

**AIRPORT GATEWAY  
CENTER  
SIGN GUIDELINES**

**Dated October 2, 2014**

**Adopted by the Town of Gypsum Planning  
Commission on October 2, 2014**

**Resolution PZ 2014-11**

## **SIGN GUIDELINES**

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### **1. PURPOSE AND INTENT**

The purpose of these Guidelines is to promote the public health, safety and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign requirements and standards within the Airport Gateway Center Subdivision. This Section is intended to encourage signage that is informative, creative, and aesthetically acceptable, and which contributes to the common welfare and needs of local residents, businesses and visitors alike in a concise and fair manner and which encourages compliance.

The Town of Gypsum recognizes that signs are necessary means of visual communication for the public convenience and that businesses, services, and other activities have an interest in identifying themselves by using signs that are accessory and incidental to the use on the premises where the signs are located.

Signs are an important element contributing to the identity and quality of Airport Gateway Center. This sign program has been established to promote the coordination of exterior signs in Airport Gateway Center.

The provisions of these Sign Guidelines are intended to:

- A. Preserve the unique character of the Airport Gateway Center Subdivision;
- B. Provide for business signs within reasonable limitations, consistent with the goals and objectives of the community, to retain the special character and economic advantages that rest largely on the quality of the subdivisions appearance;
- C. Protect the public from hazardous conditions by prohibiting signs that are structurally unsafe, obscure or distract the vision of motorists, or compete or conflict with necessary traffic signs and warning signals;

- D. Eliminate hazards caused by the size and placement of signs to reduce the possibility of injuries to those coming near or under signs;
- E. Ensure that signs are well-designed and contribute in a positive way to the Airport Gateway Center Subdivision’s visual environment, express local character and help develop a distinctive image for the subdivision.
- F. Ensure that signs are appropriate for the type of street on which they are located.
- G. Bring nonconforming signs into compliance with these regulations.

These Guidelines shall be known and may be cited and referred to as the “Sign Guidelines of the Airport Gateway Center Subdivision” or the “Sign Guidelines”.

No sign shall be allowed except as permitted by these Sign Guidelines.

The effective date of these Sign Guidelines shall be October 2, 2014. Any sign for which a Sign Permit is issued subsequent to the effective date shall comply fully with the provisions of this Chapter. No additional sign permits from the Town of Gypsum will be required in addition to this permitting process, unless otherwise stated.

**2. GENERAL SIGN DESIGN CRITERIA**

- A. Signs for each site are limited to those identifying businesses, giving directions for on-site circulation and providing sales, leasing and construction information.
- B. No advertising is permitted on any sign.
- C. All signs and copy are to be compatible and consistent in design, size, proportion, and material with the specific property they serve. New signs should be compatible with the architectural design of the building.
- D. Copy must be located no closer than one-half letter height to any adjacent sign edge or other line of copy, unless approved by the design review board. Exceptions may be granted for registered trademark.
- E. Logo symbols may not exceed the maximum sign height or be 50 percent greater than the actual letter height to any building edge, window, door, column, corner, mullion, sign band, canopy or other significant architectural feature.
- F. The sign panel background should be free of distracting details and decoration.
- G. Text copy color should contrast with background color. Background sign color should be minimal or blend with building color in order to help make the appearance of individual letters.
- H. Permanent ground signs may only be externally illuminated with concealed, external, low-profile, or floodlighting. No other lighting is acceptable. Up-

lighting is only permitted if the light distribution from the fixture is effectively contained by an overhanging architectural or landscaping element. Such elements may include awnings, dense shrubs or tree canopies, which can functionally reflect illumination back to the ground. Otherwise overhead lighting is required.

- I. No cabinet or “can” signs are permitted.
- J. Paint on nonferrous materials to be Mathews Acrylic or equivalent long-lasting, UV resistant, low VOC exterior paint.

### **3. DEFINITIONS**

- A. “Advertising” means temporary signage or logos which call public attention to a business’s commercial products or services. This generally includes announcements for sales or special products and would not include permanent business partners or franchise logos.
- B. “Airport Gateway Center Design Review Board” means persons appointed by the Town Council of the Town of Gypsum to review and determine compliance with the Airport Gateway Center Sign Guidelines.
- C. “Cabinet or Can Sign” means an internally illuminated sign in which a removable sign face (usually with translucent sign graphics) is enclosed on all edges by a metal cabinet.
- D. “External lighting” means illuminated by exterior light sources, such as floodlights.
- E. “Flashing lights” means lights, which flash, move, rotate, scintillate, blink, flicker, vary in intensity, vary in color, or use intermittent electrical pulsations.
- F. “Frontage” means the horizontal, linear dimension of that side of a building that abuts a street, a parking area, a mall, or other circulation area open to the general public and that has either a main window display of the business or a public entrance to the building.
- G. “Ground Sign” means sign wholly supported by a sign structure in the ground.
- H. “Illumination, direct” means lighting by means of an unshielded light source, including neon tubing, that is effectively visible as part of the sign, where light travels directly from the source to the viewer’s eyes.
- I. “Illumination, indirect” means lighting by the surface of a light source that is directed at the reflecting surface in such a way as to illuminate the sign from the front or a light source that is primarily designed to illuminate the entire building facade upon which a sign is displayed, but does not include lighting that is primarily used for purposes other than sign illumination, including without

limitation, parking lot lights or lights inside a building that may silhouette a window sign that are not primarily installed to serve as inside illumination of a sign.

- J. “Illumination, internal” means lighting by means of a light source that is within a sign having a translucent background, silhouetting opaque letters or designs, or that is within letters or designs that are themselves made of translucent material.
- K. “Maintenance” means the replacing, repairing, or repainting of a portion of a sign structure, periodic changing of bulletin board panels, or renewing of copy that has been made unusable by ordinary wear and tear, weather or accident.
- L. “Multi-tenant Building” means a building designed for one or more businesses each with an exclusive entrance, usually from an exterior walkway or a common hallway.
- M. “Nonconforming sign” means any sign which was lawfully erected and maintained, but which does not meet the provisions of this Sign Code.
- N. “Non-illuminated” means not supplied or brightened with light.
- O. “Permanent sign” means any sign, which is permanently affixed or attached to the ground or to any structure.
- P. “Premises” means the land, building or portion of the building occupied by the business or activity being conducted and sought to be advertised.
- Q. “Portable sign” means any sign not permanently attached to the ground or a building, not including signs attached to vehicles.
- R. “Real estate sign” means a sign indicating the availability for sale, rent, or lease of the specific lot, building, or portion of a building upon which the sign is erected or displayed.
- S. “Setback” means the required minimum distance measured horizontally between a property boundary or edge of pavement/ back of curb and any part of a sign or sign structure.
- T. “Sign” means any object or device or part thereof situated outdoors which is used to advertise, identify, direct, or attract attention to an object, person, institution, organization, purpose, product, service, contract, event or location by means of words, letters, figures, designs, symbols, fixtures, or colors.
- U. “Sign Area” means the total square footage of all signs per building frontage.
- V. “Sign structure” means any supports, uprights, braces, or framework of a sign.

- W. “Single-tenant building” means a building that is designed to be occupied by a single business.

#### 4. **SIGNS THAT DO NOT REQUIRE A SIGN PERMIT**

The following signs, which shall be non-illuminated, are permitted without obtaining a Sign Permit but they must meet any stated regulation requirements:

- A. **Public Signs.** Any sign erected by any governmental agency including, but not limited to, federal, state, county and municipal governments are fully exempted from all Sign Guideline regulations.
- B. **Window Signs.** Signs within any structure or attached to the inside or outside of any window of a structure and shall be limited to less than 25% of the total glass area.
- C. **Commemorative Plaques.** Any memorial or commemorative plaque or tablet that contains the primary name of a building, the date of erection and use of the building when the sign is built into the building or mounted flat against the wall of the building, or is designed to designate any particular location of historical significance as determined by the Town.
- D. **Special Event Signs.** Special events such as a philanthropic campaign, church, circus, carnival or other community celebration, provided that such signs are removed within ten (10) days of the termination of the event.
- E. **Real Estate Signs.** Temporary, non-illuminated real estate signs indicating the availability for sale, rent, or lease of a specific lot, building, or portion of a building upon which this sign is erected or displayed which do not exceed six (6) square feet in total area and four feet (4’) in height for residential properties or twenty (20) square feet in total area and six (6) feet in height for nonresidential properties and are located on the property advertised by the sign as being for sale or for rent, limited to one such sign per street frontage. Such signs shall not remain in place more than seven (7) days following sale or rental of the subject property.
- F. **Traffic Directional Signs.** Private traffic directional signs guiding or directing vehicular or pedestrian traffic onto or off of a lot or within a lot, when such sign does not exceed three (3) square feet per sign per face in area and eight (8) feet in height, does not contain any advertising or trade name identifications, and is either non-illuminated or is internally or indirectly illuminated. Private traffic control signals shall conform to the standards of the Colorado Manual of Uniform Traffic Control Devices and may exceed three (3) square feet per face in area, but shall not exceed seven (7) square feet per face. Such signs shall not exceed four (4) feet in height and shall be set back at least five (5) feet from the property line.

- G. Flags. The flag, pennant, or insignia of any nation, organization of nations, state, county, city or town, any religious, civic, or fraternal organization or any educational institution. Up-lighting of flags is permitted with a limit of two (2) fixtures per flag pole with a maximum of one hundred and fifty (150) watts each.
- H. Holiday Decorations. Temporary decorations or displays when such are clearly incidental to and are customarily and commonly associated with any national, local or religious holiday or celebration.
- I. Warning Signs. Temporary or permanent signs erected by public utility companies or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines and similar devices.
- J. Gasoline Price Signs. For gasoline or service stations, two (2) unlighted signs or one lighted sign listing only the prices and types of gasoline available are permitted with each sign, not to exceed ten (10) square feet in area or six feet (6') in height. Existing gas signs can be revised as related to the cost of gas. New gas signs shall require a permit and Airport Gateway Design Review Board approval.
- K. Construction Signs. A temporary sign not exceeding thirty two (32) square feet announcing subdivision, development, construction or other improvement of a property by a builder, contractor or other person furnishing services, materials or labor to said premises. For the purposes of these Sign Guidelines, a "construction sign" shall not be construed to be a "real estate sign" as defined herein and shall contain only project name; developer, architect, builder, and/or consultants; lending institution; and opening date. Such signs shall not remain in place more than seven (7) days following the completion of the project.
- L. On-Site Advisory Signs. To provide directional information to site users. Signs to be located along drive isles or at building entrances (for addresses at multi-building sites). Limited to essential information and may not be used for surrogate tenant identification. No greater than six (6) square feet in area, no higher than six feet (6') in total height, and No greater than two feet (2') in total width. Smooth, durable, non-weathering rectangular sign panel with silk screen or die cut lettering and graphics, mounted on a post or a concrete base. The size, letter style, material, and color of all directional signs on the same site must match. Posts must be painted tubular aluminum. Wood, steel and pre-punched galvanized U-posts are not acceptable.
- M. On-Site Regulatory Signs. To provide legal information to site users, including parking restrictions, vehicular circulation, handicap access, and fire code information. Signs to be located along drive isles. Sign copy limited to essential information and may not be used for surrogate tenant identification. Standard site entry signs for handicap access, fire code and parking requirements are to be consolidated into a single coordinated sign panel. Stop signs and handicapped

parking signs shall conform in height and size to applicable codes. Sign copy to be smooth, durable, non-weathering, rectangular sign panel with silk screen or die cut lettering and graphics, mounted on a post or a concrete base. The size, letter style, material, and color of all regulatory signs on the same site must match. Posts must be painted tubular aluminum. Wood, steel, and pre-punched galvanized U-posts are not acceptable.

- N. Delivery Entrance Identification and Service Area Signs. To identify doors in service areas. Maximum number of one (1) service area sign is permitted per door. Service and employee entry door identification must be located directly on or adjacent to the door. Wall-mounted warehouse truck area shipping and receiving directional signs must be applied to panels compatible with adjacent wall surfaces and located immediately above or beside warehouse doors. Sign copy is limited to the suite address and related information. Service and employee entry doors shall be a maximum sign area of one (1) square foot and maximum letter height of four inches (4"). Wall-mounted warehouse loading/receiving area directional signs shall have a maximum sign area of four (4) square feet, a maximum sign height of twelve inches (12.") and maximum width of eight feet (8'). Sign material is limited to die-cut vinyl and silk-screen graphics only. Letter style, material, and color of all service area signs on the same building to match.
- O. Operating Hours/Information Signs. To provide operating hours, emergency information and other required notices. They are not to be used for advertising, but may include the name of the business and statement of services. Maximum number is one (1) sign per tenant. Shall be applied only to the door or to glazing or a wall plaque immediately adjacent to the tenant entrance door. Maximum sign area is 2.25 square feet, twenty-four inches (24") high, twenty-four inches (24") wide, with letter height no more than two inches (2"). Sign material shall be limited to die-cut vinyl and silk-screen
- P. Neon signs, advertising signs, help-wanted notices, handpainted signs, painted windows, and temporary signs are not allowed in windows.

## 5. SIGNS THAT REQUIRE A SIGN PERMIT

The following signs shall be permitted with a Sign Permit issued pursuant to these Sign Guidelines and in accordance with the conditions and prohibitions stated herein:

- A. Permanent Ground Level Signs. Permanent Ground Level Signs are limited to Center Project or Business Identification Monument Signs, and Business Directory Signs as per the criteria below. No other permanent ground level signs are permitted. See Exhibit A for drawing of maximum size criteria and examples of acceptable and not acceptable signs.



1. **Center Project or Business Identification Monument Signs**

- a. Purpose: To identify the name and/or address of a site with one or more businesses. May be used in conjunction with wall mounted signs.
- b. Maximum Number: One (1) monument sign is permitted per major entrance and one (1) monument sign is permitted at street frontages without entrances. Secondary business or franchise signs will be allowed with Airport Gateway DRB approval without exceeding the total sign area limitation.
- c. Location: Shall not be located at corners with special landscape treatment common on all four corners of an intersection or within vehicular sight distance zones.
- d. Sign Copy: Limited to name of site and/or address. (Exceptions for also listing names of parent company or subsidiary may be granted).
- e. Maximum Size: No greater than sixty (60) square feet in size, no taller than six feet (6') in total height, and no wider than fifteen feet (15') in total width.
- f. Sign Material: Smooth, durable, non-weathering, rectangular sign panel face mounted on a sandblasted natural finish concrete base or to compliment the architectural design of the building it represents; with lettering incised in the panel or fabricated from nonferrous metals. (Cabinet signs with translucent or transparent backgrounds are not permitted). A 6-inch minimum wide concrete mow strip is required at signs located in turf. All framing and hardware shall be of nonferrous materials, excepting architectural timber style/design materials. Sign materials that match the architectural detail of the building are encouraged.

2. **Business Directory Signs**

- a. Purpose: To identify the names of businesses at a site.
- b. Maximum Number: One (1) directory sign is permitted per major entrance.
- c. Sign Copy:
  - i. Limited to business names and address.
  - ii. Sign may be designed with replaceable name panels.

- iii. Letters may not exceed eight inches (8”) in height
- d. Maximum Size:
  - i. No greater than thirty-two (60) square feet in size
  - ii. No taller than six feet (6’) in height
  - iii. Secondary business or franchise signs will be allowed with Airport Gateway DRB approval without exceeding the total sign area limitation.
- e. Sign Material:
  - i. The size, letter style, material, and color of all directory signs on the same site must match.
  - ii. Smooth, durable, non-weathering, rectangular sign panel face, compatible with any monument sign;
  - iii. Mounted on a painted, tinted, or sandblasted natural finish concrete base; with lettering incised in the panel or fabricated from nonferrous metals. A 6 inch minimum wide concrete mow strip is required at signs located in turf. Compliments the architectural design of the building it represents.
  - iv. Cabinet signs with translucent or transparent backgrounds are not permitted.
  - v. All framing and hardware shall be of nonferrous materials, excepting architectural timber style/design materials. Sign materials that match the architectural detail of the building are encouraged.

**B. Permanent Wall-Mounted Signs**

- 1. Characteristics: Permanent wall-mounted signs are signs mounted on buildings identifying businesses or providing information. See Exhibit B for drawing of maximum size criteria and examples of acceptable and not acceptable signs. They are limited only to the following:
  - a. Primary business identification signs, single-tenant buildings
  - b. Secondary business identification signs, single-tenant buildings
  - c. Business identification signs, multi-tenant buildings

- d. Building address signs
  - e. Operating hours/Information signs
  - f. Delivery entrance identification/Service area signs
2. General Sign Design Criteria
    - a. Primary, secondary and address sign materials are limited to nonferrous metals, acrylics or sign foam only.
    - b. No signs or supergraphics may be painted directly on building walls.

**C. Primary Business Identification Signs, Single-Tenant Building**

1. Purpose: To identify the major occupant(s) of a single-tenant building.  
Maximum Number:
  - a. One (1) primary business identification sign is permitted per building elevation. Maximum of four unless the building is over 100,000 sq ft. in size and approved by the DRB.
  - b. Secondary business or franchise signs will be allowed with Airport Gateway DRB approval without exceeding the total sign area limitation.
2. Location:
  - a. At the parapet level or at the first floor (eyebrow) level, not on any intermediate floors.
  - b. Only one (1) primary business identification sign is allowed at any building corner.
3. Sign Copy:
  - a. Single or double-line, limited to name of business and/or logo only is strongly recommended. Subtitles shall be limited to language specific to the business use. For example, “Wine or Wort... Home Brew Supply” or “Joe’s Place.... Used Cars”. Other copy such as hours, phone numbers, etc.... are not permitted.
4. Maximum Size:
  - a. Signs (including logos) may be located no closer than one-half

letter height to any building edge, window, door, column, corner, mullion, sign band, canopy or other significant architectural feature (e.g. maximum sign height is one-half the sign band height for a single-line sign, subject to the following criteria).

- b. Sign Area: One (1) square foot per one linear foot of building frontage, up to 200 square feet.
- c. Exceptions to the maximum sign height and length may be granted for registered trademarks, if the average sign height is no larger than the maximum permitted sign height and if the sign is located no closer than one-half the average letter height to any building edge.
- d. Logo symbols may not exceed the maximum sign height or 50 percent greater than the actual letter height; and may not be located closer than one-half letter height to any building edge.

5. Sign Material:

- a. The size, letter style, material, and color of all directory signs on the same site must match.
- b. Smooth, durable, non-weathering, rectangular sign panel face, compatible with any monument sign.
- c. Mounted on a painted, tinted, or sandblasted natural finish concrete base; with lettering incised in the panel or fabricated from nonferrous metals. A 6 inch minimum wide concrete mow strip is required at signs located in turf. Compliments the architectural design of the building it represents.
- d. Cabinet signs with translucent or transparent backgrounds are not permitted.
- e. All framing and hardware shall be of nonferrous materials, excepting architectural timber style/design materials. Sign materials that match the architectural detail of the building are encouraged.

D. **Business Identification Signs, Multi-tenant Buildings**

- 1. Purpose: To identify businesses in multi-tenant buildings.
- 2. Maximum Number: Two (2) signs is permitted per tenant at the front and rear entrance of the unit. Three signs is permitted only for end units

which may post in the front, rear, and end of the building. No interior tenants may post signs at the ends of the building.

- a. Secondary business or franchise signs will be allowed with Airport Gateway DRB approval without exceeding the total sign area limitation.
3. Location: Within the tenant lease line frontage in one of the following locations and all signs on the same building should be located in the same Option:
    - a. Option #1 – Directly on the primary entry door
    - b. Option #2 – On glazing or wall panels immediately above the entry door; or
    - c. Option #3 – On glazing or wall panels immediately adjacent to the entry door.
  4. Sign Copy:
    - a. Single or double-line, limited to name of business and/or logo only is strongly recommended. Subtitles shall be limited to language specific to the business use. For example, “Wine or Wort... Home Brew Supply” or “Joe’s Place.... Used Cars”. Other copy such as hours, phone numbers, etc.... are not permitted.
  5. Maximum Size: Sign area limited to one (1) square foot per one (1) linear foot of building frontage up to 200 square feet.
  6. Sign Material:
    - a. Individual letters and logotypes are preferred: die-cut vinyl and silk-screen graphics if on glazing; sign foam if on wall panels. Text copy color should contrast with background color. Background sign color should be minimal in area and blend with building color in order to help make the appearance of individual letters.
    - b. The appearance of all signs on the same building should be compatible as a whole and consider the architectural style of the building while also allowing individualism of the business. Registered trademarks are permitted.

**E. Building Address Signs**

1. Purpose: To identify the street address of a building

2. Maximum Number: One wall-mounted address sign per street frontage and as needed for on-site circulation.
3. Location:
  - a. On each building at or close to the main entrance lobby and/or visible from the main site entry.
  - b. Only one (1) wall-mounted address sign is allowed at any building corner.
  - c. Address sign must be located to remain visible after trees grow to maturity.
4. Sign Copy:
  - a. Limited to the address number, the name of the street, and the building number on a multi-building site.
5. Maximum Size:
  - a. Address signs may be located no closer than one-half number/letter height to any building edge, window, door, column, corner, mullion, sign band, canopy or other significant architectural feature (e.g. maximum sign height is one-half the sign band height, subject to the additional following criteria).
  - b. Maximum sign height is eighteen inches (18")
  - c. Maximum sign length is ten (10) times sign height
6. Sign Material:
  - a. Individual numbers only
  - b. No continuous cabinet or "can" sign forms are permitted.
  - c. The size, letter style and color of all address signs at the same site must match.
  - d. The address may not appear to be the dominant graphic device on the façade of any building.

## 6. TEMPORARY CONSTRUCTION OR REAL ESTATE SIGNS

- A. Temporary construction or real estate signs do not require a permit and approval from the Airport Gateway Design Review Board, but shall meet the restrictions below.
1. Temporary signs are non-illuminated, ground level signs that identify or provide basic information about future facilities, for sale/for lease opportunities and construction activities. They may not be used for any other purpose.
  2. No Temporary signs, including panels, placards or banners, are permitted on buildings walls or fences. Small temporary directional signs may be permitted. Small temporary “space available” stickers may be permitted on building entry doors at 5’-0” to center.
  3. Maximum Number: One (1) temporary sign is permitted per 500 feet of street frontage.
  4. Location:
    - a. On-site, at least (10’) ten feet behind the street curb.
    - b. Not at corners with special landscape treatment common on all four corners of an intersection.
    - c. Not within vehicular sight distance zones.
    - d. Coordinated with landscaping and separated from permanent ground level signs to avoid visual conflicts.
  5. Sign Copy:
    - a. Name and/or logo of building, development or use
    - b. Type and size of building(s)
    - c. Names of leasing agent, real estate broker, primary tenant, developer, financial institution, architect, engineer and/or general contractor
    - d. Phone number for further information
    - e. Anticipated availability date
    - f. Regulatory or directional information for a construction site, including safety and warning signs and site address

- g. Rendering or site plan diagram of building or project
- h. Copy may be located no closer than one-third letter height to the edge of any sign panel.
- i. Maximum Size:
  - a. Maximum allowable dimensions for future facility, for sale, for lease or construction activity ground signs are:
    - (i) 12'-0" maximum height
    - (ii) 8'-0" maximum width
  - b. Maximum allowable dimensions for leasing/sales signs after initial 85% occupancy are:
    - (i) 9'-0" maximum height
    - (ii) 6'-0" maximum width
- j. Sign Material
  - a. All temporary signs must be constructed of exterior grade wood; and designed as part of a sign system that is coordinated in placement, size, content, format, color and materials.
  - b. Temporary signs must be refurbished as needed and must be removed at the completion of building construction, occupancy or re-occupancy.

## 7. BANNERS

- A. Banners shall only be permitted under the following conditions:

1. Special Events – A permit shall be applied for and approved by the Town for an event banner. The banner shall not be erected more than two weeks prior to the event and shall be removed no later than 3 days after the event for no more than a total of 21 days. Businesses shall not be granted more than two event banner permits per year and the banner is required to be located on the property in which the event is to be held. Banners may be of the vertical or horizontal type.

2. New Business – The Design Review Board may grant a temporary banner to be used as the business sign while the application for permanent signage is considered and the permanent sign is under construction. A sign



permit shall first be submitted for Design Review Board approval before the banner may be installed. Design Review Board may determine time period in which this temporary banner may be installed, but it shall not exceed four months from the date the permanent sign application was submitted.

- B. Banners for general advertising is not permitted.

**8. PROHIBITED SIGNS**

- A. Any sign not specifically permitted by the Sign Guidelines. See Exhibit C for examples of prohibited signs.
- B. Any sign erected upon or over the public right-of-way of any street, roadway, or alley, with the exception of those signs erected by a governmental entity, permanent subdivision identification signs and those instances where existing buildings are contiguous with the right-of-way and the sign has previously been attached to said building and projects over the public right-of-way.
- C. Signs with visible moving, revolving, or rotating parts or visible mechanical movement of any description or other apparent visible movement achieved by electrical, electronic or mechanical means. Exceptions are time, temperature and date signs, traditional barber poles, and gauges and dials which may be animated to the extent necessary to display correct measurement.
- D. Signs that are animated with lights or illuminations, which flash, move, rotate, scintillate, blink, flicker, vary in intensity, vary in color, or use intermittent electrical pulsation.
- E. Strings of light bulbs used in connection with commercial premises for commercial purposes, unless previously permitted by the Airport Gateway Design Review Board. For example, outdoor lighting for evening patio areas for restaurants, etc....
- F. Other than traditional holiday decorations, pennants, streamers, balloons, and any other inflatable object or material fastened in such a manner as to move upon being subjected to pressure by wind or breeze are prohibited.
- G. Any sign using the word “stop” or “danger” or which otherwise presents or implies the need or requirement of stopping, or a caution for the existence of danger, or which is a copy of, or which for any reason is likely to be confused with any municipally approved official signs, such as those signs approved and shown in the Uniform Traffic Code, are prohibited.
- H. Any sign that obstructs any window, door, fire escape, stairway, ladder, or openings intended to provide light, air, ingress or egress for any building, as required by law.

- I. Any portable sign, including any sign displayed on a vehicle when said vehicle is used primarily for the purpose of displaying such sign, when used outside a building. Any advertising device used on a vehicle meeting the following criteria shall be excepted:
  - 1. Such vehicle at no time remains in one visible place for more than twenty four (24) consecutive hours; and
  - 2. Such vehicle is actually used by its owner or another as a means of transportation of people or goods.
- J. Any sign that violates any provision of any law of the State of Colorado relative to outside advertising.
- K. Temporary cardboard or paper signs attached to utility poles or stakes that have the intent of advertising merchandise for sale, except a sign advertising the existence of a Garage Sale as permitted under Section 18.17.030(Q).
- L. Changeable copy signs other than theater marquees, notice or listing of church services or gasoline price signs.
- M. Any sign which causes any direct glare into or upon any building or premises other than the building or premises to which the sign is attached.
- N. Any attached sign projecting above the roofline of a structure.
- O. Any sign advertising an activity, business, product or service which has not been produced or conducted upon the premises upon which such sign is located for a period of ninety (90) days or more. If the sign or sign structure is covered or the identifying symbols or letters removed, an extension of time may be granted by the Town if good cause is shown for such extension. This provision shall not apply to permanent signs accessory to businesses, which are open only on a seasonal basis, provided there is clear intent to continue operation of the business.
- P. Off premise advertising or directional sign.
- Q. Billboards which advertise a business, product, service or event, lighted or unlighted, are prohibited.

**9. GENERAL SIGN PROVISIONS**

- A. Requirements for a Sign Permit. It shall be unlawful for the owner, manager, or occupant of any property located within the Airport Gateway Subdivision to erect, maintain, or permit the erection or maintenance of any sign, except as may be allowed by these Sign Guidelines, on such property without first obtaining a Sign Permit through the following procedure:

1. An Application for a Sign Permit shall be filed with the Town of Gypsum Planning Director and shall contain the following information, unless specifically waived by the Planning Director. This application shall be forwarded to the Airport Gateway Design Review Board for review and approval.
  - a. Elevation of the proposed sign, drawn to scale, showing the sign that is proposed to be erected and the message that it will carry;
  - b. Drawing of the plans, specifications and method of construction of the sign and its supports, showing proposed dimensions, materials, and colors, and the type, intensity and design of the sign's illumination.
  - c. A plot plan showing the location of the sign on the property. If the sign is to be attached to the face of the building, the plot plan shall also show the outline of the building and the physical address and/or legal description of property where sign will be located;
  - d. Name and address of property owner or a letter of consent from the owner of the building or property, if the applicant is not the owner.
  - e. Name, address and telephone number of the applicant and the applicant's signature;
  - f. Type and specifications of proposed lighting;
  - g. Dates of display, if a temporary sign is being proposed;
  - h. Fee for Sign Permit as herein provided shall be tendered with the Application.
  - i. Photos of all existing signage on the property shall also be included.
2. If, after review, the Airport Gateway Center Design Review Board finds the proposed sign to be in conformity with these Sign Guidelines a Sign Permit may be issued. If the Application is denied, the Airport Gateway Center Design Review Board shall inform the applicant of the reason(s) for denial and the process to request a Variance with the Town of Gypsum per the Municipal Code.
3. Fees: A \$ 225.00 fee shall be paid for any sign permit, unless all of the sign design information is included as part of the application materials for the construction of a new facility on a vacant lot in Airport Gateway

at which time the sign will be considered along with the new building permit application.

- a. There shall be no fee payable if the owner of the sign or the owner of the property where the sign is located removes a sign or sign face from a building or a sign structure. If the Town removes a sign or sign face from a building or a sign structure after the owner has been given Notice to Remove and has failed to do so, the owner of the sign or the owner of the property where the sign is located shall be charged a fee of One Hundred Dollars (\$100.00), plus the actual cost incurred by the Town for the removal of the sign.
- b. To account for the additional costs of enforcement and administration of these Sign Guidelines, the foregoing fees shall be doubled for any sign which has been erected without first obtaining the required Sign Permit from the Town.

B. Measurement. In determining the size of any sign, the following procedure shall be used:

1. For signs involving individual letters which are placed flat against the façade of a building or which are to be supported on individual standards and which will be freestanding, the area of said sign shall be considered to be that of a single rectangle or square encompassing all of the letters used to convey the message of the sign, and shall include the open space between letters of words within that squared rectangle. The height of the letters shall be measured on the upper case letters.
2. For signs, either freestanding or façade mounted, with background material, the area measurement shall be determined by the area of the entire sign, including the background material.
3. For all two-faced freestanding or projecting signs, the area measurement shall be determined by measurement of one face of the sign only. No sign shall have more than two faces.
4. The height of any sign shall be determined by the distance between the topmost portion of the sign or the structure supporting the sign and the elevation of the ground at the base of the sign.

C. Illumination Requirements. For the protection of the Airport Gateway Subdivision appearance and to minimize light pollution and traffic hazards caused by glare, illuminated signs shall be subject to the following restrictions and limitations:

1. Any light used for the illumination of a sign shall be shielded so that the beams or rays of light will not shine directly onto surrounding areas.
  2. Neither the direct nor the reflected light source shall create a traffic hazard or distraction to operators of motor vehicles on public thoroughfares.
- D. Altering or Moving Existing Signs. A Sign Permit shall be required prior to moving an existing sign from one location to another or altering a sign in any manner other than for normal maintenance. An alteration to an existing sign or to a sign not in conformity requires a Sign Permit. Alterations include, but are not limited to, a change in text, height, size, shape, construction material, or lighting.
- E. Maintenance. No person shall fail to maintain a sign on such person's premises, including any sign that does not require a Sign Permit, in good structural condition at all times. All signs, including all metal parts and supports thereof that are not galvanized or constructed of rust-resistant metals, shall be kept neatly painted. The Airport Gateway Center Design Review Board shall inspect and may order the painting, repair, alteration, or removal of a sign that constitutes a hazard to safety, health or public welfare because of inadequate maintenance, dilapidation, or obsolescence, under the procedures prescribed below for Notice to Repair or Remove.
- F. Notice to Repair or Remove. If the Airport Gateway Center Design Review Board, Town of Gypsum Code Enforcement Officer, or Town of Gypsum Building Official finds that any sign is not being maintained in accordance with the provisions of this Sign Code, the following actions are authorized:
1. The Town of Gypsum Code Enforcement Officer may require that the owner of the sign or the owner of the property where the sign is located repair or alter the sign to bring it into conformity with the requirements of the Sign Guidelines or to remove the sign. In cases of immediate danger to the public due to the defective nature of a sign, the Town of Gypsum Code Enforcement Officer or Town of Gypsum Building Official may have the sign removed and assess the costs of the removal against the property without prior notice to the property owner. Such assessment shall constitute a lien on the property and upon certification to the County Treasurer by the Town Clerk, shall be collected in the same manner as property taxes.
  2. In all other cases, other than the failure to obtain a Sign Permit, the Code Enforcement Officer or Building Official shall notify the owner of the sign or the owner of the property where the sign is located of the duty to repair, alter or remove the sign and that such person has thirty days from the date of the notice, or such longer period as the Code

Enforcement Officer or Building Official finds is reasonably necessary, to complete such repair, alteration or removal. Notice under this subsection is sufficient if it is mailed by certified mail, return receipt requested, to the address on the Application for Sign Permit, or, if no Sign Permit exists or is required, to the last known owner of the real property on which the sign is located, at the address shown by the records of the Eagle County Assessor.

G. Nonconforming Signs. Any sign previously approved and permitted by the Airport Gateway Design Review Board which may now be nonconforming as a result of the adoption or amendment of these Sign Guidelines may be continued subject to the following provisions:

1. No such sign shall be enlarged or altered in such a manner as to increase its nonconformity; however, any sign or portion thereof may be altered to decrease its nonconformity.
2. If any such sign or the nonconforming portion thereof be destroyed by any means or removed for any reason, voluntary or otherwise, it shall not be reconstructed or reassembled except in conformity with these Sign Guidelines.
3. If any such sign should, for any reason, be removed from its present location, it shall conform to the requirements hereof after it is moved.

H. Sign Removal, Enforcement, and Abatement

1. Any violations of these Sign Guidelines shall be enforced and abated as per Section 8.05.050 of the Gypsum Municipal Code.

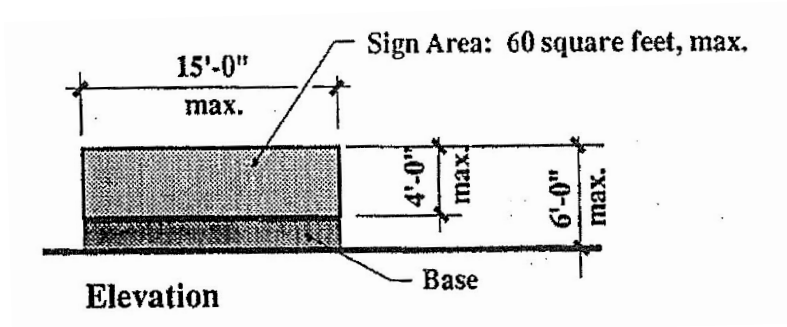
I. Appeals.

1. Appeals to modify the conditions of a Sign Permit or to challenge the denial of a Sign Permit may be made to the Town of Gypsum Planning Commission in accordance with the provisions of Section 18.13 Variances of the Gypsum Municipal Code. However, in no case shall the Planning Commission consider, authorize or approve a request for a class of sign other than that which is specifically permitted by these Sign Guidelines.
2. Before approving a request for a variance to the Sign Guidelines, or an appeal to modify the conditions of a Sign Permit or to grant a Sign Permit previously denied, the Planning Commission shall determine that:
  - a. There are special circumstances or conditions such as the existence of buildings, topography, vegetation, sign structures, or

other matters on adjacent lots or within the adjacent public right-of-way which would substantially restrict the effectiveness of the sign in question; provided, however, that such special circumstances or conditions must be peculiar to the particular business or enterprise to which the applicant desires to draw attention and which do not apply generally to all businesses or enterprises.

- b. The variance or Sign Permit, if authorized, will not weaken the general purpose of the Sign Guidelines, nor the regulations prescribed for which the sign is located.
- c. The variance or Sign Permit, if authorized, will not alter the essential character of the Zone District in which the sign is located.
- d. The variance or Sign Permit, if authorized, will not cause a material adverse effect on the neighborhood involved or on the Town.

# Exhibit A - Permanent Ground Level Sign



## Acceptable Sign Examples



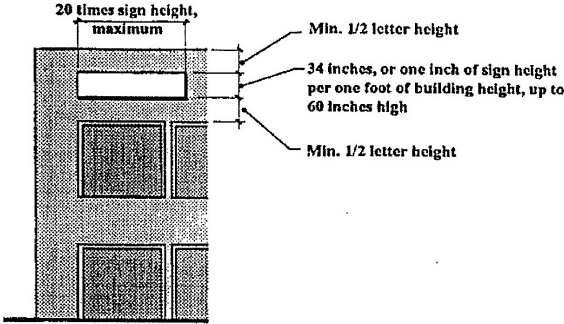
## Not Acceptable Sign Examples





# Exhibit B - Permanent Wall Mounted Signs

Sign Area: 1 square foot per one linear foot of building frontage, up to 200 square feet



Elevation

## Acceptable Sign Examples



## Not Acceptable Sign Examples



# Exhibit C - Prohibited Signs



