

**TOWN OF MEAD, COLORADO
ORDINANCE NO. 933**

**AN ORDINANCE OF THE TOWN OF MEAD, COLORADO,
REPEALING AND REPLACING THE TOWN SIGN CODE,
ARTICLE VII OF CHAPTER 16 OF THE *MEAD MUNICIPAL
CODE***

WHEREAS, the Town of Mead is authorized by state law to adopt ordinances for the regulation of land use and protection of the public health, safety and welfare; and

WHEREAS, pursuant to that authority, the Board of Trustees of the Town (the “Board”) previously adopted Chapter 16 of the *Mead Municipal Code* (the “Land Use Code”), including Article VII of the Land Use Code (titled “Sign Regulations”); and

WHEREAS, in June of 2015 the United States Supreme Court decided the case of *Reed v. Town of Gilbert, Arizona* in which the Supreme Court held the Town of Gilbert’s sign code unconstitutional due to its regulation of signs based on their content; and

WHEREAS, the *Reed* decision has had a significant impact on local government sign codes throughout the nation; and

WHEREAS, Sec. 16-3-160(a)(2) of the *Mead Municipal Code* (“MMC”) sets forth that text amendments to the Land Use Code may be initiated by the Board, the Planning Commission, or Town Staff; and

WHEREAS, Town Staff is proposing a repeal and replacement of Article VII of the Land Use Code to ensure that the Town’s sign regulations remain constitutional in light of the *Reed* decision, and to provide or improve various signage-related standards and regulations within Article VII, as detailed in the *Agenda Item Summary* prepared by Town Staff (“AIS”); and

WHEREAS, the Town’s proposed sign regulations are attached to this Ordinance as **Exhibit A** and are incorporated herein by reference (the “Sign Code”); and

WHEREAS, Sec. 16-3-160(d) of the MMC requires that text amendments be reviewed and considered by the Planning Commission and the Board at public hearings, and be enacted by ordinance; and

WHEREAS, the Planning Commission held a duly noticed public hearing regarding the Sign Code on May 20, 2020; and

WHEREAS, following the conclusion of the public hearing, the Planning Commission recommended approval of the Sign Code to the Board, as required by the MMC; and

WHEREAS, the Board hereby finds that the criteria for text amendments to the Land Use Code have been satisfied, as detailed in the AIS; and

WHEREAS, the Board specifically finds that adoption of the new Sign Code will assist with the implementation of goals and objectives of the Town's 2018 Comprehensive Plan;

NOW THEREFORE, BE IT ORDAINED by the Board of Trustees of the Town of Mead, Weld County, Colorado, that:

Section 1. Recitals Incorporated. The recitals contained above are incorporated herein by reference and are adopted as findings and determinations of the Board.

Section 2. Amendment of Mead Municipal Code. Article VII of Chapter 16 of the Mead Municipal Code currently titled "Sign Regulations" is hereby repealed in its entirety and replaced in full to read as set forth in **Exhibit A** to this Ordinance. Note: The Land Use Code is published as part of the MMC and revisions to the Land Use Code resulting from this Ordinance will be published in the format of the MMC, which may vary slightly from that format contained within **Exhibit A**.

Section 3. Codification Amendments. The codifier of the MMC is hereby authorized to make such numerical, technical, and formatting changes as may be necessary to incorporate the provisions of this Ordinance within the MMC.

Section 4. Effective Date. This Ordinance shall be published and become effective as provided by law.

Section 5. Severability. If any part, section, subsection, sentence, clause or phrase of this Ordinance is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining sections of the Ordinance. The Board hereby declares that it would have passed the Ordinance including each part, section, subsection, sentence, clause or phrase thereof, irrespective of the fact that one or more part, section, subsection, sentence, clause or phrase is declared invalid.

Section 6. Repealer. All ordinances, resolutions, or other regulations, or any parts thereof, in conflict with this Ordinance are hereby repealed, provided that such repealer shall not repeal the repealer clauses of such, nor revive any ordinance, resolution, or regulation thereby.

Section 7. Certification. The Town Clerk shall certify to the passage of this Ordinance and make not less than one copy of the adopted Ordinance available for inspection by the public during regular business hours.

INTRODUCED, READ, PASSED, AND ADOPTED THIS 8TH DAY OF JUNE, 2020.

ATTEST:

TOWN OF MEAD

By:


Mary E. Strutt, MMC, Town Clerk

By:


Colleen G. Whitlow, Mayor



EXHIBIT A
Sign Code

[attached – 30 pages]

**ARTICLE VII.
SIGN CODE**

Part 1. Findings – Purpose – Objectives – Authority – Applicability – Exceptions

Sec. 16-7-10 Findings of fact.

The Board of Trustees finds as follows:

1. This Article advances important, substantial, and compelling governmental interests.
2. The regulations set out in this Article are unrelated to the suppression of constitutionally protected free expression and do not involve the content of protected messages which may be displayed on signs, nor do they involve the viewpoint of individual speakers.
3. The incidental restriction on the freedom of speech that may result from the regulation of signs hereunder is no greater than is essential to the furtherance of the important, substantial, and compelling interests that are advanced by this Article.
4. The Town has an important and substantial interest in preventing sign clutter (which is the proliferation of signs of increasing size and dimensions as a result of competition among property owners for the attention of passing motorists and pedestrians), because sign clutter:
 - a. Creates visual distraction and obstructs views, potentially creating a public safety hazard for motorists, bicyclists, and pedestrians;
 - b. May involve physical obstructions of streets or sidewalks, creating public safety hazards;
 - c. Degrades the aesthetic character of the Town, making the Town a less attractive place for residents, visitors, commerce, and private investment; and
 - d. Dilutes or obscures messages displayed along the Town's streets through the proliferation of distracting structures that compete for attention.
5. The Town has an important and substantial interest in protecting the health of its tree canopy, which contributes to the character and value of the community.
6. The Town has a substantial and/or compelling interest in preventing traffic accidents.
7. Sign clutter can be reduced and prevented by reasonable sign regulations that:
 - a. Do not relate to the content of the regulated signs; and
 - b. Balance the legitimate needs of individuals, entities, and organizations to convey messages with the legitimate objectives of the Town to promote public safety; sustain, protect, and enhance community character; and support and enhance private property values.
8. Signs may be degraded, damaged, moved, or destroyed by wind, rain, snow, ice, and sun, and after such degradation, damage, movement, or destruction, such signs harm the safety and aesthetics of the Town's streets if they are not removed.
9. Certain types of speech are not constitutionally protected due to the harm that they cause to individuals or the community and their failure to advance the purposes for which the First Amendment was ratified.
10. The Town has a compelling interest in protecting minors from speech that is harmful to them as provided by state or federal law, and such speech may be prohibited in places that are accessible to minors.

Sec. 16-7-20 Purpose and intent.

The purpose of this Article is to set out reasonable regulations for the design, location, installation, operation, repair, and maintenance of signs in a manner that advances the Town's important, substantial, and compelling interests set out in Section 16-7-10, while simultaneously safeguarding the constitutionally protected right of free expression. It is the intent of the Board of Trustees to provide a reasonable balance between the right of an individual to communicate through the use of signs and the right of the public to be protected against the visual discord resulting from the unrestricted proliferation of signs and similar devices.

Sec. 16-7-30 Objectives.

The objective of the regulations of this Article is to provide a balanced and fair legal framework for the design, location, installation, operation, repair, and maintenance of signs that:

1. Promotes the safety of persons and property by ensuring that signs do not create a hazard by:
 - a. Collapsing, catching fire, or otherwise decaying;
 - b. Physically obstructing travel ways;
 - c. Confusing or distracting motorists; or
 - d. Impairing drivers' ability to see pedestrians, obstacles, or other vehicles, or to read traffic signs; and
2. Protects the public welfare and enhances the appearance and economic value of the landscape by reducing and preventing sign clutter;
3. Protects the integrity of the Town's "small town" character;
4. Ensures that signs are compatible with their surroundings, and prevents the construction or installation of signs that are a nuisance to occupants of adjacent and contiguous property or users of the public rights-of-way due to brightness, glare, reflectivity, bulk, location, or height; and
5. Provides timely, fair, and consistent permitting and enforcement.

Sec. 16-7-40 Authority.

1. Generally. The Town has the authority to regulate signs under the United States Constitution, and the Constitution and Statutes of the State of Colorado.
2. Marijuana. The content of signs related to marijuana may be restricted by state laws and regulations, and both the advertising and sale of marijuana are prohibited by federal law. The Town has no authority to supersede state or federal laws.

Sec. 16-7-50 Applicability and exceptions.

1. Applicability of article.
 - a. Generally. All construction, relocation, enlargement, alteration, and modification of signs within the Town shall conform to the applicable requirements of this Article. This Article applies only to signs that are integrated into, attached to, installed upon, or set upon the ground, a structure, landscaping, or a building, or installed within a building within two (2) feet of a window. This Article does not apply to signs that are affixed to or painted on vehicles (except as provided in Subsection 16-7-70.3.f.) or to signs that are carried by people.
 - b. Signs permitted before effective date. If a permit for a sign has been issued in accordance with applicable Town ordinances in effect prior to the effective date of this Article, and provided that construction is commenced pursuant to the permit within six (6) months of the effective date of this Article or prior to the expiration of the permit, whichever occurs first, and is diligently pursued to completion, said sign may be

completed in accordance with the approved plans on the basis of which the permit has been issued. The sign may be thereafter subject to the provisions of Section 16-7-190 regarding nonconforming signs.

2. Other regulations.
 - a. In addition to the regulations set out in this Article, signs may also be subject to applicable state laws and regulations (*e.g.*, State of Colorado, Department of Highways, "Rules and Regulations Pertaining to Outdoor Advertising," effective January 1, 1984, as may be amended from time to time), federal laws and regulations, and applicable adopted building codes.
 - b. Where any provision of this Article covers the same subject matter as other regulations of the Town, the more restrictive regulation shall apply, unless the Town Manager determines after consultation with legal counsel that the more restrictive regulation is clearly unenforceable as a matter of then-established constitutional law.
 - c. Where any provision of this Article covers the same subject matter as other regulations of the state of Colorado or the United States, the applicant is advised that nothing in this Article shall be construed as a defense to a violation of applicable state or federal law except as provided in the state or federal law; and that the Town is not responsible for enforcement of state or federal law as it pertains to signage.
3. Partially exempt signs. The following signs are subject only to Sections 16-7-70, 16-7-80, and 16-7-100, and are otherwise exempt from the application of this Article:
 - a. Public signs. Signs that are posted by:
 - (1) The Town (or another entity on behalf of the Town) on property owned, leased, licensed, or comparably controlled by the Town (*e.g.*, a right-of-way easement); or
 - (2) Governmental and quasi-municipal entities that are not subject to Town jurisdiction, on property owned, leased, licensed, or comparably controlled by the governmental or quasi-municipal entity.
 - b. Required signs. Signs that are required by law or regulation:
 - (1) In furtherance of the performance of a public duty or function (*e.g.*, temporary or permanent traffic controls and street signs); or
 - (2) To give legal notice (*e.g.*, notices of pending action pursuant to Town ordinances or state or federal law); or
 - (3) To comply with building codes (*e.g.*, address numbers); or
 - (4) To comply with other laws or regulations (*e.g.*, Colorado Oil and Gas Conservation Commission Rule 210).
 - c. Small signs.
 - (1) Signs that are affixed to a building or structure, that do not exceed two (2) square feet in sign area; provided, that only one (1) such sign is present on each elevation that is visible from public rights-of-way or neighboring property; and
 - (2) Signs that are less than three-fourths (3/4) of a square foot in area that are affixed to doors, machines, equipment, fences, gates, walls, gasoline pumps, public telephones, or utility cabinets; provided, that the aggregate area of such signs that are located within twelve (12) feet of each other does not exceed three (3) square feet.

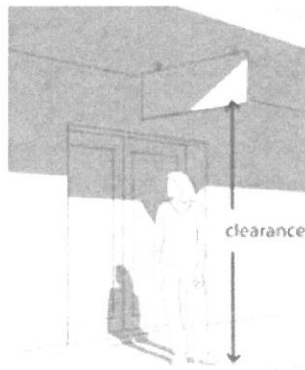
4. Sign permit required. A sign permit is required prior to the erection, installation, or substantial modification of any sign that is not an exempt sign as defined in Subsection (5) of this Section.
5. Exemptions from permit requirement. The following “exempt signs” are not exempt from applicable provisions of this Article, but are exempt from the requirement of Subsection (4) of this Section that a sign permit be obtained prior to erection, installation, or substantial modification. Exempt signs may require a building permit or other related permit if they are subject to a building or electrical code.
 - a. Optional residential signs. One (1) wall sign, painted on, applied to, or affixed to a residential building on its front elevation; provided, that the sign does not exceed five (5) square feet in sign area.
 - b. Optional storage tank and utility cabinet or pedestal signs. Signs painted on or applied to the surface of above-ground storage tanks or utility cabinets or pedestals; provided, that the above-ground storage tanks or utility pedestals are currently in use for storage or utility purposes, respectively.
 - c. Flags. Flags that are hung from building-mounted or ground-mounted flagpoles and only three per lot; provided, that:
 - (1) No flag exceeds thirty-two (32) square feet in area.
 - (2) No flagpole exceeds the maximum building height for the zoning district in which it is located.
 - d. Holiday decorations. Decorations and signs that are clearly incidental, customary, and commonly associated with a holiday.
 - e. Interior signs. Signs that are not visible from residential lots, abutting property, or public rights-of-way.
 - f. Temporary signs. Temporary signs that are in compliance with the applicable requirements of Part 4 of this Article.

Part 2. Measurements and Calculations – General Design Standards – Content

Sec. 16-7-60 Measurements and calculations.

1. Sign clearance. Sign clearance is the distance between the bottom of a sign face or structural element that is not affixed to the ground and the nearest point on the ground-level surface under it. See Figure 7.6(1), Measurement of Sign Clearance.

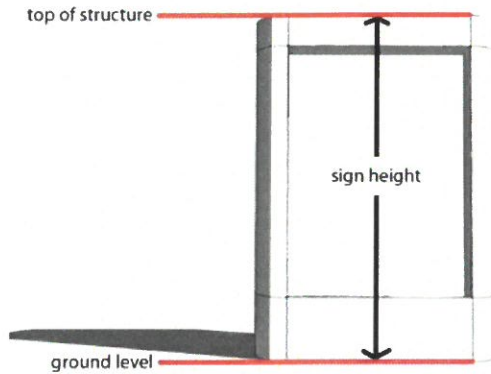
Figure 7.6(1)
Measurement of Sign Clearance



2. Sign height.

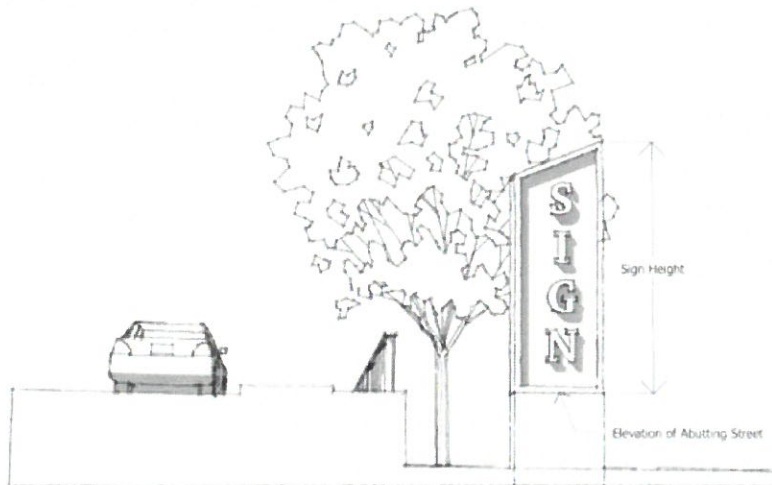
- a. Generally. In general, for detached signs (temporary and permanent), sign height is the vertical distance to the top of the sign face or sign structure, whichever is higher, measured from the elevation of the average grade around the base of the sign. See Figure 7.6(2)(a), Measurement of Sign Height.

Figure 7.6(2)(a)
Measurement of Sign Height



- b. Exception where abutting street is significantly higher than property upon which sign is located. If the average grade around the base of the sign is more than two (2) feet lower than the average grade of the abutting street, then the height of the sign shall be measured from the average elevation of the portion of the street that abuts the property upon which the sign is to be installed to the top of the higher of the sign face or sign structure. See Figure 7.6(2)(b), Measurement of Sign Height.

Figure 7.6(2)(b)
Measurement of Sign Height

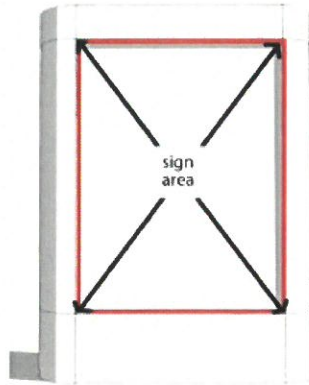


3. Sign area.

- a. Generally. Sign area is the area within a continuous polygon with up to eight (8) straight sides that completely encloses the limits of text and graphics of a sign, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign's message from the background against which it is placed.

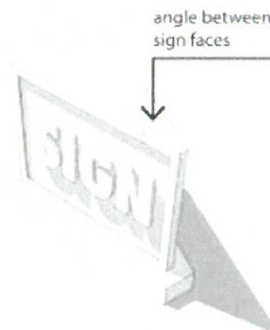
- b. Three (3) dimensional signs. The sign area of signs that include one (1) or more three (3) dimensional objects (*i.e.*, balls, cubes, clusters of objects, sculpture) shall be measured from the cross-section that represents the sign's maximum projection upon a vertical plane.
- c. Inclusions and exclusions. The sign area does not include the structure upon which the sign is placed (unless the structure is an integral part of the display), but does include any open space contained within the outer limits of the display face of a sign, or between any component, panel, strip, or figure of any kind composing the display face, whether this open space is enclosed by a frame or border or not. See Figure 7.6(3)(a), Measurement of Sign Area, Generally.

Figure 7.6(3)(a)
Measurement of Sign Area, Generally



- d. Signs with more than one (1) face. For projecting, suspended, detached, or other signs with more than one (1) face:
 - (1) Only one (1) sign face is measured if the sign has two (2) faces that are parallel or form an interior angle of thirty (30) degrees or less and the sign faces are mounted on the same structure. If the sign faces are not equal in area, the larger sign face is measured.
 - (2) The combined area of all sign faces is measured if the sign has three (3) or more faces, or if the sign has two (2) faces and the interior angle between the sign faces is more than thirty (30) degrees. See Figure 7.6(3)(d)(2), Measurement of Sign Area, Double-Faced Signs.

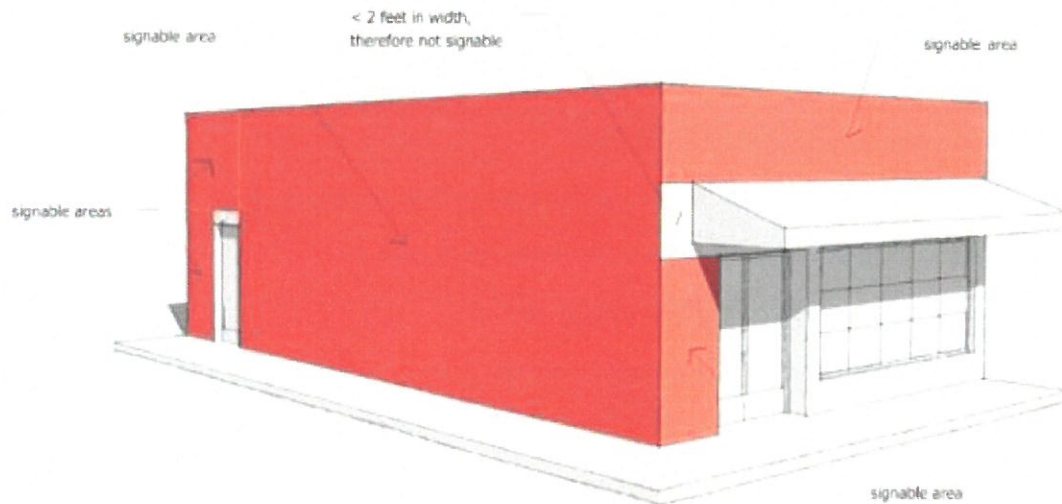
Figure 7.6(3)(d)(2)
Measurement of Sign Area, Double-Faced Signs



4. Signable area.

- a. Building walls. Signable area is that portion of a building facade that is at least two (2) feet in horizontal and vertical dimension that is uninterrupted by doors, windows or architectural details, upon which a wall-mounted sign is or may be located (except as provided in Subsection 16-7-70.6.). Its area is calculated by selecting a continuous facade, then drawing the largest possible imaginary rectangle uninterrupted by and not including doors, windows or architectural details and computing the area of said rectangle. The applicant shall designate signable areas that comply with this Subsection, and such signable areas shall not overlap. Signable areas shall not be redrawn upon subsequent application in a manner that would render existing signage nonconforming. See Figure 7.6(4), Measurement of Signable Area, Building Walls.

Figure 7.6(4)
Measurement of Signable Area, Building Walls



- b. Awnings and fascia. Signable area with regard to awnings and building fascia is the area of each plane of the awning or fascia.
- c. Storage tanks and utility cabinets or pedestals. All parts of storage tanks and utility cabinets or pedestals that are used for optional signage pursuant to Subsection 16-7-50.5.b. are signable.

Sec. 16-7-70 Prohibitions.

1. Generally. The prohibitions in this Section apply to temporary and permanent signs in all areas of the Town.
2. Prohibited signs. The following sign structures and designs are prohibited:
 - a. Animated or moving signs, including any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating, or otherwise animated light, except as specifically permitted in Section 16-7-90, Message centers.
 - b. Portable signs, except as specifically permitted in Part 4, Standards for Temporary Signs.
 - c. Abandoned signs.
3. Prohibited design elements. The following elements shall not be incorporated as an element of any sign or sign structure, whether temporary or permanent:
 - a. Awnings or fascias that are backlit or made of plastic.
 - b. Cardboard, card stock, or paper, except when laminated or used as a window sign.

- c. Feather flags.
 - d. Flags, banners, or comparable elements that are designed to move in the wind, but only when such elements are attached to another sign type (*e.g.*, flags may be attached to flagpoles, but may not be attached to monument signs).
 - e. Flashing lights, except as part of holiday displays.
 - f. Motor vehicles, unless:
 - (1) The vehicles are operational, and either:
 - (a) New or used vehicles for sale; or
 - (b) Regularly used as motor vehicles, with current registration and tags;
 - (2) The display of signage on the motor vehicle would not interfere with the immediate operation of the motor vehicle (*e.g.*, signs that are held in place by an open hood or trunk are not allowed; and signs that cover windows are not allowed); and
 - (3) The motor vehicle is legally parked in a designated off-street parking space.
 - g. Semi trailers, shipping containers, or portable storage units, unless:
 - (1) The trailers, containers, or portable storage units are:
 - (a) Used for their primary purpose (*e.g.*, storage, pick-up, or delivery); and
 - (b) Structurally sound and capable of being transported; and
 - (c) If subject to registration, currently registered and tagged; and
 - (2) The display of signage is incidental to the primary purpose; and
 - (3) The semi trailer, shipping container, or portable storage unit is parked or placed in a designated loading area or on a construction site at which it is being used for its primary purpose.
 - h. Stacked products (*e.g.*, tires, soft drink cases, bagged soil or mulch).
 - i. Spinning or moving parts.
 - j. Unshielded bare light bulbs that are larger than C9 format or brighter than fifty (50) lumens per bulb, except that neon tubing shall not be considered a “bare light bulb” for the purposes of this standard. (Note that illumination of signs in any manner is subject to Section 16-7-80).
 - k. Materials with a high degree of specular reflectivity, such as polished metal, installed in a manner that creates substantial glare from headlights, street lights, or sunlight. This prohibition does not include retroreflective materials that comply with Manual of Uniform Traffic Control Devices (MUTCD) criteria.
4. Prohibited obstructions. In no event shall a sign, whether temporary or permanent, obstruct the use of:
- a. Building ingress or egress, including doors, egress windows, and fire escapes.
 - b. Equipment, structures, or architectural elements that are related to public safety, building operations, or utility service (*e.g.*, standpipes, fire hydrants, vents, and meters).
 - c. Any required sight distance triangle, as defined in the approved version of the Town of Mead Design Standards and Construction Specifications, as it may be amended from time to time.

5. Prohibited mounts. No sign, whether temporary or permanent, shall be posted, installed, mounted on, fastened, or affixed to any of the following:
 - a. Any tree or shrub.
 - b. Any utility pole or light pole, unless:
 - (1) The sign is a banner or flag that is not more than ten (10) square feet in area;
 - (2) The owner of the utility pole or light pole consents to its use for the display of the banner or flag;
 - (3) The banner or flag is mounted on brackets or a pole that extend not more than thirty (30) inches from the utility pole or light pole;
 - (4) The banner or flag is either situated above an area that is not used by pedestrians or vehicles, or the bottom of the banner or flag has a sign clearance of at least eight (8) feet; and
 - (5) The requirements of Subsection (6) of this Section are met, if applicable.
 - c. Utility cabinets or pedestals (except exempt signs that are posted by or with the consent of the owner of the utility cabinet or pedestal).
6. Prohibited locations. In addition to applicable setback requirements and other restrictions of this Article, no sign shall be located in any of the following locations:
 - a. In or over public rights-of-way (which, in addition to streets, may include other sidewalks, parkways, retaining walls, utility poles, traffic control devices, medians, and center islands that are within public rights-of-way), except:
 - (1) Temporary or permanent signs posted by or under the authority of the Town or governmental entity with jurisdiction over the right-of-way;
 - (2) Temporary signs or banners posted in connection with authorized work within the right-of-way, as authorized or required by the Town or governmental entity with jurisdiction over the right-of-way;
 - (3) Signs painted on or affixed to transit shelters and bus benches as authorized by the provider of the shelter or bench, but not extending beyond the physical structure of the shelter or bench; or
 - (4) Signs that are the subject of a revocable license agreement with the Town, installed and maintained in accordance with the terms of that agreement.
 - b. Within the site distance triangle restrictions as specified in the "*Town of Mead Design Standards and Construction Specifications.*"
 - c. In locations that have less horizontal or vertical clearance from authorized communication or energized electrical power lines than the minimum clearance required by the laws of the state of Colorado and the regulations duly promulgated by agencies thereof.
 - d. Wall signs shall not be located within six (6) inches of architectural features, or within twelve (12) inches from building corners, cornice or eave lines, or ground planes, except that with respect to building corners, wall signs that wrap around the building corner at least twelve (12) inches are allowed.
 - e. Fascia signs shall not be installed in locations that cover decorative fascias.

Sec. 16-7-80 Illumination.

1. Generally. Illumination of signs using internal or external light sources is subject to the provisions and limitations of this Section.

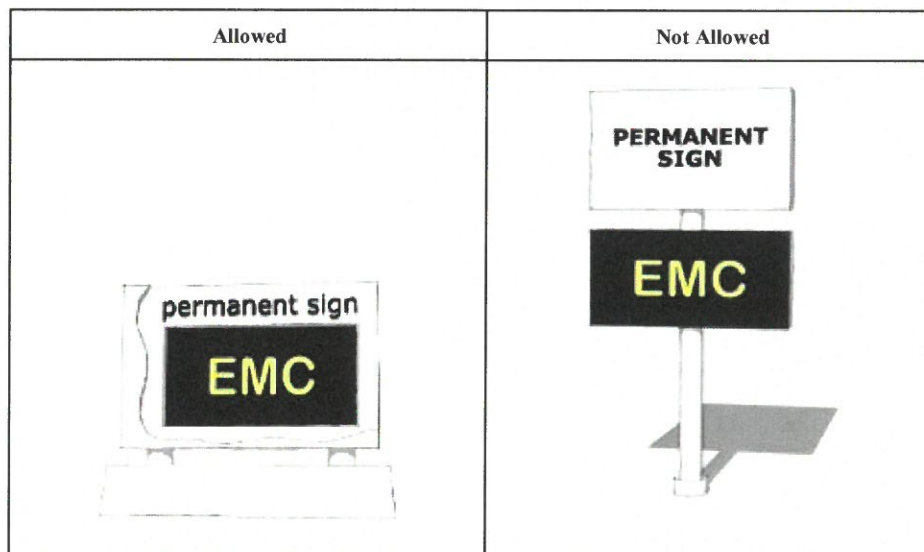
2. Wiring and electrical components. Junction boxes, conduits, switches, sensors, transformers, wires, and other electrical or electronic components used to illuminate signs shall be hidden from view.
3. Light trespass. No sign or associated luminaire shall create light spillover of more than one (1) lux at any property line within or bounding a residential district including an RSF-E, RSF-1, RSF-4, RMF-8, or RMF-14 Zoning District.
4. Internal illumination. Internal illumination of signs is allowed in the HC, GC, LI, and AG Zoning Districts.
5. External illumination.
 - a. External illumination of signs shall not exceed the following illuminance on any part of the sign face or surrounding surfaces:
 - (1) In the HC, GC, LI, and AG Zoning Districts: five hundred (500) lux.
 - (2) In all other zoning districts: four hundred (400) lux.
 - b. All fixtures used to illuminate signs shall be shielded and directed to prevent glare and sky glow.
6. Projected signs. In the DMU Zoning District, signs may be projected onto sidewalks or plazas; provided, that:
 - a. The angle of projection is perpendicular to the sidewalk or plaza;
 - b. The projector does not create glare or perceptible noise;
 - c. The projector is mounted under (and hidden from view by) an awning or canopy at least eight (8) feet above the surface of the sidewalk;
 - d. The projected image is located in front of a principal entrance to the building; and
 - e. The difference in illuminance between the projected image and the adjacent sidewalk surface is not more than three hundred (300) lux.

Sec. 16-7-90 Message centers.

1. Generally. Electronic message centers (EMCs) and manual changeable copy centers may only be used on the following types of signs, if and where allowed by this Article, and subject to the requirements of this Article:
 - a. Detached Permanent Signs.
 - b. Projecting signs.
 - c. Cabinet wall signs.
 - d. Window signs (EMCs only).
2. Prohibitions.
 - a. EMCs and manual changeable copy centers are not allowed on nonconforming sign structures or on property that contains a nonconforming sign.
 - b. EMCs are not allowed closer than 100 feet to existing single-family or duplex dwelling units (collectively, "residential property") if the EMC display faces the residential property at an angle that allows the light from the EMC display face to be visible from the residential property.
3. Wiring and electrical components. Junction boxes, fans, conduits, switches, sensors, transformers, wires, and other electrical or electronic components used to provide power, data, or cooling to EMCs shall be hidden from view.

4. Enclosure required. EMC displays and manual changeable copy centers that are a component of monument signs, cabinet wall signs, or projecting signs shall be enclosed on all sides with a finish of brick, stone, stucco, finished metal, or other durable material that is used for that portion of surface of the sign face that is not an EMC or manual changeable copy center, and the EMC display or manual changeable copy center shall appear to be either recessed into the frame or flush with it. The enclosure shall extend not less than six (6) inches outward from the EMC display or manual changeable copy center component on all sides.
5. Design. EMC displays or manual changeable copy centers on monument signs, cabinet wall signs, or projecting signs shall be designed as an integral part of the sign. See Figure 7.9(6), EMC/Manual Changeable Copy Center Integration (EMC Example).

Figure 7.9(6)
EMC/Manual Changeable Copy Center Integration (EMC Example)



7. Size and proportions.
 - a. An EMC or manual changeable copy center that is incorporated into a primary detached sign shall not occupy more than ninety percent (90%) of the sign area of the sign into which it is integrated.
 - b. An EMC or manual changeable copy center that is incorporated into a projecting sign or cabinet wall sign shall not exceed the lesser of twelve (12) square feet of display area or forty-five percent (45%) of the sign area of the sign into which it is integrated.
 - c. An EMC that is used as a window sign shall not exceed six (6) square feet of display area.
8. Maximum pixel pitch. The pixel pitch of an EMC shall not be greater than:
 - a. Generally: sixteen (16) millimeters.
 - b. Signs directed at motorists on Highway 66: nineteen (19) millimeters.
 - c. Signs directed at motorists on I-25: twenty-five (25) millimeters.
9. Brightness. EMCs shall be equipped with ambient light sensors and shall be programmed to automatically dim to not more than 12 percent of their daytime brightness during nighttime hours, and to also automatically dim in response to drops in ambient light levels (*e.g.*, during inclement weather).
10. Operation. EMCs shall be programmed, maintained, and operated as follows:

- a. EMCs shall display only static images (messages and/or graphics without motion, flashing, animation, or frame effects).
- b. Images shall be displayed for a period of not less than six (6) seconds.
- c. If the EMC is damaged or malfunctions such that image data is not properly displayed or such that the requirements of Subsection (9) of this Section are not met, it shall be automatically turned off.

Sec. 16-7-100 Content.

1. Generally. Except as provided in this Section, no sign shall be approved or disapproved based on the content or message it displays.
2. Prohibition on certain types of unprotected speech. The following content is prohibited without reference to the viewpoint of the individual speaker:
 - a. Text or graphics of an indecent or immoral nature that is harmful to minors under state or federal law;
 - b. Text or graphics that advertise unlawful activity;
 - c. Text or graphics that are obscene, fighting words, defamation, incitement to imminent lawless action, or true threats; or
 - d. Text or graphics that present a clear and present danger due to their potential confusion with traffic control signs; or signs that provide false information related to public safety (for example, signs that use the words “Stop,” “Yield,” “Caution,” or “Danger,” or comparable words, phrases, symbols, or characters that are presented in a manner as to imply a safety hazard that does not exist).
3. Severability. The narrow classifications of content that are prohibited from display on signs by this Section are either not protected by the United States or Colorado Constitutions, or are offered limited protection that is outweighed by the substantial and compelling governmental interests in protecting the public safety and welfare. It is the intent of the Town Board of Trustees that each paragraph or subsection of this Section (*e.g.*, Subsection (2)(a), (2)(b), (2)(c), (2)(d) or (3) of this Section) be individually severable in the event that a court holds one (1) or more of them to be inconsistent with the United States or Colorado Constitutions.

Part 3. Standards for Permanent Signs

Sec. 16-7-110 Standards for attached permanent signs.

1. Wall signs. Wall signs are allowed according to the standards in Table 7.11(1), Wall Signs, Fascia Signs, Window Signs, and Optional Storage Tank or Utility Cabinet or Pedestal Signs.

**Table 7.11(1)
Wall Signs, Fascia Signs, Window Signs, and
Optional Storage Tank or Utility Cabinet or Pedestal Signs**

Type of sign Standards	Zoning District or Area					
	Residential (RSF-E, RSF-1, RSF-4, RMF-8, RMF-14)	Agricultural (AG)	Downtown Mixed-Use (DMU)	Welker Corridor (west of I-25) ¹	Commercial (GC, HC)	Industrial (LI)
Wall Signs						
Max. # of Signs	In general, 1 per principal building (if no fascia sign); for duplex residential uses, 1 per dwelling unit		2 per building elevation + 1 per primary public entrance			

	Zoning District or Area					
Type of sign	Residential (RSF-E, RSF-1, RSF-4, RMF-8, RMF-14)	Agricultural (AG)	Downtown Mixed-Use (DMU)	Welker Corridor (west of I-25) ¹	Commercial (GC, HC)	Industrial (LI)
Standards						
Max. Sign Area	<ul style="list-style-type: none"> Single-family and duplex residential uses: 2 SF All other principal uses: 20% of signable area 		<ul style="list-style-type: none"> Painted or applied wall signs in signable area larger than 10 ft. x 10 ft.: 70% of signable area. Painted or applied wall signs on side building elevations may be up to 100% of signable area. Other types of wall signs: 1 sign may be up to 40% of signable area, and all other signs may be up to 30% of signable area³ Bulletin boards: 6 SF 	<ul style="list-style-type: none"> Painted or applied wall signs in signable area larger than 10 ft. x 10 ft.: 70% of signable area Bulletin boards: 6 SF All other wall signs: 1 sign may be up to 40% of signable area, and all other signs may be up to 30% of signable area³ 		
Additional Standards	Backlit cabinet signs are not allowed			None		
Fascia Signs						
Max. # of Signs	1 per principal nonresidential building (if no wall sign)		May be substituted for permissible wall signs			
Max. Sign Area	25% of signable area		35% of signable area (if multiple signs are installed on a single fascia, the maximum sign area applies to the total sign area of all signs on the same fascia)			
Additional Standards	Cabinet signs are not allowed			None		
Alternative Configuration	Fascia sign may be located above the eave line instead of upon the fascia if: <ul style="list-style-type: none"> The fascia and eave line are part of a roof structure that is subordinate to and lower than the principal roof structure of the building; and The height of the sign is not more than the vertical dimension of the fascia over which the sign is installed; and The sign is composed of channel letters or sculpted elements (cabinet signs are not allowed above eave lines); and Supporting structures are hidden from view 					
Window Signs						
Max. # of Signs	1 per window		Not limited			
Max. Sign Area	1.5 SF		25% of the area of each window ²		25% of the area of each window, except that 100% of each window ² on a South or West elevation if signs are perforated window decals	
Additional Standards	None		Permanent applied window signs shall be affixed to the window in a professional manner (e.g., without wrinkles, bubbles, tape, etc.)			
Optional Storage Tank or Utility Cabinet or Pedestal Signs						
Standards	100% of signable area of a storage tank or utility cabinet or pedestal may be used to display optional storage tank and utility cabinet or pedestal signs that meet the requirements of Subsection 16-7-50.5.b. No other signs (except partially exempt signs) are allowed on storage tanks, utility cabinets, or utility pedestals					
TABLE NOTES:						
¹ For property in the Welker Corridor, the standards of this column apply regardless of underlying zoning district.						
² For the purposes of this standard, a "window" is the total area of all window panes that are situated within 6 inches of each other.						
³ Including but not limited to cabinet signs; and including painted or applied wall signs in locations where the signable area is less than 10 ft. x 10 ft.						

2. Projecting, awning, and bracket signs. Projecting, awning, and bracket signs are allowed according to the standards in Table 7.11(2), Projecting, Awning, and Bracket Signs.

**Table 7.11(2)
Projecting, Awning, and Bracket Signs**

Type of Sign Standards	Zoning District				
	Residential (RSF-E, RSF-1, RSF-4, RMF-8, RMF-14)	Agricultural (AG)	Downtown Mixed-Use (DMU) and Welker Corridor (west of I-25) ¹	Commercial (GC, HC)	Industrial (LI)
Projecting Signs					
Max. # of Signs	Not allowed		May be substituted for permissible wall signs (see Table 7.11(1))		
Max. Sign Area	Not applicable		<ul style="list-style-type: none"> • If the elevation includes 1 projecting sign: 1 SF per 2 LF of front building elevation width • If the elevation includes 2 or more projecting signs: 1 SF per 4 LF of front building elevation width (each sign) 		
Additional Standards	Not applicable		<ul style="list-style-type: none"> • Signs shall not extend over parking aisles, parking spaces, fire lanes, or loading areas • Projecting signs must be spaced not less than 20 ft. from other projecting signs • Projecting signs that extend over pedestrian use areas must provide at least 8 ft. of sign clearance 		
Awning Signs					
Max. # of Signs	1 per principal nonresidential building, on awning located over principal entrance		Not limited, but awning must shelter a window, a door, or an outdoor seating area		
Max. Sign Area	40% of signable area		60% of signable area		
Additional Standards	<ul style="list-style-type: none"> • Signs shall not extend over parking aisles, parking spaces, fire lanes, or loading areas • Awning signs that extend over pedestrian use areas must provide at least 8 ft. of sign clearance • Signs must be stitched to, applied to, or printed or painted on awning; rivets and other fasteners are not allowed 				
Bracket Signs					
Max. # of Signs	1 per principal nonresidential building entrance		May be substituted for permissible projecting signs		
Max. Sign Area	5 SF		6 SF		
Additional Standards	<ul style="list-style-type: none"> • Signs shall not extend over parking aisles, parking spaces, fire lanes, or loading areas • Bracket signs that extend over pedestrian use areas must provide at least 8 ft. of sign clearance 				
Roof Signs					
Max. # of Signs	Not allowed		One per property		
Max. Sign Area	Not applicable		Lesser of 100 SF or 50% of the width of front building elevation x 4		
Additional Standards	None		Allowed only on flat roof structures; may not project more than 4 feet above top of parapet wall; mounting framework shall be hidden from street-level view; cabinet signs are not allowed		
TABLE NOTES:					
¹ For property in the Welker Corridor, the standards of this column apply regardless of underlying zoning district.					

Sec. 16-7-120 Standards for detached permanent signs.

Detached permanent signs are allowed according to the standards in Table 7.12(1), Detached Permanent Signs. The relationship between setbacks and height for primary detached signs is set out in Table 7.12(2), Setbacks and Height for Primary Detached Signs.

**Table 7.12(1)
Detached Permanent Signs**

	Zoning District				
Type of Sign	Residential (RSF-E, RSF-1, RSF-4, RMF-8, RMF-14)	Agricultural (AG)	Downtown Mixed-Use (DMU) and Welker Corridor (west of I-25) ¹	Commercial (GC, HC)	Industrial (LI)
Standards					
Primary Detached Signs					
Max. # of Signs	1 per entrance to residential subdivision or agricultural use on parcel larger than 5 acres		1 per parcel	1 per frontage	
Max. Sign Area	32 SF			1 SF per 2 LF of frontage for the first 100 ft. of frontage, then 1 SF per 4 LF of frontage, not to exceed the following: <ul style="list-style-type: none"> • 300 SF for multiple tenants located along I-25 corridor; • 200 SF for single tenant located along I-25 corridor; • 175 SF for multiple tenants located along Highway 66 corridor; • 125 SF for single tenant located along Highway 66 corridor; • 100 SF for GC, HC and LI zones not located along State highway corridors² 	
Max. Sign Height	6 ft.			15 ft.; plus 15 ft. for signs located along I-25 frontages; 15 ft.; plus 5 ft. for signs located along Hwy 66 frontages	
Setbacks and Spacing	<ul style="list-style-type: none"> • Primary detached signs must be spaced at least 12 ft. from building walls, at least 100 ft. from other primary detached signs on the same parcel • Primary detached signs must be set back at least 1 ft. from front property lines, plus 1 ft. for each 2 ft. of sign height (or portion thereof) above 4 ft. ("additional setback"); except that the additional setback does not apply to locations where: <ul style="list-style-type: none"> o The property line is separated from the street frontage by public open space, drainage, an irrigation ditch, or a nonvehicular trail or greenway; provided, that the presence of the sign does not interfere with the maintenance of a drainage area or irrigation ditch; • Primary detached signs are subject to sight distance triangle restrictions in the "<i>Town of Mead Design Standards and Construction Specifications</i>" • Primary detached signs are subject to restrictions of utility easements • Primary detached signs must be set back from side and rear property lines a distance equal to the height of the sign 				
Additional Standards	<ul style="list-style-type: none"> • Backlit cabinet signs are not allowed • Signs must be installed in a landscaped area that extends at least 3 ft. in all directions from the base of the sign, or within a pedestrian plaza; provided, that the sign does not obstruct pedestrian traffic 			<ul style="list-style-type: none"> • Signs must be installed in a landscaped area that extends at least 3 ft. in all directions from the base of the sign, or within a pedestrian plaza; provided, that the sign does not obstruct pedestrian traffic 	
	If used, sign poles shall be either concealed with an architectural treatment (e.g., wrapped with decorative architectural materials) or be otherwise decorative (e.g., textured). Smooth, unadorned metal sign poles are not allowed.				
Secondary Detached Sign					
Max. # of Signs	Not allowed for single-family and duplex uses, allowed for other uses in these districts. Standards defined in commercial and industrial zone districts shall apply.		1 per vehicular entrance	1 per vehicular entrance	

	Zoning District				
Type of Sign	Residential (RSF-E, RSF-1, RSF-4, RMF-8, RMF-14)	Agricultural (AG)	Downtown Mixed-Use (DMU) and Welker Corridor (west of I-25) ¹	Commercial (GC, HC)	Industrial (LI)
Standards					
Max. Sign Area	Not applicable		6 SF	8 SF	
Max. Sign Height	Not applicable		4 ft.		
Setbacks and Spacing	Not applicable		<ul style="list-style-type: none"> • 1 ft. from property lines • 2 ft. from sidewalk or pavement 		
Additional Standards	Not applicable		<ul style="list-style-type: none"> • Backlit cabinet signs are not allowed 	None	

TABLE NOTES:

¹ For property in the Welker Corridor, the standards of this column apply regardless of underlying zoning district.

² The highway corridor is defined as all properties located within ¼ mile of a state or interstate highway right-of-way.

**Table 7.12(2)
Setbacks and Height for Primary Detached Signs¹**

Zoning District / Corridor ²	Sign Height (ft) ³	Minimum Setbacks (ft)
GC, HC, or LI, within I-25 Corridor	30	14
	28	13
	26	12
	24	11
	22	10
GC, HC, or LI, within Highway 66 Corridor	20	9
	18	8
	16	7
All other zoning districts and frontages	15	6½
	14	6
	12	5
	10	4
	8	3
	6	2
	4	1
2	1	

TABLE NOTES:

¹ This table is intended to simplify the relationship between sign height and minimum setbacks as set out in Table 7.12(1), Detached Permanent Signs. To the extent of any conflict with this table, Table 7.12(1), Detached Permanent Signs controls.

² The highway corridor is defined as all properties located within ¼ mile of a state or interstate highway right-of-way.

³ Sign height is limited by zoning district in Table 7.12(1), Detached Permanent Signs. This table does not create additional allowances for sign height.

Part 4. Standards for Temporary Signs

Sec. 16-7-130 Standards for attached temporary signs.

1. Generally. Attached temporary signs are allowed subject to the standards of this Section, for the duration that is set out in Section 16-7-150, Duration of display of temporary signs.

2. Banners. Banners may be installed on building walls within in the AG, DMU, HC, GC, and LI Zoning Districts; provided, that there is not more than one (1) banner displayed per street frontage.
3. Inflatable signs. One (1) inflatable sign may be attached to a principal building rooftop in the HC, GC, and LI Zoning Districts, provided that:
 - a. The sign area is not more than two hundred twenty-five (225) square feet;
 - b. The vertical dimension of the sign is not more than fifteen (15) feet; and
 - c. No other inflatable sign is present on the parcel.
4. Sock signs and temporary wall signs. Sock signs and temporary wall signs are permitted in all zoning districts; provided, that they are used during a period not to exceed forty-five (45) days in which a new permanent sign or sign component is being fabricated and installed in accordance with this Article.
5. Window signs.
 - a. Temporary window signs are allowed in all locations where permanent window signs are allowed; provided, that the applicable transparency standards of Table 7.11(1) are met.
 - b. Temporary window signs shall be mounted vertically inside of the building for viewing through the window.

Sec. 16-7-140 Standards for detached temporary signs.

The maximum number, maximum sign area, maximum height, and other restrictions that apply to detached temporary signs are set out in Table 7.14, Detached Temporary Signs.

**Table 7.14
Detached Temporary Signs**

	Zoning District					
Type of Sign	Residential (RSF-E, RSF-1, RSF-4, RMF-8, RMF-14)	Agricultural (AG)	Downtown Mixed-Use (DMU)	Welker Corridor (west of I-25) ¹	Commercial (GC, HC)	Industrial (LI)
Standards						
Yard Signs						
Max. # of Signs	<ul style="list-style-type: none"> • Not limited for single-family detached and duplex uses; • 2 per vehicular access point for multifamily and nonresidential (except vacant or agricultural) uses; • 1 per 80 ft. of frontage (or fraction thereof) for vacant or agricultural property 		Not allowed on parcels that front on Main Street or properties located South of Welker Avenue; in all other locations, same as Residential	Not allowed	2 per vehicular access point	
Max. Sign Area (per sign)	6 SF		Where allowed, same as Residential	Not applicable	6 SF	
Max. Sign Height	3 ft.		Where allowed, same as Residential	Not applicable	3 ft.	
Setbacks and Spacing	Yard signs shall be set back 1 ft. from all property lines		Where allowed, same as Residential	Not applicable	Yard signs shall be set back 2 ft. from all property lines Yard signs shall be spaced at least 2 ft. from other yard signs	

	Zoning District					
Type of Sign	Residential (RSF-E, RSF-1, RSF-4, RMF-8, RMF-14)	Agricultural (AG)	Downtown Mixed-Use (DMU)	Welker Corridor (west of I-25) ¹	Commercial (GC, HC)	Industrial (LI)
Standards						
Additional Standards	<ul style="list-style-type: none"> Yard signs shall be installed only in permeable landscaped areas (e.g., grass, mulch, or crushed rock) that extend at least 2 ft. in all horizontal directions from the sign Where the number of permissible yard signs is related to the number of vehicular access points, the yard signs allowed per access point shall be installed within 10 ft. of the edge of the access point 		Where allowed, same as Residential	Not applicable	<ul style="list-style-type: none"> Yard signs shall be installed only in permeable landscaped areas (e.g., grass, mulch, or crushed rock) that extend at least 2 ft. in all horizontal directions from the sign Where the number of permissible yard signs is related to the number of vehicular access points, the yard signs allowed per access point shall be installed within 10 ft. of the edge of the access point 	
Site Signs						
Max. # of Signs	1 per parcel; provided, that the area of the parcel is at least 2 acres; parcels that are less than 2 acres shall not display site signs	1 per 500 ft. of frontage (or fraction thereof)	1 per parcel	1 per parcel	1 per frontage	
Max. Sign Area (per sign)	32 SF					
Max. Sign Height	6 ft.					
Setbacks and Spacing	Site signs shall be set back 2 ft. from all property lines	<ul style="list-style-type: none"> Site signs shall be set back 2 ft. from front property lines and 10 ft. from all other property lines Site signs shall be spaced not less than 10 ft. from each other 	Site signs shall be set back 2 ft. from all property lines	<ul style="list-style-type: none"> Site signs shall be set back 2 ft. from front property lines and 10 ft. from all other property lines Site signs shall be spaced not less than 10 ft. from each other 		
Additional Standards	Site signs shall be installed only in permeable landscaped areas (e.g., grass, mulch, or crushed rock) that extend at least 2 ft. in all horizontal directions from the sign					
Swing Signs						
Max. # of Signs	1 per frontage		Not allowed on parcels that front on Main Street or properties located South of Welker Avenue; in all other locations, same as Residential	Not allowed		
Max. Sign Area (per sign)	5 SF, including riders		Where allowed, same as Residential	Not applicable		
Max. Sign Height	5 ft.		Where allowed, same as Residential	Not applicable		

		Zoning District				
Type of Sign	Residential (RSF-E, RSF-1, RSF-4, RMF-8, RMF-14)	Agricultural (AG)	Downtown Mixed-Use (DMU)	Welker Corridor (west of I-25) ¹	Commercial (GC, HC)	Industrial (LI)
Standards						
Setbacks and Spacing	Swing signs shall be set back 2 ft. from all property lines		Where allowed, same as Residential	Not applicable		
Additional Standards	Swing signs shall be installed only in permeable landscaped areas (e.g., grass, mulch, or crushed rock) that extend at least 18 inches in all horizontal directions from the sign		Where allowed, same as Residential	Not applicable		
Sidewalk Signs						
Max. # of Signs	Not allowed		1 per primary building entrance			
Max. Sign Area (per sign)	Not applicable		6 SF			
Max. Sign Height	Not applicable		4 ft.			
Setbacks and Spacing	Not applicable		Must leave at least 4 ft. of clear sidewalk width for pedestrian use	<ul style="list-style-type: none"> • Must leave at least 4 ft. of clear sidewalk width for pedestrian use • Must be located within 10 ft. of a principal building entrance 		
Additional Standards	Not applicable		<ul style="list-style-type: none"> • Not allowed in vehicular use areas or permeable landscaped areas • Must not obstruct pedestrian travel path or building entrance • Must be weighted, anchored, or tethered to avoid movement in high winds • Placement in public right-of-way is restricted (see Subsection 16-7-70.6.a.(4)) 			
Banners						
Max. # of Signs	1 per street frontage					
Max. Sign Area (per sign)	32 SF				48 SF	
Max. Sign Height	4 ft., or any location on a fence or retaining wall					
Setbacks and Spacing	See additional standards, below		<ul style="list-style-type: none"> • Banners shall be set back at least 2 ft. from all property lines, or affixed to a fence, handrail, or retaining wall 			
Additional Standards	Banners shall be affixed to a fence, handrail, or retaining wall		<ul style="list-style-type: none"> • Banners shall be installed not less than 18 ft. from any wall of a principal building, unless affixed to a fence, handrail, or retaining wall that is closer than 18 ft. to the building • If banners are stretched between posts, the posts shall be firmly anchored, such that they will remain in a vertical position in windy conditions 			
Inflatables						
Max. # of Signs	Not allowed				1 per parcel, unless an inflatable sign is affixed to a principal building rooftop on the parcel (see Subsection 16-7-130.3.)	
Max. Sign Area (per sign)	Not applicable				225 SF	
Max. Sign Height	Not applicable				15 ft.	
Setbacks and Spacing	Not applicable				All parts of the sign shall be set back at least 5 ft. from all property lines at all times	
Additional Standards	Not applicable				Inflatable sign must be tethered to prevent movement in windy conditions	

Sec. 16-7-150 Duration of display of temporary signs.

1. Generally. The purpose of temporary signs is to display messages for a temporary duration. Temporary signs shall not be used as a subterfuge to circumvent the regulations that apply to permanent signs or to add permanent signage to a property in addition to that which is allowed by this Article.
2. Classification of temporary sign materials. Temporary signs are constructed from a variety of materials with varying degrees of durability. Common materials are classified in Table 7.15(1), Classification of Temporary Sign Materials.

**Table 7.15(1)
Classification of Temporary Sign Materials**

Material	Material Class				
	1	2	3	4	5
Paper, card stock, foam core board, or cardboard	<input type="checkbox"/>				
Laminated paper or cardstock		<input type="checkbox"/>			
Cloth, canvas, nylon, polyester, burlap, flexible vinyl, or other flexible material of comparable durability			<input type="checkbox"/>		
Inflexible vinyl, hard plastic, composite, or corrugated plastic ("coroplast")				<input type="checkbox"/>	
Wood or metal					<input type="checkbox"/>

3. Duration of display.
 - a. In general, a temporary sign shall be removed as of the earlier of the date that:
 - (1) It becomes an abandoned sign; or
 - (2) It falls into disrepair (*see* Section 16-7-180, Sign Maintenance); or
 - (3) The number of days set out in Table 7.15(2), Duration of Temporary Signs by Material Class, expires.

**Table 7.15(2)
Duration of Temporary Signs by Material Class**

Sign Type	Max. Duration for Individual Sign by Material Class					Max. Posting Days/Year
	1	2	3	4	5	
Yard Sign	Not Allowed	45 days	Not Allowed	60 days	180 days	180 days
Site Sign	Not Allowed	Not Allowed	Not Allowed	60 days	180 days	180 days ¹
Swing Sign	Not Allowed	Not Allowed	Not Allowed	60 days	180 days	180 days ¹
Sidewalk Sign	Not Allowed	Not Allowed	Not Allowed	6 a.m. to 10 p.m. daily ²		365 days
Banner	Not Allowed	Not Allowed	30 days	Not Allowed	Not Allowed	180 days
Window Sign	90 days	90 days	Not Allowed	90 days	365 days	365 days
Inflatable Sign	Not Allowed	Not Allowed	21 days	Not Allowed	Not Allowed	42 days

TABLE NOTES:

¹ Alternatively, the sign type may be displayed for three hundred sixty (360) days every two (2) calendar years.

² May be modified by revocable right-of-way license.

- b. Temporary signs that are required due to governmental regulation (*e.g.*, public notices) shall be removed as required by the applicable regulation.

4. Administrative interpretations. Materials for signage that are not listed in this Section may be introduced into the market. When a material is proposed that is not listed in this Section, the Planning Director shall determine the class of materials with which the new material is comparable, based on the new material's appearance, durability, and colorfastness. No temporary sign shall be displayed for a longer period than the longest permitted period in this Section, regardless of the material.

Part 5. Permitting Procedures

Sec. 16-7-160 Permitting procedures.

1. Sign permit required. A sign permit is required prior to the erection, installation, or substantial modification of any sign that is not an exempt sign. Sign permits are issued by the Planning Department if, after review of a complete application for sign permit and payment of the applicable fee, Planning staff determines that the proposed sign complies with the applicable requirements of this Article.
2. Application requirements. Application for a permit to erect or display signs in the Town shall be made to the Planning Department on forms approved by the Planning Director and shall be accompanied by the applicable processing fee and a scaled drawing or other graphic representation of the proposed sign, specifying the size, shape, lighting and position of the sign in relation to the building or property from or upon which it will be displayed, and such other information as is necessary to determine compliance with the requirements of this Article.
3. Administrative permitting procedures. Planning staff shall determine whether an application for a sign permit is complete within five (5) business days after it is submitted, and shall approve or deny the permit application within fifteen (15) business days after receipt of a complete application and fee ("administrative processing period"). If an application is incomplete, staff shall return it to the applicant, along with a notice specifying what must be included to complete the application. If an application is denied, staff shall specify the reason for denial to the applicant in writing.
4. Calculation of administrative processing period. For the purposes of calculating the administrative processing period, the first day is not counted, and the period ends at 11:59 p.m. on the last day. If the end of the period is a weekend day or legal holiday, the period shall be extended until 11:59 p.m. on the next business day.

Sec. 16-7-170 Sign Design Program alternative.

1. Purpose. The requirements of this Article are intended to ensure that signs that meet certain minimum standards for public safety and consistency with the desired character and quality of development in the Town may be promptly approved and displayed. In some cases, alternative standards may improve the aesthetic and functional qualities of the development. Approval of a Sign Design Program pursuant to the standards of this Section allows for unified presentation of signage throughout a development, flexibility to provide for unique environments and pre-approval of designs and design elements to make processing of subsequent applications for sign permits more efficient. To this end, a Sign Design Program alternative is hereby created.
2. Authorization to modify requirements. Signage which is proposed as part of a Sign Design Program may deviate from the standards of this Article in terms of the types and numbers of signs allowed, the maximum sign area, maximum sign height, and materials and illumination standards (including electronic message centers), subject to compliance with an approved Sign Design Program.
3. Contents of Sign Design Program. A Sign Design Program shall set forth a master plan for signage for an entire development. Sign Design Programs shall set out:
 - a. The boundaries of the parcel in which the Sign Design Program will be applied;
 - b. Architectural elevations of the buildings on the parcel;
 - c. Sign dimensions and approximate locations;

- d. Materials and colors;
 - e. Proposed illumination, including maximum illumination levels;
 - f. A design theme with illustrative examples of each sign type, the form of each sign type and the proposed general locations of each sign type; and
 - g. A demonstration that the Sign Design Program will improve the aesthetics of the development, reduce sign clutter and avoid or mitigate adverse impacts on the use, enjoyment or value of adjacent and nearby property.
4. Procedures.
- a. Sign Design Program applications shall be submitted on a form approved by the Planning Director.
 - b. Town Staff shall review the application for completeness within five (5) business days after it is submitted, and shall forward the application to the Planning Commission for consideration at a public hearing on the next agenda for which timely public notice of the application can be provided, which in no case shall be more than 95 days after the date of submittal of a complete application.
 - c. The Planning Commission shall consider the application at a public hearing and shall either approve the application, approve the application with conditions unrelated to sign content or viewpoint, or deny the application after applying the approval criteria set out in Subsection 16-7-170.5., below, subject to the limitations of Subsection 16-7-170.6.
 - d. For the purposes of calculating the processing period, the first day is not counted, and the period ends at 11:59 p.m. on the last day. If the end of the period is a weekend day or legal holiday, the period shall be extended until 11:59 p.m. on the next business day.
5. Approval criteria. The Planning Commission may approve a Sign Design Program if it finds that the Sign Design Program results in a substantially improved (*e.g.*, higher quality materials, more creative design, and / or less overall clutter), comprehensive and unified proposal compared to what is allowed through strict compliance with the sign regulations of this Article. In addition, Sign Design Programs must comply with the following standards:
- a. Prohibited signs and sign elements. Prohibited signs and sign elements enumerated in Section 16-7-70, Prohibitions, are not eligible for inclusion in a Sign Design Program.
 - b. Modification of sign setbacks. Setbacks for detached signs may be different from the requirements of this Article if it is demonstrated that there is no impact on public safety or on utility easements and all other requirements for approval of a Sign Design Program are met.
 - c. Architectural theme. All signs shall be architecturally integrated into or complementary to the design and materials of the buildings and character of the site and shall use similar and coordinated design features, materials and colors. The Sign Design Program shall establish an integrated architectural vocabulary and cohesive theme for the development.
 - d. Illumination. Lighting standards shall not deviate from the standards of this Article.
 - e. Height, area, type, number and location of signs. The height, area, type, number and location of signs permitted through the Sign Design Program shall be determined by the Planning Commission, based on compliance with at least one of the Tier One Criteria set out below, and all Tier Two Criteria set out below:
 - (1) Tier One Criteria (minimum of one):
 - (a) The proposed Sign Design Program demonstrates a justification and need for the modification based on a technical issue or is required to compensate for some practical difficulty or unusual aspect of the site or proposed development; or

- (b) The overall size of the development and the scale of the uses located or anticipated to be located there are of a magnitude that requires larger sign areas and / or consolidation of signage in order to reasonably allocate the areas available for displaying messages.
 - (2) Tier Two Criteria (all required):
 - (a) The proposed Sign Design Program provides compensating design features and mitigation measures that demonstrate the modification represents an improvement in quality without detriment to surrounding properties or neighborhoods or the natural environment;
 - (b) The signage complies with applicable design standards and construction specifications that are not modified by the Sign Design Program; and
 - (c) The proposed Sign Design Program implements content-neutral sign design objectives that are set out in an applicable sub-area plan that was adopted by the Board of Trustees before the application for Sign Design Program was filed.
- 6. Limitations. Maximum sign area and sign height for the property subject to a Sign Design Program shall be established in the Sign Design Program (as to particular signs or for the entire site), but shall not exceed the following limits:
 - a. The total permitted sign area for detached permanent signs shall not exceed one hundred twenty-five percent (125%) of the sign area for detached permanent signs that would otherwise be permissible if the property were in strict compliance with this Article.
 - b. The total permitted sign area for attached permanent signs shall not exceed one hundred twenty-five percent (125%) of the sign area for attached permanent signs that would otherwise be permissible if the property were in strict compliance with this Article.
 - c. The permitted sign height for detached permanent signs shall not exceed one hundred twenty-five percent (125%) of the permitted sign height for the type of sign to which the increase in height is applied.
 - d. Attached signs may be allowed to extend above principal roof lines, provided that they do not extend above the roof line more than one-half of the height of the building to which they are attached.
- 7. Existing signs. In addition to proposed new signage, all existing signs on a property for which a Sign Design Program approval is sought shall be addressed in the application. The Planning Commission may require removal or modification of existing signs (whether currently conforming or nonconforming) as a condition of approval of a Sign Design Program, or may approve existing signs as part of the program (after which approval, a nonconforming sign will be considered "conforming").
- 8. Conditions of approval. The Planning Commission may impose reasonable conditions on the Sign Design Program that are not related to the content of the signs or the viewpoints of the sign users, in order to ensure continuing compliance with the standards of this Article and the approved Sign Design Program.
- 9. Effect of approval. Upon approval of a Sign Design Program, issuance of a sign permit shall be based on compliance with the standards set out in the Sign Design Program for the development. Sign Design Programs may also specify types of signs that may be installed without further permits.
- 10. Duration of approval. A Sign Design Program approval shall have a term of three (3) years. If no sign has been constructed or installed within the term of the approval, the Sign Design Program approval shall terminate. The Planning Commission may require that a Sign Design Program be tied to a concurrent development approval and may extend the term of the Sign Design Program approval to correspond to the term of an associated development approval.
- 11. Amendment of Sign Design Program. A Sign Design Program may be amended by the same process that is used to create the Sign Design Program. An application for amendment to a Sign Design Program shall not

affect the validity of the Sign Design Program unless and until the application is approved and conditions of approval, if any, are accepted by the applicant.

Part 6. Sign Maintenance

Sec. 16-7-180 Sign maintenance.

1. Generally. Signs and sign structures of all types (attached, detached, and temporary) shall be maintained as provided in this Section.
2. Paint and finishes. Paint and other finishes shall be maintained in good condition. Peeling finishes shall be repaired. Signs with running colors shall be repainted, repaired, or removed if the running colors were not a part of the original design.
3. Weathering and fading. Signs that have faded or weathered such that their condition is obviously and materially degraded shall be repaired, reconditioned, repainted, or removed.
4. Mineral deposits and stains. Mineral deposits and stains shall be promptly removed.
5. Corrosion and rust. Permanent signs and sign structures shall be finished and maintained to prevent corrosion and rust. A patina on copper elements (if any) is not considered rust.
6. Damage. Permanent signs that are damaged shall be repaired or removed within sixty (60) days. Temporary signs that are damaged (*e.g.*, broken yard signs, torn banners) shall be removed, repaired, or restored within twenty-four (24) hours.
7. Level position. Signs that are designed to be level, whether temporary or permanent, shall be installed and maintained in a level position. If temporary signs fall out of a level position, they shall be removed or righted within twenty-four (24) hours. If permanent signs fall out of a level position, they shall be removed or righted within ten (10) days, unless they create an imminent hazard to public safety, in which case they shall be removed or righted immediately.
8. Banner tension. Banners shall be stretched to minimize wrinkles and sagging. Banners that lose tension shall be re-stretched or removed within twenty-four (24) hours.
9. EMC maintenance. If an EMC is damaged or otherwise malfunctions, it shall be repaired, replaced, or removed (along with all associated electronics and mounting brackets) within ninety (90) days.

Part 7. Nonconformities and Enforcement

Sec. 16-7-190 Nonconforming signs.

1. Generally. Any permanent sign that exists on the effective date of this Article but does not conform to the provisions of this Article is a "legal nonconforming" sign; provided, that it was originally approved by a sign permit, or, if no sign permit was required under applicable law, it was in all respects in conformity with the applicable law immediately prior to the effective date of such law, or had legal nonconforming status at such time.
2. Repairs and alterations. Routine maintenance of nonconforming signs is permitted, including necessary nonstructural repairs, paint, and incidental alterations (*e.g.*, changing the message of the sign by replacing or repainting the sign face). Structural alterations to nonconforming signs are permitted only if it is demonstrated that the alteration will eliminate or perceptively reduce the nonconformity.
3. Termination and removal.

- a. A nonconforming sign which has been damaged by fire, wind or other cause in excess of fifty percent (50%) of its replacement cost shall not be restored except in conformance with this Article.
- b. If an element of a sign that causes the sign to be nonconforming is removed, it shall not be replaced, except with a conforming element.
- c. If a nonconforming sign structure becomes an abandoned sign, it shall be removed or brought into conformance with this Article. For the purposes of this standard, a temporary “sock sign” may be used to display a message while a new sign face is being created.
- d. If a nonconforming sign structure is removed for any reason other than routine repair and maintenance, it shall not be replaced unless the replacement sign conforms to this Article.
- e. Nonconforming signs that are a danger to the public safety due to damage or wear shall be removed and shall not be replaced unless the replacement sign conforms to this Article.

Sec. 16-7-200 Enforcement.

- 1. Enforcement authority. This Article shall be enforced by the designee of the Town Manager.
- 2. Immediate removal of signs. Signs that are unlawfully located within public right-of-way may be summarily removed by the Town and disposed of without notice. The Town may, but is not obligated to, store such signs and return them to their owners.
- 3. Penalty for noncompliance. Every person convicted of a violation of any provision of this Article shall be punished by a fine not to exceed the maximum fine a municipal court may impose as a matter of law for each day the violation continues. The Municipal Court may further order the defendant to remove a prohibited or unlawful sign within five (5) days or such other time period as the Court determines is reasonable, and if the defendant fails to timely do so, the Municipal Court may order that the Town may remove such sign and charge the property owner for the cost of removal plus a five percent (5%) fee for administration, inspection, and other incidentals.
- 4. Service of notice.
 - a. Notices of violation of this Article shall be personally served upon or sent by first-class mail, postage prepaid, to:
 - (1) The address of the record owner of the real estate and/or person in possession and control of the property upon which the violation is alleged; or
 - (2) For signs located within the public right-of-way, the owner of the sign or the person, entity, or organization who directed the sign to be placed (if known).
 - b. The notice of violation shall identify the sign or activity that is in violation of this Article, and cite the Section number that is allegedly violated. The notice of violation shall state that:
 - (1) One (1) or more signs have been removed from the public right-of-way and the Town alleges that the party notified is responsible for unlawfully installing such sign(s); or
 - (2) Temporary signs are present on the party’s property that are in violation of this Article, and the party has twenty-four (24) hours to correct the violation; or
 - (3) Permanent signs are present on the party’s property that are in violation of this Article, and the party has thirty (30) days to correct the violation.
 - c. A notice of violation issued pursuant to Subsection 4.b.(1) of this Section, or failure to comply with the terms of the notice of violation issued pursuant to Subsection 4.b.(2) or 4.b.(3) of this Section, may result in a summons to appear in Municipal Court.

5. Lien for collection of fines, penalties, and costs. In order to collect fines, penalties, and costs that are assessed by the Municipal Court, the Town may file a lien against the property upon which the prohibited or unlawful sign is located; such lien to have priority over all liens except general taxes and prior special assessments. The lien shall be placed upon the tax rolls for the current year, to be collected in the same manner as other taxes are collected. The Town may file such lien at any time not less than thirty (30) days after judgment is entered by the Municipal Court.

Part 8. Definitions

Sec. 16-7-210 Definitions.

For additional definitions, please refer to the definitions section in Article 1 of the Land Use Code.

Abandoned Sign means a sign that does not contain a message, or contains a commercial or commercial event-based message that is obviously obsolete (*e.g.*, the name of a business that is no longer operational, or an advertisement for a commercial event that has already occurred), for a continuous period of sixty (60) days.

Attached Sign means a sign that is attached to the outside of a building or located inside a building but is highly visible through a window, and obviously intended to attract the attention of a person outside of the building (*e.g.*, a wall sign, projecting sign, awning sign, or window sign).

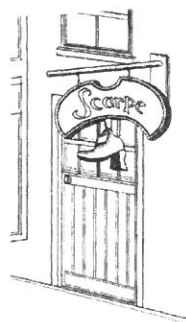
Awning or Canopy Sign means a sign that is mounted, painted, or attached to canvas or other material that is installed over a projecting structural framework above a building window or door.

Banner means a type of temporary sign that is painted or printed on cloth, vinyl, or other flexible material, which is designed to be stretched between poles, fence posts or wire, or hung on walls with ties, clips, rails, brackets, hooks, or frames.

Banner Frame means a frame system that is used for stretching banners, which is designed to prevent wrinkling and movement and to conceal fasteners.

Bracket Sign means a type of permanent sign that is mounted above a principal entrance to a building, on a bracket that extends generally perpendicular to the building wall; with the bracket attached either to the building wall or to the underside of a canopy or awning structure.

Illustrative Bracket Sign



Building Elevation means the external face of a building, projected onto a two-dimensional plane. For purposes of calculating allowed sign area, the building elevation is the two-dimensional representation of the side of the building upon which the sign is proposed.

Bulletin Board means a cabinet sign structure that houses a display board upon which bulletins and posters are displayed.

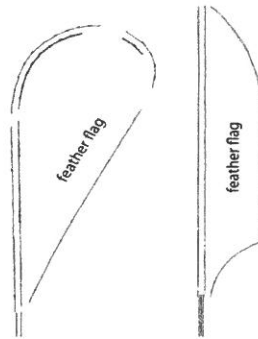
Detached Sign means a sign that is not attached to or located inside a building (*e.g.*, a monument sign).

e.g. means “for example,” and is intended to be illustrative and not exclusive.

Electronic Message Center (EMC) means a display surface that is composed of light emitting diodes (LEDs) or comparable devices, that is capable of displaying variable messages and graphics.

Feather Flag means a flag that is mounted on a temporary flagpole (*e.g.*, a flagpole that is installed in a mount that is staked into the ground, or attached to a weighted base), which may be vertical, bowed, or flexible. Feather flags do not include flags that are flown from straight, rigid flagpoles that are permanently installed in the ground or temporarily or permanently attached to buildings, light poles, or utility poles.

Illustrative Feather Flags



Flag means a flexible piece of fabric that is attached along one edge to a straight, rigid flagpole (directly or with rope, clips, ties or similar devices), and which is designed to move when the wind blows. Flags are typically (but not necessarily) rectangular in shape, and often (but not always) include printed or embroidered insignia that symbolizes a nation, state, or organization, or that display a graphic or message.

Glare means light emitted from a luminaire that trespasses beyond the object that the luminaire is intended to illuminate, such that the point source of the light is visible to pedestrians, motorists, or people within nearby buildings.

Land Use Code means the Town of Mead, Colorado Land Use Code, as amended from time to time.

LF means linear foot.

Lux means a measure of illuminance (a measure of light that falls upon or passes through an object), in terms of lumens per square meter.

Manual Changeable Copy Center means a sign element in which letters, numbers, or symbols may be changed manually, without altering the face of the sign (*e.g.*, by placement of letters into tracks). Manual changeable copy centers are sometimes known as “readerboards” or “marquee signs.”

Monument Sign means a detached permanent sign that is supported by a base structure that is not a pole.

Pixel Pitch means a measurement of the resolution of an electronic message center display, in terms of the distance (generally in millimeters) between the center of a light emitting diode (LED) cluster (pixel) and the center of the next LED pixel. Lower pixel pitch measurements indicate higher display resolution.

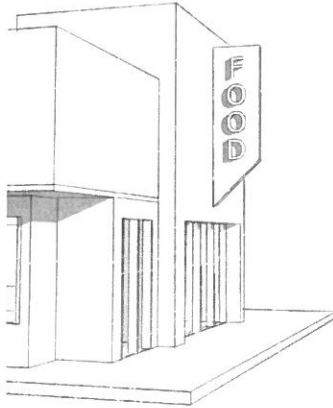
Portable Sign means a sign that is designed to be easily moved from one location to another, and when placed, is neither fastened to a permanent structure or building, nor staked or otherwise installed into the ground. Portable signs include signs that are mounted on trailers, wheeled carriers, or frames that are designed to be placed onto a surface without being secured to it.

Principal Building Entrance means a primary point of public pedestrian access into a building. The phrase “principal building entrance” does not include doors used principally as emergency exits, or doors that provide restricted access (*e.g.*, for employees or deliveries).

Projected Sign means a sign formed by an image, text, or other content that is projected onto an outdoor surface (*e.g.*, a building wall or sidewalk) by a laser projector, video projector, video mapping, or other comparable technology.

Projecting Sign means a sign that is mounted upon a building wall such that the sign face is not roughly parallel to the building wall.

Illustrative Projecting Sign



Roof Sign means a sign that is installed, in whole or in part, above an eave line or parapet of a building.

SF means square foot.

Sidewalk Sign means a type of portable sign that is designed to be placed (but generally not anchored) upon a hard surface in order to attract the attention of pedestrians.

Sign means any surface, fabric, device, or display that includes (or is specifically designed to include) lettered, pictorial, or sculptured matter that is intended to convey information to people on a sidewalk, in a parking lot, on a public street or other right-of-way, or on nearby property. The term “sign” also includes all structural members (if any).

Sign Face means the surface area of a sign which is designed for placement of text, symbols, or images.

Site Sign means a type of temporary sign that is constructed of vinyl, plastic, wood, metal, or other comparable rigid material, which is displayed on a structure that includes at least two posts.

Sock Sign means a type of temporary sign that is constructed of flexible material, designed to fit over a permanent sign face or mount.

Street Elevation means a street-facing (roughly parallel to the street) building elevation.

Substantial Modification means any modification of a sign that involves alteration or replacement of a structural support, enlargement of the sign area, material changes to the sign height or sign clearance, obvious changes of materials or components (*e.g.*, replacement of wood with plastic), addition of new components (*e.g.*, installation of lighting or an EMC) or repairs that cost more than fifty percent of the replacement cost of the sign. Substantial modifications do not include replacement of sign panels in a sign cabinet, with comparable materials that display different messages, replacement of existing light sources with compliant light sources (unless the electrical work exceeds the repairs limit), painting, or repainting.

Swing Sign means a type of temporary sign that is suspended from a horizontal swing post that is attached to a post that is staked into the ground. Swing signs may include riders that are mounted to the swing post or suspended under the sign panel.

Town means the Town of Mead, Colorado.

Wall Sign - Painted or Applied means a type of permanent sign that is painted on or applied to a wall of a building, which extends not more than two inches from the building wall.

Window Sign means a type of temporary or permanent sign that is: (i) painted on, applied to, or attached to a window; or (ii) installed or positioned within a building such that the sign face is oriented towards and highly visible through a window that is within two feet of the sign.

Window Transparency means, for the purposes of this Article, any area of a window that is not covered or obstructed by a sign, such that the visibility through the window in both directions is not blocked by a sign. The actual visibility through the window (*e.g.*, a pedestrian's ability to overcome daytime glare) is not a factor in the determination of window transparency.

Yard Sign means a type of temporary sign that is constructed of paper, vinyl, plastic, wood, metal or other comparable material, which is mounted on a stake or a frame structure (often made from wire) that includes one or more stakes smaller than two (2) inch by two (2) inch dimensional lumber.

Illustrative Yard Signs

