

Chapter 18.54 Signs

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18.54.010 Purpose and Intent

(a) The purpose of this Code is to promote, preserve and protect the health, safety and general welfare of the inhabitants of the City by providing reasonable regulations and standards relating to signs. An important function of signage is to assist in the efficient identification and advertisement of business locations, products, and services; public facilities; and residential developments. In order to promote efficient identification, it is necessary to set standards which allow each business, public facility or residential development to be reasonably identified. These standards should not only ensure that efficient identification is promoted but also that signage contributes positively to the City's image, thus enhancing the economic, cultural and social viability of the community.

(b) This Chapter shall be referred to as the "City of Greeley Sign Code"

(c) The intent of this Chapter is to provide regulations and standards to promote signs that:

- (1) Identify the location of businesses, public places, residential developments and similar establishments and uses;
- (2) Advertise commercial locations, products and services;
- (3) Visually enhance the property on which they are located, adjacent land uses and the overall City;
- (4) Accommodate flexibility in the location, dimensions and design of signage consistent with other intents expressed in this Code;
- (5) Protect the public from damage or injury caused by poorly designed or maintained signs or distractions and hazards to pedestrians or motorists caused by the indiscriminate placement or use of signs;
- (6) Are appropriate for the size of street to which they are oriented;
- (7) Are appropriate to the type of zoning and land uses to which the signs pertain and minimize any incompatibility between signs and their surroundings;
- (8) Are consistent with other community planning, land use, traffic, building and development standards;
- (9) Assist in the implementation of the City of Greeley Comprehensive Plan goal of fostering attractive design that promotes unique Greeley style; values and priorities and excellence; coordinates and complements historical elements, where appropriate; and supports Greeley economic development; and
- (10) If lawfully non-conforming signs, are induced to come into full compliance with these regulations.

18.54.020 Application and Installation

(a) The provisions in this Chapter shall apply to all signage within the City of Greeley.

- (1) It shall be unlawful for any person to erect, place, enlarge, alter, repair or convert a sign in the City of Greeley except in accordance with the provisions of this Chapter.
- (2) All signs require a permit unless specifically exempted, by this Chapter. Fees for sign permits are as established in Chapter 18.10.040 of the Development Code.
- (3) Installation – except for signs not requiring a permit as described in Section 18.54.100, a permit must be obtained from the City prior to installation.

18.54.030 Variances and Appeals.

(a) Variances to the dimensional standards established in Chapter 18.54 shall be administered in accordance with the provisions in Chapter 18.22, Variances and this Section of this Code. Variances to any other provision of this Chapter shall not be permitted.

(b) Sign variances shall only be granted after a finding of the Zoning Board of Appeals that the application complies with all of the considerations for a variance as specified in Chapter 18.24 and Section 18.54 of this code. In addition to the criteria identified in Chapter 18.22, Variances, the Board shall consider, but not be limited to, the following factors as applicable in granting a variance:

- (1) Historic Value as determined by the Historical Preservation Commission;
- (2) Architectural integrity;
- (3) Any variance granted shall be the minimum needed to accommodate or alleviate the difficulty or hardship involved;
- (4) A variance is necessary to accommodate an unusual or atypical lot configuration or physical aspect of the site which makes a reasonable use of the property unreasonable without a variance;
- (5) Any difficult or hardship constituting the basis for a variance shall not be created by the party seeking the variance, nor shall it be due to or a result of the general conditions in the area;
- (6) Granting the variance is necessary to alleviate a health or safety issue related to the site;
- (7) Granting the variance is consistent with the Comprehensive Plan, area and/or neighborhood plans, or may achieve a better result in meeting the intent of the plan objectives than if the codes were strictly applied.

(c) Sign variances shall not be transferable to a new location on the property unless first approved in writing by the Community Development Department Director that the changed location on the site substantially complies with the conditions of the original variance. Changes to a sign that received a variance, with the exception of changes in sign text or copy that do not result in any structural changes to the sign, shall require compliance with all applicable provisions of this Code.

(d) Any sign variance which was in effect and applied to an installed sign still in place prior to the adoption of this Code may be continued under the provisions of that variance until a change to a sign is requested, at which time a new variance shall be applied for or the sign shall comply with all applicable provisions of this Code.

(e) Appeals shall be conducted under the provisions of Chapter 18.24, Appeals.

18.54.040 Enforcement.

(a) Enforcement of the provisions of this Chapter shall be by the Community Development Director or her or his designee in accordance with Section 1.33 of the Municipal Code.

(b) Public: Right-of-way – illegal or unauthorized sign

i) In addition to all other enforcement authority available to the City, the City may also remove or cause to be removed any illegal or unauthorized sign from the public right-of-way without notice to any party. The cost of removal as may be assessed by the City is the responsibility of the owner of the sign or, if unknown, the owner of the property.

ii) The City shall have the authority to dispose of all unauthorized or illegal signs removed from the public right-of-way without notice to the owner of such sign(s). The cost of removal and storage of

removed signs as may be assessed by the City shall be the sole responsibility of the owner of the sign.

iii) The property owner or resident of the property may also remove signage that is unauthorized or illegal.

18.54.050 Definitions and Interpretations

The following words, terms and phrases used in this Chapter shall have the following meanings

Abandoned sign:

- (a) a sign or sign structure and components, for which no legal owner can be found; and/or
- (b) a sign and structure which are used to identify or advertise a business, tenant, owner, product, service, use, event or activity that has not been located on the premises for a period of ninety (90) consecutive days or longer.

Address sign shall mean signs that give only the address or name of a building or residence, without reference to, or inclusion of, the name or logo of a product sold, or service performed on the lot or in a building or structure, or name of the business enterprise occupying the property.

Advertise shall mean to attract attention to a business, product, service, use or event with a sign, display item or other device such as flags, pennants, air driven devices and lights.

Animated sign (see Flashing or Animated or Imitating sign).

Art shall mean all forms of original creations of visual art, including, but not limited to, sculpture; mosaics; painting, whether portable or permanently fixed, as in the case of murals; photographs; crafts made from clay; fiber and textiles; wood; glass; metal; plastics; or any other material or any combination thereof; calligraphy; mixed media composed of any combination of forms or media; unique architectural styling or embellishment, including architectural crafts; environmental landscaping; or restoration or renovation of existing works of art of historical significance. Works of art are not intended to be used for commercial advertising purposes.

Awning shall mean a framed exterior architectural feature, attached to and supported from the wall of a building and/or held up by its own supports, which provides or has the appearance of providing shelter from the elements to pedestrians, vehicles, property, or buildings.

Awning, internally illuminated shall mean any transparent or translucent backlit awning or awning lettering which transmits light from within the awning to the outside surface of the awning.

Awning sign shall mean a sign that is mounted or painted on or attached to an awning.

Backing shall mean the background area of a sign, which differentiates the total sign display from the background against which it is placed.

Banner shall mean a sign applied to flexible materials (e.g. cloth, paper or fabric of any kind) with no enclosing framework.

Beacon (see Searchlight, Spot lights, or strobe lights).

Billboards and bus bench / shelter sign (see Off-premises advertising devices).

Building appurtenance shall mean the visible, functional or ornamental object accessory to and part of a building.

Building frontage, Principal shall mean the horizontal linear dimension which is designated as the primary façade of that portion of a building occupied by a single use or occupancy.

Building Frontage, Secondary shall mean that dimension of a building abutting a public right-of-way other than the principal building frontage.

Business identification sign shall mean a sign giving the name, nature, logo, trademark, or other identifying symbol of a business, and which may also include the address of the business.

Candela is a unit of luminous intensity, defined as the luminous intensity of a source that emits monochromatic radiation of frequency 540×10^{12} Hertz and that has a radiant intensity of 1/683 watt/steradian, and adopted in 1979 as the international standard of luminous intensity.

Canopy shall mean a roofed structure for the purpose of shielding pedestrian walkways or driveways which service operations or equipment, such as with a gas station or bank drive-up facility.

Center line (of public right-of-way) shall mean a line running midway between the bounding right-of-way lines of a street or alley. For the purposes of signage calculation, the center line shall mean the apparent center line of the road determined by finding the point midway between the outer edges of the road surface.

Changeable copy sign (also known as a marquee sign) shall mean a sign designed to allow the changing of copy as with individual letters through manual means, without altering the sign backing or structure in any such way.

Channel letters, individual letters, raceway and channel sign shall mean individual letters, flat cutout letters or symbols constructed to be applied singly in the formation of a wall sign or a freestanding sign.

Clear vision zone or area shall mean that area within which the City requires an unobstructed line of sight necessary for most drivers stopped at an intersection to see an approaching vehicle, pedestrian, or bicyclist to avoid a collision.

Commemorative sign shall mean a sign, tablet, cornerstone, or plaque memorializing a person, event, structure, site, or landmark and not used to advertise a product, service, or activity.

Commercial or industrial development identification sign shall mean an on-premises sign for identifying a commercial or industrial development, park or subdivision.

Community event sign shall mean a sign that provides information relating to any community event sponsored by a nonprofit group or agency.

Contractor sign shall mean a sign naming those engaged in the design, financing, or construction on the property where the sign is located.

Cornerstone shall mean a stone forming a part of a corner or angle in a wall that provides building identification.

Day shall mean a calendar day.

Directional on-site shall mean signs that direct the movement or placement of pedestrian or vehicular traffic on a lot without reference to, or inclusion of, the name or logo of a product sold or services performed on the lot or in a building, structure or business enterprise occupying property, such as "welcome", "entrance," "exit," "restrooms," "parking," "loading area," and "drive-thru."

Directory sign shall mean a sign listing the names, uses, or locations of the various businesses or activities conducted within a building or group of buildings, that is centrally located and intended to provide on-site directions and not legible off-site.

Dissolve shall mean a mode of message transition on an electronic message display accomplished by varying the light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the second message.

Election Sign shall mean a sign related to public election.

Electronic message display shall mean a sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

Exposed incandescent or high intensity discharge lighting shall mean any sign or portion of a sign that utilizes an exposed incandescent or high intensity lamp, with the exception of neon.

Fade shall mean a mode of message transition on an electronic message display accomplished by varying the light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

Figure shall mean outline, shape or pattern of numbers, letters or abstract images.

Flag shall mean material attached to or designed to be flown from a flagpole or similar device and which may display the name, insignia, emblem, or logo of any nation, state, municipality, or commercial or non-commercial organization (see also Pennants).

Flashing or animated shall mean signs or lighting with flashing, blinking, moving, or other animation effects, or that give the visual impression of such movement by use of lighting, or intermittent exhibits or sequential flashing of natural or appearance of artificial light or colors, including those signs that rotate, revolve, spin, swing, flap, wave, shimmer or make any other motion, or illusion of motion, or which imitate official governmental protective or warning devices (see imitating sign).

Frame shall mean a complete, static display screen on an electronic message display.

Frame effect shall mean a visual effect on an electronic message display applied to a single frame to attract the attention of viewers.

Freestanding sign shall mean a sign which is not attached to a building. A freestanding sign shall include, but is not limited to, a pole, monument, a canopy, and freestanding wall sign. A sign that extends more than four (4) feet from a wall but is attached and/or is part of a canopy, or an awning shall be considered a freestanding sign.

Freestanding wall or fence shall mean either a wall that is not attached to a building, or a wall attached to a building that projects more than four (4) feet beyond the exterior wall of the habitable portion of the building.

Frontage lot/ property shall mean that portion of a lot that is directly adjacent to a public street.

Ghost Sign shall mean old hand-painted signage that has been preserved on a building for an extended period of time, whether by actively keeping it or choosing not to destroy it.

Grade shall mean the average elevation of the finished surface of the ground, paving or sidewalk with a radius of five (5) feet from the base of the structure.

Graphic shall mean drawings, decals, paint or illustrations.

Ground kites are freestanding frames usually covered with flexible fabric and designed to be animated by the wind to attract attention.

Historic sign shall mean a sign that has been officially designated as a historic landmark.

Holiday decoration shall mean temporary decorations, lighting or displays which are clearly incidental to and customarily and commonly associated with any national, state, local, or religious or commonly celebrated holiday, and which contain no commercial message.

Human sign shall mean a person carrying or wearing a sign.

Ideological sign shall mean a sign which is not used for the purpose of advertising, identifying, or announcing any commercial product, goods, establishment, facilities, or services and which conveys ideas, philosophy, or religious or political views not related to a specific election.

Illumination shall mean the use of artificial or reflective means for the purpose of lighting a sign.

Imitating sign shall mean signs which purport to be, are an imitation of, or resemble an official traffic sign, signal, or equipment which attempt to direct the movement of pedestrian or vehicular traffic using the words such as “Stop,” “Danger” or “Caution” to imply a need or requirement to stop, or a caution for the existence of danger, such as flashing red, yellow and green (see Flashing or animated sign).

Incidental sign shall mean nondescript signs, emblems or decals attached to a permanent structure informing the public only of those facilities or services available on the premises, such as a credit card sign, or a sign indicating hours of business.

Indirect lighting shall mean reflected light or lighting directed toward or across a surface.

Individual letters (see Channel letters).

Inflatable sign or inflatable object shall mean any object filled with air or other gas, including balloons, which characterize a commercial symbol or contain a message.

Internal illumination shall mean a light source that is contained within the sign itself, or where light is visible through a translucent surface.

Joint identification sign shall mean a sign, structure or surface which serves as a common or collective identification for two (2) or more uses on the same premises (see Multi-tenant sign).

Kiosk shall mean a freestanding structure upon which temporary information and/or posters, notices, and announcements are posted.

Leading edge shall mean the point of a sign, including its support structure, nearest to the public road right-of-way.

Legally nonconforming sign are signs which were lawfully constructed and erected prior to the most recent enactment of this Chapter and have been maintained as a sign, but which no longer comply with the provisions of this Chapter as amended.

Legible shall mean a sign capable of being read with certainty without visual aid by a pedestrian of normal visual acuity.

Maintenance of a sign shall mean cleaning, repairing, painting, or replacement of defective parts in a manner that does not alter the dimension, material or structure.

Menu board shall mean a permanently mounted sign which lists the products or services available at a drive-in or drive-thru facility and not legible from the right-of-way.

Monument sign shall mean a freestanding sign supported primarily by an internal structural framework or other solid structure features where at least sixty (60) percent of the base of the sign is in contact with the ground.

Multi-tenant sign shall mean a sign which serves as a common or collective identification for two (2) or more uses on the same premises (see Joint identification sign).

Mural shall mean a graphic displayed on the exterior wall of a building, generally for the purposes of decoration or artistic expression, including, but not limited to, painting, frescoes, or mosaics, with the exception that any portion of the mural that references the business name, logo, words, text or brand-specific merchandise shall be considered a sign.

Nameplate sign shall mean a door entrance sign indicating the name and address of a building or the name of an occupant.

Nits shall mean a unit of measurement of luminance, or the intensity of visible light, where one nit is equal to one candela per square meter.

Neon shall mean a sign illuminated by a light source consisting of a neon or gas tube that is bent to form letters, symbols, or other shapes.

Non-commercial sign (see also Residential complex, subdivision or residential identification sign)

Non-conforming sign (see Legally non-conforming sign).

Off-premises advertising device shall mean a sign or device that advertises a business establishment, good, facility, service, or product which is not sold or conducted on the premises on which the sign or device is located, and which may be designed to change copy on a periodic basis.

On-premises sign shall mean a sign which advertises or directs attention to a business, product, service or activity which is available on the premises where the sign is located.

Parapet wall shall mean an extension of the fascia wall above the roofline, which appears contiguous architecturally.

Pennants shall mean any long, narrow, usually triangular flag typically made of lightweight plastic, fabric, or other material, and not containing a message, image, or representative symbol, usually found in a series on a line and designed to move in the wind.

Permanent sign shall mean a sign attached to a building, structure, or the ground in a manner that precludes ready removal or relocation of the sign.

Permitted sign shall mean a sign having a legal permit issued in accordance with the provisions of this Chapter.

Pole sign shall mean a sign that is affixed, attached, or mounted on a freestanding pole(s) or structure(s) that is not itself an integral part of or attached to a building or structure.

Portable sign shall mean a sign that is not permanently affixed to a building, structure or the ground and that is easily moved, such as a sandwich board sign.

Premises shall mean the land, site, or lot at which, or from which, a principal land use and activity is conducted.

Private sale or event sign shall mean a sign that provides information relating to a sale or event being held by an individual or group of individuals on private property, which may include, but not be limited to, a garage or yard sale.

Prohibited activities sign shall mean signs located on a property posting said property for warning or prohibition, such as "no hunting," or "no swimming" or "no parking".

Projecting wall sign shall mean any sign attached to a building and that extends more than twenty (20) inches from the surface to which it is attached, but no more than four (4) feet from the wall of the building. Signs projecting more than four (4) feet from the building shall be considered freestanding signs.

Public sign shall mean a sign required or specifically authorized for a public purpose by any law, statute or ordinance including public directional signs on the right-of-way; signs which identify the City by name; signs that direct travelers to public buildings, parks or attractions; interpretative signs; way finding signs, Municipal Uniform Traffic Control devices; and the like.

Public affair(s) sign shall mean a sign erected and maintained by or on behalf of the government for civic purposes.

Real estate sign shall mean a sign on the offered property which advertises the sale, rental or lease transfer or exchange of the premises upon which said sign is located.

Real estate model home sign shall mean a sign identifying a model home within a subdivision and/or a temporary real estate sales office.

Real estate open house sign shall mean a sign indicating that a building or portion of a building is available for inspection by prospective buyers or renters.

Residential complex, subdivision or residential identification sign shall mean an on-site sign that identifies a specific residential complex or subdivision.

Roof sign shall mean a sign that is mounted on the roof of a building or structure such as a portico which is wholly dependent upon a building for support and which projects above the parapet of a building with a flat roof, or above the peak of the roof of that portion of the roof on which the sign is placed.

Searchlight, strobe light, or beacon shall mean a stationary or revolving light that flashes or projects illumination, single color or multicolored, in any manner that is intended to attract or divert attention; excluding any device required or necessary under the safety regulations described by the Federal Aviation Administration or similar agencies.

Sight distance (see Clear vision zone or area).

Sign shall mean any device, surface, object, structure, building architecture, or part thereof using graphics, symbols or written copy for the purpose of advertising, identifying or announcing or drawing attention to any establishment, product, goods, facilities, services or ideas, whether of a commercial or noncommercial nature.

Sign allowance shall mean the amount of signage that is allowable under the provisions of this Chapter.

Sign alteration shall mean any change of copy (excluding changeable copy signs), sign face, color, size, shape, illumination, position, location, construction, or supporting structure of any sign.

Sign area shall mean the entire face of a sign and any backing, frame, trim, or molding, and which may include the supporting structure.

Sign backing shall mean the surface, pattern or color of which any sign is displayed upon, against or through and that forms an integral part of such display and differentiates the total display from the background against which it is placed.

Sign face shall mean the area of the sign on which the copy is placed, or, for individual cutout letters, painted letters, channel letters or symbols, the perimeter of the individual elements shall be considered the area of the sign.

Sign frame shall mean a sign cabinet or that portion of the sign that holds the sign face in place.

Sign height shall mean the vertical distance measured from the grade, as defined herein, to the highest point of the sign or sign structure.

Sign, interior to a building shall mean signs inside buildings that are not legible from the public right-of-way.

Sign, interior to development shall mean any sign that is located so that it is not legible from any adjoining property or the public right-of-way and not oriented in such a way as to attract the attention of those traveling along the right-of-way.

Sign permit, shall mean a permit issued by a Building Official and which is required for any sign specified under Section 18.54.060.

Sign separation shall mean the distance or spacing between individual signs, whether they are on the same structure or on separate structures, as measured by a straight line.

Sign setback shall mean the minimum distance required from the apparent center line of the right-of-way, to any portion of a sign or sign structure.

Sign structure shall mean the supports, uprights, bracing, or framework of any structure for the purposes of displaying a sign.

Sky dancers are freestanding tubes which often simulate the shape of a person into which air is forced to inflate and animate and which do not characterize a commercial message or contain a message.

Symbol shall mean a graphic device which stands for a concept or object.

Temporary sign shall mean any sign not intended for permanent installation such as, but not limited to, a banner, balloon, pennant, searchlight or beacon. Generally, these signs are intended to be used for a limited period of time or for a purpose announcing a special event or presenting other miscellaneous or incidental information or instructions.

Time or temperature sign shall mean sign or portion thereof on which the only copy that is capable of being changed is an electronic or mechanical indication of time and/or temperature.

Transition shall mean a visual effect used on an electronic message display to change from one message to another.

Vehicle signs shall mean signs which are attached to or located on licensed vehicles, trailer or semi-trailers and contain or display signage for the primary purpose of advertisement, excluding bumper stickers on the bumper, and similar-sized adhesive decals.

Wall sign shall mean a sign attached parallel to and extending less than twenty (20) inches from the wall of a building, fence, or freestanding wall. Wall signs shall include painted, individual letter, cabinet signs, and those signs located below the peak of the roof of a building which are not specifically defined as roof signs.

Wind sign. (see Pennants, Ground Kites and Skydancers)

Window sign shall mean any signage or graphics applied directly to a window surface or any sign hanging within twelve (12) inches of the interior surface of a window, or which is clearly evident through a window and oriented to attract the public on to the premises.

18.54.060 Sign Permits

(a) The Building Official shall be responsible for issuing all sign permits once approved by the Planning Division staff, which shall be responsible for reviewing all sign permits for compliance with this Code.

(b) A Sign Permit shall be required for all signs unless exempted from the provisions of this Chapter. The replacement, repair or major alteration of a sign shall require a new sign permit.

(c) The following information shall be submitted for a sign permit:

- (1) Completed sign permit application signed by the property owner(s), tenant and/or licensed sign contractor, which shall include the following:
 - a. including the name, address and telephone number of the property owner(s), business owner(s) or licensed sign contractor;
 - b. the location, by street address, of the proposed sign; valuation of proposed work; and
 - c. the zoning district in which the property is located. An affidavit (sworn statement) of notice to the property owner is required, if submitted by a business owner or contractor.

- (2) Plans for the proposed sign, including but not limited to:
- a. For *each sign*:
 - i) Scaled drawing of sign elevation, including area to be occupied by lettering, symbols or images, with dimensions; sign type; method of illumination, construction materials; projection or depth of sign cabinet;
 - ii) Site plan showing the adjacent street(s) and location of property lines;
 - iii) Plans showing the scope and structural detail of the proposed work, including details of structural connections, guidelines, supports and footings, and materials to be used;
 - iv) An inventory of all existing signs located on the property (a tenant may provide this information for the lease holder area only) related to the specific business that will remain and be removed, including location, dimensions, height, and type(s) of sign; and
 - v) If reasonably known, identify any signs that are non-conforming, have received a variance, have utilized a non-conforming one-time change rule, have combined two (2) smaller signs into one larger sign, or have utilized any bonuses.
 - b. For *wall signs*: scale drawing with building dimensions, the square footage for each tenant and the total square footage for the building; elevations showing the sign location, facade dimensions, and roof lines.
 - c. For *freestanding signs*: scale drawing of site layout including sign location, property lines, setbacks, adjacent public right-of-ways, street names, buildings and improvements, parking areas, drive aisles and landscaped areas in the vicinity of the proposed sign; dimensions of the sign and its support structure and members; and proposed height of the sign.
- (3) Indication, if a separate electrical permits for all electric signs, when applicable and issued separately through the Building Inspection Division.
- (4) Other information, as required by the City, to ensure a complete and comprehensive review of the proposed sign.

18.54.070 Sign Contractor Licenses

- (a) No person, firm, partnership or corporation shall engage in the business of installing, altering, or repairing any permanent sign within the corporate limits of the City without obtaining a sign contractor's license issued in compliance with the provisions of Chapter 6.04.460 of the Greeley Municipal Code, with the exception of when an individual property owner constructs and installs a sign that does require a permit on their property only and for those signs that do not require a sign permit.

18.54.080 General Provisions

- (a) *Written Interpretations.* The Community Development Director shall be responsible for interpretation of this Chapter. Appeals to interpretations by the Community Development Director shall be subject to the provisions of Section 18.54.030, Variances and Appeals (see Section 18.24 of the Development Code).
- (b) *Sign Classification.* If the provisions within this Chapter do not identify a particular type of sign, or if a sign may be classified under two (2) or more definitions, the sign shall be classified according to that description which most specifically describes it and which furthers the purposes of this Chapter.
- (c) *Interior to a development signs* not legible beyond the boundaries of the property on which they are located and which are not intended to attract off-site attention shall not be counted for the purpose of zoning regulations toward signage calculations, except window signage that exceeds 25% of the window area. Any sign constructed interior to the development may be subject to building permit provisions.
- (d) *Primary structure required.* With the exception of real estate, election, ideological, and prohibited activities signs, signs shall not be permitted unless there is a primary structure on the parcel.

(e) *Other Code requirements.* All signs within the City shall comply with the adopted building and electrical code(s), Model Traffic Code, Historic Preservation and other codes and ordinances as adopted by the City. All electric signs shall comply with and bear independent testing laboratory labels. In the event of any conflict between any of these codes or ordinances and this Chapter, the more restrictive provision shall apply.

(f) *Trees and shrubs.* No person may, for the purposes of increasing or enhancing the visibility of any sign, damage, destroy, trim, or remove any trees or shrubs located within the public right-of-way or as per an approved Use by Special Review, Design Review, or any other land use zoning permit unless the work is done pursuant to written authorization of the Community Development Department.

(g) *Signs in right-of-way.* Except as otherwise permitted elsewhere in this code, no signs other than regulatory signs are allowed in the public right-of-way except as provided by a Right of Way Revocable Sign Permit. (Ord. 46, 2006 Section 2; Ord. 27 1998 Section 1).

(h) *Consistent and complementary.* All signs installed after the adoption of the ordinance of this Chapter shall be designed to be consistent and compatible with the character of the principal building(s) to which the signs relate, including the use of similar or complementary colors and materials in the design and construction of signs and its surroundings.

(i) *Sign lighting.* Signs may be internally illuminated, backlit, or illuminated by down-lighting or by ground-mounted light fixtures that illuminate only the sign face and base and shall conform to the following:

- (1) Illuminated signs on the C-D, H-A, and all residentially zoned properties or illuminated signs on commercial or industrial zoned properties immediately adjacent to residentially zoned properties shall either have an opaque background and translucent letters or letters without background lighting;
- (2) In no case shall sign lighting create more than 0.1 foot candle impact on habitable residential uses in residentially zoned areas;
- (3) Neon lighting shall only be permitted within the lettering or logo of a sign;
- (4) Illumination of the sign face by down-lighting or ground mounted light fixtures shall not exceed 50 foot-candles as measured on the sign face; and
- (5) Flashing or strobe lighting shall not be permitted whether used as part of a sign or to draw attention to a site or location.

18.54.090 Sign Measurements and Orientation

(a) The following rules shall apply to the measurement of signs in all zoning districts:

- (1) The area of a sign is measured by determining the total sign face, which includes the backing and the frame of the sign.
- (2) The area of a sign shall be measured utilizing a single, continuous rectilinear perimeter of not more than twelve (12) straight lines, the extreme limits of writing, representation, lines, emblems, or figures contained within all modules together with any air space, materials, or colors forming an integral part or background of the display or materials used to differentiate such sign from the structure against which the sign is placed. For replacement of existing signs, the applicant may choose to utilize an exact calculation of sign area in lieu of this requirement.
- (3) A freestanding sign area and its support structure may be equal in size to one and one-half (1-1/2) times the maximum-sized sign allowance at that location. The base of a monument sign shall not be counted as part of the calculation provided that:
 - a. The base does not account for more than one-third (1/3) of the combined area of the sign face and the base; and

- b. At least sixty (60) percent of the bottom edge of the sign including its supports and structure has contiguous contact with the ground. Where the base has an unusual shape, such as circular or diamond-shaped, the bottom of the base shall be determined by measuring at a point that is one-third (1/3) of the distance from the ground to the top of the base; and
- c. Any portion of the base that contains signage will be counted, with the exception numeral address that is clearly incidental to the sign.
- (4) The area of a sign which has multiple sign faces not parallel to the right-of-way, such as V-shaped, triangles, or cubes shall be calculated using the total of all faces which may be viewed at the same time from the public right-of-way or adjacent property.
- (5) All writing, representations, emblems, or figures forming an integral part of a display used on an awning to identify, direct, or attract the attention of the public shall be considered to be a sign for the purposes of measurement.
- (6) Internally illuminated awning signs that are translucent, with backlighting, shall include the entire area of the awning in the calculation of the sign area (see also Section 18.54.140 (a)).
- (b) The height of a sign shall be determined by measuring the vertical distance from the adjacent grade to the highest point of the sign or sign structure. For purposes of this section, “grade” as a point of measure shall mean either of the following, whichever yields a greater sign height:
- (1) The elevation of the highest ground surface within a five (5) foot horizontal distance from the leading edge of the sign, when there is less than a ten (10) foot difference between the highest and lowest ground surfaces within a five (5) foot horizontal distance from said sign; or

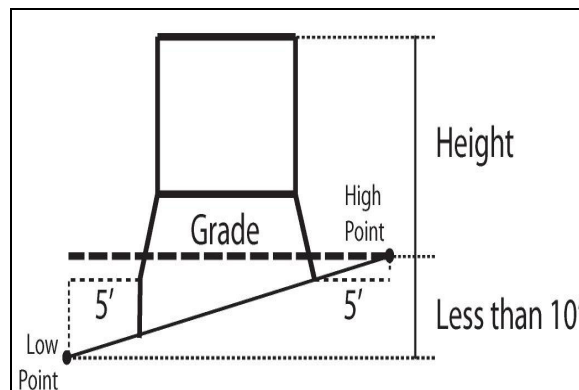
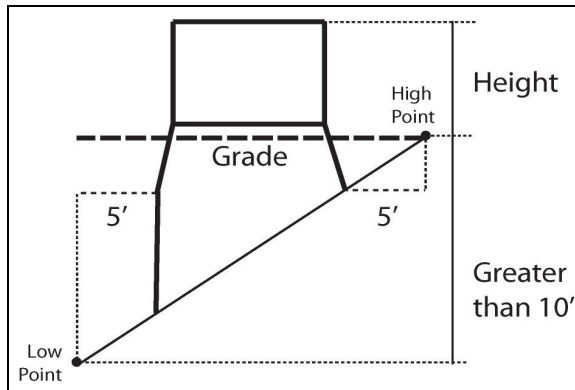


Figure 18-38

- (2) An elevation ten (10) feet higher than the lowest ground surface within a five (5) foot horizontal distance from the leading edge of the sign, when there is greater than a ten (10) foot difference between the highest and lowest ground surface within a five (5) foot horizontal distance from said sign.



(c) The determination of sign orientation shall be as follows:

- (1) The orientation of a freestanding sign is to the nearest public right-of-way to which it is perpendicular or parallel; or,
- (2) The orientation of a wall sign is to the nearest street with the highest traffic volume;
- (3) The orientation of a projecting wall sign is to the nearest street with the highest traffic volume and to which the sign is most nearly perpendicular;
- (4) The orientation of all other signs, including canopy signs, shall be to the nearest public right-of-way;
- (5) The principal orientation of any sign shall be determined by the Administrative Official in accordance with the standards in this Chapter, street classification and the intent of the code.

18.54.100 Sign Setbacks

(a) The minimum distance required between the apparent centerline of the right-of-way and any portion of a sign or sign structure. Where the property is adjacent to a frontage road, the centerline of the highway to the leading edge of the sign is used to determine setback (i.e. frontage road is disregarded for calculation of the setback).

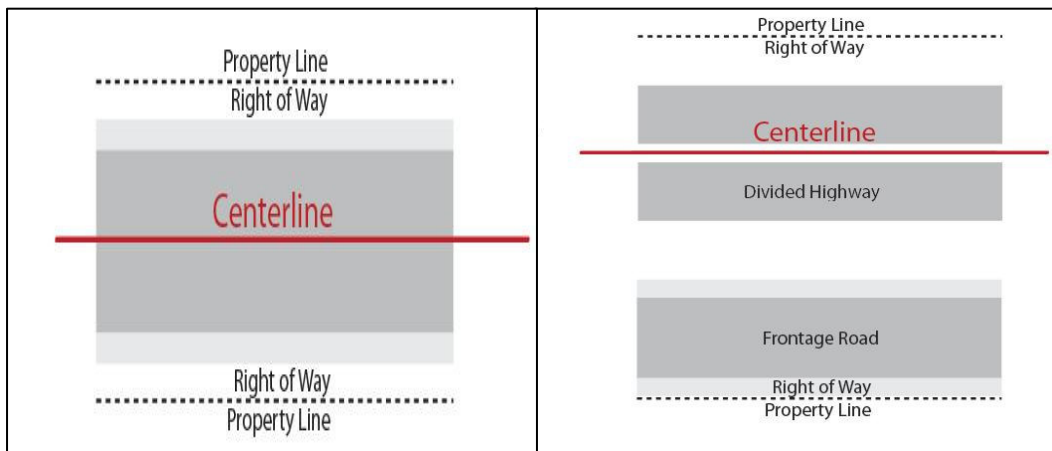


Figure 18-40: Typical centerline

Figure 18-41: Centerline with frontage road

18.54.110 Signs Not Requiring a Sign Permit

(a) Any sign listed in this section shall not require a sign permit if the sign complies with the provisions of this Section. Except as may be required under the adopted building and electrical codes such sign(s) shall not require a sign permit and are allowed. Signs that exceed these provisions for size or usage shall require a sign permit as provided for in Section 18.54.140.

(1) Address sign. Two (2) address signs are allowed in the H-A, C-D and all residentially zoned properties per lot or building per street frontage, each with a maximum size of two square feet. In all other zoning districts, one address sign is allowed per structure or store front with a maximum of five (5) square feet in size or two (2) signs which, combined, total five (5) square feet in size. (An address may also be placed upon a monument sign base).

(2) Change of copy. Once a structure receives legally conforming status from the City, the sign copy may thereafter be changed without a permit. All other copy changes such as painted signs or channel lettering shall require a sign permit.

(3) Changeable copy. Where a sign frame or structure has been approved as a changeable copy sign, subsequent changes of copy only shall not require a permit.

(4) Commemorative sign. One sign up to ten (10) square feet in size is allowed per lot.

(5) Community event sign. With the exception of banners administered by the City over public rights-of-way, off-site community event signs are allowed with the following limitations:

- a. The total on-site community event signage per property shall be determined at a rate of one (1) square foot of signage for every four (4) linear feet of building frontage to which the sign is attached. If the site does not contain a building, the site will be allowed up to one (1), six (6) square feet in size sign per lot frontage. All community event signs shall not exceed five (5) feet in height;
- b. Off-site community event signs are allowed to be six (6) square feet in size and up to five (5) feet in height;
- c. Community event signs shall be displayed no more than forty-five (45) calendar days before and five (5) calendar days after the event;
- d. No more than 15% of the sign can display a sponsor name and /or logo;
- e. Banners may be a maximum of one hundred and twenty (120) square feet in size may be displayed for City-authorized community events or public service announcements over City rights-of-way and as approved, installed and administered by the City.

- (6) Contractor sign. Up to three (3) contractor signs per street frontage are allowed as follows:
- a. Contractor signs on H-A, C-D and all residentially zoned properties shall not exceed seven (7) square feet of sign area per face and five (5) feet in height. Properties greater than two and one-half (2.5) acres are allowed up to one (1) thirty-two (32) square foot sign.
 - b. Contractor signs on non-residentially zoned properties with less than 200 feet of lot frontage shall not exceed twenty-four (24) square feet of sign area per face and eight (8) feet in height;
 - c. Contractor signs on non-residential zoned properties greater than 200 feet and less than 500 feet of frontage shall not exceed thirty-two (32) square feet of sign area per face and eight (8) feet in height; and
 - d. Contractor signs on non-residential zoned properties with greater than 500 feet of frontage shall not exceed sixty-four (64) square feet per sign face and ten (10) feet in height.
 - e. The sign may be displayed no more than forty-five (45) calendar days before and forty-five (45) calendar days after the completion of construction.

(7) Cornerstone sign. A cornerstone may be up to a total of four (4) square feet in size.

(8) Directional on-premise sign. A property may have any number of directional on-premise signs sufficient to safely direct customers to key locations; however each shall not exceed six (6) square feet in size per face, nor five (5) feet in height. Such signs shall not include the business name or logo but may include a single background color associated with the business.

(9) Election sign. Election signs are allowed in all zoning districts and are subject to the following provisions:

- a. Each sign shall not exceed thirty-two (32) square feet per sign face.
- b. An election sign shall not be posted more than ninety (90) days prior to the public election to which the sign relates;
- c. Election signs shall be removed within fifteen (15) days following the conclusion of the public election;
- d. Election signs may be located on a property only with the consent of the property owner, authorized property manager, or legal tenant;
- e. In no event shall an election sign be posted or displayed in a manner or location that limits sight visibility to the traveling public or in such a way that creates a vehicular or pedestrian traffic obstruction or hazard.

(10) Flag. Non-commercial flags are allowed which do not exceed a maximum size of one-hundred fifty (150) square feet in size per flag. A total of three hundred (300) square feet flag area is allowed per property.

- a. No part of any flag when fully extended shall protrude over any public right-of-way or property line in any direction.
- b. The freestanding maximum mounting height of flags shall be equal to or less than the maximum building height allowed in the zone district in which the flag is located or (10) feet above the height of the principal structure on the premises, whichever is less.
- c. The flag pole for any individual flag over 100 square feet must be set back at least equal to the flag pole height from the property line.

(11) Garage and private sale sign. One garage or private sale sign is allowed per residential property. The sign must be placed on private property owned or leased by the person holding the sale, not to exceed six (6) square feet in size. Garage and private sale signs may not be placed for more than three (3) consecutive days and shall not occur more than twice in a calendar year.

(12) Holiday decoration. Temporary decorations, lighting or displays which are clearly incidental to and customarily and commonly associated with any national, state, local, or religious or commonly celebrated holiday shall be displayed not more than sixty (60) days prior to the holiday, and no more than thirty (30) days after the holiday. Such decorations may be of any type, number, size, location, illumination, or animation if the decorations do not advertise or identify a product or a business and are located so as not to conflict with traffic regulatory devices or create a traffic hazard.

(13) Human sign. A sign carried or worn by a person, whether on public or private property. A person carrying or wearing a sign may be located on a public right-of-way sidewalk provided that traffic is not impeded is allowed. Persons holding signs shall not be otherwise located on any public right-of-way, such as a street or median.

(14) Ideological sign. A maximum of one (1) ideological sign is allowed and shall not exceed seven (7) square feet per sign face in the H-A or the C-D and on all residentially zoned properties, twenty-four (24) square feet on commercially or industrially zoned properties which have less than 200 feet of lot frontage; thirty-two (32) square feet for commercially and industrially zoned properties which have greater than 200 feet, but less than 500 feet of lot frontage; or sixty-four (64) square feet for commercial and industrial zoned properties which have greater than 500 feet of lot frontage.

(15) Incidental sign. The combination of incidental signs shall not exceed one-and one-half (1-1/2) square feet in size per entrance.

(16) Nameplate sign. Nameplate may be of any size if not legible from the public right-of-way or the adjacent property.

(17) Portable sign. One portable sign is allowed per storefront if it can meet all of the following conditions:

- a. is located within twenty (20) feet of the entrance for which the goods or services are provided;
- b. is no larger than six (6) square feet per face and no greater than forty-eight (48) inches in height;
- c. is located outside of clear vision zones (see Section 18.44.140(e));
- d. is in place only during hours of operations.
- e. is not posted or displayed in a manner or location that limits sight visibility to the traveling public or in such a way that creates a vehicular or pedestrian traffic obstruction or hazard.
- f. two immediately adjacent businesses may share a single sign, not to exceed the standards listed above.
- g. any portion of a portable sign located within the public right-of-way must obtain a Right of Way Revocable Sign Permit from the City.

(18) Prohibited activities sign. Signs that prohibit a specific activity shall be no greater than six (6) square feet in size; and shall be placed not to exceed one (1) per street front or one (1) per one hundred (100) feet of lot length, whichever is greater.

(19) Public sign. Public signs may be of any type, number, and area, height above grade, location, illumination, or animation required by the law, statute, or ordinance under which the signs are erected and shall address a health, safety, or welfare matter. Public signs, government signs, and signs on public bus benches and /or shelters in the right-of-way shall not be required to obtain a Revocable Sign Permit. Signs on governmental property outside of the right-of-way will require a permit.

(20) Public affairs sign. Without limitation, banners, flags, pendants and other sign types may be displayed for civic purposes within the public rights-of-way.

(21) Real estate sign. One (1) real estate sign is permitted per street frontage on the property being advertised as follows:

- a. Real estate signs on H-A, C-D and all residentially zoned properties shall not exceed seven (7) square feet of sign area per face and five (5) feet in height, except that properties zoned H-A, R-E, R-L, R-M, R-MH and PUD of at least five (5) acres in size and R-H properties with at least 200 feet of lot frontage shall not exceed thirty-two (32) square feet of sign area per face and eight (8) feet in height.
- b. Real estate signs on non-residentially zoned properties with less than 200 feet of lot frontage shall not exceed twenty-four (24) square feet of sign area per face and eight (8) feet in height;
- c. Real estate signs on non-residential zoned properties greater than 200 feet and less than 500 feet of frontage shall not exceed thirty-two (32) square feet of sign area per face and eight (8) feet in height; and
- d. Real estate signs on non-residential zoned properties with greater than 500 feet of frontage shall not exceed sixty-four (64) square feet per sign face and ten (10) feet in height.

(22) Real estate model home sign. One (1) real estate model home sign is allowed per street frontage of the premise on which a model home or a temporary real estate sales office is located as follows:

- a. Real estate model home signs shall not exceed twenty-four (24) square feet of sign area per face; and
- b. Freestanding real estate model home signs are limited to six (6) feet in height. Wall mounted real estate model home signs shall not extend above the top of the wall or parapet wall of the building to which the wall sign is attached.

(23) Real estate open house sign. A sign no more than six (6) square feet in size and five (5) feet in height announcing an open house event is allowed per property. Such signs shall be displayed only on the day of the open house and the day prior to the open house. On-premise or off-premises display of real estate open house signs is permitted, but display in the public right-of-way is prohibited. Off-premise open house signs may be located on private property only with the consent of the property owner; in no event shall a sign be posted or displayed in a manner or location that limits sight visibility to the traveling public or in such a way that creates a vehicular or pedestrian traffic obstruction or hazard. Pennants and balloons may be affixed to real estate open house signs provided that such attachments do not encroach upon street or sidewalk right-of-way or create a traffic or sidewalk safety hazard; balloons that are affixed to real estate open house signs shall have no linear dimension greater than two (2) feet.

(24) Residential complex or residential subdivision identification sign. Residential complex or residential subdivision identification signs shall be no greater than twenty (20) square feet in size, including all sign faces, and not greater than six (6) feet in height. Two (2) residential complex identification signs are allowed per subdivision entrance.

(25) Signs within building. A sign permit is not required where signs are located inside buildings and are not legible from the public right-of-way or, if legible, are within allowed window sign limits.

(26) Vehicle signs. It shall not be a violation of this Chapter if the vehicle to which a sign is mounted, painted, or otherwise affixed is being used to travel home to work or is temporarily parked away from the business premises while being used to provide the business' services or products, or as personal transportation for the vehicle operator. A parked vehicle which contains or displays signage is allowed when;

- a. The sign does not extend more than one (1) foot above the roofline of the vehicle;
- b. The sign displayed on the vehicle does not direct the public to the advertised business, such as with an arrow;
- c. The vehicle is not illuminated or has flashing signs;
- d. The vehicle is licensed and operable; and
- e. The vehicle is not to be parked offsite and used to direct customers to an advertised business.

(27) Wind Driven Devices. The following devices, which are designed to move with wind or forced air, are allowed as follows, provided that signage is not affixed to the device:

a. Pennant.

A pennant flag may be a maximum of one (1) square foot per flag face and pennant lines shall be no longer than the front lot line, or exceed the height of the building. For residentially zoned properties, pennants are allowed for open house events only. For commercially and industrially zoned properties, pennants are allowed on a single property for any length of time, provided they are maintained and in good condition.

b. Ground kite.

Ground kites are allowed only in commercially or industrially zoned properties as follows:

- i) Ground kites shall be affixed to the ground and shall not exceed two (2) feet wide and eight (8) feet tall.

ii) One ground kite is allowed for every twenty-five (25) feet of lot frontage.

c. Skydancer.

Skydancer devices are allowed only in commercially and industrially zoned properties as follows:

i) Skydancers shall be affixed to the ground and shall not exceed two (2) feet wide and eight (8) feet tall.

ii) One sky dancer is allowed for every fifty (50) feet of lot frontage with a maximum of three (3) for each property.

d. Wind signs. Wind signs cannot be used in combination on a property, unless approved in advance with a temporary sign permit.

(28) Window sign. A window sign is allowed but shall not exceed twenty-five (25) percent of the glass surface of individual window panes that are visible from the public right-of-way.

18.54.120 Prohibited Signs.

(a) Except for signs within buildings and not legible or intended to attract the attention of persons outside the building, or signs interior to a development, the following signs are declared to be a public nuisance and are prohibited in all zoning districts of the City of Greeley. They must be removed unless determined to be legally non-conforming except as provided herein.

(1) Abandoned signs. A sign determined to be abandoned as defined in this chapter must either be removed or conceal the sign copy, confirming its abandonment.

(2) Exposed incandescent, high intensity exposed light bulbs. The use of exposed light bulbs independently or as a sign or portion of a sign that is visible from any property line on which the sign is located is prohibited.

(3) Flashing, animated, or imitating signs, including signs that have moving, blinking, chasing, scrolling, or other animation effects. Signs either inside (including but not limited to: open signs and electronic display signs, etc.) or outside of a building and which are legible from a public right-of-way must be removed except as follows:

a. Time and Temperature Messaging, which changes its message instantly and does not change copy more frequently than every once every three (3) seconds; or

b. Electronic message boards used by the City or other public agency to address a health, safety or welfare matter; or

c. Electronic message boards which do not change copy more frequently than every once every thirty (30) seconds as otherwise permitted in this Chapter.

(4) Imitating sign. Regardless if any clear safety concerns are present.

(5) Off-premise sign. Except as follows:

a. Temporary real estate signs which are located on a common area outlot, approved by the property owners association; and

b. When two (2) or more adjacent landowners co-locate signage on a single sign structure or on a shared property line through a legally-binding agreement. For purposes of this provision the combined lot frontage is used to determine the number of sign(s) allowed.

(6) Non-governmental signs on public utilities. No sign may be attached to utility poles or other public structures within the public right-of-way, except as specifically authorized by the City.

(7) Roof signs.

(8) Signs in the public right-of-way. Signs located in any portion of the public right-of-way that do not meet the provisions of this Chapter or that do not have a Right of Way Revocable Sign Permit.

18.54.130 Temporary signs, including portable signs, searchlights and beacons.

(1) Temporary signs shall be allowed per storefront in addition to the amount of permanent signage that is otherwise permitted. Temporary signs require a temporary sign permit. Temporary signs shall comply with all other applicable provisions of this Chapter, including the provision of Section 18.54.060 (Sign Permits).

(2) The total amount of temporary signage shall not exceed thirty-three (33) square feet in all residential R-H and C-L zones, or fifty (50) square feet in all other commercial and industrial zones.

(3) Temporary signs shall be allowed for any individual commercial or industrial use for no more than a total of sixty (60) days in any calendar year.

(4) If more than one temporary sign is proposed, each sign will count towards the total calendar year allowance (i.e. 3 signs for 20 days = 60 days). The total sign area for all signs shall not exceed the total amount of temporary sign allowance.

(5) Any property that contains an outdoor Electronic Messaging Display will not be permitted any additional temporary sign allowance.

(6) Balloons, inflatable signs and other inflatable objects containing text and/or graphics for advertising purposes and which have a total visible area (individually or combined) that does not exceed thirty-three (33) square feet shall be considered a temporary sign and shall require a sign permit. Balloons that do not contain text and/or graphics shall not require a sign permit. No balloon, inflatable sign or other inflatable object shall exceed the height of the principal building on the site and shall not extend over the public right-of-way when fully extended, or impede pedestrian or vehicular traffic.

(7) Searchlights or beacons shall be considered temporary signs, shall require a sign permit and are allowed a maximum of three (3) days per calendar year. Searchlights or beacons shall not be placed or used in such a way that impedes pedestrian or vehicular traffic, or results in light or glare at grade.

18.54.140 Signs Requiring a Sign Permit. The following signs shall require a sign permit:

- (a) Awning sign**
- (b) Canopy sign**
- (c) Electronic messaging display**
- (d) Freestanding and monument sign**
- (e) Projecting wall sign**
- (f) Wall sign**

(a) Awning sign.

(1) If more than twenty-five percent of the exterior surface of an awning is devoted to sign copy, the entire exterior surface of the awning shall be considered a sign;

(2) The entire illuminated exterior area of an internally illuminated awning sign shall be included in the calculation of the sign area;

(3) Awning signage will count towards the total wall sign allowance;

(5) Any portion of an awning sign projecting over the public right-of-way must obtain a Right of Way Revocable Sign Permit from the City.

(b) Canopy sign.

(1) If the canopy is attached to a building, all or a portion of the available wall signage allowance may be transferred to the canopy, subject to setback provisions.

(2) If the canopy is a freestanding structure, all or a portion of the available freestanding signage allowance may be transferred to the canopy, subject to setback provisions and height.

(c) Electronic messaging display (EMD) sign.

(1) Require a Design Review approval (see Section 18.46) and are allowed only in the C-L, C-H, I-L, I-M, I-H and PUD zone districts. An EMD sign in the C-L zone district is limited in hours of operation from 6 am to 10 pm.

(2) The area of the EMD shall not exceed fifty (50) percent of a sign face.

(3) The EMD shall contain static messages only, changed only instantly or through dissolve or fade transitions, or with the use of other subtle transitions and frame effects that do not have the appearance of moving text or images, and which may otherwise not have movement, or the appearance or optical illusion of movement, of any part of the sign structure, design, or pictorial segment of the sign, including the movement of any illumination or the flashing, scintillating or varying of light intensity.

(4) The displayed message shall not change more frequently than once per thirty (30) seconds, except for Time-and-Temperature signs which shall not change more frequently than once per three seconds.

(5) The EMD 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.

(6) Applications for sign permits containing an electronic display shall include the manufacturer's specifications and initial nit (candela per square meter) rating and the method of dimming.

(7) Messages displayed on the sign 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 traffic hazards, inclement weather or Amber Alerts are exempt from this requirement.

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

(9) Any premise that contains an outdoor Electronic Message Display shall not be allowed any temporary signs (per Section 18.54.140).

(d) Freestanding and Monument sign.

(1) Freestanding signs shall be permitted only if constructed with a supporting sign structure, the total width of which exceeds twenty-five (25) percent of the width of the sign face. This provision applies to all freestanding signs that require a permit, except freestanding signs with less than two (2) vertical feet or less of sign support exposed poles or flag poles. Any change of copy to a legally conforming sign does not require compliance to this section.

(2) Any flag that displays a commercial message is subject to the provisions of this Section.

(3) **Maximum Size, Height and Setback Dimensions.** Lot frontage, for the purposes of calculating freestanding sign allowance and placement, shall be determined as follows:

a. Lot frontage shall be the length of private property contiguous with a public street.

b. If a lot has more than one (1) street frontage, such as with corner lots, up to two (2) cumulative lot frontages along the lot sides adjacent to public streets may be used to determine the maximum number of signs.

c. Non-contiguous lot frontage is calculated separately.

(4) The maximum area of freestanding / monument signs shall be as follows:

a. In the H-A, C-D, R-MH, R-L, R-M and R-E zone districts, signs shall be in accordance with Section 18.54.110.

b. In the R-H, C-L zone districts and for Uses by Special Review on any residentially zoned property, the maximum area is as follows:

| <u>Setback</u> | <u>Maximum Size (Sq. Ft.) Per Sign Face</u> |
|--------------------|---|
| Less than 50 ft. | 33 |
| 51 ft. to 167 ft. | (Setback minus 50) plus 33 |
| 168 ft. or greater | 150 |

c. In the C-H, I-L, I-M and I-H zone districts, the maximum area is as follows:

| <u>Setback</u> | <u>Maximum Size (Sq. Ft.) Per Sign Face</u> |
|--------------------|---|
| Less than 50 ft. | 50 |
| 51 ft. to 249 ft. | Equal to setback |
| 250 ft. or greater | 250 |

(5) The maximum height of freestanding signs shall be as follows:

a. In the C-D, H-A, R-E, R-L, R-MH, R-M, R-H and C-L zone districts, the maximum height is six (6) feet, unless otherwise noted in Section 18.54.110.

b. In the C-H, I-L, I-M and I-H zone districts, the maximum height is as follows:

| <u>Setback</u> | <u>Maximum Height</u> |
|--------------------|----------------------------|
| Less than 50 ft. | 12 |
| 51 ft. to 99 ft. | (Setback minus 50) plus 12 |
| 100 ft. or greater | 25 |

(6) Signs attached to fences and freestanding walls except those in Section 18.54.110 (Signs not requiring a Permit), shall be regulated as a freestanding sign and shall count toward freestanding signage allowances.

(7) For properties with less than two hundred (200) feet of lot frontage, either of the following is permitted:

- a. A freestanding sign may be used in lieu of the allowed wall signage, the sign will be allowed to comply fully to the freestanding sign size and height limits as listed in the charts above; or
- b. A combination of freestanding or wall signage is allowed where the sum of the percentage of each sign's size, as a portion of the total allowed, does not exceed one hundred (100%) percent of maximum sign allowance for either category or sign. The percentage of wall signage shall be based on the total amount of wall signage allowed on the principal face of the building located closest to the freestanding sign. The percentage of freestanding sign shall be based on the maximum size of freestanding sign allowed, given the sign's setback from the center line of the adjoining public right of-way (see Figure 18-42).

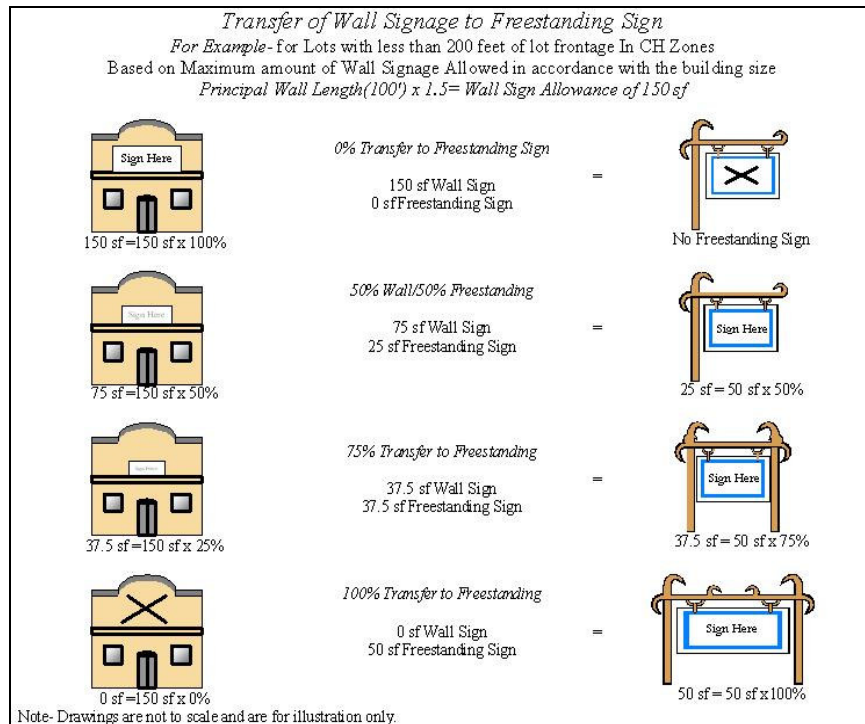


Figure 18-42: Transfer of Wall Signage to Freestanding Signage

c. One freestanding sign is a permitted use on a site with a minimum of two hundred (200) feet of street right-of-way frontage; two freestanding signs are permitted with a minimum of five hundred (500) feet of contiguous street right-of-way linear frontage in the R-H, C-L, C-H, I-L, I-M and I-H zone districts.

(8) Where two (2) or more property owners share a common lot line, the property owners may combine lot frontage for the purpose of sharing a freestanding sign(s) on or near the common lot line.

(e) Projecting wall sign.

- (1) A projecting sign shall not be higher than the top of the wall or the bottom of the roof eave.
- (2) A projecting sign must have eight (8) feet clearance from grade and may not extend more than four (4) feet from the building wall except where the sign is an integral part of an approved canopy or awning.
- (3) A projecting sign is included in the total wall sign allowance.
- (4) A projecting sign over public right-of-way must obtain a Revocable Sign Permit.

(f) Wall signs.

(1) Signage allowance by zone district shall be calculated as follows:

| Zone District | Signage allowed per principal building frontage | For secondary building frontage, additional signage allowed per linear feet of building |
|---------------------------------|---|---|
| H-A, C-D, R-E, RMH, R-L and R-M | N/A | N/A |
| R-H | .25 square foot | N/A |
| C-L | 1 square foot | .5 square foot |
| C-H and I-L | 1.5 square feet | 1 square foot |
| I-M and I-H | 2 square feet | 1 square foot |

(2) The maximum area of each wall sign shall be calculated as below in this subsection.
a. H-A, C-D, R-E, R-MH, R-L and R-M shall be in accordance with Section 18.54.110.

b. R-H and C-L Zone Districts.

| Setback | Maximum Size (Sq. Ft.) Per Sign Face |
|--------------------|--------------------------------------|
| Less than 50 ft. | 40' |
| 51 ft. to 160 ft. | Setback minus 10' |
| 161 ft. or greater | 150' |

d. C-H and I-L Zone Districts.

| Setback | Maximum Size (Sq. Ft.) Per Sign Face |
|--------------------|---|
| Less than 50 ft. | 60' |
| 51 ft. to 190 ft. | Setback plus 10' |
| 191 ft. or greater | 200' |

d. I-M and I-H Zone Signs

| Setback | Maximum Size (Sq. Ft.) Per Sign Face |
|--------------------|---|
| Less than 50 ft. | 90' |
| 51 ft. to 210 ft. | (Setback minus 50) plus 90' |
| 211 ft. or greater | 250' |

(3) Wall signage shall comply with the following conditions:

(1) *Parapet Wall.* No wall sign may be attached to or displayed against any parapet wall that does not extend at least 75% of the perimeter of the roof enclosed by the parapet. No sign shall exceed the height of the parapet wall. This standard does not apply to existing building as of the date of the adoption of the code.

(2) *Roof Line.* No wall sign may extend above the roof line of a building except as permitted on a parapet wall.

(3) *Mechanical Room.* No wall sign may be displayed on the wall of a mechanical room or penthouse or other such enclosed space which is not habitable by the occupants of the building.

(4) *Sign Depth or Projection.* No sign, including any light box or other structural part, shall exceed a depth of twenty (20) inches.

(5) *Mural.* Any portion of a mural that is considered signage based on the provisions of this Chapter shall be included in the calculation for determining expended sign area.

18.54.150 Public, Quasi Public and institutional uses (non-residentially uses in residential zone districts)

(a) *Public / Private Schools* Public schools are encouraged to adhere to the same sign standards as private schools, which are those that are allowed in the R-H zone district.

(b) *All other Public, Quasi Public or intuitional signage* shall comply with the standards of the R-H zone district.

18.54.160 Signs in Planned Unit Developments Zoned Districts

(a) The provisions in this Chapter shall be used to guide signage within Planned Unit Development (PUD) requests.

(b) Proposed PUD development may include a specific sign plan which include, sign standards that address size, height, design, lighting, color, materials, location and method of construction of all signage planned within the PUD to ensure that all such signage is designed in a harmonious and compatible manner. Absent of a specific sign plan, the City will apply sign standards closest to the zone district the PUD land uses represent. The City Council may impose alternate standards relating to signage if it is determined that there are commensurate design trade-offs proposed for signage with a particular PUD, as provided in Section 18.32.040.D of Chapter 18.32, Planned Unit Developments.

18.54.170 Historic Signs

(a) Notwithstanding any other provisions of this Chapter, a historic sign may be kept, used, owned, maintained and displayed, subject to the following provisions:

(1) The sign has been designated as a historic landmark by the Greeley Historic Preservation Commission (HPC) of the City of Greeley; and

(2) The sign is structurally safe or is capable of being made structurally safe while maintaining its historic character. All structural repairs and restoration of the sign to its original condition shall be made within three hundred and sixty-five (365) calendar days of designation of the sign as a historic landmark and shall be subject to approval by the Historic Preservation Commission prior to any work commencing.

(b) All signs that have been designated as historic landmarks shall be exempt from Section 18.54.190 relating to abandoned signs if the sign continues to meet all of the requirements of this Section.

(c) For the purposes of this Section, if a historic sign has been moved from its original site, such sign shall no longer be considered a historic sign unless specifically so considered by the HPC. If such a sign is moved, a new sign permit under the provisions of Section 18.54.140 shall be required for the new location.

(d) Words or symbols or “ghost signs” that are painted, engraved or carved into a building and that no longer relate to the use or occupant of the building shall not be counted as signage.

18.54.180 Non-Conforming Signs.

(a) A legal non-conforming sign or sign structure may continue to exist until one (1) of the following conditions occurs:

(1) The sign has been abandoned and not reestablished for ninety (90) consecutive days or longer.

(2) Other than for routine maintenance involving spot repainting, cleaning, or light bulb replacement that does not make substantial improvements, if repairs involve non-conforming sign alterations other than allowed in 18.54.200, compliance with all provisions of this Chapter shall be required.

(3) Changing the copy of an off-premise sign and nonconforming signs shall not be considered a change requiring compliance with this Chapter unless there is a change to the size; a change, or removal of, a support structure or frame, or a portion thereof, whether replacing such structure or frame or not, and/or a change in the orientation of the sign. A change of copy of an off-premise sign to on-premise advertising is considered a change of use requiring full compliance with all provisions of this Chapter.

(b) Lawfully non-conforming signs which are non-conforming due to size are included in the total sign allowance for the property as follows:

(1) If the excess signage is in the wall sign the amount greater than the allowed is considered a transfer to the freestanding sign allowance and the freestanding sign allowance is thereby reduced proportionally.

(2) If the non-conforming sign is freestanding, no transfer is allowed to the wall.

(c) Two (2) or more legal, non-conforming, freestanding signs on the same lot may be combined into one (1) new legal non-conforming sign. In this event, the maximum size of this new sign shall be one-hundred twenty-five (125) percent of the maximum size specified in Section 18.54.140(d) for the particular location and type of sign. This provision shall be utilized only one (1) time per property or;

(d) The Community Development Director may approve Alternative Compliance non-conforming sign proposals one (1) time per property as long as the proposed alternative reduces all elements of the signage non-conformance, by at least fifty (50) percent. This one-time provision may be used to address all non-conforming signs on the site, or for only one (1) non-conforming sign type on the site.

(e) Temporary signs, window signs, and dilapidated signs shall not be considered legal nonconforming signs.

18.54.190 Abandoned Signs.

(a) A sign meeting the definition of abandoned under the Chapter must be removed or covered upon determination of its abandonment.

(b) At such time that either a portion or all of a sign, sign frame, sign components, or sign supporting structure are no longer in use for a period of ninety (90) consecutive days, such sign frame, sign components, or sign supporting structure shall be brought into conformance by removal or the placement of a new permitted conforming sign, components and structure.

18.54.200 Sign Construction and Maintenance Standards

(a) All signs and all parts, portions, and materials shall be manufactured, assembled, and erected in compliance with all applicable state, federal, and City regulations and the adopted building and electrical codes.

(b) All signs, including those signs not required to obtain a sign permit as provided in Section 18.54.100, shall be maintained and kept in good repair, and in conformance with the original sign permit. A sign that is maintained and kept in good repair shall meet the following criteria:

(1) All sign-supports, braces, guy wires, anchors, and related screening are kept in repair, in a proper state of preservation including as may be required by Chapter 18.40.070.A.4 of this Code.

(2) There is no evidence of deterioration, including chipped or peeling paint, rust, corrosion, fading, discoloration, broken or missing sign faces, text, logos, graphics or other elements of the sign.

(3) There are no missing, flickering, or inoperative lights that create a perception of deterioration or abandonment of the sign.

(c) Where repairs involve a non-conforming sign, the provisions of Section 18.54.180 shall also apply.

(d) Any non-maintained sign shall be repaired or replaced within fifteen (15) calendar days following notification from the City. Noncompliance with such notice shall constitute a nuisance subject to enforcement actions.

(e) Signs, their structures and supports and related screening shall be constructed of materials normally and typically intended to be used for such items.

18.54.210 Alternative Compliance

(a) Conditions may exist where strict compliance is impractical or impossible, or where maximum achievement of the City's objectives can only be obtained through Alternative Compliance. It is not the intent of Alternative Compliance to modify or reduce requirements of the Sign Code, but to provide equivalent standards in a creative way subject to approval under the provisions herein.

(b) Requests for Alternative Compliance may be accepted for any application to which the requirements of this Chapter apply. A written request may be submitted to modify an individual sign allowance, which shall meet one (1) or more of the following criteria:

(1) Topography, soil, vegetation or other site conditions are such that full compliance is impossible or impractical; or improved environmental quality would result from Alternative Compliance.

(2) Space limitations, unusually shaped lots and prevailing practices in the surrounding neighborhood may justify alternative compliance for infill sites and for improvements and redevelopment in older neighborhoods.

(3) Safety considerations make Alternative Compliance necessary.

(4) The proposed alternative is aesthetically more complementary to the site, better fits into the context of the area, improves the overall architectural appeal of the area and/or meets or exceeds the design objectives as described in the City's Comprehensive Plan. Where there is a strong architectural theme established in an area, the proposed alternative shall be consistent with or complementary to that theme. In an existing area where there is no established theme, the proposed alternative shall provide an architectural theme that is consistent with the Comprehensive Plan and improves the quality of development in the area.

(c) Application for alternative compliance shall include the following information:

(1) Written description of the conditions provided in Subsection (b) above which apply to the subject property;

(2) The applicant shall submit a sign plan consisting of a written statement addressing the proposal and the review criteria along with dimensioned graphic plans identifying the following items for all signs on the property:

- i) Written and graphic illustration of the proposed alternative, including areas of departure from code standards;
- ii) Sign style, type, location, size (area) and height for wall and freestanding signs;
- iii) Materials and colors for all signs and support structures;
- iv) Sign illumination devices and brightness levels, if applicable;
- v) Other information as may be required by the Community Development Department to make a thorough evaluation of the proposed alternative.

(d) Upon receipt of a complete application as provided in Subsection (c) above, the application will be evaluated administratively through the Administrative Review Team, with the final decision made by Community Development Director.

(e) If the Community Development Director finds that the provisions in Subsection (b) are met, the Director shall approve the request for Alternative Compliance in writing. If the Community Development Director finds that the provisions in Subsection (b) above have not been met, the Community Development Director shall deny the request for alternative compliance and the applicant may appeal such decision in accordance with Chapter 18.24, Appeals.

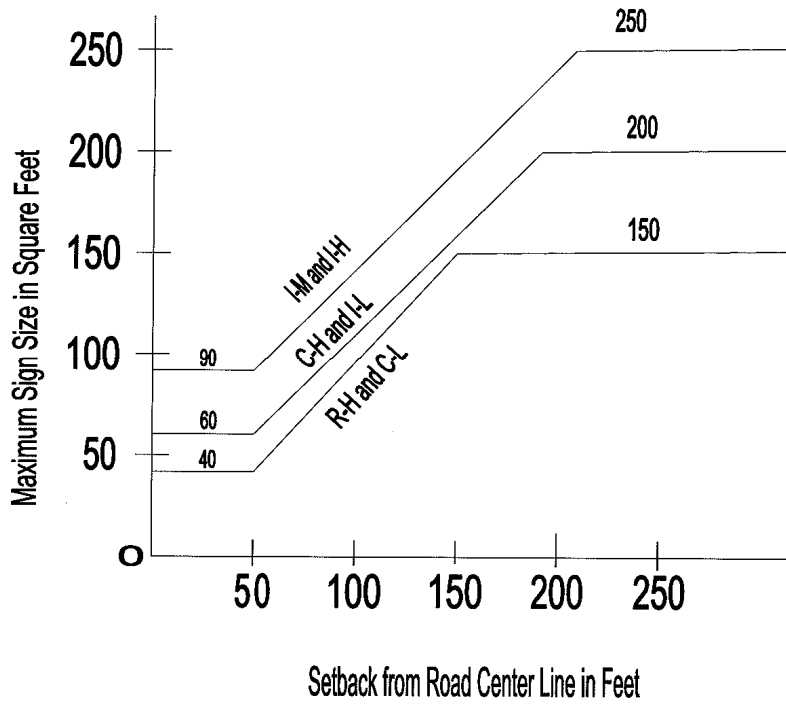
18.54.220 Sign Chart

| Zoning District | Type of Signs Allowed | Max. Total Amt. Awning, Wall & Projecting Wall Signage Allowed Per Linear Foot of Wall | Max. Sign Face Area for Awning and Wall Signs | Maximum Freestanding Sign Height | Maximum Size for Freestanding Signs | Number of Freestanding Signs |
|-------------------------------|--|---|--|---|--|---|
| C-D, H-A, R-L, R-E, R-MH, R-M | See Section 18.54.110 | See Section 18.54.110 | See Section 18.54.110 | See Section 18.54.110 | See Section 18.54.110 | See Section 18.54.110 |
| R-H | Freestanding, wall and awning | .25 sq. ft. | See Sections 18.54.140 (a)(f) | 6 feet | See Section 18.54.140(d) | 1 sign where lot frontage is greater than or equal to 200 feet, but less than 500 feet. |
| C-L | Freestanding, wall and awning | 1 sq. ft., plus an additional .5 sq. ft. (for secondary building frontage) | See Section 18.54.140(a)(f) | 6 feet | See Section 18.54.140(d) | 2 signs where lot frontage is greater than 500 feet. |
| C-H, I-L, | Freestanding, wall, projecting wall and awning | 1.5 sq. ft., plus an additional 1 sq. ft. (for secondary building frontage) | See Section 18.54.140(a)(f) | See Section 18.54.140(d) | See Section 18.54.140(d) | 2 signs where lot frontage is greater than 500 feet. |
| I-M & I-H | Freestanding, wall, projecting wall and awning | 2 sq. ft., plus an additional 1 sq. ft. (for secondary building frontage) | See Section 18.54.140(a)(f) | See Section 18.54.140(d) | See Section 18.54.140(d) | 2 signs where lot frontage is greater than 500 feet. |

* This chart summarizes key signage allowances, see specific code sections for code details and/or exceptions.

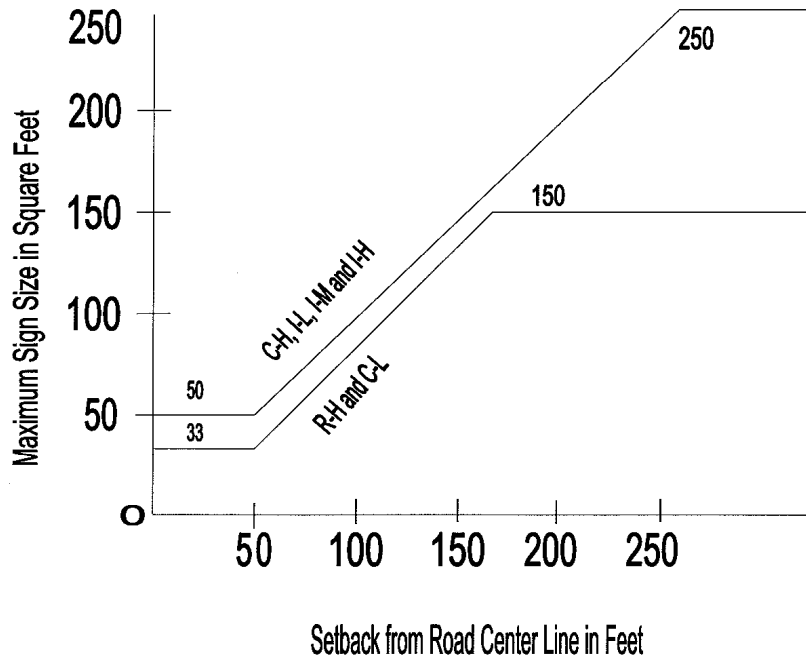
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**Maximum Area Per Sign Face
Awning and Wall Sign Chart**



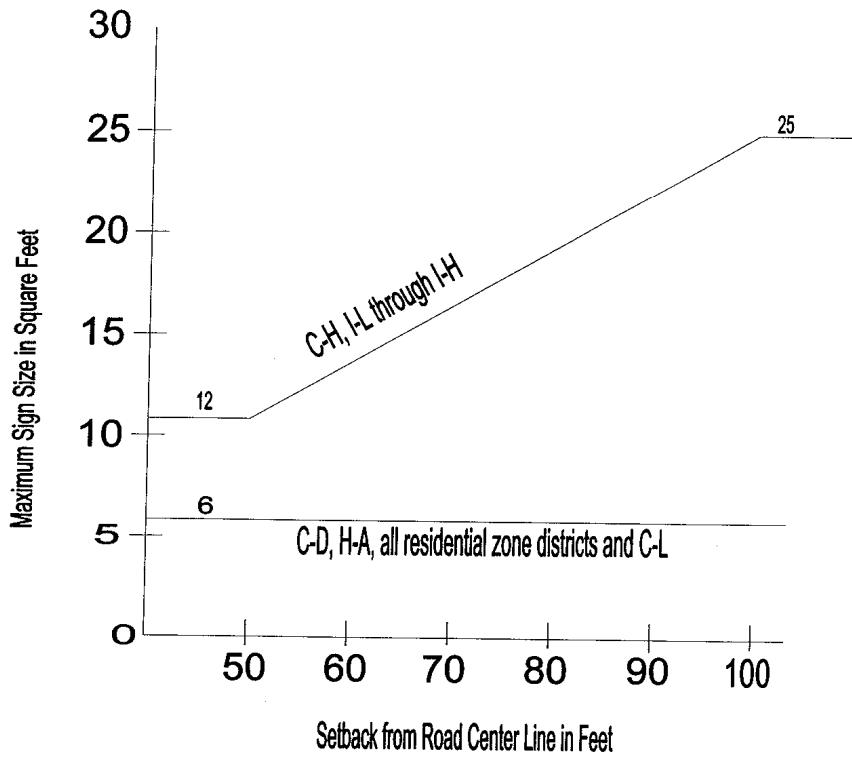
(This is for illustration purposes only. Please refer to charts for exact sizes.)

Maximum Area Per Sign Face
Freestanding and Projecting Wall
Signs



(This is for illustration purposes only. Please refer to charts for exact sizes.)

Maximum Freestanding Sign Height



(This is for illustration purposes only. Please refer to charts for exact sizes.)