



**Planning and Zoning Commission  
August 2, 2023 - Regular Meeting**

To: Dillon Planning and Zoning Commission  
From: Ned West, AICP, Sr. Town Planner  
Subject: Town Center and Parks & Waterfront Sign Zones  
Agenda Item: 8

**Discussion Item:**

The Town is working on proposed Code amendments related to the creation of two new sign zones:

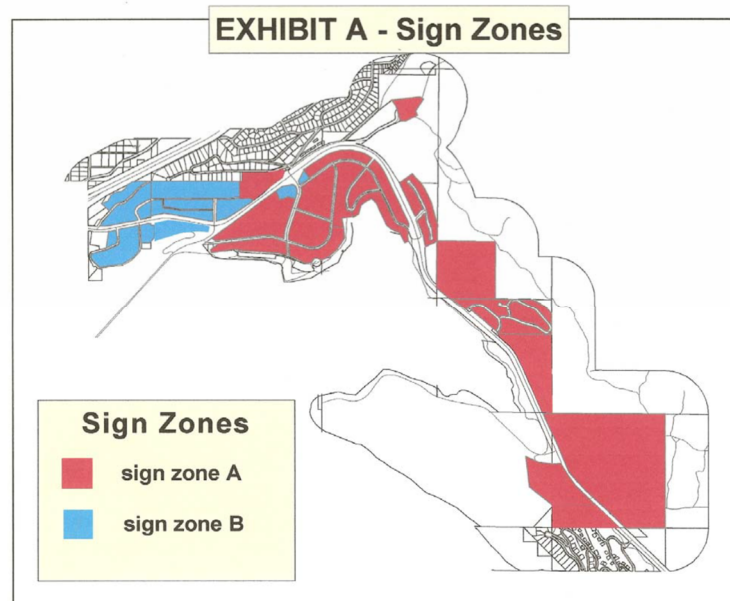
- Town Center Sign Zone
- Parks & Waterfront Sign Zone

**Background/Time Frame:**

- March 2, 2022: Previous Planning Commission discussion of the subject
- June 1, 2022: Previous Planning Commission discussion of the subject
- May 16, 2023: Joint Work Session with the Town Council
- June 7, 2023: Planning Commission Discussion
- August 2, 2023: Planning Commission Discussion

**Supporting Information:**

The existing sign zone map is shown below in **Figure 1**.



**Figure 1. Existing Sign Zone Map**

The proposed new sign zones are shown in **Figure 2**. In addition to the areas shown on this map. Additional areas are anticipated to be within the Parks and Waterfront Sign Zone: the Dillon Nature Preserve, the waterfront areas from the southern end of Tenderfoot Street along the lake to the Dillon Nature Preserve, and the Dillon Cemetery and surrounding areas.



**Figure 2. Proposed Town Center and Parks & Waterfront Sign Zones**

Two Planning Commissioners were able to attend the joint Work Session with the Town Council on Tuesday, May 16<sup>th</sup>. The majority of the conversation focused on the proposed Town Center Sign Zone. There was general consensus that internal illuminated signs should be permitted in the Town Center Sign Zone. The name of the sign zone is in debate, and another name to consider might be the “Central Business District Sign Zone.” The concern over signs being too bright was discussed and the current language in the Code was discussed:

“Lighting requirements.

(1) Shielded lighting. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from the vehicular travel lanes of adjacent public rights-of-way. The use of adequate shielding, designed so that light from sign-illuminating devices does not shine

directly into the eyes of passing motorists without first being reflected off the sign or its background, is required whenever exterior sign lighting is used.

(2) Subdued lighting. The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a sign from the adjacent travel way or closest municipal street, and the illumination of a sign shall not be noticeably brighter than other lighting in the vicinity.

(3) Direction of lighting. Exterior sources of lighting for signs and other uses on the property shall not be directed toward nearby residential properties.”

(DMC § 16-11-460 “Sign Zone B”)

There was discussion on setting a lumens limit. Some felt that signs should be turned off after one (1) hour of a business’s closing time. All agreed that illuminated signs should not flash (as is currently prohibited for all signs) and they should not be large neon signs.

As to sign dimensions, there was general agreement that larger sized businesses should be allowed larger sized signs. This is very much how Sign Zone B regulations are established and might be considered for the Town Center Sign Zone. Another approach might be to tie it to the dimension of the business frontage.

High quality, creative, attractive signs meeting the mountain or “Mountain Lakestyle” are most desirable. As such, design guidelines need to be developed specific to the sign zones. With internal illumination potentially being permitted in the Town Center, then acrylic faces will need to be permitted and the materials need to be expanded beyond those currently permitted:

“List of acceptable materials:

- a. Rough cedar.
- b. Redwood.
- c. Pine.
- d. Stone.
- e. Brass.
- f. Materials that simulate natural materials and create a 3-D effect, as approved by the Planning and Zoning Commission.”

(DMC § 16-11-450 “Sign Zone A”)

Given the desire for natural materials to be the primary feature of signs in the proposed Parks & Waterfront Sign Zone, a list of acceptable materials needs to also be created for that proposed sign zone. Might the Marina warrant slightly different sign materials? So too is likely the case for the Dillon Amphitheater. Of course, the ability to weather extreme weather and

sunlight conditions need to be accounted for when designing such signs. Staff continues to work with students with CU Denver on a wayfinding sign design package, which will further inform signs for this proposed sign zone.

The currently adopted “Design Standards and Maximum Sign Areas are attached hereto as **Exhibit ‘A’** for consultation in working on potential design criteria for the proposed new sign zones.

The Town of Dillon Design Guidelines, adopted in March 2017 state, “Storefronts are character-defining features in a town center, and are intended to enliven retail façades through their **signage**, transparency, and display. Storefronts should be simply detailed with emphasis on achieving consistent rhythm, proportion, and balance across the façade to allow for the retail environment to be the main focus” (Page 18). The Guidelines further state, “wall(s) should be designed to incorporate honest and purposeful architectural features such as: façade modulation, exposed structure, upper clerestory glazing with shading devices for indirect light, **branding/signage integrated into the architecture**, and landscaped areas to soften the wall to ground relationship” (Page 20).

As signs are considered accent features in the Design Guidelines, they state, “Special accents adorned with brighter colors should be used minimally for design features, such as awnings or signage. **Limit accent colors to 10% max. to create interest and depth** (Page 45).

With a desire to create a more vibrant Town Center, signs as accent features that help to drive pedestrian activity and to improve business vitality, more modern sign design, including internal illumination (LED lighting illuminating colored acrylic faces, or the like, for signs mounted on building faces) might be considered. Downlit signage may also be considered, but downlit signs even with zero cutoff luminaries may be brighter than internally illuminated signs.

Section 16-3-150 “Core Area (CA) Zone purpose statement includes the following:

“The purpose of this zone is to preserve and enhance areas within the commercial core of the community for concentrated retail sales and businesses that will serve the pedestrian shopper. This district is the retail, commercial and entertainment core of the community for both visitors and residents, with mixed-use upper level residential uses permitted. The intent is for this area to be a dominant retail and entertainment center, and thus more intensive development of the area is encouraged than elsewhere in the community. Core Area uses should be buffered from surrounding areas to minimize adverse impacts. The intent is to create a pedestrian environment with automobile access encouraged in the peripheral areas through parking lots or structures. Wholesale trade class 1 uses may be allowed as a conditional use upon a finding that the aesthetic, environmental and noise impacts to adjacent uses are minimal. Multi-family residential dwelling unit uses are allowed in this district as a permitted use if located above the

ground floor level, or as a conditional use on the ground floor level if such conditional use is approved as part of a separate PUD application and approved PUD plan. Design, landscaping and **signage** should complement the intimate character of this area as a retail and entertainment center.”

The intimate character of a commercial and entertainment center for pedestrian shoppers and an array of activities calls for vibrant lighting and signage to convey a welcoming, active, and safe place for the public to enjoy and explore.

The Planning Commission should discuss desired design criteria not only related to sign material and lighting, but also dimensions. The Town Center and its multi-tenant buildings might be considered to have sign dimensions more in line with those of the U.S. Highway 6 business area of Sign Zone B. Sign dimensions could be based on unit size, street frontage, or based on other business characteristics keeping in mind Constitutional considerations.

**Exhibit 'A'**  
**Design Standards and Maximum Sign Areas**

## *Division 6 Design Standards and Maximum Sign Areas*

### **Sec. 16-11-450. Sign Zone A.**

- (a) Sign design and materials.
  - (1) It is encouraged that permanent signs, with the exception of window signs, be constructed predominantly of natural materials, including rough cedar, redwood, pine, stone, brass or other types of natural materials. Internally lit signs are prohibited within this sign district.
  - (2) List of acceptable materials:
    - a. Rough cedar.
    - b. Redwood.
    - c. Pine.
    - d. Stone.
    - e. Brass.
    - f. Materials that simulate natural materials and create a 3-D effect, as approved by the Planning and Zoning Commission.
- (b) Lighting requirements.
  - (1) Within the Sign Zone A area, no permanent building identification sign or business sign may be internally illuminated.
  - (2) Shielded lighting. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from the vehicular travel lanes of adjacent public rights-of-way. The use of adequate shielding, designed so that light from sign-illuminating devices does not shine directly into the eyes of passing motorists without first being reflected off the sign or its background, is required whenever exterior sign lighting is used.
  - (3) Subdued lighting. The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a sign from the adjacent travel way or closest municipal street, and the illumination of a sign shall not be noticeably brighter than other lighting in the vicinity.
  - (4) Direction of lighting. Exterior sources of lighting for signs and other uses on the property should be directed downward and shall not be directed toward nearby residential properties.
- (c) Allowed signage. Within the Town Center, all buildings shall be allowed the signage set out in Subsections (d) through (g) below.
- (d) Single-tenant buildings. Each single-tenant building shall be allowed a total of fifty (50) square feet of signage to be used in one (1) or two (2) building identification signs, and one (1) additional sign which does not exceed eighteen (18) square feet in size.
- (e) Multi-tenant buildings. Each building containing more than one (1) business or tenant shall be allowed a total of fifty (50) square feet of signage to be used in one (1) or two (2) building identification signs or building directories, and two (2) signs per tenant which do not exceed eighteen (18) square feet each.

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- (f) Multiple buildings. Where a project contains multiple buildings, the first building shall be allowed a total of fifty (50) square feet of building identification signage, and all subsequent buildings shall be allowed eighteen (18) square feet which may only be used to identify the second or subsequent building and may not be added to the signage allowed for the primary project sign or first building within the project.
  - (g) Hotel and condominium (residential complex) signs.
    - (1) Only one (1) building identification sign shall be permitted for each hotel, condominium or multi-family project. Such identification sign shall not exceed thirty-six (36) square feet in size.
    - (2) Individual building identification signs shall be permitted for each building within a hotel, condominium or other multi-family complex, provided that only one (1) sign not exceeding four (4) square feet in size shall be allowed for each building.

(Ord. 14-13 §1)

### **Sec. 16-11-460. Sign Zone B.**

- (a) Sign design and materials.
  - (1) Permanent signs should be constructed predominantly of natural materials, such as rough cedar, redwood, pine or other types of wood. Plastic or other similar materials are not prohibited, but shall be designed in a manner that is compatible with the proposed development.
  - (2) List of acceptable materials:
    - a. Rough cedar.
    - b. Redwood.
    - c. Pine.
    - d. Stone.
    - e. Brass.
    - f. MDO plywood.
    - g. Materials that simulate natural materials and are approved by the Planning and Zoning Commission.
    - h. Pan channel letters.
- (b) Lighting requirements.
  - (1) Shielded lighting. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from the vehicular travel lanes of adjacent public rights-of-way. The use of adequate shielding, designed so that light from sign-illuminating devices does not shine directly into the eyes of passing motorists without first being reflected off the sign or its background, is required whenever exterior sign lighting is used.
  - (2) Subdued lighting. The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a sign from the adjacent travel way or closest municipal street, and the illumination of a sign shall not be noticeably brighter than other lighting in the vicinity.
  - (3) Direction of lighting. Exterior sources of lighting for signs and other uses on the property shall not be directed toward nearby residential properties.
- (c) Sign Zone B. Within the Sign Zone B area, all buildings shall be allowed the signage as set out in Subsections (d) through (f) below.



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- (d) Single-tenant buildings. Each single-tenant building shall be allowed a total of seventy-five (75) feet of signage to be used in one (1) or two (2) building identification signs, and one (1) additional sign which does not exceed thirty (30) square feet in size.
- (e) Multi-tenant buildings. Each building containing more than one (1) business or tenant shall be allowed a total of seventy-five (75) square feet of signage to be used in one (1) or two (2) building identification signs or building directories and signage for tenants based on the following:
- (1) Where a project contains multiple buildings, the first building shall be allowed a total of seventy-five (75) square feet of building identification signage, and all subsequent buildings shall be allowed twenty-five (25) square feet, which may only be used to identify the second or subsequent building and may not be added to the signage allowed for the primary project sign or first building within the project.
  - (2) Each business or tenant occupying less than two thousand five hundred (2,500) square feet of floor area shall be allowed a total of thirty (30) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signage, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.
  - (3) Each business or tenant occupying between two thousand five hundred (2,500) square feet and five thousand (5,000) square feet of floor area shall be allowed a total of forty (40) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signage, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.
  - (4) Each business or tenant occupying between five thousand (5,000) square feet and nine thousand nine hundred ninety-nine (9,999) square feet of floor area shall be allowed a total of forty-five (45) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.
  - (5) Each business or tenant occupying between ten thousand (10,000) square feet and fourteen thousand nine hundred ninety-nine (14,999) square feet of floor area shall be allowed a total of fifty (50) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.
  - (6) Each business or tenant occupying between fifteen thousand (15,000) square feet and nineteen thousand nine hundred ninety-nine (19,999) square feet of floor area shall be allowed a total of sixty (60) square feet of signage that may be used in one (1) or two (2) signs, plus an additional ten (10) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.
  - (7) Each business or tenant occupying between twenty thousand (20,000) square feet and twenty-four thousand nine hundred ninety-nine (24,999) square feet of floor area shall be allowed a total of seventy (70) square feet of signage that may be used in one (1) or two (2) signs, plus an additional twenty (20) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

- (8) Each business or tenant occupying between twenty-five thousand (25,000) square feet and twenty-nine thousand nine hundred ninety-nine (29,999) square feet of floor area shall be allowed a total of eighty (80) square feet of signage that may be used in one (1) or two (2) signs, plus an additional twenty (20) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.
- (9) Each business or tenant occupying greater than thirty thousand (30,000) square feet of floor area shall be allowed a total of ninety (90) square feet of signage that may be used in one (1) or two (2) signs, plus an additional twenty (20) square feet of signage that may be used as window signs, or, in those instances where a roof overhang or balcony exists over the entry, the Planning and Zoning Commission may allow this additional signage to be displayed under the overhang or balcony.

(Ord. 14-13 §1)

**Sec. 16-11-470. Maximum sign area matrix.**

The following limits apply to Sign Zone A and Sign Zone B, as indicated:

<b><i>Sign Zone A</i></b>	<b><i>Allowed Sign Area</i></b>
Single-tenant building	50 sq. ft. to be used in one or two signs for building identification; additional sign not to exceed 18 sq. ft.
Multi-tenant building: two signs per tenant	18 sq. ft.
Multi-tenant building with multiple buildings	First building is allowed a total of 50 sq. ft. to be used in one or two signs for building identification; all subsequent buildings allowed 18 sq. ft.
Official Sign	100 sq. ft.
Residential complex signs	36 sq. ft.; one per project

<b><i>Sign Zone B</i></b>	<b><i>Allowed Sign Area</i></b>
Single-tenant building	75 sq. ft. to be used in one or two signs for building identification; additional sign not to exceed 30 sq. ft.
Multi-tenant building:	
less than 2,500 sq. ft.	30 sq. ft.
2,500 to 4,999 sq. ft.	40 sq. ft.
5,000 to 9,999 sq. ft.	45 sq. ft.
10,000 to 14,999 sq. ft.	50 sq. ft.
15,000 to 19,999 sq. ft.	60 sq. ft.
20,000 to 24,999 sq. ft.	70 sq. ft.
25,000 to 29,999 sq. ft.	80 sq. ft.
greater than 30,000 sq. ft.	90 sq. ft.
Official Sign	100 sq. ft.
Residential complex signs	75 sq. ft. total; up to two per project

<b>All Areas</b>	<b>Allowed Sign Area</b>
Business area directory sign	100 sq. ft.
Tenants within the BAD sign	50 sq. ft.
Subdivision entry signs	20 sq. ft.; one per subdivision
Wall signs above the 2nd floor	12 sq. ft.
Civic event banners	4 feet x 40 feet
Grand opening banners	40 sq. ft.
Temporary directional signs	6 sq. ft.
Real estate development signs	32 sq. ft.; one per development
Real estate for sale signs	6 sq. ft.; 16 sq. ft. for parcels greater than 2 acres
Real estate for rent signs	6 sq. ft.; one per property or residential unit
Garage sale signs	4 sq. ft.
Sandwich board signs	30" wide by 36" high
Temporary signs and banners	24 sq. ft.
Temporary feather banners	36 sq. ft.
Temporary banners on temporary structures	24 sq. ft.
Temporary sign in lieu of a permanent sign	24 sq. ft.
Temporary sign in lieu of a monument sign panel	Match size of approved sign panel
New business signs	24 sq. ft.
Window sign	May cover a maximum of 50% of the surface area of the window.
Kiosks	20 sq. ft.; 6 feet in height
Neon/nonflashing illuminated window signs	Up to 6 sq. ft. per sign. Each neon sign may cover the entire window surface area.
Individual business signs located on directory way-finding signs	8 sq. ft.

(Ord. 14-13 §1; Ord. 18-14 §4)