

## Signs that require a Permit

- **Electronic Messaging Display signs**
- **Freestanding and Monument signs**
- **Wall signs**
- **Awning**
- **Canopy**
- **Projecting**

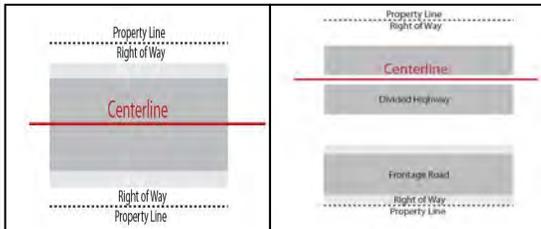
**Freestanding and Monument signs:** A sign on the property that is not attached to the building. The height and area are based on the zoning district and distance from the centerline of the adjacent street. Sign size is calculated by the distance of the closest edge of the sign from the centerline of the road.

**Wall signs:** Sign attached to the wall of the building. The amount of signage allowed is calculated by zone and the longest portion of the building. The size is based on the distance of the sign from the centerline of the public right-of-way.

**Electronic Messaging Display (EMD):** These are allowed only in commercial and industrial areas. At least 50% of the total sign face must be non-EMD. Moving text or images are not allowed, and transitions must be instant and subtle (fade or dissolve).

## General Information

- Wall signs and freestanding signs are not calculated the same way. The Greeley Sign Code “favors” wall signs in that they are permitted to be larger than freestanding signs given a similar setback.
- Generally speaking, a sign can be taller and larger the farther it is inside the property line.
- Setbacks: The minimum distance required between the apparent centerline of the right-of-way and any portion of a sign or sign structure.



- Properties with more than 200 feet of street frontage can have one freestanding sign. Properties with more than 500 feet can have 2 freestanding signs. Properties with less than 200 feet do not get a freestanding sign, unless they trade out some or all of their wall signage for a freestanding sign.
- Permit fees are based on the valuation of the sign. Sign permits are issued by the Building Inspection Division after the Planning Division has approved the size and location of the sign.
- Historic signs are those that have been officially designated as a historic landmark by the Greeley Historic Preservation Commission. The sign must be structurally safe.
- Holiday decorations are allowed 60 days prior to the holiday and no more than 30 days after the holiday and do not require a permit.
- All signs, including those not required to obtain a permit, shall be maintained and kept in good repair and in conformance with the original sign permit.

**Sign permits:** A Sign Permit isn't required for all types, but when it is required, applications can be found on our website. A new Sign Permit is also required for the replacement, repair, or major alteration of a sign.



*Wind driven devices must be free of any words, logos or other product information.*

For Further information regarding signs, refer to the City of Greeley Development Code, Chapter 18.54, which can be accessed on our website.

# Business Signs



**Community Development Department**

**Planning Division**

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**[greeleygov.com/planning](http://greeleygov.com/planning)**

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. Sign regulations are used to set standards, as well as ensure signs contribute positively to the City's image. The sign types and general regulations listed below are examples of the most common sign types. For a complete list of sign types and regulations, please consult Section 18.54 of the City's Development Code found on our website.

This guide provides basic information on the general standards and requirements of business-related signs in Greeley. Please also consult Section 18.54 of the City of Greeley Development Code before applying for a sign permit and for complete information on signs. What zone district the property is in plays a key role in how much signage is permitted.

### **Sign Definition**

*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, announcing or drawing attention to any establishment, product, goods, facilities, services or ideas, whether of a commercial or non-commercial nature.

### **Signs that do NOT require a Permit** (but have specific standards)

- **Address signs**
- **Change of copy (on approved signs)**
- **Human signs**
- **Portable signs**
- **Real Estate signs**
- **Vehicle signs**
- **Wind driven devices (without signage)**
- **Window signs**

### **Standards for Signs not needing a Permit**

**Address signs:** 1-2 signs with a combined total of five square feet.

**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, require a sign permit.

**Human “spinning” signs:** 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, but not on the street or in a median.

**Portable signs (“A-Frame”):** Allowed if it is within 20 feet of the entrance to the business, is no larger than 6 square feet, and only visible during business operation hours.

**Real estate signs:** Sign size and height vary based upon lot frontage.

**Vehicle signs:** A parked vehicle which contains or displays signage is allowed when the sign does not extend more than one foot above the roofline of the vehicle; does not direct the public to the advertised business, such as with an arrow; the vehicle is not illuminated or does not have flashing signs; the vehicle is licensed and operable; the vehicle is not parked offsite and used to direct customers to the advertised business.

**Wind driven devices (includes pennants, ground kites, sky dancers):** Devices are allowed only in commercial and industrial zoned properties. They must not exceed 2 feet in width and 8 feet in height. The number of devices allowed depends on the type and the lot. Wind driven devices that include words, logos, etc., require a temporary sign permit. (*See sign definition*)

**Window signs:** No more than 25% coverage of the glass surface area of individual window panes that are visible from the public right-of-way.

### **Prohibited Signs**

- **Imitating**
- **Flashing, Moving, or Animated signs**
- **Off-premise signs, e.g. Billboard**
- **Roof signs**
- **Nongovernmental signs**
- **Signs placed in public right-of-way**
- **Abandoned signs**
- **Exposed incandescent, high intensity light bulbs**

**Flashing, moving, or animated signs:** Any sign or part of a sign which is designed to move in any manner, including rotating, revolving, spinning, flapping, waving, shimmering or imitates governmental protective or warning devices is prohibited. (e.g. sirens, police lights)

**Off-premise signs, (e.g. billboard):** No new billboards are permitted; only grandfathered off-premise signs are allowed. Signs advertising a business can only be located on the business's property,

**Roof signs:** Letters, numbers, or images which project above the roofline are prohibited.

**Nongovernmental signs:** 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.

**Signs placed in the public right-of-way:** Signs located in any portion of the public right-of-way are prohibited if they do not meet the Code provisions necessary (or do not have a Right-of-Way Structure Revocable Permit, when required).

**Abandoned signs:** After 90 consecutive days in which the business, tenant, owner, product, service, use, event or activity has not been located on the premises, the sign must be removed or covered, or brought into conformance with the placement of a new, permitted, conforming sign. Non-conforming signs that have been abandoned must be brought into conformance with the current code.

### **Temporary Signs (permit required)**

**Temporary signs:** These require a temporary sign permit, which can be found on our website. They are allowed a maximum of 60 days per calendar year. No more than 50 square feet in industrial and commercial zones (I-L, I-M, I-H, C-H), and no more than 33 square feet in residential and commercial zones (R-H and C-L) are allowed. This can be spread out over the year.

**Search lights and beacons** are considered temporary signs and are allowed 3 days per calendar year.

**Inflatable signs:** Inflatable signs, including balloons, containing advertisements must be less than 33 square feet and are allowed up to 60 days per year. Signs cannot extend above the height of the primary structure.

**Wind driven devices:** Wind driven devices that include signage require a permit.