

ORDINANCE NO. 1066

AN ORDINANCE REPEALING AND RE-ENACTING  
CHAPTER 18.32 OF THE GOLDEN REVISED  
ORDINANCES OF 1965, RELATING TO SIGNS IN  
THE CITY OF GOLDEN.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GOLDEN,  
COLORADO:

Section 1. Chapter 18.32 of the Golden Revised Ordinances of  
1965 is hereby repealed and re-enacted as follows:

CHAPTER 18.32

SIGNS

SECTION:

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| 18.32.010 | Purpose                                  |
| 18.32.020 | Administration and Enforcement           |
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18.32.010 Purpose. The purpose of this ordinance is to  
exercise the zoning and general powers of the City to regulate the  
number, size, type and placement of signs in the City for the  
multiple purposes of:

(a) Preserving signs as an effective means of  
communication in the community,

(b) Improving traffic safety by insuring that signs do  
not obstruct the view of drivers or pedestrians and that they do  
not unreasonably distract drivers,

(c) Preserving and improving the general welfare of the  
community by insuring that signs are an attractive part of the  
urban landscape rather than an intrusion upon it,

(d) Minimizing or eliminating any adverse or nuisance  
effects of signs on the use of adjacent public and private  
property.

18.32.020 Administration and Enforcement.

(a) Signs allowed. Signs shall be allowed on public and private property in the City of Golden in accordance with the terms of this ordinance.

(b) Sign Permit Required. A sign permit shall be obtained from the city building division prior to the installation or construction of any permanent sign permitted under this chapter, except for such signs excluded from regulation by Section 18.32.030(c). Application for such permit shall include information as may be required to determine compliance with all applicable City codes and shall be subject to the applicable fee schedule as provided by City Council. Temporary signs shall not require a permit, but shall be counted toward the total signage allowance for the property.

(c) Legal Non-Conforming Sign.

(1) A legal non-conforming sign may continue to exist subject to the limitations of this ordinance. Ordinary repair and maintenance of legal non-conforming signs shall be permitted. A legal non-conforming sign shall not be expanded, enlarged or improved beyond ordinary repair and maintenance.

(2) A legal non-conforming sign shall be brought into conformance with all provisions of this ordinance when one or more of the following conditions occurs:

(A) Whenever the sign is damaged or destroyed in an amount which exceeds fifty percent of its total replacement cost,

(B) Whenever the sign is determined to be hazardous, dangerous or substandard under any applicable ordinance,

(C) Whenever a request is made to change the structural support of the sign,

(D) Whenever there is change in the name of the business activity or the type of business activity to which the sign pertains, as evidenced by a change in the business or sales tax license for the property,

(d) Abandoned Sign.

(1) A sign shall be deemed to have become abandoned when one or more of the following conditions occurs:

(A) The sign identifies a business, service, product or activity for which there does not exist an active Golden business license or sales tax license,

(B) The sign refers to a time, condition, event or purpose which no longer applies,

(2) An abandoned sign and/or all appurtenant structural support for that sign shall be removed from the property within ninety days from the occurrence of the condition which caused the sign to become abandoned. The Director of Community Development may grant extensions to this requirement for a period of up to two years, in three-month increments, upon a showing by the sign owner that a good faith effort is being made to secure a user for the property which reasonably would allow the sign to no longer be deemed as abandoned.

(3) An abandoned sign shall not be considered to be a legal non-conforming sign. Any sign and/or appurtenant structural support which meets the conditions of abandonment as described above in 18.32.020(d)(2) shall be removed from the property within ninety days from (Date of Adoption). The Director of Community Development may grant extensions to this requirement as described in 18.32.020(d)(2) above.

(4) The responsibility for removal of an abandoned sign and/or appurtenant structural support shall be borne by the owner of the sign or the owners of the affected property.

(e) Unlawful Acts. After (Date of Adoption) it shall be a violation of this ordinance to erect, install, otherwise create or maintain any sign in violation of any part of this ordinance.

(f) Remedies. In the event of a violation of this ordinance the City may pursue one or more of the following remedies:

(1) Any enforcement procedure or remedy provided for under the general zoning ordinance,

(2) Removal of the sign by the City. In such case, the direct costs incurred by the City, plus an administrative cost of fifteen percent, shall be charged against the owner of the real property. These costs shall constitute a debt due to the City, and may be recovered by civil suit or may be recorded as a lien against the property.

(a) Sign Types Permitted. The following types of signs shall be permitted for all uses subject to restrictions of this ordinance as to size, location and illumination:

- (1) Flush wall signs,
- (2) Freestanding signs,
- (3) Projecting wall signs,
- (4) Awning, canopy or covered walkway signs.
- (5) Temporary signs.

(b) Sign Types Prohibited: The following types of signs are prohibited in all districts and for all uses:

- (1) Roof top signs,
- (2) Wall signs projecting above roof or parapet wall,

(c) The following types of signs shall be allowed subject to the procedure for Special Use Permits as specified in Chapter 18.30, except that signs approved as a Special Use shall not be subject to the two year limitation and may continue indefinitely, except as provided elsewhere in this Chapter.

- (1) Revolving, rotating or wind-driven signs,
- (2) Signs with flashing, moving, blinking, chasing or other animated effects.
- (3) Sign types or designs not covered elsewhere in these regulations.

(d) Exclusions From Regulation. The following shall be excluded from regulation under this ordinance:

- (1) Municipal traffic control and other official public or government signs,
- (2) Flags of nations, states, cities or accredited educational institutions,
- (3) Works of art which do not identify a business, product or service,

(4) Signs not legible beyond the boundaries of the lot or parcel upon which they are located, or from any public right-of-way,

(5) Temporary decorations and signs associated with national, local or religious holiday celebrations and festivities,

(6) Signage used to identify and/or to price window displays of merchandise or pictures or models of products or services, inside only, not to exceed fifty percent of the area of the window,

(7) Typical door signage such as charge card emblems, telephone numbers, store hours and other similar signage normally found in most businesses, not to exceed fifty percent of the area of the door,

(8) Street address numbering,

(9) Signs erected by public utilities indicating danger or intended as aids to service or safety,

(10) Memorial signs or tablets, names of buildings and dates of construction when cut into any masonry surface or when constructed of incombustible materials,

(11) Signs which give direction within private property, provided that no such sign shall be more than four square feet in area.

(e) Real Estate, Political and Special Purpose Signs. Real estate "for sale" or "for rent" signs, political signs and all other signs of general or special purpose shall be subject to the requirements of this ordinance including, but not limited to, the requirements related to size, type, location and number of signs.

(f) Signs Located Within or Overhanging Public Property.

(1) Projecting signs which extend into the public right-of-way shall be governed by the provisions of Section 18.32.030(k).

(2) Other signs may be allowed in the public right-of-way to identify a business or service which is adjacent to that portion of the right-of-way. Such other signs shall be designed and located so as not to constitute an obstruction to the sidewalk or traffic.

(3) Temporary weekend signs shall be allowed subject to a resolution of City Council which shall specify location, size, fees, permits and procedures necessary to install such signs.

(4) No other signs shall be allowed within or overhanging public property except for awning, canopy, covered walkway signs and advertising bus benches, except as permitted in Section 18.32.030(g).

(g) Civic Signs and Special Permits. The Director of Community Development or its designee may issue a special permit to allow a civic organization to erect or install one or more signs within or overhanging public property when these signs are related to a bona fide civic event or activity. The Director of Community Development or its designee shall be free to impose upon any such permit any conditions which may be deemed appropriate, including the imposition of fees or the requirement that the civic organization provide the city with a bond, insurance or other indemnity.

(h) Street, Subdivision and Identification Signs.

(1) Street, subdivision and other identification signs on public property shall be considered municipal traffic control signs excluded from regulation under Section 18.32.030(d) paragraph (1) if such signs are purchased or paid for by a public entity.

(2) Street, subdivision and other identification signs on private property, purchased or paid for by persons other than a public entity shall comply with the relevant zone district sign requirements.

(3) Such street, subdivision and other identification and directional signs shall be installed and maintained in accordance with the policies of the Department of Public Works of the City of Golden.

(4) Temporary identification signs during the construction of a land development project shall be allowed, subject to the following limitations:

(A) Freestanding signs shall be governed by the dimensional limitations of Section 18.32.030(1),

(B) All signs shall be located within the ownership area of the land being developed,

(C) There shall be no more than one sign per one thousand linear feet or fraction thereof of ownership frontage of the land being developed,

(D) Temporary signs shall be removed either when the sales office closes in the case of a residential development, or upon issuance of a Certificate of Occupancy for a non-residential development.

(5) Permanent identification signage associated with land development shall be allowed, subject to the following limitations:

(A) Signage shall be permanent, according to the definition of this code,

(B) Signage shall be on private property,

(C) The maximum sign area shall be thirty-two sq. ft. for any one sign face,

(D) There shall be only one sign per entrance to the development from any street,

(E) Such signs may be illuminated within the limitations of this code.

(i) Limitations Applicable to Awning, Canopy, or Covered Walkway signs.

(1) All signs shall be mounted flush with or suspended below the structure of such awning, canopy or covered walkway. No sign shall project from the sides or above such structure,

(2) Signs may be mounted parallel with or perpendicular to the face of the building subject to the limitations in paragraph (1) above.

(3) For signs suspended below an awning, canopy, or covered walkway, no single sign shall exceed four square feet per sign face, and the bottom of any such sign shall be a minimum of seven feet six inches above grade. Suspended signs may be double faced. There shall be no more than one suspended sign for each active business or sales tax license issued to the premises. No suspended sign shall be mounted closer than ten feet to another suspended sign.

(4) For signs mounted on the awning, canopy, or covered walkway which are not suspended below such structure, the maximum sign height shall be three feet.

(j) Limitations Applicable to Wall Signs. Flush mounted wall signs shall not project above the top of a building or parapet wall, nor project beyond the corner of a building so as to become a projecting sign. A flush mounted wall sign, the bottom of which is mounted seven feet six inches above grade or higher shall extend no more than eighteen inches from the face of the building. A flush mounted wall sign, the bottom of which is mounted lower than seven feet six inches from grade shall not extend from the face of the wall to a distance which would reasonably present a conflict either to pedestrians or to vehicles.

(k) Limitations Applicable to Projecting Signs. Projecting signs shall not project more than six feet from the face of the building. The maximum size of projecting signs shall be twenty square feet per face. Projecting signs shall be at least seven feet six inches above grade.

(l) Limitations Applicable to Freestanding Signs. Freestanding signs shall be located no farther than twenty feet from the nearest property line or adjacent right-of-way line, shall be no higher than ten feet, and shall be no larger than thirty-two square feet per face. Freestanding signs located adjacent to a right of way which is greater than two hundred feet in total width shall be no higher than forty feet and shall be no larger than one hundred square feet per face.

(m) Historic Designation. An owner may apply for and be granted designation of a legal non-conforming sign as a historic site under Chapter 18.58 of the zoning ordinance. A sign approved as a historic site may continue in effect as a legal non-conforming sign, and shall not be required to be removed or brought into compliance as per Section 18.32.020(c). The procedure for historic site designation shall be as specified in Section 18.58.040, and the standards for designation shall be as specified in Section 18.58.030, except that Section 18.58.030(1)(f) which requires that the structure be at least fifty years old shall not be required as a standard for designation for a sign. Any change to a sign designated as historic, except for normal repair and maintenance, shall cause revocation of the historic designation and the sign shall be brought fully into compliance with the provision of the code.



(n) Area Bonus. There shall be allowed a ten percent (10%) increase in the total sign area for any property under unified ownership for which the owner(s) has or have filed with the city a Common Signage Plan for the premises which meets the following minimum requirements:

(1) The common Signage Plan as submitted shall be in conformance to the Common Signage Plan policies as published by the City of Golden,

(2) The Common Signage Plan shall provide for consistency among signs on the premises with regard to the following: material, location of each sign on the building, sign proportions, color scheme, lettering or graphic style (provided that the common Signage Plan need not prohibit the use of individual logos), and lighting,

(3) The Common Signage Plan shall, for premises with multiple uses or multiple users, limit the number of freestanding signs to a total of one per street frontage and shall provide for shared or common usage of such sign(s),

(4) The Common Signage Plan may contain such other restrictions as the owners of the premises may reasonably determine,

(5) The Common Signage Plan shall be signed by all owners in such form as shall be approved by the City,

(6) The Common Signage Plan shall be applicable to all signs on the premises, in addition to the restrictions of this ordinance. In case of any conflict between the common Signage Plan and any ordinance of the City, the ordinance shall control.

18.32.040 Signs Permitted in Residential Zones.

(a) R-E, R-1, R-1A and R-2 Zones. In R-E, R-1, R-1A and R-2 zones, there shall be allowed two signs per dwelling OR, for a lot on which there is no dwelling, two signs per lot as the term lot is defined in the zoning ordinance, which signs shall be permitted subject to the following:

(1) The total sign area per sign face shall not exceed seven square feet in size,

(2) The signs shall be subject to the same locational restrictions applicable to fences and shrubs in the same district but shall in no event be more than four feet in height,

(3) The signs shall not be illuminated,

(4) The signs may be either temporary or permanent; however, all temporary and permanent signage shall be counted toward the total signage allowance for the property.

(5) The signs shall not require a permit under this ordinance.

(b) R-3 Zones. In R-3 zones there shall be allowed not more than two signs per dwelling or two signs per one hundred fifty feet of street frontage of the premises, whichever is less, which signs shall be permitted subject to the following:

(1) The total sign area per dwelling unit of such signs shall not exceed twelve square feet in size,

(2) The signs shall be subject to the same locational restrictions applicable to fences and shrubs in the same district but shall in no event be more than four feet in height,

(3) The signs may be illuminated subject to the restrictions of Section 18.32.060(c) of this ordinance and subject to the further limitation that the direct or reflected illumination of such sign shall not project onto any adjacent residential premises,

(4) The signs may be either temporary or permanent; however, all temporary and permanent signage shall be counted toward the total signage allowance for the property.

(5) The signs shall not require a permit under this ordinance.

18.32.050 Signs Permitted in Non-Residential Zones.

(a) Property with Active Business or Sales Tax License. For any property in a non-residential zone on which a business is being actively conducted in accordance with applicable zoning regulations and under a business or sales tax license duly issued by the City, signs shall be allowed subject to the following size limits and to the other standards of this ordinance. The total area of signs on the premises shall not exceed the greater of the following:

(1) Thirty-two square feet, or

(2) Two square feet for each one linear foot of building frontage onto a street or streets for the first one hundred fifty feet of building frontage plus one square foot for each one additional linear foot of building frontage onto a street or streets, or

(3) One square foot for each one linear foot of lot frontage onto a street or streets.

(4) However, the total sign area on any property under unified ownership shall not exceed the smaller of the following: five percent of the gross floor area of buildings on the property under unified ownership that are actually in use under one or more business or sales tax licenses duly issued by the City, or five hundred square feet.

(b) Signs may be illuminated subject to the restrictions of Section 18.32.060(c) of this ordinance.

(c) The signs may be either temporary or permanent; however, all temporary and permanent signage shall be counted toward the total signage allowance for the property.

(d) All permanent signs shall require a permit as specified by Section 18.32.020(b).

(e) Property Without Active Business or Sales Tax License. Signs shall be permitted on any property in a non-residential zone on which no business is being actively conducted or for which there is no current business or sales tax license duly issued by the City. These signs shall be allowed subject to the following size and number limit and to the other standards of this ordinance. The total area of all signs on any property under unified ownership shall not exceed thirty-two square feet per face. There shall be a maximum of two signs or one sign with two faces on any property under unified ownership. The signs shall be considered permanent and thereby require a permit as specified by Section 18.32.020(b) and may be illuminated subject to the restrictions of Section 18.32.060(c).

#### 18.32.060 Design and Construction Requirements.

(a) Signs Must be Permanent. All signs shall be permanent in nature except for:

(1) "For Sale" and "For Rent" signs located on the property being advertised which shall not exceed the size, number and location requirements imposed by this ordinance,

(2) Temporary signs which shall be counted toward the total signage allowance for the property,

(b) Design and Construction Standards. All signs shall be engineered in compliance with the applicable portions of the City of Golden Building Code. All electrical service to ground mounted signs shall be underground. All signs shall be maintained in good structural condition.

(c) Illumination. Illuminated signs shall be designed to avoid glare or concentration of illumination and to direct light away from residential properties and away from the vision of pedestrians and motorists. Illumination may be internal to the sign through translucent material or by floodlighting of the sign from a concealed light source.

18.32.070 Computations. The following principles shall control the determination of sign area and sign height:

(a) Area.

(1) Area to be measured. The total surface area of all permanent and temporary sign faces, except those signs which are excluded from regulation in Section 18.32.030(d), shall be calculated and included as a part of the total allowance. The structure or support of a freestanding sign shall be omitted from calculation and inclusion in allowable area unless such structure or support is a part of the integral design of the sign. That part of any sign structure which exceeds one and one-half times the area of the sign face shall be calculated as part of the sign area.

(2) Sign with backing. The area of all signs with backing or a background that is part of the overall sign display shall be measured by determining the sum of the areas of each square, rectangle, triangle, portion of a circle or any combination thereof, which creates the smallest single continuous perimeter enclosing the extreme limits of the display surface or face of the sign, including all frames, backing, face plates, non-structural trim or other component parts not otherwise used for support.

(3) Signs without backing. The area of all signs without backing or a background that is part of the overall sign display shall be measured by determining the sum of the areas of each square, rectangle, triangle, portion of a circle, or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of each word, written representation (including any series of letters), emblems or

figures of similar character, including all frames, face plates, non-structural trim or other component parts not otherwise used for support.

(b) Height. Sign height shall be computed as the distance from the base of the sign at the normal grade to the top of the highest component of the sign. Any temporary structure (such as inflated balloons) added to an existing sign shall be part of the sign for height limitation purposes and shall not be allowed if the sign height, as increased by the temporary structure, is in excess of the height allowed for the sign location. Where construction or development activity has made it difficult to determine "normal grade", the "base of the sign at the normal grade" shall be deemed to be the lowest point at which the sign base intersects a hypothetical plane drawn from the grade at the street curb to the grade at the foundation of the building in front of or at the main entrance.

(c) Setback. The setback of a sign shall be measured as the horizontal distance from the property line to the portion of the sign face or structure which is closest to the property line.

(d) Corner Lots - Computation of Area. Lots fronting on two or more streets are allowed the permitted sign area and number for each street frontage. Signage may not be accumulated from all such streets and applied to any one street in excess of the signage allowed for that one street frontage only.

18.32.080 Definitions. Words used herein shall be given their common ordinary meanings, except as follows: words defined in this section shall be given those meanings, words not defined in this section but defined in the zoning ordinance shall be given the meaning from the zoning ordinance, words to which the context gives a clear meaning shall be so construed, words of one gender or number shall include such other gender or number as the context reasonably suggests.

(a) Awning, Canopy, or Covered Walkway. Any temporary or permanent roof or shelter which covers a sidewalk, driveway, or other similar area, which may be supported either in whole or in part by a building or by columns extending from the ground.

(b) Awning, Canopy or Covered Walkway Sign. A permanent sign attached to or suspended from some portion of an awning, canopy, or covered walkway.

(c) Flush Wall Sign. Any sign attached to or erected against the wall of a building with the sign face in a plane parallel to the plane of said wall and which does not extend more than eighteen inches from the building face.

(d) Freestanding Sign. A detached sign which is supported by one or more columns, uprights, poles or braces extended from the ground or from an object on the ground; provided that no part of the sign is attached to any part of any building, structure or other sign.

(e) Permanent Sign. A sign of which both the structural supports and the sign face are of durable building materials commonly used in buildings and other permanent structures, and of which the structural supports are permanently affixed either into the ground, to a foundation or to a building.

(f) Projecting Wall Sign. Any sign other than a flush wall sign which projects from and is supported by a wall or a building.

(g) Rooftop Signs. A sign erected upon or above a roof or above a parapet wall of a building.

(h) Sign. The term "sign" shall include any writing, graphic representation, form, design, trademark or illumination which is designed to attract attention to the subject thereof or is used as a means of identification, advertisement or announcement. The term sign shall include any graphic device listed above which:

(1) is a structure or any part thereof (including walls and roof),

(2) is written, printed, projected, painted, constructed or otherwise displayed or placed upon or designed into any building, board, material or object.

(i) Sign Face. The surface of the sign upon, against, or through which the message is displayed or illustrated.

(j) Sign, Illegal. Any sign which was constructed in violation of any of the ordinances of the City of Golden which were in effect at the time of its construction.

(k) Sign, Legal Non-Conforming. Any sign which was lawfully constructed and maintained prior to (Date of Adoption) and which does not conform to all applicable requirements of this ordinance.

(l) Temporary Sign. Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including but not limited, to signs which are designed to be transported by trailers or wheels, converted to A-frame or T-frame signs, menu and sandwich board signs, gas or hot air filled balloons, umbrellas used for advertising, signs attached to or painted on vehicles parked and visible from the right-of-way, unless said vehicle is used in the normal day to day operations of the business.

(m) Temporary Weekend Sign. A sign which is located within the dedicated street or alley right of way and which is installed temporarily on weekends beginning at 4:00 p.m. on Friday to 7:00 a.m. Monday except when a legal holiday occurs on a Monday, then to 7:00 a.m. the following Tuesday.

Section 2. All ordinances or portions of ordinances in conflict herewith are hereby repealed.

Introduced, read and ordered published this 24th day of August, 1989.

Adopted, approved and ordered published this 14th day of September, 1989.

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Marvin L. Kay  
Mayor

ATTEST:

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Susan M. Brooks  
City Clerk

Approved as to form:

BRADLEY, CAMPBELL, CARNEY  
& MADSEN

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James J. Nolan  
City Attorney

I, Susan M. Brooks, City Clerk of the City of Golden, Colorado, do hereby certify that the foregoing ordinance was introduced on first reading and read at a regular meeting of the City Council of said city, held on the 24th day of August, 1989, and was published as a proposed ordinance in the Golden Transcript, legal newspaper, as the law directs seven days or more prior to its passage. A public hearing was held and on the 14th day of September, 1989, the said proposed ordinance was read on second reading and passed by the City Council and ordered published in the aforesaid newspaper as the law directs.

Witness my hand and official seal of the City of Golden, Colorado, this 15th day of September, 1989.

(SEAL)

Attest: \_\_\_\_\_  
Susan M. Brooks, City Clerk  
of the City of Golden, Colorado