message display shall not exceed fifty (50) percent of the total sign face.

e. Messages displayed on the module shall only direct attention to a business, product, service or entertainment conducted, sold or offered on the premise on which the sign is located. Community emergency alerts such as inclement weather or Amber alerts are exempt from this requirement.

f. All existing electronic message signs that contain an electronic changeable copy module which does not comply with the provisions of this Section shall be made to conform to the brightness and duration of copy provisions upon the effective date of the ordinance approving such provisions.

g. A violation of any provision of this section shall result in the following: the first offense shall result in a written notice and order to the property owner specifying the cause of violation and a 24 hour period to bring the sign into compliance with the standards of

**the Municipal Code. The second offense shall result in a fine of \$500.00. All subsequent offenses shall result in a fine of \$1,000.00 per offense.**

18.50.100.B.2.i. Changeable copy: changeable copy signs may be allowed as part of a freestanding sign **subject to Sections 18.50.100.A.4 and 18.50.120.** ~~if the changeable copy sign is designed to be an integral part of the sign. If an electric or electronic message board is used, any message displayed must remain for a period of not less than five seconds.~~

18.50.120 I-25 Corridor.

The I-25 corridor shall apply to any premises in a nonresidential district which directly abuts or is within six hundred fifty feet of the right-of-way of I-25. This section applies only to freestanding signs. **In addition, all signs shall comply with Chapter 8 of the Site Development Performance Standards and Guidelines.**

A. Sign area: the maximum sign area of a freestanding sign shall be one hundred ~~fifty~~ **eighty** square feet per face ~~before bonuses are applied as specified in Section 18.50.100;~~

~~B. Height: the maximum height for freestanding signs shall be thirty feet;~~

C. Setback: none, **however no part of the sign shall protrude off of the site;**

D. Number: one freestanding sign shall be allowed for properties with five hundred feet or less abutting I-25. Any property abutting I-25 for more than five hundred feet shall be allowed a maximum of two freestanding signs **with the approval of a planned sign program.**

**E. Sign Design: Signs shall be designed with a horizontal profile and shall avoid a top-heavy appearance. The sign shall be designed to relate to the architectural style of the main structure on the premise, incorporating the same or similar materials and colors. Sign bases shall be constructed of high quality materials such as brick, stone or masonry.**

**F. Landscaping shall be included around the base of the sign to minimize the visual impact of the base of the sign. A minimum of four square feet of landscaping shall be provided for every one square foot of sign face. Only one face of the sign shall be counted. The portion of the sign on the ground shall not count toward landscaped square footage. To count as landscaping, seventy-five percent of the sign area landscaping shall be live plant cover within three years of normal plant growth. If the freestanding sign is integrated into a raised planter box, the landscape area may be reduced to two square feet of landscaping for every one square foot of sign area .**

**G. Property abutting I-25 for more than five hundred feet: a maximum of two freestanding signs shall be allowed for properties with more than five hundred feet abutting I-25 with the approval of a planned sign program and provided that a minimum separation of 175 feet exists between the freestanding signs.**

**F. To encourage the consolidation of signs along I-25, property abutting I-25 for more than five hundred feet which is eligible for two freestanding signs, shall be granted the following increased sign area and sign height in exchange for installing only one freestanding sign along the I-25 frontage. If the increased sign allowances are utilized, the right to install two freestanding signs shall be deemed forfeited.**

**1. Sign area: the maximum sign area for a freestanding sign shall be three hundred forty (340) square feet;**

**2. Height: the maximum height for a freestanding sign shall be 30 feet, as measured to the top of the sign face. The height shall be allowed to be extended by a maximum of 8**

**feet for architectural features only such as lanterns, columns or design features that integrate the sign into the context or theme of the development.**

**3. Setback: the minimum setback for a freestanding sign shall be thirty feet, as measured from the I-25 right-of-way.**

**H. Electronic message signs: within the I-25 Corridor electronic message signs shall be permitted only within a planned sign program on premises abutting I-25 for more than five hundred feet, provided that the maximum sign area for the electronic changeable copy module shall not exceed 170 square feet. The square foot limitation shall be the maximum permitted and shall not be increased by approval of a variance. The electronic message sign shall comply with the provisions in Section 18.50.100.A.4.**

~~H. Items of information: all freestanding signs established under this section shall be limited to ten items of information. An item of information is a word, an initial, a logo, an abbreviation, a number, a symbol, or a geometric shape;~~

**I. Prior to approval of a sign permit for signs within the I-25 Corridor, a letter of approval from the Colorado Department of Transportation shall be submitted to the City, if applicable.**

J. All other sign regulations: all other sign regulations in this chapter shall be applied within this I-25 corridor area. (Ord. 3609 § 1 (part), 1989)