
SECTION 7 SIGNS

30-7-101 General provisions

- A. *Purpose.* The regulations in this Section are intended to coordinate the use, placement, physical dimensions, and design of all signs within the Town. These regulations are established to safeguard the health, safety, convenience, order and welfare of all residents of the Town. The Town recognizes that signs may act as a visual means of communication between the public and businesses and those businesses have an expectation of using signs to identify and advertise themselves. In addition, the purpose of these regulations is to:
1. Recognize that signs are a necessary means of visual communication for the convenience of the public and provide flexibility within the sign review/approval process to allow for unique circumstances and creativity.
 2. Recognize and ensure the right of those concerned to identify businesses, services and other activities by the use of signs, and not limit signs which are accessory and incidental to the use on the premises where such signs are located.
 3. Provide a reasonable balance between the right of an individual to identify their business and the right of the public to be protected against the visual discord resulting from the unrestricted proliferation of signs and similar devices.
 4. Protect the public from damage or injury caused by signs that are poorly designed or maintained.
 5. Ensure signs are well-designed and contribute in a positive way to the Town's visual environment, express local character, and help develop a distinctive image for the Town of Berthoud.
 6. Encourage signs that are responsive to the aesthetics and character of their particular location, adjacent buildings and uses, and the surrounding neighborhood. Ensure signs are compatible and integrated with the building's architectural design and with other signs on the property.
 7. Ensure signs are appropriate for the type of street on which they are located.
 8. Ensure signs adhere to the Town's Dark Sky regulations.
 9. Enhance property values and business opportunities.
 10. Assist in wayfinding.
 11. Provide fair and consistent permitting and enforcement.
- B. *Intent.* It is the intent of these regulations to provide for the proper control of signs in a manner consistent with the First Amendment guarantee of free speech. It is not the intent of these regulations to regulate signs based on the content of their messages. Rather, these regulations advance important, substantial, and compelling governmental interests.
1. The incidental restriction on the freedom of speech that may result from the regulation of signs hereunder is no more than is essential to the furtherance of the important, substantial, and compelling interests that are advanced by these regulations.
 2. 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;

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- c. Degrades the aesthetic and essential historic character of the Town, making the Town a less attractive place for tourism, commerce, and private investment; and
 - d. Dilutes or obscures messages displayed along the Town's streets through the proliferation of distracting structures and competing messages.
 - 3. The Town has a substantial and/or compelling interest in preventing traffic accidents.
 - 4. The Town has a substantial and/or compelling interest in preventing negative impacts associated with temporary signs. Temporary 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.
 - C. *Relationship to other regulations.* The provisions of these regulations shall apply to the display, construction, erection, alteration, use, maintenance, and location of all signs within the Town.
 - 1. Nothing contained in this Section shall be deemed a waiver or variance of the provisions of any other provisions of the Development Code as applicable to signs.
 - 2. If any provision of this Section conflicts with any other adopted Town code that regulates signs, the more restrictive standard shall apply provided, however, to the extent an approved, unexpired and currently effective Planned Unit Development as described in Section 30-3-104 R *Planned Unit Development (PUD) Overlay District* includes specific sign allowances and/or restrictions that directly conflict with these regulations, the approved PUD regulations shall apply to the extent of the conflict. In lieu thereof, the property owner may elect to fully comply with these regulations in the area of the conflict.
 - 3. The Town recognizes other regulations pertaining to signage (i.e., State of Colorado, Department of Highways, "Rules and Regulations Pertaining to Outdoor Advertising," effective January 1, 1984, and as may be amended).
 - 4. The content of signs related to marijuana businesses is 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 marijuana laws.
 - 5. Nothing in this Section shall be construed as a defense to a violation of applicable state or federal law.
 - 6. Where any provision of this Section covers the same subject matter as other Town, state or federal regulations, the more restrictive regulation shall apply.

30-7-102 Sign permits

- A. *Sign permit required.* To ensure compliance with the regulations of this Section, a sign permit shall be required in order to erect, move, alter, reconstruct or repair any permanent or temporary sign, except signs that are exempt from permits under Section 30-7-103 *Exempt signs*.
 - 1. In multiple tenant buildings, a separate permit shall be required for each business entity's sign(s).
 - 2. Separate building and electrical permits may be required for signs and will be determined on a case-by-case basis.
 - 3. Changing or replacing the copy on an existing sign shall not require a permit.
- B. *Comprehensive sign plan.* A comprehensive sign plan is required as a part of the development review process for all commercial projects with multiple lots or buildings or multiple tenants. Comprehensive sign plans are also required for all new signs on multiple tenant buildings or centers with multiple lots.
 - 1. For any multi-tenant center, industrial park or other unified form of commercial site development or redevelopment, the applicant shall submit a comprehensive sign plan with a sign permit application that consists of coordinated and/or shared signage for the entire development.

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2. A comprehensive sign plan shall be in accordance with the following criteria:
 - a. Signs shall meet the design criteria established in Section 30-7-106 *Sign design*.
 - b. After reviewing an applicant's submittal of a comprehensive sign plan, the Manager may vary standards for area, height and number of individual signs during sign permit review.
 - c. The Manager may approve up to a twenty percent (20%) change in one or more dimensional or numerical standards based on the applicant demonstrating the change is warranted by a comprehensive sign plan which represents exceptional design.
- C. Applications for sign permits shall be made in writing on forms furnished by the Town. The application shall contain:
1. The location by street number of the proposed sign structure;
 2. Names and addresses of the owner and the person or company erecting the sign;
 3. Legible site plans which include the specific location of the sign and setbacks to adjacent property lines and buildings;
 4. A detailed drawing indicating the dimensions, materials, and colors of the proposed sign structure. A certification by a registered professional structural engineer may be required by staff for a monument or projecting sign;
 5. A description of the lighting to be used, if applicable and a narrative detailing how the proposed lighting will be compliant with the Town's Dark Sky regulations;
 6. If the sign is to be located off the premises in compliance with Section 30-7-111 *Off-Premise sign standards*, a written lease or permission from the property owner of the site on which the sign will be located; and
 7. Sign permit fee as established by the current fee schedule.
- D. *Staff review and approval.*
1. Within five days of the receipt of a completed application, staff shall either certify the application is complete and in compliance with all submittal requirements or reject it as incomplete and notify the applicant in writing of any deficiencies. The applicant shall address deficiencies and resubmit application materials.
 2. When staff has determined the application to be complete, staff shall review the sign permit in accordance with the established review criteria and has the authority to approve, approve with conditions or deny the sign permit. Upon staff's approval of the sign permit, the sign permit and any building or electrical permits required for the sign shall be issued to the applicant.
- E. *Review criteria.* The following review criteria will be used by the Town to evaluate all sign permit applications:
1. Sign meets the requirements of this Section;
 2. Sign conforms to the requirements of the building and electrical code;
 3. Sign conforms to the size, height, material and location requirements of the Zoning Code for the zoning district in which it is located;
 4. Sign would not interfere with pedestrian or vehicular safety;
 5. Sign would not detract from the character of an architecturally significant or historic structure;
 6. Sign would not be located so as to have a negative impact on adjacent properties;
 7. Sign would not detract from the pedestrian quality of a street or area, if applicable;
 8. Sign meets the Town's Dark Sky regulations;
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9. Sign would not add to an over-proliferation of signs on a property or area; and
 10. Sign structure and location are consistent with the purpose and intent of this Section.
- F. *Appeal.* Any appeal of Town's denial of a sign permit or approval with conditions shall be made to the Board of Adjustment as provided in Chapter 30, Section 3: Zoning, of the Development Code.

30-7-103 Exempt signs

- A. *Exemptions from required sign regulations.* The following types of signs are exempt from permit requirements of this Section and may be placed in any zoning district subject to the provisions of this Section. Such signs shall otherwise be in conformance with all applicable requirements contained in this Section. All such signs (except public signs) shall be located outside a street right-of-way. Signs shall not interfere with traffic signs or the sight distance triangle at intersections. Evidence of permission to install a sign may be required as the Town investigates compliance with this Section. All other signs shall be allowed only with permit and upon proof of compliance with this Section.
1. *General.* Signs that are not visible from any public thoroughfare or right-of-way, except that such signs shall be subject to the safety regulations of the adopted version of the Uniform Building Code and all other Codes (electrical, mechanical, etc.) governing building construction in the Town.
 2. *Bulletin board.* Bulletin board signs not exceeding 12 square feet in gross surface area accessory to a religious institution, school, or other public or nonprofit institution.
 3. *Site sign.* Site signs as defined in Sec. 30-1-116 *Definitions* and subject to the standards in Section 30-7-110 *Temporary Sign Standards*.
 4. *Directional.* On-premises directional and instructional signs not exceeding six square feet in area each.
 5. *Incidental signs.* Incidental signs as defined in Sec. 30-1-116 *Definitions* which do not exceed three square feet in area.
 6. *Flags.* Exempt flags include:
 - a. for residential properties up to two flagpoles no more than 18 feet high with a combined total of 48 square feet of flag area.
 - b. for commercial areas up to two flagpoles of no more than 36 feet high with a combined total of 144 square feet of flag area. Additional flag installations shall be subject to a sign permit and the square footage of any additional flag shall be included in the total sign area permitted for the subject property.
 7. *Yard sign.* Yard signs as defined in Sec. 30-1-116 *Definitions* and subject to the standards in Section 30-7-110 *Temporary sign standards*.
 8. *Temporary window signs.* Temporary window signs as defined in Sec. 30-1-116 *Definitions*, limited to 25 percent or less of any individual window area.
 9. *Text.* No permit shall be required for text or copy changes; provided that no structural changes are made to the sign.
 10. *Time and temperature.* Signs displaying only time and temperature, not to exceed 6 square feet. Time and temperature devices shall not be included within the measurement of maximum sign area permitted by Section 30-7-109 B *Sign allowance*.
 11. *Public signs* as defined at Section 30-1-116 *Definitions*.
 12. *Vehicular signs.* Vehicular signs as defined at Section 30-1-116 *Definitions*, provided that the primary purpose of such vehicles is not for the display of signs, and provided that they are parked or stored in areas appropriate to their use as vehicles.
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- a. *Projection.* Signs on vehicles shall not project beyond the surface of the vehicle in a manner which creates a hazard to pedestrians, cyclists or other vehicles.
 - b. *Prohibitions.* It shall be unlawful to place or store a vehicle with a sign on it in such manner as to increase the permitted sign area or number of signs either on-site or off-site for a non-residential use. Also see Section 30-7-104 A. 12 *Prohibited Signs.*
13. *Handheld signs.* Handheld signs as defined at Section 30-1-116 *Definitions* shall not exceed 20 square feet in area. No person shall place, maintain or otherwise utilize a handheld sign in a manner which obstructs or makes hazardous the free passage of pedestrians and motor vehicles on any street, sidewalk or public right-of-way.

30-7-104 Prohibited signs

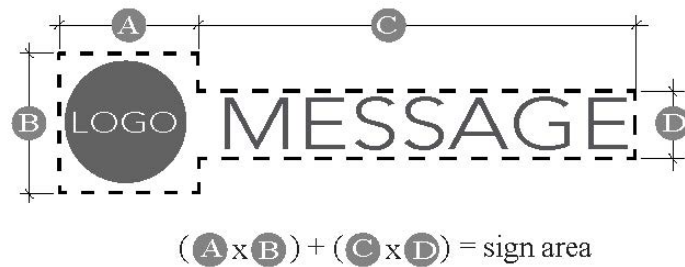
- A. *Prohibited signs.* The following signs are inconsistent with the purposes and standards in this Section and are prohibited in all zoning districts.
 1. Flashing, rotating, blinking or moving signs, animated signs, signs with moving, rotating or flashing lights or signs that create the illusion of movement
 2. Electronic messaging signs, except signs which convey a static digital message such as a price sign at a fueling station or a time and temperature device.
 3. Any sign that is erected in such a location as to cause visual obstruction or interference with motor vehicle traffic, bicycle traffic or traffic-control devices including any sign that obstructs clear vision in any direction from any street intersection or driveway.
 4. Mechanical or electrical appurtenances, such as "revolving beacons", that are designed to compel attention.
 5. Roof signs.
 6. Internally illuminated signs. See Section 30-7-107 *Sign illumination.*
 7. Pole signs.
 8. Any sign other than traffic control signs erected, constructed, or maintained within, over or upon the right-of-way of any road or highway, except in the case of a sign for which a permit has been issued with the requirements of this Section.
 9. Off-premises signs, except for temporary sidewalk signs. See Section 30-7-111 *Off- premise sign standards.*
 10. Any sign which interferes with free passage from or obstructs any fire escape, downspout, window, door, stairway, ladder or opening intended as a means of ingress or egress or providing light or air.
 11. Any sign located in such a way as to intentionally deny visual access to an adjoining property owner's existing sign.
 12. Vehicular signs that are on stationary or immobile vehicles or trailers for over seven days including but not limited to, signs painted on or attached to semi-trailers or cargo containers when exhibited on public property or private property adjacent to public right-of-way. Vehicular signs used in connection with a special event and construction trailers are exempted from the requirements of this Section during the duration of the special event or construction project only. Upon the conclusion of the special event, such signs must be removed.
 13. Searchlights.

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14. Signs with optical illusion of movement by means of a design which presents a pattern capable of reversible perspective, giving the illusion of motion or changing of copy.
 15. Abandoned signs, as defined in Section 30-1-116 *Definitions*, (together with its supporting structure). If the sign or sign structure is covered or the identifying symbols or letters removed, an extension of time may be granted by the Director upon good cause for such extension being shown. (This provision shall not apply to permanent signs accessory to businesses which are open only on a seasonal basis, provided that there is clear intent to continue operation of the business).
 16. Any sign or sign structure which:
 - a. Is structurally unsafe;
 - b. constitutes a hazard to safety or health by reason of inadequate maintenance or dilapidation;
 - c. Is not kept in good repair; or
 - d. Is capable of causing electrical shocks to persons likely to come in contact with it.
 17. Any sign or sign structure which:
 - a. ;
 - b. In any way obstructs the view of, may be confused with or purports to be an official traffic sign, signal or device or any other official sign;
 - c. Creates in any way an unsafe distraction for motor vehicle or bicycle operators; or
 - d. Obstructs the view of motor vehicle or bicycle operators entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare.

30-7-105 Sign measurement

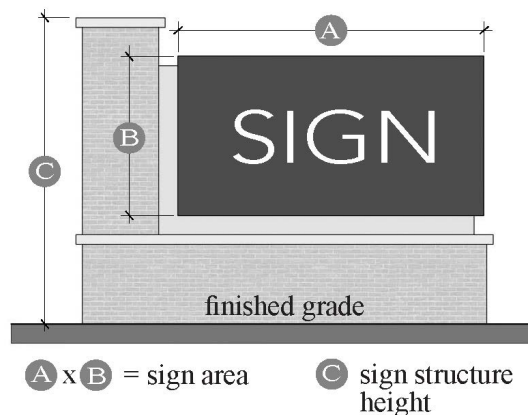
- A. *Sign area*. The area of a geometric shape enclosing any message, logo, symbol, name, photograph or display face shall be measured using standard mathematical formulas.
 1. *Sign support*. Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
 2. *Back-to-back (double-faced) signs*. Back-to-back signs shall be regarded as a single sign only if mounted on a single structure, and the distance between each sign face does not exceed two feet at any point.
 3. *Three-dimensional signs*. Where a sign consists of one or more three-dimensional objects (i.e. balls, cubes, clusters of objects, sculpture), the sign area is the largest display surface visible from any single direction.
 4. *Wall signs*. If a sign is attached to a wall only that portion of the wall onto which the sign face or letters are placed shall be calculated in the sign area, with the following exception: colors used behind or around a sign to differentiate it from the building façade shall be included in the sign area.

Figure 7.1: Sign area measurement



- B. **Sign height.** The height of a sign shall be measured from the highest point of a sign structure to the finished grade. When berms are used in conjunction with signage, the height of the sign shall be measured from the mean elevation of the fronting street.

Figure 7.2: Sign area and height measurement

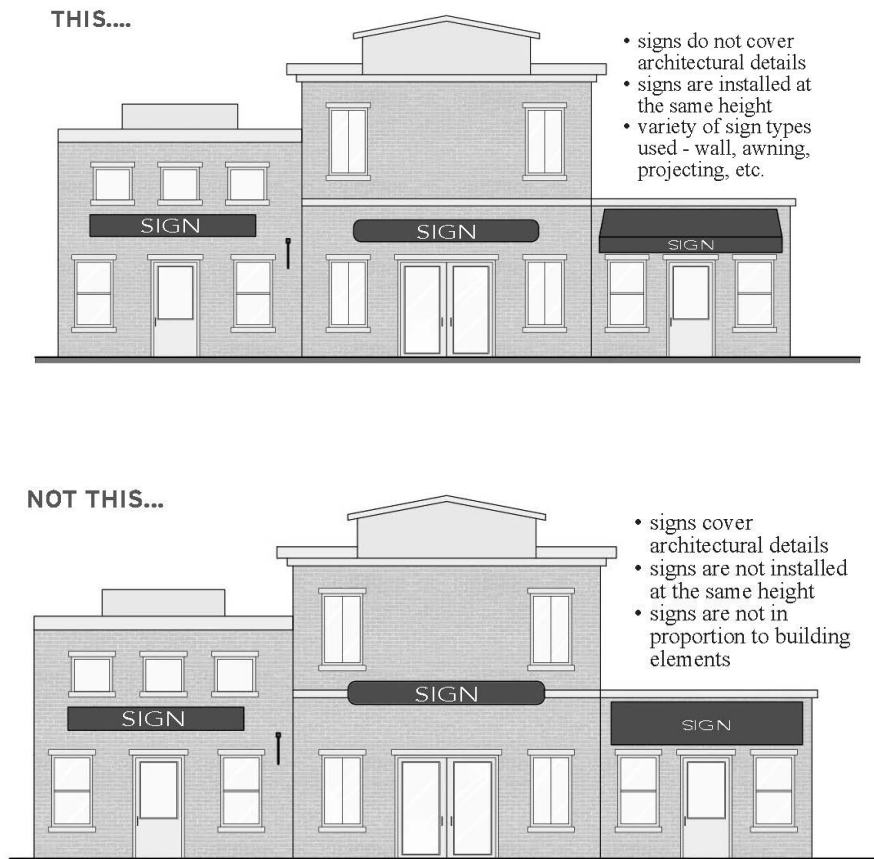


30-7-106 Sign design

- A. **Design compatibility.**
1. **Creative design encouraged.** Signs shall make a positive contribution to the general appearance of the street and commercial area in which they are located. A well-designed sign can be a major asset to a building. The Town encourages imaginative and innovative sign design.
 2. **Proportionate size and scale.** The scale of signs shall be appropriate for the building or property on which they are placed and the area in which they are located. Building signs shall be harmonious in scale and proportion with the building facade they are mounted upon.
 3. **Additional design considerations.**
 - a. **Visibility.** Signs shall not visually overpower nor obscure architectural features.
 - b. **Integrate signs with the building and landscaping.** Carefully coordinate the sign with the architectural design, overall color scheme and landscaping. Signs shall be designed to complement or enhance the other signs for a building.
 - c. **Unified sign band.** Whenever possible, signs located on buildings with the same blockface shall be placed at the same height, in order to create a unified sign band. Locate wall signs at the first-floor level only for retail uses.

- d. *Pedestrian-oriented signs.* Pedestrian-oriented signs are encouraged. It is desirable to include a pedestrian-oriented sign as one of the permanent permitted signs for a business. These signs are designed for and directed toward pedestrians so they can easily and comfortably read the sign as they stand adjacent to the business.

Figure 7.3: Sign placement



4. *Landscaping.* Freestanding signs shall be landscaped at their base in a way harmonious with the landscape concept for the whole site. Landscaping shall form an attractive, dense cluster at the base of the sign that is equally attractive in winter and summer. A landscape plan for the sign base shall be provided.
5. *Reduce sign impact.* Because residential and commercial uses generally exist in close proximity, the foundation and support structure for signs shall be designed, located and/or screened with landscaping so that they minimize impact on adjacent residential neighborhoods, without impairing the communicative purpose of the sign. Small-scale signs are encouraged.

30-7-107 Sign illumination

- A. *External illumination.* Unless otherwise specified, all signs that use illumination shall use indirect lighting as defined in Sec. 30-1-116 *Definitions*.
1. All signs that use illumination shall have their lighting directed in such a manner as to illuminate only the face of the sign without causing glare.
 2. Any external light source must be downcast and fully shielded.
 3. Projecting light fixtures shall be simple and unobtrusive in appearance and shall not obscure the graphics of the sign.
- B. *Internal illumination prohibited.* Signs shall not be internally illuminated, with the following exceptions:
1. Neon tubing and LED light ropes are acceptable methods of sign design or sign illumination in the commercial and industrial zone districts.
 2. The portion of a sign face dedicated to text or characters may be halo lit, as shown in Figure 7.4. No sign cabinets or light boxes with push through lettering shall be internally illuminated.

Figure 7.4: Sign illumination

THIS...



NOT THIS...



- C. *Compliance.*
1. All sign illumination shall meet the Town of Berthoud "Dark Sky" regulations established in Sec. 30-2-118 *Outdoor lighting and dark sky standards*.
 2. All lighted signs shall meet all applicable electrical codes and the electrical components used shall bear the label of an approval agency. Electrical permits shall be obtained for electric signs.
- D. *Hours of operation.* All illuminated signs shall be turned off at close of business, or 9:00 pm, whichever occurs first.

30-7-108 Sign installation, maintenance, alteration and removal

A. *Sign installation.*

1. Where possible, signs shall be mounted so that the mounting brackets and associated mounting hardware are concealed.
2. Projecting signs shall be mounted so they generally align with others in the block.
3. The Town may inspect any sign governed by this Section and shall have the authority to order the repair, alteration or removal of a sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation or obsolescence.

B. *Sign maintenance.*

1. All signs and all components thereof, including sign structures and sign faces, shall be maintained in compliance with all building and electrical codes in force at the time of installation.
2. The owner of a sign and the owner of the premises on which such sign is located shall be jointly and severally liable to maintain such sign, including any illumination sources in neat and orderly condition, and in a good working order at all times, and to prevent the development of any rust, corrosion, rotting or other deterioration in the physical appearance or safety of such sign.
3. The owner of any sign regulated by this Section shall be required to keep signs and supporting hardware, including temporary signs and time/temperature signs structurally safe, clean, free of visible defects and functioning properly at all times. Repairs to signs shall be equal to or better in quality of materials and design than the original sign.

C. *Sign alteration.*

1. Any alteration to an existing sign, other than for a change of copy or for maintenance, shall require a new sign permit pursuant to Section 30-7-102 *Sign permits*.
2. Sign alterations shall include, without limitation:
 - a. Changing the size of the sign.
 - b. Changing the shape of the sign.
 - c. Changing the material of which the sign is constructed.
 - d. Changing or adding lighting to the sign.
 - e. Changing the location of the sign.
 - f. Changing the height of the sign.

D. *Sign removal*

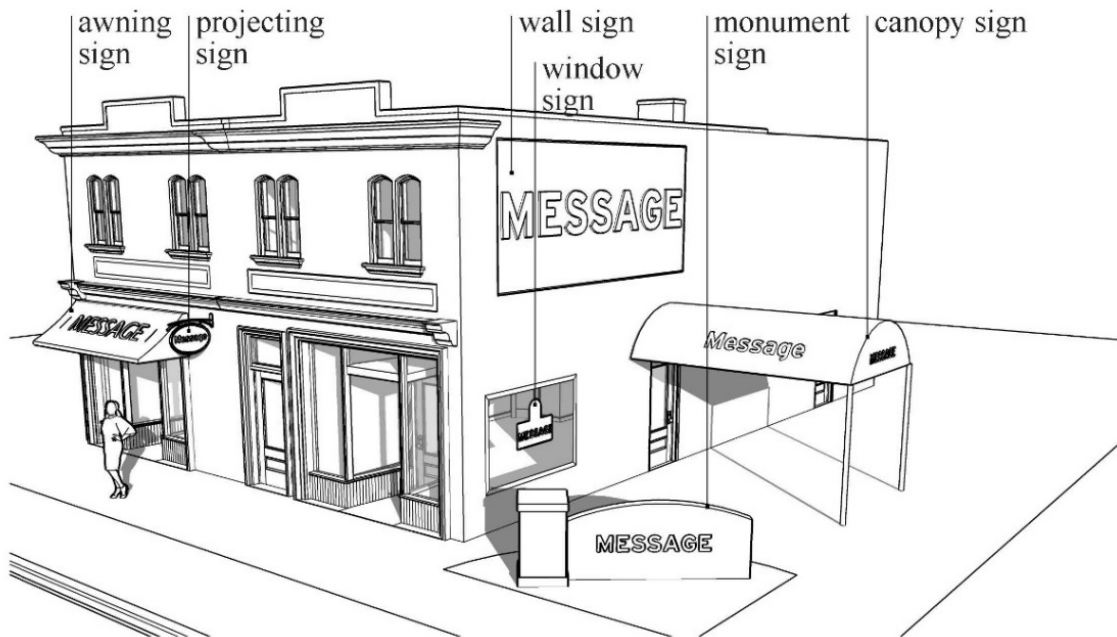
1. *Discontinued establishments.* Whenever a business, industry, service or other use is discontinued, the sign(s) pertaining to the use shall be removed or obscured by the person or entity owning or having possession over the property within 90 days after the discontinuance of such use.
2. *Removal of illegal signs in the public right-of-way.* The Town may cause the removal of any sign within the public right-of-way or on property that is otherwise abandoned that has been placed there without first complying with the requirements of this Section.
3. *Repair and removal of abandoned signs/signs in violation of Code.* The Town may cause the repair or removal of any sign that has become a hazard to public safety. Signs in violation of any other provision of this Code may also be removed by the Town.

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4. *Storage of removed signs.* Signs removed in compliance with this Section shall be stored by the Town for 30 days, during which they may be recovered by the owner only upon payment to the Town for costs of removal and storage. If not recovered within the 30-day period, the sign and supporting structure shall be declared abandoned and title shall vest with the Town. The costs of removal and storage (up to 30 days) may be billed to the property owner.
 5. *Inspection.* The Town may inspect any sign governed by this Section and shall have the authority to order the repair, alteration or removal of a sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation or obsolescence.
 6. *Penalties.* Signs which are not permitted by this Code shall be subject to administrative remedies contained herein.

30-7-109 Permanent sign standards

- A. *Permitted permanent sign types.* The illustration in Figure 7.5 identifies the types of permanent signs permitted per this Section.
 1. All permanent signs shall be located off the street right-of-way, unless otherwise granted permission for such location by the Town or the Colorado Department of Transportation (CDOT).

Figure 7.5: Permanent Sign Types



- B. *Sign allowance.*
 1. *Non-residential signs.* All businesses and other non-residential properties within the Town are allowed permanent signage of any type (monument, wall, projecting, canopy, awning, etc.) within the square footage totals identified below and other limitations of this Section:
 - a. Two square feet for each linear foot of building up to 200 linear feet of building frontage and an additional one square foot for each linear foot of building frontage over 200 feet. Unless

specifically stated otherwise in this Section, the maximum size of any single sign is 288 square feet (12 feet by 24 feet). Any request for a larger single sign will be reviewed by the Planning Commission as a variance to this Section, in accordance with Section 30-3-108 *Board of Adjustment*.

- b. Where the linear frontage of all buildings is less than 30 percent of the total lot frontage, allowable sign sizes are two square feet of sign for each linear foot of building and an additional one square foot of sign for each linear foot of property frontage (less the linear building frontage).
 - c. Accessory wall signs count toward the total sign allowance and are limited to no more than 20% of the total wall sign allowance each.
 2. *Residential signs.* All residential properties within the Town are allowed permanent signage of any type (monument, wall, projecting, canopy, awning, etc.) within the square footage totals identified below and other limitations of this Section:
 - a. The sign allowance for multi-family residential or mixed-use development shall be within the same limits as non-residential signage; see subsection B 1. above, with the following exception: all home-based business signs are limited to no more than two square feet in size.
 - b. All home-based business signs or other signs on lots with single-family or two-family dwellings are limited to no more than two square feet in size.
- C. *Awning signs.*
 1. *General standards.* The following standards apply to all awning signs:
 - a. Signs may be placed only on awnings that are located on first- and second-story building frontages, including those fronting a parking lot or pedestrian way.
 - b. No awning sign shall project outside the face of an awning.
 2. *Awning sign specifications.* Specifications regulating awning signs are shown on Table 7.1:

Table 7.1 Awning sign standards

Zones Allowed	R4, C1, C2, M1, M2, SC, UC, PUD
Sign Permit Required	Yes
Maximum Number	One per window
Maximum Area	Within sign allowance
Maximum Width	Width of window
Maximum Letter Height	Variable
Maximum Valance Height	12 inches
Maximum Projection	Seven feet
Minimum Clearance	Eight feet
Illumination Allowed	Yes; under awning and directed downward

Figure 7.6 Awning sign detail

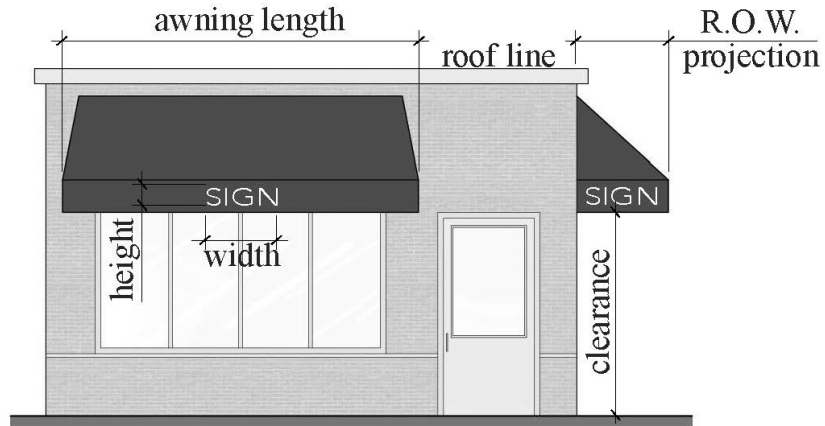


Figure 7.7 Awning sign example



D. Canopy signs.

1. *General standards.* The following standards apply to all canopy signs:
 - a. No canopy, with or without signage, shall extend above the roof line of any building.
 - b. No canopy sign shall project above the top of the canopy upon which it is mounted.
 - c. Under-canopy signs which are perpendicular to the face of the building shall be deemed to be projecting signs.
 - d. Under-canopy signs which are parallel to the face of the building shall be a minimum of eight feet above finished grade and shall be deemed to be wall signs.
2. *Canopy sign specifications.* Specifications regulating canopy signs are shown on Table 7.2:

Table 7.2 Canopy sign standards

Zones Allowed*	R4, C1, C2, M1, M2, SC, UC, PUD
Sign Permit Required	Yes
Maximum Number	One per canopy face
Maximum Area	38 square feet
Maximum Width	25 feet
Maximum Height	18 inches
Letter Height	Min. five inches/max. 12 inches
Maximum Valance Height	12 inches
Maximum Projection	20 feet from face of building
Minimum Clearance	12 feet from finished grade
Illumination Allowed	Yes; under canopy and directed downward
*Canopy signs are not permitted in the Residential Conversion or Downtown Commercial character areas within the Mountain Avenue Overlay District	

Figure 7.8 Canopy sign detail

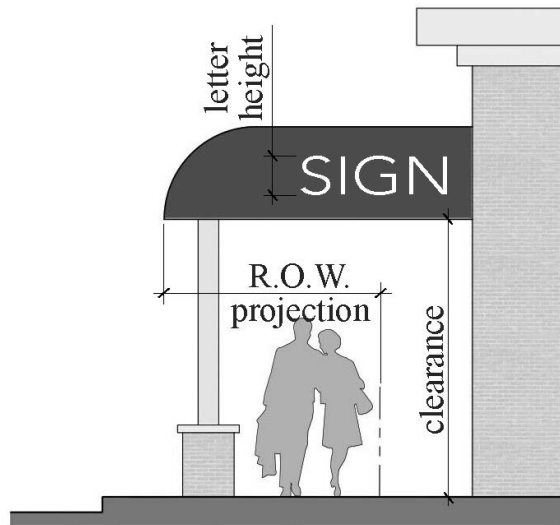


Figure 7.9 Canopy sign example



E. *Monument signs.*

1. *General standards.* The following standards apply to all monument signs:

a. *Location.*

- i. A monument sign may be located only on a site frontage adjoining a public street.
- ii. No monument sign in any zoning district can be erected closer than eight feet from any curbline, nor closer than four feet to any building.
- iii. No monument signs in any business or industrial district may be located less than 25 feet from any property line adjacent to a residential zoning district line.

b. *Sign mounting.* The sign shall be mounted on a solid monument-type base. The sign base shall not be greater than 50% of the sign area.

c. *Monument sign design.* The design of a monument sign shall be consistent with the overall scale of the building. The design and placement of the sign shall not obstruct traffic safety sight distance areas.

d. *Monument sign landscaping requirements.*

- i. Monument signs shall be landscaped at their base in a way harmonious with the landscape concept for the whole site. Landscaping shall form an attractive, dense cluster at the base of the sign that is equally attractive in winter and summer. A landscape plan for the sign base shall be provided.
- ii. Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign. For example, 20 square feet of sign area equals 40 square feet of landscaped area.
- iii. The Planning Commission may reduce or waive this requirement if it is determined that the additional landscaping would not contribute significantly to the overall aesthetic character of the project.

2. *Monument sign specifications.* Specifications regulating monument signs are shown on Table 7.3 and Table 7.4:

Table 7.3 Monument sign standards

Zones Allowed	All, except Downtown Commercial character area within the Mountain Avenue Overlay District
Sign Permit Required	Yes
Maximum Number	One per street frontage, up to a total of two signs, per subdivision or development entrance. One per commercial lot.
Maximum Area: Residential Subdivisions * (height x width)	35 square feet
Maximum Area: Non – Residential and Mixed-use Uses* (height x width)	100 sq. ft.
Maximum Height *	12 feet
Illumination Allowed	Yes; indirect only
*See Table 7.4 for Mountain Avenue Overlay District character areas	

Table 7.4 Monument sign area, height and setbacks– Mountain Avenue Overlay District

	Berthoud West	Residential Conversion	Berthoud East	Agriculture	New Berthoud
Maximum Area	100 square feet	35 square feet	100 square feet	100 square feet	135 square feet
Maximum Height	10 feet	5 feet	10 feet	10 feet	12 feet
Mountain Ave/Highway 56 Setback	5 feet	5 feet	5 feet	10 feet	12 feet
Note: Monument signs are prohibited in the Mountain Avenue Downtown Commercial character district					

Figure 7.10 Monument sign detail

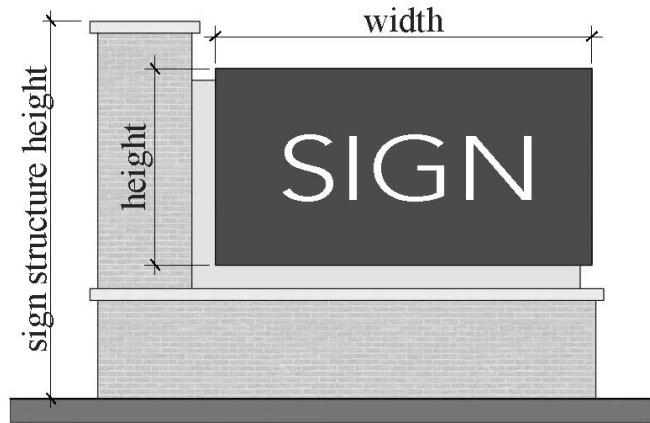


Figure 7.11 Monument sign example: Residential Use

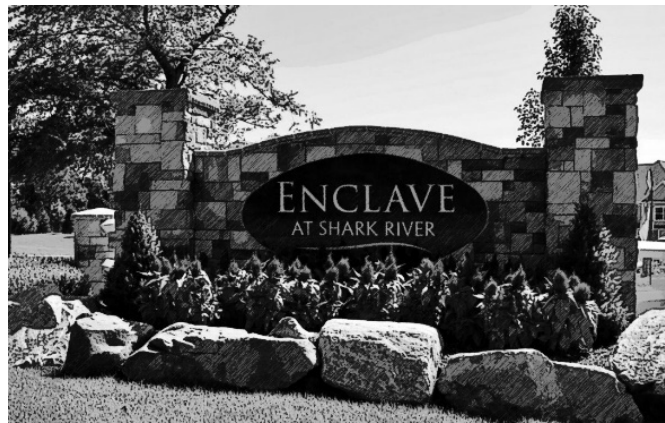


Figure 7.12 Monument sign example: Non-Residential Use



F. Projecting signs.

1. *General standards.* The following standards apply to all projecting signs:
 - a. Projecting signs shall be placed only on a ground floor facade, except for businesses located above the ground level with direct exterior pedestrian access.

- b. Projecting signs shall be no higher than wall that it projects from or no higher than bottom of second story window framing
 - c. Mount projecting signs so that they align with others in the block and fit with architectural details of the structure.
 - d. Sign supports and brackets shall be compatible with the design and scale of the sign.
2. *Projecting sign specifications.* Specifications regulating projecting signs are shown on the Projecting Sign Standards Table:

Table 7.5 Projecting sign standards

Zones Allowed	R4, C1, C2, SC, UC, M1, M2
Sign Permit Required	Yes
Maximum Number	One per façade; two max.
Maximum Area (height x width)	Six square feet
Maximum Letter Height	10 inches
Maximum Projection	Four feet from face of building
Minimum Clearance	Eight feet from finished grade
Illumination Allowed	Yes; indirect only

Figure 7.13 Projecting sign detail

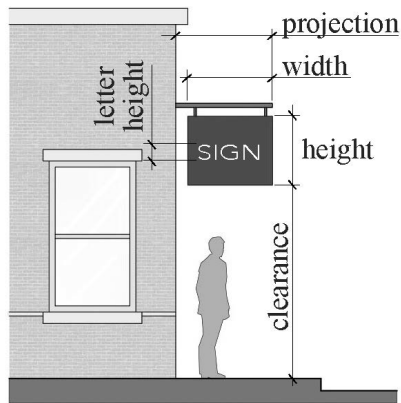
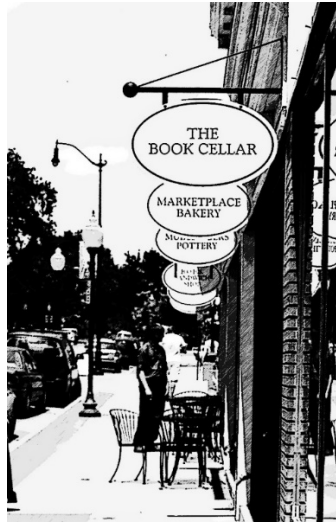


Figure 7.14 Projecting sign example



G. Wall signs.

1. **General standards.** The following standards apply to all wall signs:
 - a. The sign shall not be placed to obstruct any portion of a window, doorway or other architectural detail.
 - b. Wall signs on buildings at the first-floor level are allowed for businesses on higher floors that have a principal entrance on the first floor.
 - c. Wall signs plus accessory wall signs shall be in accordance with Section 30-7-109.B *Sign allowance*.
2. **Wall sign specifications.** Specifications regulating wall signs are shown on Table 7.6 and Table 7.7:

Table 7.6 Wall sign standards

Zones Allowed	R4, C1, C2, SC, UC, M1, M2
Sign Permit Required	Yes
Maximum Number	One per street frontage per unit, plus three accessory wall signs
Maximum Area*	Within sign allowance
Maximum Height	No higher than building eave or 25 feet above grade
Maximum Projection	12 inches from face of building
Illumination Allowed	Yes; indirect only
*See Table 7.7 for Mountain Avenue Overlay District character areas	

Table 7.7 Wall sign area – Mountain Avenue Overlay District

	Berthoud West	Residential Conversion	Downtown Commercial	Berthoud East	Agriculture	New Berthoud
Maximum Area	100 square feet	35 square feet	60 square feet	100 square feet	100 square feet	135 square feet

Figure 7.15 Wall sign detail

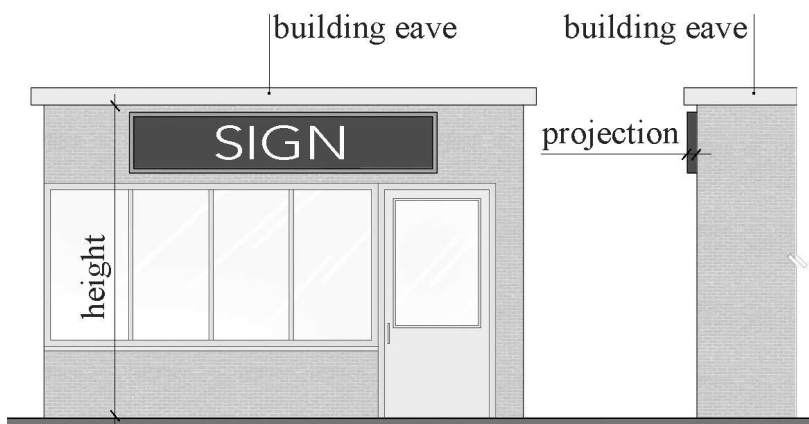


Figure 7.16 Wall sign example



H. Window signs.

1. General standards. The following standards apply to all permanent window signs:

- Permanent window signs shall be located only in those windows of the unit or space occupied by a business.
- Permanent window signs shall not be displayed in windows above the ground floor level.

- c. Permanent window signs shall not be animated.
 - d. When determining the maximum permitted number and the maximum permitted area of permanent signs, temporary window signs shall not be taken into account unless otherwise specified or regulated in this Development Code. However, in no case shall a permanent, temporary, or combination of such window signs cover more than 25 percent of any individual window area.
2. *Window sign specifications.* Specifications regulating window signs are shown on Table 7.8:

Table 7.8 Window sign standards

Zones Allowed	C1, C2, SC, UC, M1, M2
Sign Permit Required	Yes
Maximum Number	Unlimited, within maximum area
Maximum Area	25 percent of any individual window area
Maximum Height	Top of ground floor window
Illumination Allowed	Neon only

Figure 7.17 Window sign detail

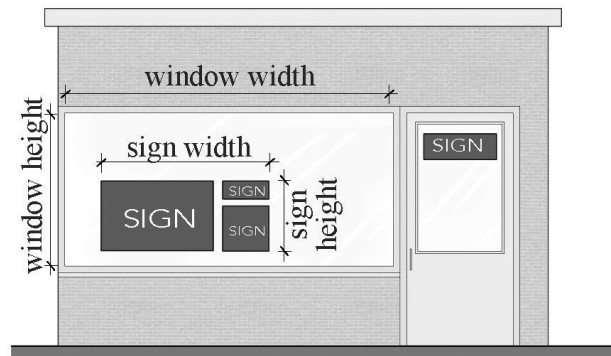


Figure 7.18 Window sign example



30-7-110 Temporary sign standards

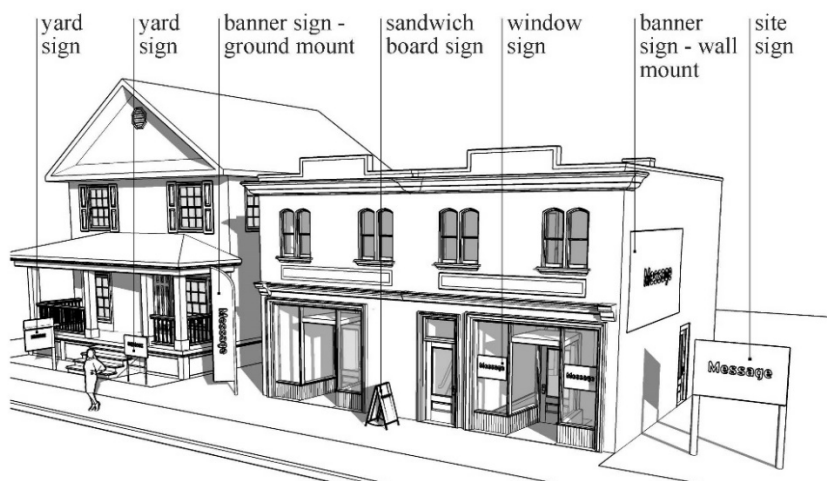
A. *Permitted temporary sign types.* The illustrations in Figure 7.19 identify the types of temporary signs permitted per this Section.

1. All temporary signs shall be located off the street right-of-way, unless otherwise granted permission for such location by the Town or the Colorado Department of Transportation (CDOT). In no case may any such sign impede the view or travel of any motorists or pedestrians or be attached to any structure within the right-of-way (i.e., may not be attached to a government sign, telephone pole, etc.).

B. *Duration.* The purpose of temporary signs is to display messages for a temporary duration. Temporary signs shall not be used 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 these regulations. In general, a temporary sign shall be removed as of the date that:

1. It becomes an abandoned sign;
2. It falls into disrepair; or
3. The expiration of the number of days in the tables below.

Figure 7.19: Temporary Sign Types



C. *Banner signs.*

1. *Special event limitation.* Temporary banner signs are limited to special events as defined in Sec. 30-1-116 Definitions. This limitation also extends to portable signs, promotional tents or other signs not permanently affixed or attached to the ground or to any structure, with the exception of site signs, yard signs and sidewalk signs as regulated in this Section.
2. *General standards.* The following standards apply to all banner signs:
 - a. Banner signs shall be erected no sooner than 15 days prior and removed no later than five days after the event.
 - b. Banner signs shall be securely attached to the wall of the establishment or light poles on private property.
 - c. Wind banner signs shall be securely attached to the ground on private property.
3. *Banner sign specifications.* Specifications regulating banner signs are shown on Table 7.9:

Table 7.9 Banner sign standards

Zones Allowed	All
Sign Permit Required	Yes
Maximum Number	One per street frontage
Maximum Area (height x width)	60 square feet
Illumination Allowed	No
Maximum Time Permitted	15 days; no more than once quarterly per calendar year

Figure 7.20 Banner sign detail – ground mount

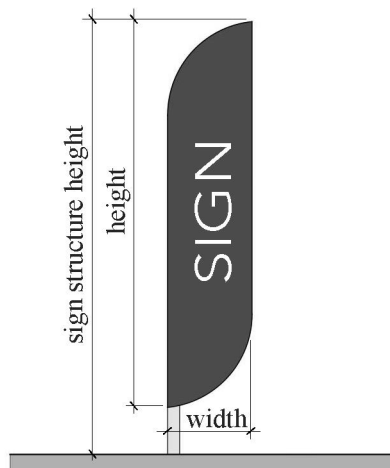


Figure 7.21 Banner sign example – ground mount



Figure 7.22 Banner sign example – wall mount



D. Sidewalk signs.

1. General standards. The following standards apply to all sidewalk signs:
 - a. A sidewalk sign shall be placed only on the property of the business displaying such sign, or on the adjacent sidewalk. See Section 30-7-111 Off-premise sign standards regarding sign permits issued prior to April, 2024 for off-premise sidewalk signs.
 - b. All such signs shall be located off the street right-of-way, unless otherwise granted permission for such location by the Town or the Colorado Department of Transportation (CDOT).
 - c. Sidewalk signs must be removed upon close of business each day and may be replaced the following day.
 - d. A sidewalk sign shall not obstruct pedestrian or vehicular circulation. Any sidewalk sign that is deemed unsafe for pedestrians or motorists may be removed by the Town.
 - e. Sidewalk signs must be anchored to the ground or weighted sufficiently to prevent movement by wind.
2. Sidewalk sign specifications. Specifications regulating sidewalk signs are shown on Table 7.10:

Table 7.10 Sidewalk sign standards

Zones Allowed	C1, C2, SC, UC
Sign Permit Required	Yes
Maximum Number	One
Maximum Area (height x width)	Eight square feet
Maximum Height	48 inches
Maximum Width	24 inches
Min. Pedestrian Clearance	Four feet
Illumination Allowed	No
Maximum Time Permitted	Daily; subject to C. 1.c. above

Figure 7.23 Sidewalk sign detail

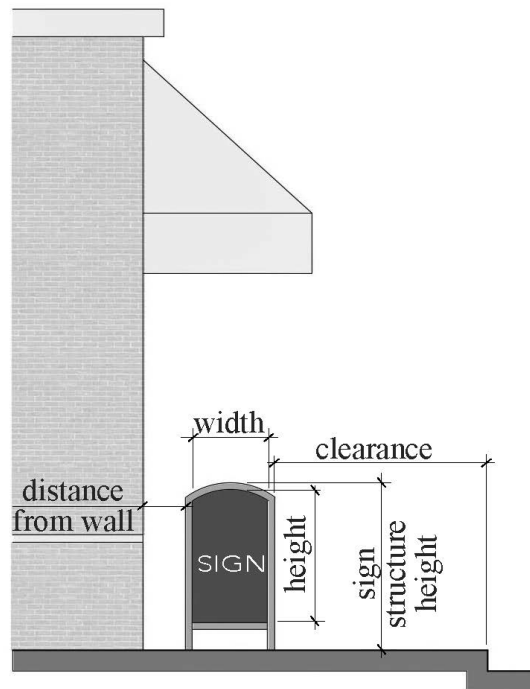


Figure 7.24 Sidewalk sign example



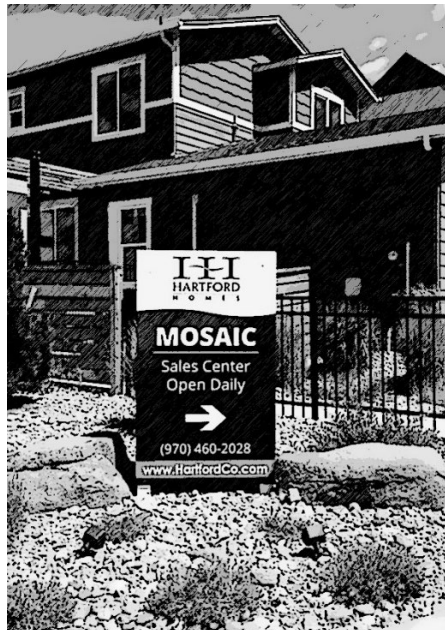
E. *Site Signs.*

1. *General standards.* The following standards apply to all site signs:
 - a. Site signs are only allowed on properties with active listings for sale or for rent, or on lots under construction with active building permits, and are not permitted on parcels with existing or built-out residential or non-residential uses.
 - b. Only one such sign oriented per street front per premises shall be erected. Any two such signs located on the same premises shall be located at least 100 feet apart as measured using a straight line.
 - c. See Sec. 30-5-102 J *Signage* for construction rules and regulations associated with site signs.
2. *Site sign specifications.* Specifications regulating site signs are shown on Table 7.11:

Table 7.11 Site sign standards

Zones Allowed	All
Sign Permit Required	No
Maximum Number	One per street frontage
Maximum Area: Residential Zone	Eight square feet, unless otherwise specified in E. 1. c above
Maximum Area: Non – Residential Zone	32 square feet
Illumination Allowed	No
Maximum Time Permitted	Seven days after active listing or building permit has expired.

Figure 7.25 Site sign example



F. *Yard signs.*

1. *General standards.* The following standards apply to all yard signs:
 - a. Yard signs shall not be erected or placed in parks, alleys or in a street or other public right-of way or place.
 - b. Unless otherwise specified herein, yard signs shall be displayed not more than twice per year per dwelling unit.
 - c. An unlimited number of yard signs are permitted within 60 days before and five days after any general or special election.
2. *Yard sign specifications.* Specifications regulating yard signs are shown on Table 7.12:

Table 7.12 Yard sign standards

Zones Allowed	All
Sign Permit Required	No
Maximum Number	One per street frontage, unless otherwise specified in F. 1 above
Maximum Area: Residential Use	Eight square feet
Maximum Area: Non – Residential Use	32 square feet
Illumination Allowed	No
Maximum Time Permitted	Five days, or seven days after an active listing has expired, unless otherwise specified in F. 1. above

Figure 7.26 Yard sign examples



30-7-111 Off-Premise sign standards

A. *General requirements.*

1. Off-premises signs, also known as off-site signs, are permitted with a Use by Special Review permit.
2. Off-premises signs shall not:
 - a. Interfere with pedestrian or vehicular safety;
 - b. Detract from the pedestrian quality of the surrounding area;
 - c. Add to an over-proliferation of signs on one property or in an area; or
 - d. Measure more than 4 square feet in area, except for sidewalk signs.

B. *Billboard signs.* No new billboard signs are allowed within the Town of Berthoud after May 3, 2012. Billboard signs in existence on May 3, 2012 are considered legal and non-conforming, subject to the requirements of this Code with respect to non-conforming uses.

C. *Off-premise sidewalk signs.* Sign permits issued prior to the effective date of Ordinance 1334 remain in effect for existing off-premise sidewalk signs associated with businesses located further than one block north or south of Mountain Avenue between 2nd Street and 5th Street, or within the one block dimension but outside of the normal line-of-sight of motorists on Mountain Avenue. After the effective date of Ordinance 1334 no additional sign permits for off-premise sidewalk signs will be issued. No new off-premise sidewalk signs are allowed.