

# TEMPORARY SIGN AMENDMENTS

JANUARY 28, 2010 Version

*The proposed amendments concerning Temporary Signs contained herein include amendments to three (3) portions of the sign code:*

- 1. Definitions: augmenting the definition for “Temporary Sign”*
- 2. Exempt Sign provisions: allowing various minor signage devices and promotional banners without a permit*
- 3. Temporary Sign provisions: replacing the existing provisions with amended provisions that are more clear and more consistent with other portions of the sign code*

*The proposed amendments also reflect direction given by the Planning Commission at a study session held on October 26, 2009. This direction is reflected in red and striking out previous information as discussed at the previous Title 18 Committee Meeting on October 15, 2009.*

- 1. The following is a proposed minor, clarifying text adjustment to the definition of Temporary Sign:*

## **Chapter 18.50.020 Definitions**

“Temporary Sign” means a sign which, due to the materials used; the method, manner or location of display; or the method of operation for display; is suited only for ~~brief~~ **occasional, seasonal, or special event** display, including, but not limited to, those signs regulated under section 18.50.070.

- 2. The following text is proposed as new sub-section “O.” of the “Exempt signs” provisions. It would allow various signage devices like balloons and pennants to be used by businesses without a sign permit. Also, this proposed amendment would allow businesses to have one promotional banner without a sign permit. There would be no time limitation on the display of the banner.*

## **18.50.050 Signs not subject to permit – Exempt signs.**

### **O. Temporary signs as provided for in Section 18.50.070**

- 1. Balloons which have a maximum linear dimension of two (2) feet and pennants, valances, flags, or types of lighter than air objects a maximum fifteen (15) feet in height, shall not be limited in number and duration. Messaging is permissible ~~providing it does not include~~ing the name and/or logo of the business or non-residential use. Such items are considered to be exempt signs and are only allowed providing they are secured to a building, structure, stable object, or the ground and do not extend beyond the boundaries of the subject property or premise so as not to diminish public safety and welfare. These exempt temporary signs are however subject to Section 18.50.070.A.7 below if found to be in violation with such requirements.**

# TEMPORARY SIGN AMENDMENTS

JANUARY 28, 2010 Version

2. ~~One (1) promotional banner is allowed in conjunction with a business or non-residential use providing that the business or non-residential use has a permanent wall sign existing on the building. A promotional banner shall not exceed thirty-two (32) square feet in sign area and shall only be attached to an exterior building wall. All portions of such banner shall be in contact with the building wall, and shall not flap, extend beyond the wall to which it is affixed nor be fastened to support structures. Promotional banners are subject to Section 18.50.070.A.7 below if found to be in violation with the requirements of 18.50.050.O.2.~~
  
3. Administrative Allowances: Variations from these provisions, relating to the duration and location of promotional banners, may be provided by the Current Planning Manager. To obtain a variation, the applicant must demonstrate a substantial hardship in carrying out the provisions of this Section. Any variations will be considered on a case-by-case basis, whereas the imposition of certain conditions may be applied by the Manager to conform to the spirit of the temporary sign regulations. Any appeal to the Manager's decision shall follow the procedures outlined in Chapter 18.60 of the Loveland Municipal Code.

3. *The following text is proposed as a replacement section for the existing "Temporary signs" provisions (see page 4 of this document). The replacement provisions reflect adjustments to the "Exempt signs" provisions (above), reformat the "Temporary signs" section to be more consistent with other sections of the sign code (18.50) and provide clarity.*

## 18.50.070 Temporary signs.

- A. Purpose: Due to the need for businesses to advertise and attract customers to an occasional, seasonal, or special event and in order to alleviate the visual impacts to the community of such advertisements, the following regulations for temporary signs are necessary to carry out the purpose of this chapter. Temporary signs shall comply with the following standards:
  1. Number and Sign Area: A business or non-residential use situated on an individual lot or premise shall be limited to two (2) temporary signs at one time as specified in this Section. This shall only apply to temporary signs requiring a permit as follows:
    - a. Banner(s)\*: A banner or banners shall require a temporary sign permit and must not cumulatively exceed one-hundred (100) square feet in total sign area and shall only be attached to an exterior building wall. All portions of such banner(s) shall be in contact with the building wall, and shall not flap, extend beyond the wall nor be fastened to support structures.

## TEMPORARY SIGN AMENDMENTS

JANUARY 28, 2010 Version

~~\*The allowance for banner(s) through approval of a temporary sign permit or as promotional banner described in Section 18.50.050.O.2 above, shall be limited to selecting the use of one option only. A business or non-residential use is prohibited in having both temporary banner(s) and a promotional banner simultaneously.~~

**b. Other Temporary Sign Types: Balloons that exceed two (2) feet in linear dimension and pennants, valances, flags, or types of lighter than air objects that are greater than fifteen (15) feet in height shall not be considered exempt signs. Such items are only allowed providing they are secured to a building, structure, stable object, or the ground and do not extend beyond the boundaries of the subject property or premise so as not to diminish public safety and welfare. These types of temporary signs shall be limited to twenty-five (25) feet in height (inclusive of base, pole, tether, or other device for attachment purposes).**

**c. Wind Powered Devices: For the purpose of this section, a wind powered device shall only be those which are controlled through the use of any power source. The power generator shall comply at all times with the City's noise ordinance. Wind Powered Devices shall be secured to the ground and limited to twenty-five (25) feet in height providing they do not extend beyond the boundaries of the subject property or premise.**

**d. Searchlights: Searchlights shall be positioned within the property or on the premise associated with a business or non-residential use. Lighting must be projected upward so as not to diminish public safety and welfare.**

2. **Duration: No more than four (4) temporary sign permits shall be issued to a business per year. Each permit shall be valid for no more than ~~fifteen (15)~~ thirty (30) consecutive days. An extension or renewal of a permit may occur, however such extension or renewal shall count towards the maximum number of temporary sign permits issued to the business. The cumulative time for all temporary signs for each business shall not exceed ~~sixty (60)~~ one hundred twenty (120) days per calendar year.**
3. **Lighting: Temporary signs may only be illuminated indirectly by means of a separate light source. Lighting shall only be allowed for such temporary signs requiring a permit and prohibited for all temporary signs which do not require a permit as described in Section 18.50.050.O above. It shall be demonstrated that no off-site impacts associated glare will occur by indirectly illuminating a temporary sign. The light source shall also comply with applicable provisions of the *City of Loveland Site Development Performance Standards and Guidelines*.**
4. **Sign Types:**
  - a. **Banners**
  - b. **Balloons, pennants, valances, flags, and types of lighter than air objects that include messaging, text or logos**

# TEMPORARY SIGN AMENDMENTS

JANUARY 28, 2010 Version

- c. Wind Powered Devices
- d. Searchlights

## 5. Prohibited Temporary Signs:

- a. Any type of electronic sign
- b. Any sign type that is interally illuminated
- c. Any such temporary sign specified in this section, if placed within a public right-of-way including but not limited to streets, sidewalks, or trails

## 6. Temporary Sign Permit Fee: All temporary signs requiring a permit as specified in this section shall be assessed a twenty five dollar (\$25) permit fee. Such application fee shall be applied to every permit including all extensions or renewals.

## 5.7.Maintenance: All temporary signs shall be kept neatly finished and repaired, including all parts and supports. The Building Official and/or an authorized representative shall inspect and shall have authority to order the painting, 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.