

## DIVISION 4            SIGN REGULATIONS

### Section 3-401            Applicability

3-401.A.            **General.** Signs shall only be allowed as permitted by this Division. Permitted sign categories and sign characteristics are summarized in Table 3-5 and are fully described within this Division. It shall be unlawful to erect a sign without complying with the terms and provisions of this Article.

3-401.B.            **Sign Permit Required.** It shall be unlawful to erect, place, construct, reconstruct, maintain or relocate a sign without first obtaining a sign permit from the Planning Department.

### Section 3-402            Prohibited Signs

The following signs shall not be erected, placed, constructed, reconstructed, maintained or relocated within the Town of Telluride.

3-402.A.            **Signs With Lights.** Signs with lights, or illumination which flash, rotate, move, scintillate, blink, flicker, vary in intensity, vary in color or use intermittent electronic pulsations are not allowed, except historic signs with lights no larger than twenty-five (25) watts, subject to approval of H.A.R.C.

3-402.B.            **Signs With Moving Parts.** Signs with visible moving, revolving rotating parts, or visible mechanical movement of any description, or other apparent visible movement achieved by electrical, electronic or mechanical means, including automatic electronically controlled copy changes are not allowed.

3-402.C.            **Gas Filled Light Tubes.** Gas-filled light tubes shall be allowed only when used for indirect illumination, in such a manner that light tubes are not exposed to public view. No signs with rear-lighted translucent panels will be allowed.

3-402.D            **Computer and Television Monitors or Screens.** Computer and television monitors or screen, or other similar devices are expressly prohibited for use as signs within the Town of Telluride. This prohibition extends to the use of such devices for display within storefront windows, or windows directed toward a public right-of-way.

### Section 3-403            Special Pennants and Banners

Nothing in this Division shall be construed to prevent the erection of pennants and banners advertising a special civic event. Such pennants and banners may be erected two (2) weeks prior to the opening of the event advertised and shall be removed promptly upon its conclusion.

### Section 3-404            River Park Trail Signs

Any sign erected, placed, constructed, reconstructed, maintained or relocated on property

adjacent to the River Park Trail shall only be permitted in accordance with the following limitations: **(Note: Institutional Identification Signs are exempt from the following limitations.)**

3-404.A. No sign as defined in Section 3-405 of this title shall be permitted along any property line fronting the River Park Trail, nor shall any such sign be permitted which is located within view from the River Park Trail if such property has a property line fronting a publicly accessible right-of-way along which a sign can be located out of view from the River Park Trail.

3-404.B. Signs as defined in Section 3-405 of this title shall be permitted, in accordance with all other provisions of this title, along a property line fronting the River Park Trail or in view from the River Park Trail only if the property does not have a property line fronting a publicly accessible right-of-way along which a sign can not be located out of view from the River Park Trail.

### **Section 3-405 Permitted Signs**

The types of signs which are allowed within the Town of Telluride shall meet the following limitations.

3-405.A. **Freestanding Signs.** A freestanding sign is any sign structurally separate from the building, being supported on itself or on a standard or legs. Freestanding signs shall be limited to one (1) sign per principal use, shall not be located higher than the principal building, shall be a minimum of eight feet (8') above grade when located adjacent to a pedestrian way and larger than two (2) square feet in area. A sandwich board sign shall be allowed only if located entirely on private property. The area of one side of a sandwich board shall count towards the total signage allowed for the business and all other sections of the code shall apply.

3-405.B. **Projecting Signs.** A projecting sign is any sign supported by a building wall and projecting therefrom. Projecting signs shall not be higher than the eave line or parapet wall of the principal building, shall be a minimum of eight feet (8') above grade when located adjacent to or projecting over a pedestrian way; and shall not extend more than four feet (4') from the building wall except where such a sign is an integral part of an approved canopy or awning.

3-405.C. **Wall Signs.** A wall sign is any sign painted on, incorporated in or affixed to the building wall, or any sign consisting of cut-out letters or devices affixed to the building wall with no background defined on the building wall. Wall signs shall not be higher than the eave line or parapet wall of the principal building, and no sign part, including cut-out letters, shall project more than six inches (6") from the building wall.

### **Section 3-406 Sign Categories and Size Limitations**

Permitted signs shall only be erected, placed, constructed, reconstructed, maintained or relocated

according to the following limitations.

3-406.A. **Business Identification Signs.** Business identification signs are permitted in conjunction with permitted uses, except residences, provided such signs identify a business occupying the premises. If such signs are not identifying a business occupying the premises, such signs shall be located in accordance with Section 3-406.A.1 of this Title. The aggregate sign area permitted for a business shall not exceed one (1) square foot of sign area for each three (3) feet of lot line frontage occupied by or projected from the building within which the principal use is conducted. Users fronting on an alley shall compute their sign area allowance by considering the alley as the lot line frontage. In no case shall the aggregate sign area for any one use on any one frontage exceed twenty (20) square feet. A total of two (2) signs are allowed per business per frontage. There may be a combination of two (2) of the following four (4) types of signs: freestanding, projecting, wall, and off-site; including cut-out letter sign; subject to the following limitations:

3-406.A.1. Off-Site Sign: Off-site signs are those that identify or advertise interests that are not conducted on the same lot on which the sign is located. Off-site signs shall be permitted as follows:

- a. Each business shall be permitted one off-site sign.
- b. Off-site signs may be permitted to be installed on Town constructed and maintained poles in the public right-of-way at the following locations: The southeast corners of Colorado Ave. and Davis St., Colorado Ave. and Fir St., Colorado Ave. and Pine St., Colorado Ave. and Willow St.; and Colorado Ave. and Spruce St., and the southwest corners of Colorado Ave. and Townsend St., Colorado Ave. and Aspen St., and Colorado Ave. and Oak St. The Public Works and Planning staff will collaborate to determine the specific locations for the signs to be erected on these corners. These signs shall be a standard 4" x 24" with an arrow incorporated into the design, directing traffic towards the applicable business. Once an application for an off-site sign is made, staff will order, erect, and maintain the said sign on the appropriate post. Each sign will have a standardized font, and shall display only the trade name of the said business. The signs will have one color and one 4" x 4" symbol for each of the following types of businesses: institutional, retail, restaurant, and lodging.

3-406.A.2. Freestanding sign: One (1) per use, not to exceed ten (10) square feet in area.

3-406.A.3. Projecting sign: Shall not extend more than four feet (4') from the building wall except where such a sign is an integral part of an approved canopy or awning, and no projecting sign shall exceed

six (6) square feet in area where two (2) faces are visible or ten (10) square feet where only one (1) face is visible.

3-406.A.4. Wall sign: Shall not exceed ten (10) square feet on any one (1) building wall, exclusive of cut-out letters.

3-406.A.5. Office building registry: A wall sign or freestanding sign identifying included business offices, not to exceed one (1) square foot in area per office. Such sign shall be excluded from regular sign area limitations.

3-406.A.6. Historic sign: A wall sign identifying a structure of historic interest, not to exceed ten (10) square feet in area. Such sign shall be excluded from sign area limitations and be located only on historic buildings.

3-406.A.7. Vending Machines. Vending machines are defined as self-service mechanical dispensers of products such as soft drink machines, but excludes newsracks as defined in Chapter 12.06 of the Telluride Municipal Code. No vending machines allowed under this subsection may be located in any required setback, easement, required parking space, or in any location that would interfere with safe movement of pedestrians into and out of the building(s) on the premises, or safe flow of traffic. Vending machines must receive approval pursuant to HARC review procedures of Section 7-203.D of this Title, must be adequately screened, and shall count towards the total sign allowance for the business operating the vending machine if signs advertising or promoting products or interests are used. For vending machine signs, the square footage of the lettering shall count as fifty (50) percent of a sign, to be applied to the total allowable signage of the said business. Vending machines shall not be internally illuminated.

3-406.B. **Residential Identification Signs.** A freestanding or wall sign may be erected on the same lot with any dwelling identifying the occupant thereof or any home occupation pursued therein, not to exceed two (2) square feet per dwelling unit. Such a sign may be illuminated as prescribed in this Section only when it is identifying a home occupation of an emergency service nature, a multifamily dwelling complex or a mobile home park.

3-406.C. **Institutional Identification Signs.** Freestanding and wall signs may be erected on the same lot with any school, church or public building for administration; provided, that the aggregate sign area along one street shall not exceed one (1) square foot of sign area for each three feet (3') of frontage occupied by the building within which the principal use is conducted. In no case shall the aggregate sign area for one (1) use exceed twenty (20) square feet on any single frontage. In the case of institutional uses located in a residential zone district,

illumination of signs shall be subject to approval of P&Z.

- 3-406.D. **Recreation Identification Signs.** Freestanding or wall signs may be erected on the same lot with any recreation club or open-use recreation site, provided the aggregate sign area does not exceed twenty (20) square feet on any single frontage. In the case of such uses located in a residential district, illumination of signs shall be subject to the approval of P&Z.
- 3-406.E. **Directional Signs.** A freestanding sign, non-illuminated and conforming to a standardized design, six inches by thirty inches (6" x 30") in size, directing persons to tourist and cultural facilities may be erected in any district on the public right-of-way.
- 3-406.F. **For Sale/For Rent Signs.** A freestanding or wall sign, non-illuminated, not to exceed six (6) square feet in area, when advertising sale of the premises, and not to exceed three (3) square feet when advertising rental of the premises, may be erected on any site.
- 3-406.G. **Construction Signs.** A freestanding non-illuminated sign not to exceed ten (10) square feet in area if single sided, and six (6) square feet in area if double sided, may be erected on a project site for purposes of identifying all contractors and/or describing a project. Only one construction sign may be permitted per street frontage.

### **Section 3-407 Sign Measurement**

- 3-407.A. **All Signs Counted.** The area allowed for signs in any category shall include all signs allowed, including window decals and signs identifying distinctive features and regional or national indications of approval of facilities.
- 3-407.B. **Cut-Out Letter Signs.** Cut-out letter signs shall be considered as wall signs and their aggregate area shall be credited toward allowable sign area at one-half (1/2) their measured area.
- 3-407.C. **Sign Area.** Sign area shall be the area of the smallest geometric figure which encompasses the sign facing, including copy, insignia, background and borders.

### **Section 3-408 Sign Location and Appearance Standards**

- 3-408.A. **General Standards.** All signs shall be maintained in good repair. A new permit shall be required prior to moving an existing sign from one location to another, or altering a sign in any manner other than for routine maintenance.
- 3-408.B. **Compliance With Setback Requirements.** Signs shall comply with the setback requirements of the zone district in which they are located and the principal use to which they apply, unless specifically excepted elsewhere in this Division. This does not apply to off-site signs that are approved in the right-of-way on Town

maintained posts.

- 3-408.C. **Traffic Safety.** No sign shall be located so that the safety of a moving vehicle will be impaired by obscuring the driver's vision or such that direct glare is caused on any public right-of-way. The color or format of signs shall not resemble or conflict with traffic signs or signals.
- 3-408.D. **Illumination.** Illumination of signs shall be arranged in such a manner as to be reflected away from residential properties and motorists' vision.
- 3-408.E. **Lettering Size Limit.** No lettering on any sign, including cut-out letter signs, shall exceed twelve inches (12") in height; except, that the initial letter in each word may be eighteen inches (18") in height.

(Ord. 1352, 2011; Ord. 1229, 2004; Ord. 1198, 2003; Ord. 1071, 1997; Ord. 1005, 1994; Ord. 970, 1992; Ord. 817, 1988; Ord. 231, 1970)

**TABLE 3-5  
PERMITTED SIGNS AND SIGN CHARACTERISTICS**

Sign Category	Sign Type Permitted	Maximum Number	Maximum Sign Area	Location	Illumination/Design
Residential Identification	Freestanding or Wall	1	2 square feet	On the same lot	Only to identify a home occupation of an emergency service nature, a multifamily dwelling complex or a mobile home park
Institutional Identification	Freestanding or Wall	No limit	1 square foot of sign area for each 3 feet of building frontage; not to exceed 20 square feet on any frontage	On the same lot	If located in a residential district, illumination is subject to approval by the Planning Commission
Recreation Club or Open-use Recreation Site Identification	Freestanding or Wall	No limit	Not to exceed 20 square feet on any frontage	On the same lot	If located in a residential district, illumination is subject to approval by the Planning Commission
Directional	Freestanding	No limit	6" by 30"	In the public right-of-way	May not be illuminated; must conform to a standardized design
For Sale/For Rent	Freestanding or Wall	1	For sale sign: 6 square feet; For rent sign: 3 square feet	On the same lot	May not be illuminated
Construction	Freestanding or wall	1/street frontage	10 s.f. single sided 6 s.f. double-sided	On the same lot	May not be illuminated
Business Identification	See Section 3-405.A	2	1 sq. ft. of sign area for each 3' of building frontage; not to exceed 20 sq. ft. on any frontage. Off-site business identification signs located in the right-of-way on Colorado Ave. shall be a standard 4"x24", designed and maintained by the Town	On the same lot, public right-of-way	May be illuminated when located on the same lot, subject to LUC Section 3-402 and the Town's <i>Design Guidelines</i> . Off-site signs in the right-of-way must conform to a standardized design and may not be illuminated.

