

**PLANNING AND ZONING COMMISSION ACTION ITEM
STAFF SUMMARY
MARCH 2, 2022 PLANNING AND ZONING COMMISSION MEETING**

DATE: February 25, 2022

AGENDA ITEM NUMBER: 4

DISCUSSION ITEM: Sign Zone Map Amendment

SUMMARY:

The Town is considering amending the Sign Zone Map as presented in Chapter 16 – “Zoning” Article XI – “Sign Regulations” provided below as *Figure 1*.

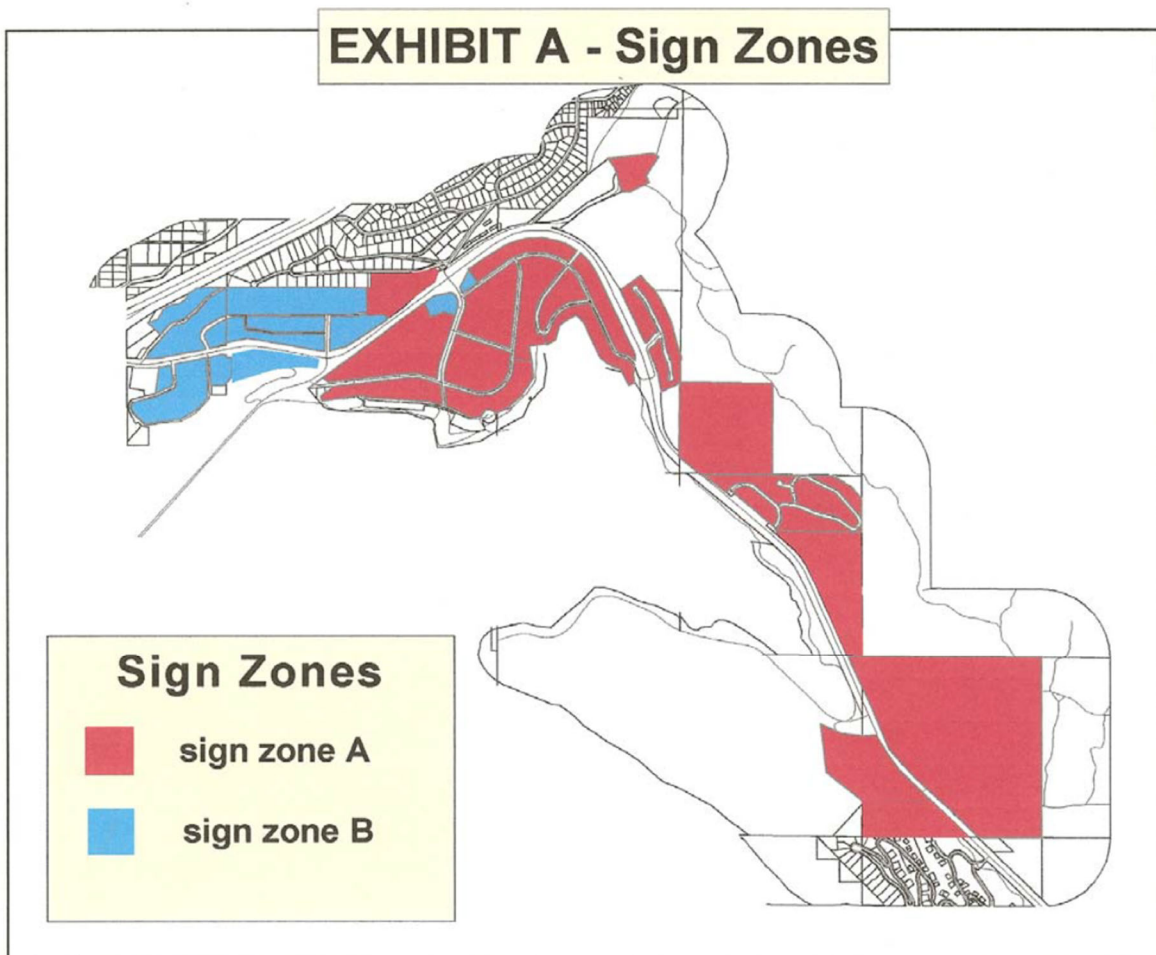


Figure 1. Sign Zone Map Currently in the Dillon Municipal Code

Specifically, the Town is considering changing the sign zone for the property located on the northwestern corner of the intersection of Evergreen Road / Lake Dillon Drive and U.S. Highway 6,

56 Evergreen Road, more specifically known as Tract A Wagon Road Hill Subdivision #1. The subject property is currently occupied by the Lord of the Mountain Lutheran Church. The Sign Zone change would involve making the property within Sign Zone B versus its current Sign Zone A designation.

For mapping consistency and to prevent spot sign zones, the Commission could consider also changing the Sign Zone for the adjacent property to the west, that being the Lookout Ridge Townhomes development. The development currently has no signage, but it does, in-part, front US Highway 6, and it might be appropriate for it to be considered in Sign Zone B. Refer to the subject properties' vicinity map in **Figure 2**.

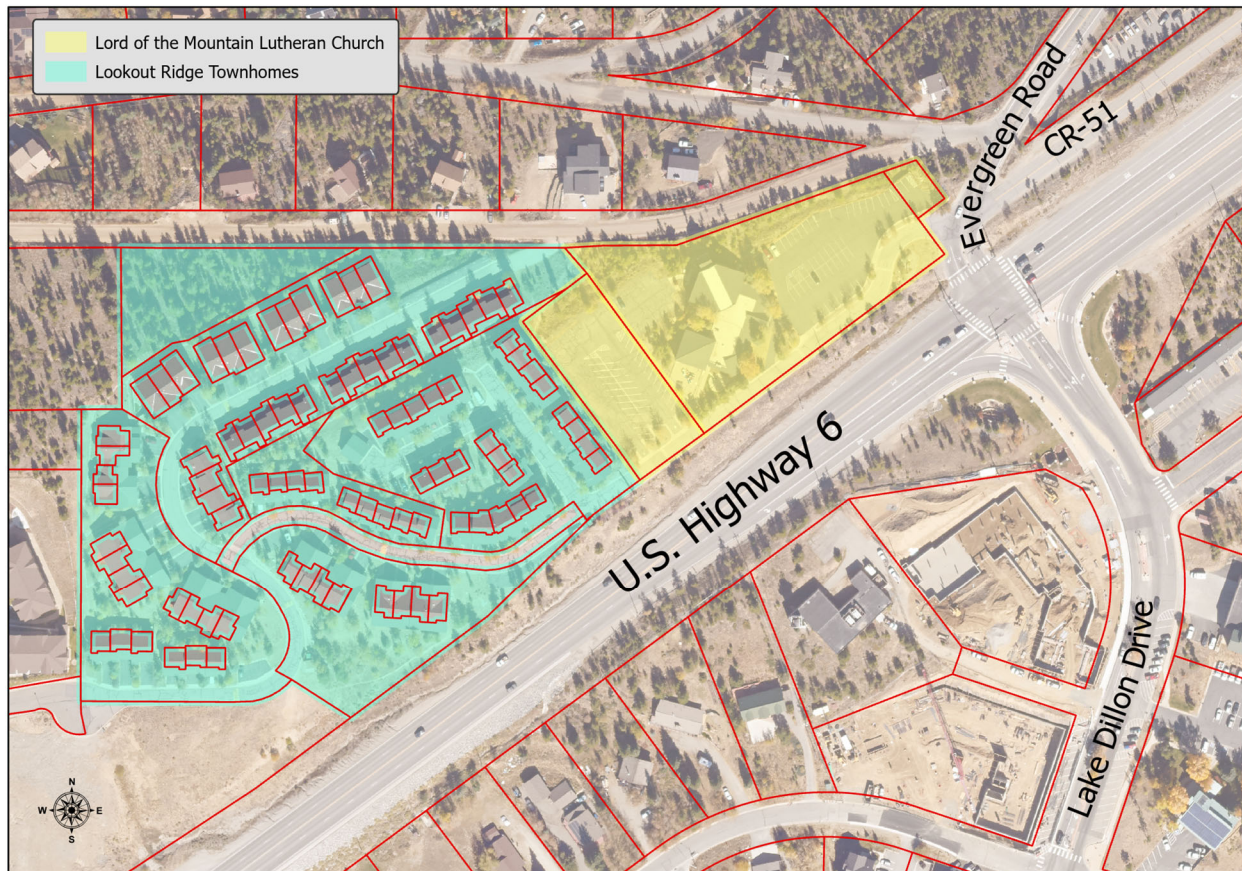


Figure 2. Lord of the Mountain Lutheran Church and Lookout Ridge Townhomes

Due to the potential for future roadway intersection improvement construction that may impact the current Lord of the Mountain Lutheran Church freestanding sign location (**Figures 3 & 4**), the Town is considering changing the Sign Zone for the area such that new signage may be constructed that will be effective without substantially disrupting the existing vegetation that aids in buffering the site from U.S. Highway 6 (**Figure 5**).

In general signs in Sign Zone B are permitted to be larger and freestanding signs are permitted to be taller. To compare the complete design standards for the two sign zones, please refer to Appendix 'A' to this staff summary.

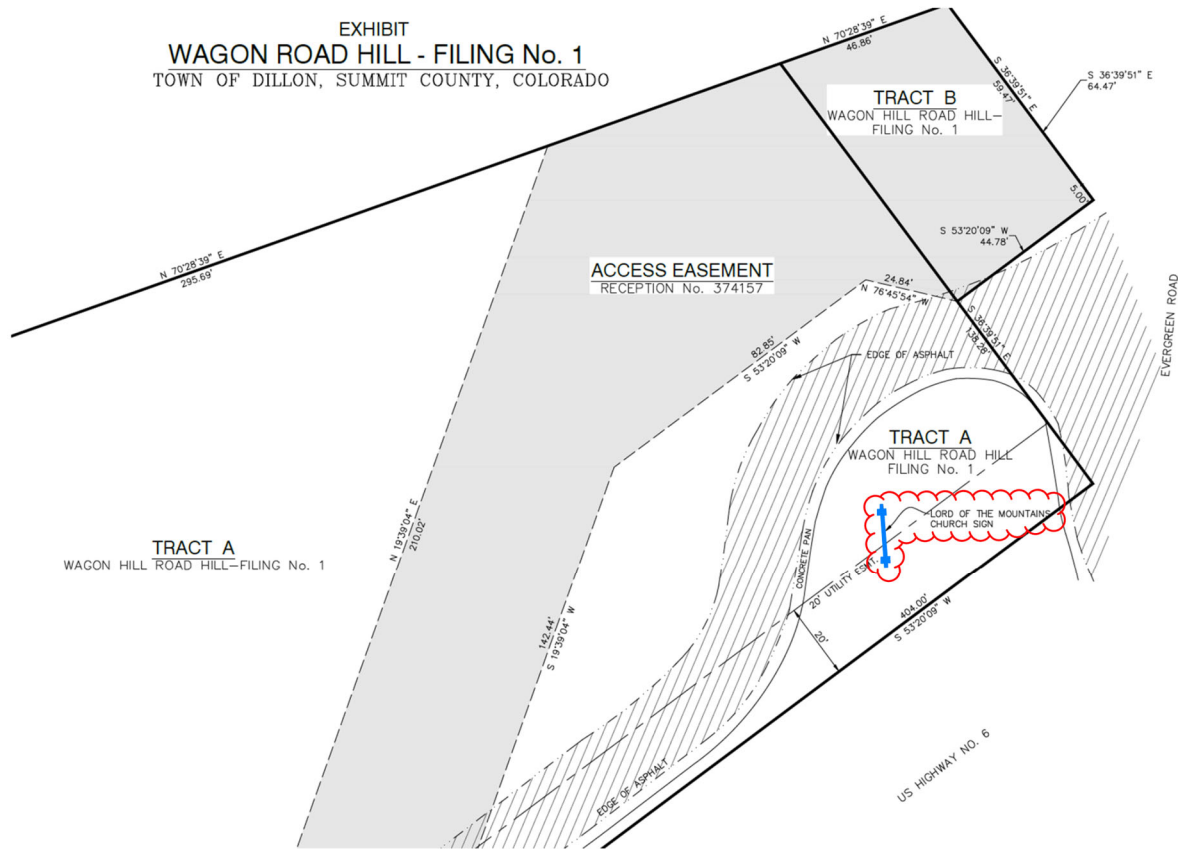


Figure 3. Exhibit Showing the Existing Location of the Lord of the Mountain Lutheran Church Freestanding Sign

(Source: Schmidt Land Surveying 11/16/2016)



Figure 4. View of the Existing Location of the Lord of the Mountain Lutheran Church Freestanding Sign

(Source: Google Earth accessed 02/24/2022)



Figure 5. View of the Vegetation Buffering the Lord of the Mountain Lutheran Church From U.S. Highway 6

(Source: Google Earth accessed 02/24/2022)

NOTE: The consideration by the Town of this Sign Zone change does not stem from an application from the subject property. It stems from the current intersection design work which the Town of Dillon and Summit County are engaged in with the traffic consultant Mead & Hunt who have prepared various intersection improvement conceptual plans, see **Figure 6** for an example.

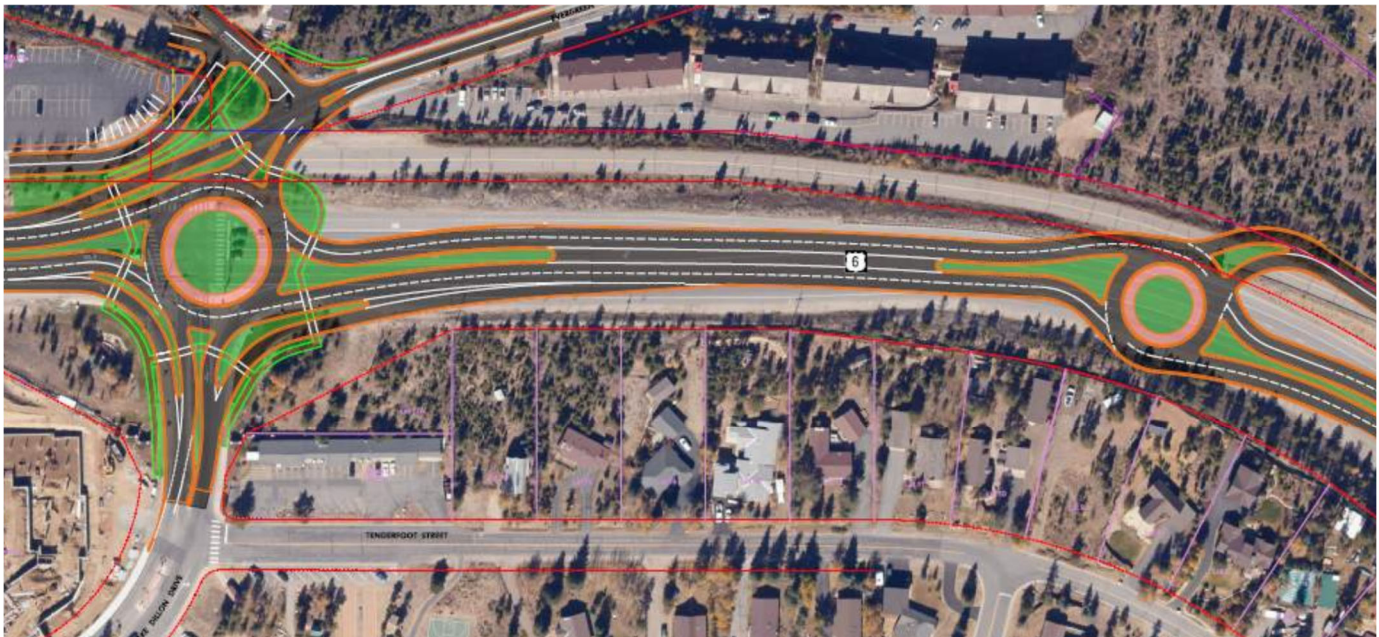


Figure 6. Conceptual U.S. Highway 6 Intersection Improvements

(Source: Mead & Hunt, Preliminary Traffic & Geometric Analysis, 12-2021)

To compare some specific differences in the permitted sign design criteria:

Sign Zone A

- 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.
- Freestanding signs shall have a maximum height of six (6) feet.

Sign Zone B

- 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.
- Freestanding signs shall have a maximum height of eighteen (18) feet.

Town staff requests the Planning Commission review the Code criteria, consider the effects of potential sign relocation, and study the potential for a Code amendment to the current Sign Zone Map.

BUDGET IMPACT: To Be Determined

DEPARTMENT HEAD RESPONSIBLE: Ned West, Sr. Town Planner

Appendix 'A'
Chapter 16 – Zoning
Article XI – Sign Regulations
Division 6 – Design Standards & Maximum Sign Areas

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Chapter 16 – Zoning
Article XI – Sign Regulations
Division 4 – Permanent Signs
Section 16-11-260 – Freestanding Signs

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:

<i>Sign Zone A</i>	<i>Allowed Sign Area</i>
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

<i>Sign Zone B</i>	<i>Allowed Sign Area</i>
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

All Areas	Allowed Sign Area
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)

Sec. 16-11-260. Freestanding signs.

- (a) There shall be no more than one (1) freestanding sign for each lot.
- (b) A landscaped area planted with a mixture of vegetation equal to two (2) square feet for each one (1) square foot of each side of a freestanding sign shall be maintained by the permit holder. Such area shall be kept in a neat and clean condition, free of trash, weeds and rubbish.
- (c) Permitted freestanding sign heights:
 - (1) Sign Zone A freestanding signs shall have a maximum height of six (6) feet, except as follows:
 - a. Directory way-finding signs as allowed pursuant to Section 16-11-335 of this Article may exceed six (6) feet in height with a maximum height of eighteen (18) feet.
 - b. Freestanding signs located within twenty (20) feet of the Lake Dillon Drive right-of-way may exceed six (6) feet in height with a maximum permitted height of fifteen (15) feet.
 - c. Official Signs as allowed pursuant to Section 16-11-265 of this Article may be eighteen (18) feet tall.
 - (2) Sign Zone B freestanding signs shall have a maximum height of eighteen (18) feet.
- (d) No freestanding sign shall extend over or into a public right-of-way or public property, and all freestanding signs shall be placed at least five (5) feet to the interior of any property lines, except that directory way-finding signs as allowed pursuant to Section 16-11-335 of this Article may extend over or into a public right-of-way or public property and may be within five (5) feet of the property line.
- (e) The allowed square footage of a freestanding sign may be increased by up to ten percent (10%) by the Planning and Zoning Commission in those instances where the freestanding sign, including all structural elements, is twelve (12) feet in height or less, and fifteen percent (15%) when the sign is designed as a Monument Sign or an Official Monument Sign.
- (f) The square footage of the architectural elements of a monument sign shall not be counted against the allowed sign area in those instances where the architectural elements do not exceed the allowed square footage of the sign itself.

(Ord. 14-13 §1; Ord. 02-14 §1; Ord. 18-14 §5)