

Business Retention & Development Committee

**Monday, April 1, 2019
8:00 AM – 10:00 AM
Library Meeting Room
951 Spruce Street
(entry on the north side of building)**

- I. Call to Order
- II. Roll Call
- III. Approval of March 4, 2019 Minutes
- IV. Welcome to Darryl LaRue
- V. Approval of Agenda
- VI. Public Comments on Items Not on the Agenda
- VII. Business Matters of Committee
 1. 2019 Louisville Sign Code Update
 2. Louisville Business Forum Discussion
 3. 2019 BRaD Topic Calendar
 4. May 1, 2019 Open Government Training 6:30 PM in City Hall
- VIII. Council Liaison Update
- IX. Retention Visits
- X. ED Report
- XI. Reports from committee members –
- XII. Potential Discussion Items for Next Meeting: May 6, 2019
- XIII. Adjourn

LOUISVILLE ECONOMIC MISSION & GOALS

Provide guidance to the City Council on policies that foster a vibrant and thriving business community.

The goal is to ensure long-term revenue through the creation and promotion of a business-friendly climate, while maintaining a high quality of life for residents and workers.



Sustainable Revenue

- Diversify revenue sources
- Methodical long-term planning
- A culture of adaptability and responsiveness



Business Friendly

- Healthy Communication
- Efficient processes and decision making
- Supportive of existing business
- Proactively market and communicate to new biz



Quality of Life

- Create environment for high wage jobs
- Continue to protect, invest and market our amenities
- Continue to protect and invest in our community

***City Council
Business Retention and
Development Committee
Meeting Minutes***

**March 4, 2019
Library Meeting Room
951 Spruce Street
Louisville, CO 80027**

- I. CALL TO ORDER** –The meeting was called to order by Chair Oberholzer at 8:01 AM in the Library Meeting Room at the Louisville Public Library, 951 Spruce Street, Louisville, Colorado 80027.
- II. ROLL CALL** – The following members were present:

Committee Members Present:

Nicole Mansour
Steve Erickson
Mark Oberholzer
Scott Reichenberg

Council Liaisons:

Council Members Chris Leh and Susan Loo

Absent Committee Members: Todd Budin, Shelley Angell

Staff Present:

Aaron DeJong, Economic Development Director
Heather Balser, City Manager
Rob Zuccaro, Planning & Building Safety Director
Emily Hogan, City Communications Director

Others Present:

Jim Tienken

MEETING WAS CALLED TO ORDER BY COMMITTEE CHAIR OBERHOLZER

- III. APPROVAL OF FEBRUARY 4, 2019 MINUTES** – Committee Chair Oberholzer noted that the Minutes incorrectly referred to a unanimous approval of the motion regarding recommendation that the City Council approve that portion of the marijuana ordinance

changes removing the store limit for medical and recreational marijuana, as Chair Oberholzer voted against this motion. The Committee directed staff to correct the minutes.

IV. APPROVAL OF AGENDA – Approved.

V. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA: Brief discussion of the manner of posting of meetings and suggestion that better use be made of social media as means of expanding notice of BRaD meeting.

VI. BUSINESS MATTERS OF THE COMMITTEE:

1. **Discussion of 2019 BRaD Topics or Initiatives:** Aaron DeJong reviewed with the Commission the topics and initiatives outlined in his 2019 BRaD Potential Discussion Topics memo. Extensive discussion ensued by Commission members, Council Liaisons, City Staff and the public regarding the initiatives, how the Commission might prioritize its efforts, the scope and proper role of the Commission regarding its recommendations to and advice to City Council, and the Commission's relationship / interaction and advocacy with respect to Louisville businesses and business climate. Comments included:
 - Louisville lacks a powerful, independent business voice in civic affairs (in contrast to, for example, the Boulder Chamber of Commerce).
 - Business community needs to attend Council meetings on a regular basis to keep abreast of Council initiatives and to continually inform Council of Louisville business issues of concern and provide recommendations for consideration by Council.
 - BRaD has more room to advocate for business initiatives – BRaD should be more than a sounding board for Council; BRaD should identify and forward to Council issues of concern to the Louisville business community, such as TOD mixed use redevelopment / revitalization of the McCaslin corridor.
 - BRaD should assess what portion of its limited time / bandwidth to spend on proactive versus reactive initiatives.
 - Council Person Chris Leh noted that City Council wants the City's Boards and Commissions to set forth specific priority agendas.

Chairman Oberholzer and Aaron DeJong agreed to meet prior to the next BRaD meeting to assess and propose initiative priorities for consideration by the Committee at its next meeting.

2. **May Business Forum Discussion:** The Commission discussed possible topics, structure, changes to the planned May Business Forum. Discussion included suggestion that the May Forum be less Louisville local centric and instead have a more regional / Boulder – US 36 – Adjacent Communities focus; e.g., more of a local region focus. A suggestion was made to have a Keynote Speaker as a focal point for the May Forum. Various possible speakers were discussed. The

Commission asked staff to determine the interest, availability and cost to have a business economist (e.g., Richard Wobbekind) or economic development advocate as Keynote Speaker. Staff indicated that the City has funds available to apply toward a speaker honorarium / fee. Staff also would look at possible venues in addition to the Ascent Church / former Sam's Club venue.

3. **McCaslin Development Study**: Mr. DeJong reviewed with the Commission the McCaslin Parcel O Development Study and Recommendations. Mr. DeJong noted that the study identified three (3) alternatives for Parcel O: (i) continued zoning / use as exclusively retail; (ii) modified zoning / redevelopment as mixed use including residential; and (iii) large scale redevelopment including assemblage of adjacent parcels. Mr. DeJong noted that City Council has directed staff to prepare a GDP amendment for review / consideration by the Parcel O land owners giving effect to alternative (ii) mixed use redevelopment. Any change to the existing Parcel O retail use and associated restrictions would require the unanimous approval of the Parcel O landowners.

Commission discussion concerned need for the McCaslin / Parcel O area to accommodate mixed use including appropriate, transportation oriented residential development having more dense, urban characteristics.

- VII. **COUNCIL LIAISON UPDATE**. Councilperson Chris Leh encouraged the Commission, when setting its priorities and initiatives, to think / plan both short term and long term. For example: Long Term – think / assess regional issues as they may impact Louisville business and financial resources. Also, be aware and provide input into the next revision / update to the Louisville Comprehensive Plan.

Council Person Susan Loo advised the Commission that it was important that Council hear input from the Louisville business community and BRaD regarding the McCaslin Study and the resulting evolution of the new GDP amendment. She encouraged Commission members to carefully read the McCaslin Study.

- VIII. **RETENTION VISITS**. Mr. DeJong provided a brief review of recent business retention visits to EPAC (a flexible packaging manufacturer) and the Safeway store on Cherry and McCaslin.

- IX. **ED REPORT**. Mr. DeJong referred Commission members to his Economic Development Update in the Commission packet.

- X. **REPORTS FROM COMMITTEE MEMBERS**. None.

- XI. **POTENTIAL DISCUSSION ITEMS FOR NEXT MEETING**. The Committee identified the following topics for potential discussion at the next meeting to be held on April 1, 2019:

- Discuss / Finalize initiatives for the 2019 year
- Finalize May Business Forum focus, venue and possible Keynote Speaker

XII. ADJOURN – The meeting adjourned at 10:01 am.

SUBJECT: DRAFT SIGN CODE - UPDATE

DATE: APRIL 1, 2019

**PRESENTED BY: LISA RITCHIE, SENIOR PLANNER
PLANNING AND BUILDING SAFETY DEPARTMENT**

SUMMARY:

The City has contracted with Russell + Mills, PlanTools, and Murray Dahl Beery and Renaud, LLP to develop new regulations for signs, and to update the Commercial Development Design Standards and Guidelines (CDDSG) and Industrial Development Design Standards and Guidelines (IDDSG). Staff has worked closely with the consultant team and is ready to share with BRAD the draft sign code for their review and feedback. The updates to the CDDSG and the IDDSG will occur at a later date.

BACKGROUND:

The City has adopted and amended sign regulations over the years, which has resulted in regulations in numerous different documents:

- Louisville Municipal Code Chapter 17.24 – Signs on residential property, temporary signs, other miscellaneous sign regulations
- CDDSG – Permanent signs in areas regulated by the CDDSG
- IDDSG – Permanent signs in areas regulated by the IDDSG
- Downtown Sign Manual – Temporary and permanent signs in Downtown
- Mixed-Use Design Standards and Guidelines (MUDDSG) – Temporary and permanent signs in areas regulated by the MUDDSG

The draft sign code proposes to consolidate regulations for all signs in all areas of Louisville into one document. The draft sign code proposes changes to regulations in response to recent court cases related to the 1st Amendment, changes in technology and site design, to accommodate frequently requested and approved sign waivers, and in response to feedback received during the initial public outreach.

PROPOSAL:

When developing the draft, staff reviewed all standards currently in effect and found that some standards were working well, while others required changes to meet the feedback initially provided by the business community and the public. The major areas of change include:

- **Consideration of the 2015 Supreme Court ruling in the *Reed v. Gilbert* case, along with subsequent rulings.** This ruling changed the means in which cities can regulate temporary signs, such as political signs, real estate signs, or special event banners. This ruling requires that all temporary signs be regulated under a “Time, Place, and Manner” framework, and removes our ability to regulate, for example, political signs differently than a special event banner. The lens for

application of these new rules basically examines the need to read the message on the sign to determine its regulations, and if so then the regulations are no longer legal. Rather, you can generally regulate instead on the length of time, the allowed location, and the manner of the sign itself (what it is constructed of, how tall, how big, etc).

- **Sandwich boards beyond downtown.** Currently, sandwich boards are only allowed downtown. The draft sign code proposes allowing sandwich boards in Commercial and Mixed-Use areas, as well. Unlike in downtown, where sandwich board signs are allowed on sidewalks in the public right of way, in other commercial areas of the City the location of sandwich board signs would be limited to private property. In all parts of the City, including downtown, sandwich board signs would only be allowed immediately adjacent to the storefront.
- **Larger signs.** The draft sign codes proposes the following changes to allow larger signs:
 - **Properties adjacent to US 36** may receive an additional 50% in maximum area and an additional 100% increase in maximum height
 - **Size of development.** Currently, the maximum allowed area is generally standard for all sizes of development. The draft sign code includes ranges of sign regulations based on size of development, smaller allowances for smaller properties, and larger allowances for larger developments.
 - **Removal of Character Height regulations.** Currently the maximum allowed character height in the CDDSG is 24” and is 18” in the IDDSG. The draft sign code removes this limit to allow flexibility in design.
- **Murals.** Currently, murals are only allowed in downtown under specific regulations for allowed areas, size and circumstances on the structure. The draft sign code proposes to allow murals in Commercial, Mixed-Use and on buildings with Institutional uses (museums, schools, recreational, etc) in Residential areas.
- **Electronic Message Centers.** Currently, electronic message centers are not allowed in any area of Louisville. The draft sign code proposes to allow them on monument signs for gas stations, display signs (menu boards) in Commercial and Mixed-Use areas, and through the PUD process elsewhere.

The draft sign code includes revisions to many other regulations. A summary table comparing existing regulations to the draft sign code is included as an attachment.

DISCUSSION:

Staff from the Planning Department will be in attendance to present the draft sign code recommendations, areas for policy discussion and provide next steps.

RECOMMENDATION:

Staff is recommending adoption of the draft sign code following the incorporation of public feedback. In addition to BRAD, the draft sign code will be presented to the Downtown Business Association, Planning Commission, a focus group, along with a public open house and online opportunities for view. Following those meetings, the

SUBJECT: REVISED SIGN CODE - DRAFT

DATE: APRIL 1, 2019

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draft sign code will be presented for approval before Planning Commission and City Council during public hearings.

ATTACHMENTS:

1. Draft sign code
2. Comparison table for permanent signs
3. [Existing temporary sign regulations](#)
4. Comparison of existing freestanding signs with draft sign code
5. [Commercial Development Design Standards and Guidelines \(CDDSG\)](#)
6. [Industrial Development Design Standards and Guidelines \(IDDSG\)](#)
7. [Downtown Sign Manual](#)

Sign Code City of Louisville



CONTRIBUTORS

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Section 4: Permanent Signs

Section 5: Temporary Signs

Section 6: Definitions

1.1 PURPOSE. These sign regulations are established to safeguard the health, safety, convenience, order and welfare of all residents and visitors of Louisville. The City of Louisville 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.

Specifically, the purpose of these regulations is to provide a balanced and fair legal framework for the design, construction, and placement of signs that:

1. Enhance the City's economy and its businesses by promoting reasonable, orderly, and effective signs which assist in wayfinding and achieve better communication with the public;
2. Promote the efficient communication of messages, ensure that persons exposed to signs are not overwhelmed by the number of messages presented, and enhance the appearance and economic value of the landscape by reducing and preventing sign clutter;
3. Encourage creativity and innovation consistent within the established principles of the City's Design Guidelines;
4. Ensure that signs are compatible with their surroundings, and prevent the construction of signs that are a nuisance to occupants of adjacent and contiguous property due to brightness, reflectivity, bulk, or height;
5. Ensure commercial signs are designed for the purpose of identifying a business in an attractive and functional manner;
6. Ensure signs on the façade of buildings reinforce the City's existing character and are complimentary to the architectural design of Louisville's commercial districts;
7. Require compatibility with the historic architectural character and pedestrian scale of Downtown Louisville;
8. Provide fair and consistent permitting and enforcement, and
9. Promote the safety of persons and property by ensuring that signs do not create a hazard by:
 - a. Confusing or distracting motorists; or
 - b. Impairing drivers' ability to see pedestrians, obstacles or other vehicles, or to read traffic signs.

1.2 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 greater than is essential to the furtherance of the important, substantial, and compelling interests that are advanced by these regulations.
2. The City has an important and substantial interest in preventing sign clutter (which is the proliferation of signs of increasing size and dimensions as a result of competition among property owners for the attention of passing motorists and pedestrians), because sign clutter:
 - a. Creates visual distraction and obstructs views, potentially creating a public safety hazard for motorists, bicyclists, and pedestrians;
 - b. May involve physical obstructions of streets or sidewalks, creating public safety hazards;
 - c. Degrades the aesthetic and essential historic character of Louisville, making the City a less attractive place for tourism, commerce, and private investment; and
 - d. Dilutes or obscures messages displayed along City streets through the proliferation of distracting structures and competing messages.
3. The City has a substantial and compelling interest in preventing traffic accidents.
4. The City has a substantial and 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 City's streets if they are not removed.

1.3 APPLICABILITY. These regulations shall apply to the display, construction, erection, alteration, use, maintenance, and location of all signs within the City.

1. Signs may be erected, altered and maintained only for, and be a permitted use in, the district in which the signs are located; shall be located on the same lot as the permitted uses to which they relate, except for sandwich board signs as permitted in Section 5 and shall be clearly incidental, customary and commonly associated with the operation of the permitted use.
2. If any provision of these regulations conflicts with any other adopted City ordinance or regulation that regulates signs, the more restrictive standards shall apply, provided, however, to the extent an approved, unexpired and currently effective Planned Unit Development under Louisville Municipal Code Chapter 17.28 includes specific sign allowances and/or restrictions that directly conflict with these regulations, such allowances and restrictions shall apply to the extent of the conflict.
3. Design guidelines identified within this manual replace the design standards for signs contained in the Design Handbook for Downtown Louisville, the Downtown Louisville Sign Manual, the City of Louisville Commercial Development Design Standards and Guidelines, the City of Louisville Industrial Development Design Standards and Guidelines, the City of Louisville Mixed Use Development Design Standards and Guidelines, and Chapter 17.24 of the Louisville Municipal Code (LMC).
4. The City recognizes other regulations pertaining to signage, specifically the State of Colorado, Department of Highways, “Rules and Regulations Pertaining to Outdoor Advertising,” effective January 1, 1984, as may be amended. Where any provision of these regulations address the same subject matter as other regulations, the more restrictive regulation shall apply.
5. Nothing in these regulations shall be construed as a defense to a violation of applicable state or federal law.
6. All signs displayed, constructed, erected or altered after the effective date of these regulations, as adopted on ***, 2019, shall be in conformance with the provisions of these regulations. All signs that are existing at the time of the adoption of these regulations shall not be altered or enlarged without being brought into conformance with these regulations.

1.4 NONCONFORMING SIGNS Existing signs which do not conform to the specific provisions of these regulations or to an applicable approved PUD, variance, or waiver are designated as nonconforming signs. Nonconforming signs must be brought into compliance with these regulations or must be removed when any of the following conditions exist:

1. Any change which requires a permit per Section 2.1, except copy changes are permitted with an approved permit on a nonconforming sign.
2. The owner wishes to relocate, alter the size, height or supporting structure for the sign.
3. If any such sign or nonconforming portion thereof is destroyed by any means to an extent of more than fifty (50) percent of its replacement value at the time of the destruction, it shall not be reconstructed except in conformity with the applicable provisions of these regulations.
4. The location of the sign is moved or relocated.

1.5 ENFORCEMENT

1. The provisions herein shall be enforced by the City Manager. It shall be unlawful to erect, construct, reconstruct, alter or change any sign without first obtaining a sign permit from the City, and no permit shall be issued unless plans of and for the proposed erection, construction, reconstruction, alteration or use fully conform to this Section.
2. It shall be unlawful to erect, construct, move or change the use of any sign in the City or cause the same to be done contrary to or in violation of the provisions of these regulations or amendments thereto.



Freestanding pole signs are not permitted



Inflatable signs are not permitted

1.6 PROHIBITED SIGNS The following types of signs are prohibited except as noted:

1. All signs not expressly permitted under these regulations or exempt from a permit in accordance with Section 2.2 of these regulations.
2. Any sign other than traffic control signs, that is erected, constructed or maintained within, over or upon a public right-of-way, except projecting signs and sandwich board signs in conformance with these regulations, or other temporary signs otherwise granted permission for such location by the City or the Colorado Department of Transportation.
3. Any sign, other than traffic control signs, located in a vision clearance area.
4. Any sign at any location where by reason of its position, size, shape or color, it may obstruct, impair, obscure, interfere with the view of, or be confused with, any traffic control sign, signal or device, or may it interfere with, mislead or confuse traffic.
5. Handheld signs. 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.
6. Vehicle signs. No person shall park any vehicle or trailer on a public right-of-way or public property, or on private property, so as to be visible from a public right-of-way which has attached thereto or located thereon any sign. This provision applies when the vehicle is placed in a location for the primary purpose of displaying signage and is not intended to prohibit any form of vehicular sign, such as a sign attached to a motor vehicle primarily used for business purposes other than advertising.
7. Teardrop banner signs, as defined in Section 6.1.
8. Any sign attached to a tree or utility pole whether on public or private property.
9. Any flashing, rotating or moving signs, animated signs, signs with moving lights or signs which create the illusion of movement, except for:
 - a. A sign whereon the current time and/or temperature is indicated by intermittent lighting shall not be deemed to be a flashing sign.

- b. Traditional barber poles.
 - c. Electronic message signs, subject to the standards in Section 3.2.
10. Inflatable signs or displays placed on the ground or on buildings or tethered to other objects or structures.
 11. Any freestanding pole sign, unless designated as an iconic or historic sign.
 12. Any sign painted, erected and/or constructed upon, above or over the roof or parapet of any building.
 13. Any off-premise sign, including billboards. Off-premise sandwich board signs are permitted subject to the standards in these regulations.
 14. Any sign that obstructs access to or impedes operation of any fire escape, downspout, window, door, stairway, ladder or opening intended to provide light, air, ingress or egress for any building or structure as may be required by law.
 15. Any sign or sign structure which is structurally unsafe, constitutes a hazard to safety or health by reason of inadequate maintenance, abandonment, dilapidation or obsolescence and/or is not kept in good repair.



Teardrop banners are not permitted

2.1 PERMIT REQUIRED A permit shall be required in order to erect, move, alter, reconstruct or repair any permanent or temporary sign, or to alter the script, size, color or arrangement of the copy thereon, except signs that are exempt from permits in compliance with Section 2.2.

1. An application for a permit for a sign shall be submitted on a form provided by the Department of Building and Safety.
 - a. The applicant may choose to apply for a single permit for multiple signs in a unified or coordinated development by filing a master sign plan in accordance with Section 2.4.
2. Submittal requirements. Each application for a permit shall include:
 - a. A to-scale drawing showing the proposed location of the sign(s) along with the property boundaries, locations, types and square footage areas of all existing signs on the same site.
 - b. Specifications and full color scale drawings shall be included showing the sign type, materials, design, and dimensions.
 - c. Structural supports and/or attachments.
 - d. To-scale landscaping plan, if required.
 - e. Lighting and/or electrical components of the proposed sign(s).
 - f. Additional submittal requirements, as requested at the discretion of the Department of Planning and Building Safety, which information is reasonably necessary to assist in the review of the sign permit application.
 - g. The number of copies of application submittal items shall be determined by the Department of Planning and Building Safety.
 - h. The appropriate fee as adopted and required by the City.
3. Upon receipt of a complete application the Department of Planning and Building Safety shall review the same for compliance with these regulations, all applicable building code requirements, and any other applicable City codes and regulations, and approve, approve with conditions, or deny the application.
4. The Department of Planning and Building Safety shall have the right to inspect the proposed sign location prior to acting on the application, and shall also have the right to inspect the sign after construction to insure compliance with these regulations and any conditions of approval.
5. A permit for a sign shall lapse and have no further effect unless a

sign has been erected in compliance with the terms and conditions of the permit within one (1) year after the date of the permit approval, or as provided in the adopted City building codes.

2.2 EXEMPTIONS FROM REQUIRED PERMIT

The following signs are exempt from the permit requirements of Section 2.1 above; however, exempt signs remain subject to the remaining provisions of these regulations. Exempt signs shall otherwise be in conformance with all applicable requirements of these regulations, and the construction and safety standards of the City. All signs not listed in this Section and that are not prohibited by Section 1.6 require a permit pursuant to Section 2.1 above. Unless otherwise specifically provided, exempt signs may not be illuminated. Exempt signs include:

1. Signs erected by the City or by any government agency, including but not limited to traffic control signs. These signs may be illuminated for safety purposes.
2. Any public purpose/safety sign and any other notice or warning required by a valid and applicable federal, State or local law, regulation or resolution. These signs may be illuminated for safety purposes.
3. Signs displayed on motor vehicles which are being operated or stored in the normal course of a business, 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.
 - a. 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. 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, as provided in Section 1.6.
4. Temporary decorations or displays, if they are clearly incidental to, customarily, or commonly associated with any national, State, or local holiday or religious celebration provided that such signs shall be displayed for a period of not more than forty five (45) consecutive days nor more than sixty (60) days in any one year. Such decorations or displays may be of any type, number, area, height, location, illumination or animation, provided that such decorations or displays:



Public safety and warning sign



Sign Displayed on a Vehicle



Temporary Decorations



Flag affixed to a pole



Directional sign

- a. Are maintained and do not constitute a fire hazard; and
 - b. Are located so as not to conflict with, interfere with or visually distract from traffic regulatory devices.
5. Flags that are affixed to not more than two (2) permanent flagpoles or flagpoles that are mounted to buildings (either temporary or permanent) provided that such flag maintains a minimum clearance of eight (8) feet from any travel surface and does not exceed twenty-four (24) square feet in Downtown, and forty (40) square feet in all other areas. Flags that are affixed to a flagpole mounted to a building are subject to the maximum wall sign area in Commercial, Mixed-Use and Downtown areas.
 6. Incidental and directional signs, as defined in Section 6.1, provided that such signs do not exceed five (5) square feet in sign area.
 7. Non-illuminated wall mounted display signs, as defined in Section 6.1, subject to the standards in Section 4.4.
 8. Window signs, as defined in Section 6.1, subject to the standards in Section 4.5 and 5.6.
 9. Sandwich board signs, as defined in Section 6.1, subject to the standards in Section 5.3.
 10. Site signs, as defined in Section 6.1, subject to the standards in Section 5.4.
 11. Yard signs, as defined in Section 6.1, subject to the standards in Section 5.5.

2.3 WAIVERS FROM SIGN REQUIREMENTS

1. Unless requested through a Master Sign Program, any request for an increase in the maximum allowable height, area, or number of signs permitted by these regulations shall follow the procedures set forth in Title 17 of the Louisville Municipal Code for approval of a Final Planned Unit Development (PUD). The following review criteria will be used as the basis of the evaluation of such request:
 - a. The proposed sign(s) shall encourage excellence in design, exhibit improved creativity, promote community aesthetics, and be consistent with the character of the area.
 - b. The proposed sign(s) shall be consistent and compatible with the color, materials, design of the on-site building(s).

- c. The proposed signs(s) shall be scaled and located consistent with the scale of the lot and the massing of the building(s), with consideration of legibility of copy area.
 - d. The proposed sign(s) are otherwise in conformity with the standards of this chapter and applicable design guidelines respecting the size, height, location, design and appearance of the sign(s) involved.
 2. The Department of Planning and Building Safety shall be authorized to grant minor modifications of any sign standard, including but not limited to sign area and/or height modifications of ten (10) percent or less, pursuant to the procedure for a Minor Impact Variance set forth in Sec. 17.52.050, and upon a finding that:
 - a. The minor modification is of a technical nature and is required to compensate for some practical difficulty or unusual aspect of the site or the proposed sign.
 - b. The proposed sign(s) shall encourage excellence in design, exhibit improved creativity, promote community aesthetics, and be consistent with the character of the area.
 - c. The proposed sign(s) shall be consistent and compatible with the color, materials, design of the on-site building(s).
 - d. The proposed signs(s) shall be scaled and located consistent with the scale of the lot and the massing of the building(s), with consideration of legibility of copy area.

2.4 MASTER SIGN PROGRAM

1. A Master Sign Program is optional for any multi-tenant retail center, industrial park or other unified form of commercial site development or redevelopment in any area of the city. The applicant may submit a master sign program that consists of coordinated and/or shared signage for the entire development.
2. Available Bonus.
 - a. To encourage excellence in design, reduce visually intrusive signs and promote community aesthetics, the maximum sign area for permanent signs may be increased upon approval of a master sign program.
 - b. A ten (10) percent increase in sign area shall be available if all walls signs are designed to be integrated with the building(s) structure and design such that visual clutter is reduced and

overall community aesthetics enhanced. The sign will be considered well integrated if the same or similar building materials and colors are used.

- c. A ten (10) percent increase in sign area shall be available if all freestanding signs within the development are located within a landscaped area. A minimum of three (3) square feet of landscaping shall be provided for every one (1) square foot of sign face. Seventy-five (75) percent of the sign area landscaping shall be living plants.
3. Submittal requirements. Each application for a master sign program shall include:
 - a. A sign permit on a form provided by the City.
 - b. Full color 'to-scale' sketches of the proposed signs, displaying elevation and plan views, including materials, lighting, size, shape, design of all elements of the sign.
 - c. The location of all signs in relation to the site plan, buildings, right-of-way, and property lines, with all building and lot dimensions shown. A Final Planned Unit Development (PUD) site plan or an Improvement Location Certificate (ILC) may be used to complete this requirement.
 - d. Additional submittal requirements, as requested at the discretion of the Department of Planning and Building Safety which information is necessary to assist in determining if the review criteria of Subsection 2.4.4 are met.
 - e. The number of copies of application submittal items shall be determined by the Department of Planning and Building Safety.
 4. Review criteria. The Department of Planning and Building Safety may approve, approve with conditions, or disapprove the issuance of a sign permit for one or more signs subject to a master sign program after consideration of the following criteria:
 - a. The proposed sign(s) shall encourage excellence in design, exhibit improved creativity, promote community aesthetics, and be consistent with the character of the area.
 - a. The proposed sign(s) shall be consistent and compatible with the color, materials, design of the on-site building(s).
 - b. The proposed signs(s) shall be scaled and located consistent with the scale of the lot and the massing of the building(s), with consideration of legibility of copy area.
 - c. The proposed sign(s) shall present a consistent and cohesive

master design program, incorporating all site signage in similar color, materials, type-face, copy area, theme or design.

- d. The proposed sign(s) are in conformity with the standards of these regulations respecting the size, height, location, design and appearance of the sign(s) involved.

2.5 ICONIC SIGN DESIGNATION

1. Iconic Signs. Signs which have been officially designated as an Iconic Sign by the Historic Preservation Commission and City Council, and which retain those dimensional, locational, and lighting standards that the sign possessed when it received such a designation, shall benefit from the following privileges:
 - a. May remain on roofs, or exceed height limits found elsewhere in these regulations.
 - b. May exceed dimensional limits found elsewhere in these regulations.
 - c. May change the sign copy and logo so long as the architectural quality of the original sign is maintained, subject to Section 2.5.6.
 - d. Shall not have the sign area deducted from the square footage of sign area granted by other standards in these regulations.
 - e. May remain in a right-of-way unless it becomes a hazard.
 - f. May retain its original lighting patterns and materials.
 - g. May be removed by the owner if they so choose.
2. Review Criteria. The Department of Planning and Building Safety shall review all applications for the Iconic Sign designation for consistency with the review criteria described below. The review shall include consideration of size, color, materials, illumination, location, as well as all other elements of creative sign design and construction. The application and staff report will then be forwarded to the Historic Preservation Commission for recommendation and City Council for official designation. An Iconic Sign shall meet the following criteria:
 - a. The sign, by its design, construction and location, will not have a substantial adverse effect on abutting property or the permitted use thereof, and will contribute to the City's unique character and quality of life.
 - b. The sign exhibits unique or rare characteristics that enhance the streetscape or identity of Downtown Louisville, or the area



Designated Iconic Sign

it is located, and it clearly provides a unique architectural style and appearance.

- c. The sign contributes to the historical or cultural character of the streetscape or the community at large.
3. Designation. The granting of the Iconic Sign designation is based upon a sign's distinct qualities. The City of Louisville Historic Preservation Commission and City Council shall have the authority to approve or disapprove the designation of an Iconic Sign based upon the criteria in Subsection (2) above.
4. At the time of submittal, the applicant must file all information as required by the Department of Planning and Building Safety to determine if the sign meets the above criteria.
5. A sign which has been officially designated as an Iconic Sign will not be required to comply with the requirements for nonconforming signs.
6. A sign which has been officially designated as an Iconic Sign may require review by the Historic Preservation Commission prior to any alteration that would require a permit under these regulations if the proposed change is inconsistent with the findings for the initial Iconic Sign Designation, however nothing in this review shall regulate content.

2.6 LANDMARK SIGN DESIGNATION

1. Landmark Signs. Signs which have been officially designated as a Landmark Sign by the Historic Preservation Commission and City Council shall benefit from the following privileges:
 - a. May be eligible for historic preservation funds for restoration, repair, or maintenance, with approval from the Historic Preservation Commission and City Council.
 - b. May remain on roofs, or exceed height limits found elsewhere in this design manual.
 - c. May exceed dimensional limits found elsewhere in this design manual.
 - d. May change the sign copy only with an alteration certificate from the Historic Preservation Commission.
 - e. Shall not have the sign area deducted from the square footage of sign area granted by other standards of this design manual.
 - f. May remain in a right-of-way unless it becomes a hazard.

- g. May retain its original lighting patterns and materials.
- 2. Review Criteria. A Landmark Sign shall meet the criteria established for a landmark structure as outlined in Section 15.36.050 of the Louisville Municipal Code.
- 3. Designation. The City of Louisville Historic Preservation Commission and City Council shall have the authority to approve or disapprove the designation of a Landmark Sign based upon the criteria in Section 15.36.050 of the Louisville Municipal Code.
- 4. At the time of submittal, the applicant must file all information as required by the Department of Planning and Building Safety to determine if the sign meets the criteria.
- 5. A sign which has been officially designated as a Landmark Sign will not be required to comply with the requirements for nonconforming signs.
- 6. A sign which has been officially designated as a Landmark sign shall be required to obtain an Alteration Certificate pursuant to Section 15.36.110 of the Louisville Municipal Code prior to any alteration that would require a permit under these regulations.



Designated Landmark Sign

3.1 SIGN MEASUREMENT

1. Sign height. Sign height is the vertical distance to the top of the sign structure or sign face, whichever is higher, measured from the elevation of the average grade in the area within the required landscape area around the base of the sign. If said average grade is more than two (2) feet lower than the average grade of the nearest abutting street, then the height of the sign shall be measured from the elevation of said street to the top of the sign face or sign structure, whichever is higher.
2. Area of single-faced signs.
 - a. Sign area is the entire surface area of a sign, including non-structural trim, frame or other material or color forming an integral part of the display or used to differentiate the sign's contents from the background against which they are placed. The supports, uprights, or structures on which any sign is mounted shall not be included in measuring sign area.
 - b. A building's architectural features, structural supports and landscape elements shall not be included within the sign area.
 - c. An awning, canopy, or non-cabinet wall sign's copy area shall be measured by including within a single continuous rectilinear perimeter of not more than eight straight lines which enclose the extreme limits of writing, representation, lines, emblems, or figures contained within all modules together with any air space, materials or colors forming an integral part or background of the display or materials used to differentiate such sign from the structure against which the sign is placed.
3. Area of multi-faced signs. All sign faces visible from one point shall be counted and considered part of the maximum total sign area allowance for a sign.
 - a. When two (2) identical sign faces are placed back to back so that both faces cannot be viewed from any point at the same time, and are part of the same sign structure, the sign area shall be computed as the measurement of one (1) of the two (2) faces.
 - b. When a sign has more than two (2) display surfaces that are visible from the same viewpoint, or the sign is a three-dimensional object, the area of such sign is the largest display surface visible from any single direction.
4. Area of multiple Signs.

- a. Whenever more than one (1) sign is placed on a freestanding structure, or on a projecting structure, the combination of signs shall be considered as one sign for the purpose of computing sign area and determining the number of signs on a site.
- b. Total sign area shall be computed by adding the areas of the individual signs.

SIGN MEASUREMENT GRAPHICS HERE.....



High quality, unified signage



Exposed raceway



Multi-tenant freestanding sign

3.2 SIGN DESIGN

In general, signs shall have mutually unifying elements which may include uniformity in materials, color, size, height, letter style, sign type, shape, lighting, location on buildings, and design motif.

1. All signs shall be constructed of high quality durable materials.
2. Exposed raceways and conduit.
 - a. Raceways shall only be permitted when other means of attachment are not feasible, except as noted in d. below.
 - b. Exposed raceways shall be as thin and narrow as possible and shall be finished to match the background wall, and shall not extend in width or height beyond the area of the sign's lettering or graphics.
 - c. Conduit shall be concealed from public view.
 - d. Raceways and exposed conduit are not permitted in Downtown Louisville.
3. Materials and textures of signs shall be compatible with the architectural character of the site and building.
 - a. Supporting sign structures of freestanding signs shall match the primary finish and colors of the associated building(s).
 - b. The supporting members of a sign shall appear to be free of any extra bracing angle iron, guy wires, cables, etc. The supports shall appear to be an architectural and integral part of the building and/or sign.
4. Where possible, signs shall integrate tenant signs into a single sign structure.
5. Wayfinding and directional signage systems shall be of a unified graphical system. Such signage shall be placed in consistent locations near site entries, key points on the internal automobile and pedestrian circulation system, building entries, seating areas, and sidewalk intersections.
6. The supporting members of a sign shall appear to be free of any extra bracing angle iron, guy wires, cables, etc. The supports shall appear to be an architectural and integral part of the building and/or sign.
7. Electronic message centers.
 - a. Electronic message centers are permitted for the display of variable pricing on freestanding signs for gasoline stations,

on marquee signs in Commercial Areas, and display signs in Commercial and Mixed-Use Areas.

- b. Any other electronic message center may be permitted only if expressly authorized in an approved Final PUD plan. The Final PUD plan shall meet the specific standards in Section e. below and include requirements concerning the location, and shall demonstrate exceptional and unique circumstances warranting the use of the electronic message center.
- c. All electronic message centers shall meet the following requirements:
 - i. The electronic message area of a freestanding sign shall be integrated into the design of the freestanding sign. Such electronic message portions of freestanding signs shall not be an add-on feature, but rather must be fully integrated into the site design.
 - ii. Up to fifty (50) percent of the allowed sign area of a freestanding sign may be occupied by an electronic message center. Electronic message centers on wall signs, window signs, pole signs, or any other permanent or temporary sign is not permitted.
 - iii. A maximum of one (1) freestanding sign with electronic message copy per site shall be permitted.
 - iv. All electronic message centers shall be equipped with a malfunction display and the ability to automatically shut off if a malfunction occurs.
 - v. Transition method. The electronic message center shall be limited to static messages, changed only through either dissolve or fade transitions, which may otherwise not have movement, or the appearance or optical illusion of movement, of any part of the sign or structure, design, or pictorial segment of the sign, including the movement of any illumination or the flashing, scintillating or varying of light intensity.
 - vi. Transition duration. The transition duration between messages shall not exceed one (1) second.
 - vii. Message hold time. The message hold time shall be a minimum of twenty (20) minutes.
 - viii. Lighting from an electronic message center shall not exceed 0.3 footcandles between dusk to dawn as measured from the sign's face. The electronic message center shall have automatic dimmer software



Electronic message center



Electronic message center at a gas station

or solar sensors to control brightness for nighttime viewing. the intensity of the light source shall not produce glare, the effect of which constitutes a traffic hazard. Documentation shall be provided from the sign manufacturer which verifies compliance with auto dimming and brightness requirements.

- ix. Existing signage proposed for conversion to the use of an electronic message center shall conform to the sign standards in these regulations prior to issuance of a sign permit. Nonconforming signs shall not be eligible for conversion to an electronic message center.



Halo lit wall sign



Externally illuminated wall sign

3.3 SIGN ILLUMINATION

Illumination of signs shall be in accordance with the following requirements, in addition to the standards provided in Section 4 for each sign type:

1. Internally illuminated signs.
 - a. No internally illuminated sign lighting shall include any exposed light source, except that neon or comparable tube lighting is permitted where neon is allowed.
 - b. When an internally illuminated sign cabinet is permitted, only that portion of the sign face dedicated to the trademark or characters may be translucent. The balance of the sign face shall be opaque.
2. Externally illuminated signs.
 - a. All signs that use external illumination shall have their lighting directed in such a manner as to illuminate only the face of the sign without causing glare.
 - b. The light source must be downcast and fully shielded.
 - c. Projecting light fixtures shall be simple and unobtrusive in appearance, and shall not obscure the graphics of the sign.
3. No illuminated sign visible from and located within three hundred (300) feet of any property in a residential zoning district may be illuminated between the hours of 11:00 p.m. or one-half hour after the use to which it is appurtenant is closed, whichever is later, and 7:00 a.m.
4. The following light sources are prohibited anywhere in Louisville, except as provided for in Section 1.5 and Section 3.2.9.

- a. Any flashing, rotating or moving signs, animated signs, signs with moving lights or signs which create the illusion of movement.
- 5. All illuminated signs in AO-T zone districts shall comply with Section 17.13.110 of the Louisville Municipal Code regarding glare, and the following additional standards:
 - a. Signs shall be illuminated only from a concealed light source internal to the sign structure or shielded from public view and from surrounding properties used to illuminate only the sign face, and not any area beyond the face; and
 - b. Signs shall not remain illuminated between the hours of 9:00 p.m. and 6:00 a.m.



Halo lit freestanding sign

3.4 SIGN INSTALLATION

1. In addition to the permit requirements in [Sec. 2.1](#), all permanent signs and all components thereof, including sign structures and sign faces, shall be installed in compliance with the adopted building and electrical codes of the City.
 - a. Every electric sign shall have affixed thereon an approved Underwriters' Laboratories label, or all wiring of such sign as approved by the State electrical inspector, and all wiring connected to such sign shall comply with all provisions of the applicable regulations of the City relating to electrical installations.
 - b. Signs shall be located in such a way as to maintain horizontal and vertical clearance of all overhead electrical conductors in accordance with adopted electrical code specifications, depending on voltages concerned. However, in no case shall a sign be installed closer than forty eight inches (48") horizontally or vertically from any conductor or public utility guy wire, or as recommended by the local public utility company.
 - c. No sign or sign structure shall be installed that impedes pedestrian or vehicular movement, or be erected in such a location as to cause visual obstruction or interference with motor vehicle traffic or traffic-control devices, or obstruct clear vision in any direction from any street intersection or driveway.
 - d. No sign or sign structure shall be installed that obstructs access to or impedes operation of any fire escape, downspout, window, door, stairway, ladder or opening intended to provide



Exposed lighting is not allowed



Up-lit signs are not allowed

- light, air, ingress or egress for any building or structure as may be required by law. If possible, signs should not be placed in locations that obscure architectural features such as pilasters, arches, windows, cornices, etc.
- e. No sign or sign structure shall be installed which is structurally unsafe.
2. Except for flags, window signs and temporary signs conforming to the requirements of these regulations, all signs shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

3.5 SIGN MAINTENANCE

The owner or lessee of any sign shall take all reasonable actions so that the sign will be maintained.

1. All signs and all parts and components thereof, shall be maintained in a safe condition in compliance with the approved permit and in conformance with these regulations.
 - a. All signs, including sign structures and sign faces, shall be maintained in good repair at all times and shall not constitute a hazard to safety, health or public welfare by reason of inadequate maintenance or deterioration. For the purposes of this Section, good repair shall mean that there are no loose, broken, torn or severely weathered portions of the sign structure or sign face.
 - b. The owner of a sign shall be required to keep signs and supporting hardware structurally safe, clean, free of visible defects, including graffiti, and functioning properly at all times. Exposed surfaces shall be kept clean and neatly painted, and free from rust and corrosion. Defective parts shall be replaced. Repairs to signs shall be equal to or better in quality of materials and design than the original sign.
2. All signs or any part of a sign which is broken or damaged or which is not reasonably maintained such as to present a nuisance, hazard or potential hazard, including any required landscaping, shall be repaired or removed by the sign owner such that the sign no longer is a nuisance or endangers public health and/or safety. If the sign owner fails or refuses to repair or remove the unsafe sign as herein required, the sign shall be deemed a nuisance and the City may abate the same as provided in Section 8.01.050 of the Louisville Municipal Code, as the same may be amended.

3.6 SIGN ALTERATION AND REMOVAL

1. Any alteration to an existing sign, including a change of copy, shall require a new sign permit pursuant to Section 2.1, unless exempt pursuant to Section 2.2. 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; or
 - f. Changing the height of the sign; or
 - g. Routine maintenance.
2. Existing nonconforming signs may be altered in any way that does not change the materials, light source, size height, background, shape or location of the sign without bringing the entire sign into conformance, provided that the cost of the alteration is less than fifty (50) percent of the sign's replacement cost.
3. Any abandoned or illegal sign, which is not removed from the premises by the owner, user, or property owner within the time frames prescribed shall be subject to removal in accordance with the provisions and procedures detailed in this Section. Any such sign shall be considered a violation of the provisions of these regulations and be subject to the penalties set forth in [Section 1.5](#).
 - a. An abandoned permanent sign shall be removed by the owner, user, or property owner within thirty (30) days from time the purpose has passed or no longer applies.
 - b. An abandoned temporary sign shall be removed by the owner, user, or property owner within three (3) days from time the purpose has passed or no longer applies.
 - c. When building-mounted and painted wall signs are removed, the face of the structure shall be treated to conform to surrounding building conditions. Such removal shall not leave any evidence of the sign's existence.
 - d. Any illegal sign shall be removed from the premises upon which it is located within thirty (30) days from the notice of violation, and shall not remain on the premises until and unless a sign permit is issued.
4. Upon failure of the owner, user, or property owner to comply

within the specified time requirements set out in this Section, the City Manager is hereby authorized to cause such abandoned or illegal sign to be removed and any expense attendant thereto shall be paid by the owner, agent, or person having the beneficial use of the building, structure, or premises upon which the sign is located.

- a. If such removal expense remains unpaid for more than thirty (30) days after such removal is performed and expense incurred by the City and a bill for same was mailed to the permittee or owner by first class, certified or registered mail, such unpaid charge shall constitute a lien upon the real estate.
- b. The City Attorney is hereby authorized, in accordance with the law, to file a notice of lien in the office of the County Clerk to foreclose this lien and to sue the owner of the real estate of sign permittee, or their agents, in a civil action to recover the money due for the foregoing service, plus all its costs as hereinafter more fully described, together with reasonable attorney's fees to be fixed by the court.
- c. Any such judgement shall be enforced in accordance with law. Included in the expenses recoverable by the City shall be the costs of filing the notice of lien foreclosing such lien and all litigation costs, together with all office and legal expenses incurred in connection with collection of the amount due hereunder.
- d. In lieu of filing and enforcing a lien, the City may certify its costs of removal and enforcement with the County Treasurer under CRS 31-20-105 & 106 for collection in the same manner as real property taxes.
- e. A failure to remove any abandoned or illegal sign and subsequent failure by the Department of Planning and Building Safety to duly notice the owner, user, or property owner of the provisions of this Section shall not be deemed to constitute a waiver of any violations of these regulations, nor to be given any special status.
- f. If, through administrative neglect or inaction, an owner, user, or property owner is not notified of the requirements of this Section within the time frames specified, but is later so notified, such owner, user, or property owner shall take action to either correct the abandonment or illegality or shall cause the sign to be removed within twenty (20) days of such notification.
- g. Any sign removed by the City, in accordance with this Section, shall become the property of the City and may be disposed of

in any manner deemed appropriate by the City.

3.7 DISTRICT AREAS

The regulations in Section 4 and 5 set forth standards applicable by districts. Contact the Department of Planning & Building Safety to confirm which district is applicable.

Residential: Generally, this area is comprised of the residentially zoned properties, or properties developed with residential uses. This area includes properties zoned A, RR, RE, RL, RM, RH, R-RR, SF-LD, SF-MD, SF-HD, SF-R, SF-E, and PCZD-R. This also may include properties with commercial zoning with residential uses approved through a Special Review Use. Institutional uses include uses defined by Use Groups 9, 11 through 23, and 30 of Section 17.12.030 the Louisville Municipal Code that are located in the above zone districts.

Commercial: Generally, this area includes properties with commercial zoning, and that are subject to the **Commercial Development Design Standards and Guidelines**. This area includes properties that are zoned CN, CC (not Downtown), CB, AO, BO, AO-T (with additional regulations) and PCZD-C.

Industrial: Generally, this area includes properties with industrial zoning, and that are subject to the **Industrial Development Design Standards and Guidelines**. This area includes properties that are zoned I and PCZD-I.

Mixed-Use: This area includes properties with mixed-use zoning, and that are subject to the **Mixed Use Development Design Standards and Guidelines**. This area includes properties that are zoned MU-R and CC-MU.

Downtown: This area includes properties with Commercial Community zoning that is located within the downtown, as defined in Sec. 17.08.113 of the Louisville Municipal Code.



Residential Area



McCaslin Marketplace - Commercial Area



Louisville Corp. Campus - Industrial Area



DELO - Mixed-Use Area



Downtown Louisville

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4.1 PERMANENT SIGNS.

The standards of this Section apply to all permanent signs. Permanent signs may be subject to additional standards set out elsewhere in these regulations.

Sign Types. Permanent signs include the following types:

- 4.2 Awning Signs
- 4.3 Canopy Signs
- 4.4 Display Signs
- 4.5 Window Signs
- 4.6 Kiosks
- 4.7 Marquee Signs
- 4.8 Murals
- 4.0 Projecting Signs
- 4.10 Freestanding Signs
- 4.11 Wall Signs

4.2 AWNING SIGNS Signs on awnings are subject to the standards below. These regulations do not authorize the installation of awnings with or without signs without obtaining any necessary building permits in compliance with the city’s applicable building and zoning codes.

1. Awnings that contain signs shall be designed to be compatible with the storefront in scale, proportion, material, and color.
2. No awnings with signs shall extend above the roof line of any building, or the first story, whichever is less.
3. No sign mounted to an awning shall project beyond, above or below the face of the awning.
4. The principal function of any awning with a sign must be to provide shelter for a window, a door, or an outdoor seating area.
5. Awnings in Downtown may not project more than 6 ft from the face of the building to which it is mounted, or 2/3 the width of the walkway, whichever is less. Awnings in all other areas shall comply with the design regulations in effect in that area.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	No	Yes	No	Yes	Yes
Permit Req'd	--	Yes	--	Yes	Yes
Max. Number	--	1 per awning face	--	1 per awning face	1 per awning face
Max. Area	--	40% of area of awning face	--	40% of area of awning face	40% of area of awning face
Min. Clearance	--	8 ft	--	8 ft	8 ft
Max. Height	--	12 ft	--	12 ft	12 ft
Illumination	--	No	--	No	No
Subject to Max. Wall Sign allowance	--	Yes	--	Yes	Yes

4.3.a CANOPY SIGNS in VEHICULAR AREAS Signs on canopies in vehicular areas may be permitted only in commercial and mixed-use areas and only if a canopy in a vehicular area is expressly authorized in an approved Final PUD plan. The PUD plan shall contain standards and requirements concerning the design of any canopy in vehicular areas.

1. Canopies with signs shall be designed to be compatible with the storefront in scale, proportion, and color.
2. Signs on a canopy in a vehicular area shall not be permitted to wrap the canopy. This includes colors and materials associated with the design of the canopy sign.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	No	Yes	No	Yes	No
Permit Req'd	--	Yes	--	Yes	--
Max. Number	--	1 per frontage	--	1 per frontage	--
Max. Area	--	25% of area of canopy face, or 15 sf, whichever is less	--	25% of area of canopy face, or 15 sf, whichever is less	--
Illumination	--	Internal or Halo lit	--	Internal of Halo lit	--
Subject to Max. Wall Sign allowance	--	Yes	--	Yes	--



4.3.b CANOPY SIGNS in PEDESTRIAN AREAS

Signs on canopies are subject to the standards below. These regulations do not authorize the installation of canopies with or without signs without obtaining any necessary building permits in compliance with the city’s applicable building and zoning codes.

1. No sign mounted to a canopy shall project below the face of a canopy. Signs mounted to the top of a canopy shall be designed such that:
 - a. They are comprised of channel letters or other three dimensional forms;
 - b. The mounting hardware and supporting structures of the sign are concealed from view;
 - c. The sign does not extend more than two (2) feet above the top of the canopy, or extend above the nearest roofline, whichever is less.
4. Canopies with signs shall be designed to be compatible with the storefront in scale, proportion, material, and color.
5. Canopies in Downtown may not project more than 6 ft from the face of the building to which it is mounted, or 2/3 the width of the walkway, whichever is less, and maintain a 2 ft minimum distance from the back of curb. Canopies in all other areas shall comply with the design regulations in effect in that area.

Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	Yes, Multi-family and Institutional uses only	Yes	No	Yes	Yes
Permit Req'd	Yes	Yes	--	Yes	Yes
Max. Number	1 per primary entry	1 per primary entry	--	1 per primary entry	1 per primary entry
Max. Area	1 sf copy area per 1 lin ft of canopy	2 sf copy area per 1 lin ft of canopy	--	1 sf copy area per 1 lin ft of canopy	1 sf copy area per 1 lin ft of canopy
Max. Height	1st story	1st story	--	1st story	1st story
Min. Clearance	8 ft	8 ft	--	8 ft	8 ft
Illumination	No	Internally lit	--	Internally lit	No
Subject to Max. Wall Sign allowance	Yes	Yes	--	Yes	Yes

4.4 DISPLAY SIGNS Display signs are subject to the standards below. Display signs may be wall mounted or may orient to occupants in a vehicle. Display signs oriented to occupants in a vehicle may be permitted only in commercial and mixed-use areas and only if a drive through is expressly authorized in an approved Final PUD plan.

1. High quality materials shall be used in the construction of display signs.
2. Display signs shall be appropriate in material, size, location and design to the character and architectural detail of the building and site.
3. Display signs may include electronic message centers in commercial and mixed-use areas, subject to Section 3.2.9.
4. A display sign oriented to a drive through in a Commercial or Mixed-Use area may be an electronic message center that contains up to 100% of the sign area if the display changes no more than three (3) times in a 24-hour period.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	No	Yes	No	Yes	Yes
Permit Req'd	--	Yes - drive thru only	--	Yes - drive thru only	No
Max. Number	--	1 per drive-thru lane and 1 wall mounted per tenant	--	1 per drive-thru lane and 1 wall mounted per tenant	1 wall mounted per tenant
Max. Area	--	8 sf - wall 32 sf - drive-thru	--	8 sf - wall 32 sf - drive-thru	8 sf - wall
Max. Height	--	7 ft	--	7 ft	7 ft
Illumination	--	Internally or Externally lit	--	Internally or Externally lit	Internally or Externally lit
Subject to Max. Wall Sign Allowance	--	No	--	No	No

4.5 WINDOW SIGNS Permanent window signs are subject to the following standards:

1. A window sign may be painted on, attached to, or placed within four feet of the inside of a window.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	Yes, Institutional and Multi-Family uses only	Yes	Yes	Yes	Yes
Permit Req'd	No	No	No	No	No
Max. Number	1 per building entry	Unlimited, subject to max. area	1 per building entry	Unlimited, subject to max. area	Unlimited, subject to max. area
Max. Area	10% of door/window	25% of window	10% of door/window	25% of window, not to exceed 12 sf	20% of window, not to exceed 8 sf
Max. Height	First Story	First Story	First Story	First Story	First Story
Illumination	No	Internally lit or neon	No	No	No
Subject to Max. Wall Sign allowance	No	Yes, if illuminated No, if non-illuminated	No	No	No

4.6 KIOSKS Kiosks may be permitted only if expressly authorized in an approved Final PUD plan. The Final PUD plan shall contain specific standards and requirements concerning the design, construction, maintenance and operation of any kiosk.

1. The size and placement of the kiosk is dependent on the proposed activity. Specific design considerations, including illumination, will be approved through the Final PUD or Special Review Use (SRU) process.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	No	Yes, via PUD	No	Yes, via PUD	Yes, via PUD
Permit Req'd	--	Yes	--	Yes	Yes
Max. Height	--	10 ft	--	7 ft	7 ft
Illumination	--	Internally or Externally lit	--	Internally or Externally lit	No



4.7 MARQUEE SIGNS Marquee signs are subject to the following standards.

1. A marquee sign shall be designed to be compatible with the storefront in scale, proportions, and color.
2. A marquee sign shall be located on the upper portion of the storefront. A marquee shall not obscure the building’s windows, doors, or ornamental features.
3. A marquee sign is not permitted along an alley frontage.
4. Only non-electronic changeable copy is permitted in Downtown and Mixed-Use areas.

Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	No	Yes	No	Yes	Yes
Permit Req'd	--	Yes	--	Yes	Yes
Max. Number	--	1 per building	--	1 per building	1 per building
Max. Area	--	1 sf per 1 lin ft of building frontage, not to exceed 150 sf	--	2 sf per 1 lin ft of building frontage, not to exceed 60 sf	2 sf per 1 lin ft of building frontage
Max. Height	--	Roof line, or second story window sill, whichever is less	--	Roof line, or second story window sill, whichever is less	Roof line, or second story window sill, whichever is less
Max. Sign Height	--	8 ft	--	6 ft	4 ft
Min. Clearance	--	8 ft	--	8 ft	8 ft
Max. Projection	--	8 ft, or 2/3 width of adjacent walkway, whichever is less	--	8 ft, or 2/3 width of adjacent walkway, whichever is less	6 ft, or 2/3 width of adjacent walkway, whichever is less
Illumination	--	Externally or internally lit, or neon	--	Externally or internally lit, or neon	Externally or internally lit, or neon
Subject to Max. Wall Sign allowance	--	Yes	--	Yes	Yes

4.8 MURALS Murals are subject to the following standards.

1. Murals are not permitted on a building's primary frontage.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	Yes, Institutional uses only	Yes	No	Yes	Yes
Permit Req'd	Yes	Yes	--	Yes	Yes
Max. Number	Unlimited, subject to max. area	Unlimited, subject to max. area	--	Unlimited, subject to max. area	Unlimited, subject to max. area
Max. Area	50% of building facade area	75% of building facade area	--	100% of building facade area	100% of building facade area
Max. Height	Roof line	Roof line	--	Roof line	Roof line
Illumination	No	No	--	No	No
Subject to Max. Wall Sign Allowance	No	No	--	No	No

4.9 PROJECTING SIGNS Projecting signs are subject to the following standards.

1. Projecting signs shall be placed near a building entrance or an access point to a walkway.
2. Projecting signs shall be spaced a minimum of ten feet apart on multi-tenant buildings, unless there is less than ten feet separating tenant entrances.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	No	Yes	No	Yes	Yes
Permit Req'd	--	Yes	--	Yes	Yes
Max. Number	--	1 per tenant per frontage, not to exceed 2 per tenant	--	1 per tenant per frontage, not to exceed 2 per tenant	1 per tenant per frontage, not to exceed 2 per tenant
Max. Area	--	12 sf	--	9 sf	9 ft
Min. Clearance	--	8 ft	--	8 ft	8ft
Max. Projection	--	4 ft	--	4 ft	4 ft
Max. Height	--	12 ft	--	12 ft	12 ft
Illumination	--	No	--	No	No
Subject to Max. Wall Sign allowance	--	Yes	--	Yes	Yes

4.10 FREESTANDING SIGNS The standards in this section apply to all freestanding signs.

1. All freestanding signs shall be located outside of the vision clearance area.
2. Freestanding signs may be located in a privately owned and maintained median and shall be setback at least 10 feet from nose of the median, and subject to review and approval from the Department of Public Works.
3. Where more than one primary or secondary freestanding sign is permitted, each permitted sign shall be allowed to have the maximum square footage allowed as noted in this section.
4. A freestanding sign may be affixed to an existing retaining wall, provided the retaining wall is expressly authorized by a Final PUD plan and is not located in right-of-way. The minimum setback does not apply to a sign affixed to such a retaining wall.





Primary Entrance Sign



Secondary Entrance Sign



Entry Sign on a retaining wall



Halo Lit Entrance Sign

4.10.a FREESTANDING SIGNS in RESIDENTIAL AREAS

Freestanding signs in residential areas are subject to the standards below.

1. A freestanding sign shall be located at primary or secondary neighborhood entrances or entry drives on privately owned common areas or privately owned and maintained medians. There must be at least 600 feet of separation between any freestanding sign on the same street.
2. All freestanding signs must be constructed of an opaque background of uniform color, and shall be of high quality materials that are compatible with the character of the neighborhood. Freestanding sign bases or supports shall be constructed of stone, brick, wood, decorative concrete, high quality metal, or other similar materials.
3. Internally lit cabinet signs are not permitted.
4. All freestanding signs shall be in a landscaped area on privately owned common area. A minimum of three (3) square feet of landscaping shall be provided for every one (1) square feet of sign area. Only one face of the sign shall be counted. Landscape plans shall demonstrate that after three years of growth, seventy-five (75) percent of the landscaping area shall be covered with living plants.
5. The light source for externally illuminated freestanding signs must be downcast, and fully shielded, and located no more than five (5) feet away from the sign face. The light source shall not direct light or glare onto adjacent uses or properties.
6. Freestanding signs for single-family residential areas shall only be permitted for neighborhoods with a Home Owners' Associations (HOA) to ensure the signs are properly maintained over time. If a HOA dissolves, the HOA shall be responsible for removal of the sign prior to dissolving.
7. In place of one sign at a neighborhood entrance, one sign may be placed on each side of the street at the neighborhood entrance, provided the maximum area of both signs combined does not exceed the maximum area for one sign, and the maximum height is reduced to four (4) feet.

4.10.a FREESTANDING SIGNS in RESIDENTIAL AREAS, cont.

Standard	Residential, Single-Family	Residential, Multi-Family	Residential, Institutional Use
Permitted	Yes	Yes	Yes
Permit Req'd	Yes	Yes	Yes
Max. Number	1 at each neighborhood entrance, not to exceed 4 signs. See note 8.	1 at each entry drive, not to exceed 2 signs. See note 8.	1 at each entry drive, not to exceed 2 signs. See note 8.
Max. Area	32 sf	40 sf	40 sf
Max. Height	6 ft	8 ft	8 ft
Illumination	Externally lit	Externally or halo lit	Externally or halo lit
Min. Setback	5 ft	8 ft	8 ft



High quality compatible freestanding sign



Multi-tenant freestanding sign with only characters illuminated



Cabinet signs without base and border are not permitted

4.10.b FREESTANDING SIGNS in COMMERCIAL AREAS

Freestanding signs in Commercial areas are subject to the following standards.

1. All freestanding signs shall be located along a primary or secondary public street frontage. Only one primary frontage shall be allowed. Sites may have more than one secondary frontage. Sites with more than 500 feet of primary or secondary frontage shall be allowed to place an additional sign meeting the secondary frontage standards on the that frontage.
2. Primary and secondary freestanding signs shall be located a minimum of 75 feet apart.
3. All freestanding signs must be constructed of an opaque background of uniform color, and shall be of high quality materials that are compatible with the building. Freestanding sign bases and support shall be constructed of brick, stone, wood, decorative concrete, high quality metal, or other similar materials.
4. All freestanding signs using an internally lit sign cabinet design shall have an architectural base and border on all sides that is consistent with and/or complements the building materials.
5. All freestanding signs shall be in a landscaped area. A minimum of three (3) square feet of landscaping shall be provided for every one (1) square feet of sign area. Only one face of the sign shall be counted. Landscape plans shall demonstrate that after three years of growth, seventy-five (75) percent of the landscaping area shall be covered with living plants.
6. The minimum setback is not required if the sign is adjacent to right-of-way with more than 10 feet between the curb and the property line, provided there is a minimum of 5 feet between the sign and any adjacent sidewalk.
7. Properties adjacent to US 36 may have an additional freestanding sign oriented to US 36. Freestanding signs oriented toward US 36 may have an additional fifty (50) percent increase in the maximum area and an additional one-hundred (100) percent increase in the maximum height.

4.10.b FREESTANDING SIGNS in COMMERCIAL

Standard	Commercial Single Tenant Site	Commercial Multi-Tenant Site*	Office Single Tenant Site	Office Multi-Tenant Site
Permitted	Yes	Yes	Yes	Yes
Permit Req'd	Yes	Yes	Yes	Yes
Max. Number	1 per primary frontage, 1 per secondary frontage, not to exceed 2 signs	1 per primary frontage, 1 per secondary frontage, not to exceed 4 signs	1 per primary frontage, 1 per secondary frontage, not to exceed 2 signs	1 per primary frontage, 1 per secondary frontage, not to exceed 3 signs
Max. Area, Primary	48 sf	60 sf - less than 60,000 sf of floor area 96 sf - more than 60,000 sf of floor area	40 sf	48 sf - less than 60,000 sf of floor area 60 sf - more than 60,000 sf of floor area
Max. Area, Secondary	24 sf	32 sf	16 sf	24 sf
Max. Height, Primary	8 ft	12 ft	6 ft	8 ft
Max. Height, Secondary	5 ft	6 ft	5 ft	6 ft
Illumination	Externally, internally or halo lit	Externally, internally or halo lit	Externally, internally or halo lit	Externally, internally or halo lit
Min. Setback	10 ft	10 ft	10 ft	10 ft

*A commercial multi-tenant site may include an office tenant.



Primary Entrance Sign



Secondary Entrance Sign

4.10.c FREESTANDING SIGNS in INDUSTRIAL AREAS

Freestanding signs in industrial areas are subject to the following standards:

1. All freestanding signs shall be located along a primary or secondary public street frontage. Only one primary frontage shall be allowed. Sites may have more than one secondary frontage. Sites with more than 500 feet of primary or secondary frontage shall be allowed to place an additional sign meeting the secondary frontage standards on that frontage.
2. Primary and secondary freestanding signs shall be located a minimum of 75 feet apart.
3. All freestanding signs must be constructed of an opaque background of uniform color, and shall be of high quality materials that are compatible with the building.
4. Internally lit cabinet signs are not permitted.
5. All freestanding signs shall be in a landscaped area. A minimum of three (3) square feet of landscaping shall be provided for every one (1) square feet of sign area. Only one face of the sign shall be counted. Landscape plans shall demonstrate that after three years of growth, seventy-five (75) percent of the landscaping area shall be covered with living plants.

Standard	Industrial, Single Tenant Site	Industrial, Multi-Tenant Site
Permitted	Yes	Yes
Permit Req'd	Yes	Yes
Max. Number	1 per primary frontage, 1 per secondary frontage, not to exceed 2 signs	1 per primary frontage, 1 per secondary frontage, not to exceed 4 signs
Max. Area, Primary	25 sf	40 sf
Max. Area, Secondary	15 sf	25 sf
Max. Height, Primary	6 ft	8 ft
Max. Height, Secondary	5 ft	6 ft
Illumination	Externally lit	Externally lit
Min. Setback	10 ft	15 ft

4.10.d FREESTANDING SIGNS in MIXED-USE AREAS

Freestanding signs in mixed-use areas are subject to the following standards:

1. For lots or sites with only residential uses, the standards in Residential Areas apply. For all other sites, the standards in this Section apply.
1. All freestanding signs shall be located along a primary or secondary public street frontage. Only one primary frontage shall be allowed. Sites may have more than one secondary frontage. Sites with more than 500 feet of primary or secondary frontage shall be allowed to place an additional sign meeting the secondary frontage standards on the that frontage. If a site has arterial frontage, the arterial frontage shall be the primary frontage for the purpose of these regulations.
2. Primary and secondary freestanding signs shall be located a minimum of 75 feet apart.
3. All freestanding signs must be constructed of an opaque background of uniform color, and shall be of high quality materials that are compatible with the building. Freestanding sign bases or supports shall be constructed of stone, brick, wood, decorative concrete, high quality metal, or other similar materials.
4. Internally lit cabinet signs are only permitted on an arterial frontage.
5. All freestanding signs shall be in a landscaped area, or in an appropriate location within a hardscaped area or plaza.



Primary Entrance Sign

Standard	Single Tenant Site Arterial Frontage	Multi-Tenant Site Arterial Frontage	Single Tenant Site Non-arterial Frontage	Multi-Tenant Site Non-arterial Frontage
Permitted	Yes	Yes	Yes	Yes
Permit Req'd	Yes	Yes	Yes	Yes
Max. Number	1 per primary frontage, 1 per secondary frontage, not to exceed 2 signs	1 per primary frontage, 1 per secondary frontage, not to exceed 4 signs	1 per primary frontage, 1 per secondary frontage, not to exceed 2 signs	1 per primary frontage, 1 per secondary frontage, not to exceed 4 signs
Max. Area, Primary	48 sf	60 sf	24 sf	32 sf
Max. Area, Secondary	24 sf	32 sf	16 sf	24 sf
Max. Height, Primary	8 ft	12 ft	6 ft	8 ft
Max. Height, Secondary	5 ft	6 ft	5 ft	6 ft
Illumination	Externally, internally or halo lit	Externally, internally or halo lit	Externally or halo lit	Externally or halo lit
Min. Setback	10 ft	10 ft	50% of the distance of the structures's setback, or 3 ft, whichever is greater	50% of the distance of the structures's setback, or 3 ft, whichever is greater



4.10.e FREESTANDING SIGNS in DOWNTOWN

Freestanding signs in Downtown Louisville are subject to the standards below.

1. A freestanding sign shall be located only on a site frontage adjoining a public street.
2. Freestanding signs in downtown shall be designed to be compatible with the principal building in material, scale, proportions and color. Opaque backgrounds are required and shall be a non-reflective material
3. Freestanding signs in downtown shall only be used when other allowed types of signage cannot provide adequate messaging.
4. Freestanding signs in downtown shall not include a cabinet sign or utilize a monolithic base anchored to the ground.

Standard	Downtown
Permitted	Yes
Permit Req'd	Yes
Max. Number	1 per building
Max. Area	9 sf
Max. Height	6 ft
Min. Setback	None, provided no part of sign shall be placed or extend into right-of-way
Illumination	No
Subject to Max. Wall Sign allowance	Yes

4.11 WALL SIGNS The standards in this section apply to all wall signs.

1. Wall signs shall be designed to be compatible with the building in scale, proportions, and color.
2. A wall sign shall not obstruct any portion of a window, doorway or other architectural detail.
3. No sign part, including cut-out letters, may project from the building more than required for construction purposes and in no case more than twelve (12) inches.
4. No wall sign shall extend above the roof or parapet line of any building.





Primary Halo Lit Wall Sign



Secondary Wall Sign

4.11.a WALL SIGNS in RESIDENTIAL AREAS Wall signs in residential areas are subject to the standards below.

1. Wall signs shall be located on primary or secondary frontages. Only one primary frontage shall be designated per site.
2. Internally lit cabinet signs are not permitted.
3. In place of a wall sign located on primary or secondary frontages, a wall sign may be permitted on an alternative location on the structure, oriented towards a parking lot, plaza, alley, or other area.
4. The area allowance for wall signs shall include any sign area utilized on a canopy sign.

Standard	Residential, Single-Family	Residential, Multi-Family	Residential, Institutional
Permitted	No	Yes	Yes
Permit Req'd	--	Yes	Yes
Max. Number	--	1 per building	1 on primary frontage, 1 on secondary frontage
Max. Area, Primary	--	24 sf	32 sf
Max. Area, Secondary	--	--	15 sf
Max. Height	--	15 ft, or roofline, whichever is less	20 ft, or roofline, whichever is less
Max. Sign Height	--	2 ft	3 ft
Illumination	--	Externally or halo lit	Externally or halo lit

4.11.b WALL SIGNS in COMMERCIAL AREAS Wall signs in commercial areas are subject to the standards below.

1. Wall signs may be located on primary or secondary public street frontages. Only one primary frontage shall be designated per site. Sites may have more than one secondary frontage.
2. In place of a wall sign located on primary or secondary frontages, a wall sign may be permitted on an alternative location on the structure, oriented towards a parking lot, plaza, alley, or other area.
3. The area allowance for wall signs shall include any sign area utilized on a canopy sign, awning sign, marquee sign, or a projecting sign.
4. In addition to the signs in this section, buildings with public rear entrances may have a 6 sf unlit sign above each entrance, 1 per tenant.
5. Properties adjacent to US 36 may have an additional wall sign(s). Wall signs oriented toward US 36 may have an additional fifty (50) percent increase in the maximum area and an additional fifty (50) percent increase in the maximum height.
6. The use of individually cut, internally lit or halo lit characters are encouraged.



Standard	Commercial Single Tenant Site	Commercial Multi-Tenant Site	Commercial Office Only Site
Permitted	Yes	Yes	Yes
Permit Req'd	Yes	Yes	Yes
Max. Number	1 at primary frontage plus 1 additional sign for each 100 linear ft of sign wall, 1 at secondary frontage	1 per tenant at primary frontage, 1 per tenant at secondary frontage	1 per tenant at primary frontage, 1 per tenant at secondary frontage
Max. Area, Primary	1 sf per 1 linear ft of building frontage, not to exceed 100 sf	1 sf per 1 linear ft of tenant building frontage, not to exceed 100 sf per sign	1 sf per 1 linear ft of tenant building frontage, not to exceed 40 sf per sign, not to exceed 100 sf total for all wall signs
Max. Area, Secondary or Alternative	.5 sf per linear ft of building frontage, not to exceed 100 sf	.5 sf per linear ft of building frontage, not to exceed 50 sf per sign	.5 sf per linear ft of building frontage, not to exceed 24 sf per sign, not to exceed 60 sf total for all signs
Max. Height	Roofline	Roof line	Roof line
Max. Sign Height	3 ft	4 ft	2 ft for buildings less than 25 ft tall, 3 ft for buildings taller than 25 ft
Illumination	Internally, externally, or halo lit or neon	Internally, externally, or halo lit or neon	Internally, externally, or halo lit



4.11.c WALL SIGNS in INDUSTRIAL AREAS

Wall signs in industrial areas are subject to the following standards:

1. Wall signs may be located on primary or secondary public street frontages. Only one primary frontage shall be designated per site. Sites may have more than one secondary frontage.
2. In addition to the signs in this section, buildings with public rear entrances may have a 6 sf unlit sign above each entrance, 1 per tenant.
3. Cabinet signs are not permitted.

Standard	Industrial, Single Tenant Site	Industrial, Multi-Tenant Site
Permitted	Yes	Yes
Permit Req'd	Yes	Yes
Max. Number	1 at primary frontage, 1 at secondary frontage	1 per tenant at primary frontage, 1 per tenant at secondary frontage.
Max. Area, Primary	1 sf per 1 linear ft of building frontage, not to exceed 60 sf	1 sf per 1 linear ft of tenant building frontage, not to exceed 40 sf per sign. If a tenant space is larger than 60,000 sf, the wall sign for that tenant may be up to 60 sf
Max. Area, Secondary	1 sf per 1 linear ft of building frontage, not to exceed 30 sf	1 sf per 1 linear ft of building frontage, not to exceed 25 sf
Max. Height	Roof line	Roof line
Max. Sign Height	3 ft	3 ft
Illumination	No	No

4.11.d WALL SIGNS in MIXED USE AREAS

Wall signs in mixed use areas are subject to the standards below.

1. For lots or sites with only residential uses, the standards in Residential Areas apply.
2. For all other sites, the standards in Commercial Areas apply.



Externally Lit Wall Sign



Neon Lit Wall Sign



Halo Lit Wall Sign

4.11.e WALL SIGNS in DOWNTOWN

1. Wall signs may be located on primary or secondary public street frontages. Only one primary frontage shall be designated per site. Sites may have more than one secondary frontage.
2. In place of a wall sign located on primary or secondary frontages, a wall sign may be permitted on an alternative location on the structure, such as a parking lot, plaza, alley, or other area.
3. The area allowance for wall signs shall include any sign area utilized on a canopy sign, awning sign, marquee sign, projecting sign or flags.
4. Visible raceways and transformers are not permitted.

Standard	Downtown, Single Tenant Site	Downtown, Multi-Tenant Site
Permitted	Yes	Yes
Permit Req'd	Yes	Yes
Max. Number	1 at primary frontage, 1 at secondary frontage, 1 at alternative area	1 per tenant at primary frontage, 1 per tenant at secondary frontage, 1 per tenant at alternative area
Max. Area, Primary	2 sf per 1 linear ft of building frontage	2 sf per 1 linear ft of building frontage, total for all signs
Max. Area, Secondary	1 sf per 1 linear ft of building frontage	1 sf per 1 linear ft of building frontage, total for all signs
Max. Installation Height	Roof line, 20 ft, or 2nd story window sill, whichever is less	Roof line, 20 ft, or 2nd story window sill, whichever is less
Max. Sign Height	--	--
Illumination	Externally, halo lit or neon	Externally, halo lit or neon

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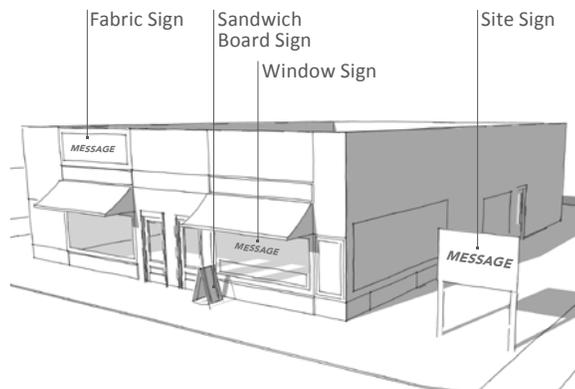
5.1 TEMPORARY SIGNS.

The standards of this Section apply to all temporary signs. Temporary signs may be subject to additional standards set out elsewhere within these regulations.

Sign Types. Temporary signs include the following types:

- 5.2 Fabric Signs
- 5.3 Sandwich Board Signs
- 5.4 Site Signs
- 5.5 Yard Signs
- 5.6 Window Signs

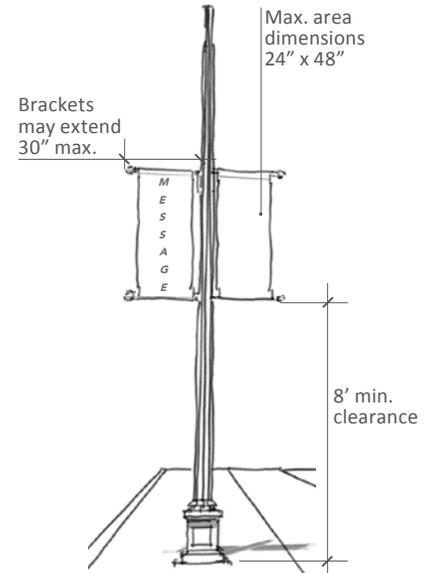
1. The purpose of temporary signs is to display messages for a temporary duration. Temporary signs shall not be used to circumvent the regulations that apply to permanent signs or to add permanent signage to a property in addition to that which is allowed by these regulations.
2. In general, a temporary sign shall be removed as of the earlier of the date that:
 - a. It becomes an abandoned sign
 - b. It falls into disrepair
 - c. The number of days set out in the tables below



5.2 FABRIC SIGNS

Fabric signs, also referred to as banners, are subject to the following standards:

1. Fabric signs placed on a wall shall not obstruct any portion of a window, doorway, or other architectural detail.
2. Fabric signs mounted on the ground may not be located within the vision clearance area.
3. Fabric signs may be installed on a utility pole with the consent of both the utility provider and the Department of Planning and Building Safety. A fabric sign shall be attached at the top and bottom of utility pole brackets that project no more than thirty (30) inches from the utility pole. Fabric signs installed on utility poles shall not exceed twenty-four (24) inches in width and forty-eight (48) inches in height, with a minimum clearance of eight (8) feet maintained from any travel or walking surface.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	Yes, Institutional or Multi-Family uses only	Yes	Yes	Yes	Yes
Permit Req'd	Yes	Yes	Yes	Yes	Yes
Max. Number	1	1 per tenant	1 per building	1 per tenant	1 per tenant
Max. Area	32 sf	60 sf or wall sign allowance, whichever is less	40 sf	40 sf	32 sf
Max. Height	Roof line or 25 ft, whichever is less	Roof line	Roof line	Roof line or 25 ft, whichever is less	Roof line or 25 ft, whichever is less
Max. Time Permitted	60 days in a calendar year, not required to be consecutive	60 days in a calendar year, not required to be consecutive	60 days in a calendar year, not required to be consecutive	60 days in a calendar year, not required to be consecutive	60 days in a calendar year, not required to be consecutive
Illumination	No	No	No	No	No
Min. Setback, if ground mounted	10 ft	10 ft	15 ft	10 ft	3 ft



5.3 SANDWICH BOARD SIGNS

Sandwich board signs are subject to the standards below.

1. High quality materials and artistic designs shall be used in the construction of sandwich board signs. No plastic board or plastic letters shall be permitted.
2. A sandwich board sign shall not obstruct pedestrian circulation. A minimum of four (4) feet of sidewalk clearance shall be maintained at all times.
3. Sandwich board signs must be removed each day at close of business.
4. Sandwich board signs must be anchored to the ground or weighted sufficiently to prevent movement by wind.
5. In Downtown, sandwich board signs may be placed in right-of-way on a sidewalk or on a private walkway immediately adjacent to the building frontage with the primary entry of a tenant or site. If a site or tenant does not have any building frontage on a public street, a sandwich board may be located within the same block the site or tenant is located.
6. In Commercial and Mixed-Use areas, sandwich boards are permitted only on walkways not in right-of-way and shall be located adjacent to the business and on the same frontage as the primary entry.

Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	No	Yes	No	Yes	Yes
Permit Req'd	--	No	--	No	No
Max. Number	--	1 per tenant	--	1 per tenant	1 per tenant
Max. Area	--	6 sf	--	6 sf	6 sf
Max. Time Permitted	--	Unlimited	--	Unlimited	Unlimited
Illumination	--	No	--	No	No
Min. Setback	--	None	--	None	None

5.4 SITE SIGNS

Site signs are subject to the following standards:

1. Site signs are not intended to be installed in place of a permanent sign.
2. Site signs are only allowed on properties with active listings for sale or for rent, or on properties with active building permits.
3. Site signs may not be located within a vision clearance area.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	Yes	Yes	Yes	Yes	Yes
Permit Req'd	No	No	No	No	No
Max. Number	1	1 per frontage, minimum distance between site signs is 1,000 ft	1	1	1
Max. Area	24 sf	32 sf	32 sf	32 sf	24 sf
Max. Height	6 ft	8 ft	8 ft	8 ft	6 ft
Max. Time Permitted	See # 2 above	See # 2 above	See # 2 above	See # 2 above	See # 2 above
Illumination	No	No	No	No	No
Min. Setback	10 ft	15 ft	10 ft	10 ft	3 ft



5.5 YARD SIGNS

Yard signs are subject to the standards below.

1. Yard signs may not be placed in a vision clearance area.

Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	Yes	Yes	Yes	Yes	Yes
Permit Req'd	No	No	No	No	No
Max. Number	unlimited for sites with residential uses, 1 per frontage for site with institutional uses	1 per frontage per tenant			
Max. Area	6 sf	6 sf	6 sf	6 sf	6 sf
Max. Height	4 ft	4 ft	4 ft	4 ft	4 ft
Max. Time Permitted	120 days per calendar year, not required to be consecutive	60 days per calendar year, not required to be consecutive	60 days per calendar year, not required to be consecutive	60 days per calendar year, not required to be consecutive	60 days per calendar year, not required to be consecutive
Illumination	No	No	No	No	No
Min. Setback	None	None	None	None	None

5.6 WINDOW SIGNS

Temporary window signs are subject to the standards below.

1. Temporary window signs are allowed in all locations where permanent window signs are allowed.
2. The temporary sign area allowance is in addition to the area allowance for permanent window signage, pursuant to Section 4.5. If a site does not utilize all of the permanent allowance, that area may be used for temporary window signage, in addition to the area listed below.
3. Temporary window signs shall be affixed to the window such that the fastener (e.g. tape) is not highly visible, or signs shall be mounted inside of the building for viewing through the window.



Standard	Residential	Commercial	Industrial	Mixed-Use	Downtown
Permitted	Yes	Yes	Yes	Yes	Yes
Permit Req'd	No	No	No	No	No
Max. Number	1	Unlimited, subject to max. area	1 per building entry	Unlimited, subject to max. area	Unlimited, subject to max. area
Max. Area	6 sf	25% of window or door	25% of window or door	25% of window, not to exceed 12 sf	20% of window, not to exceed 8 sf
Max. Time Permitted	120 days per calendar year, not required to be consecutive	60 days per calendar year, not required to be consecutive	60 days per calendar year, not required to be consecutive	60 days per calendar year, not required to be consecutive	60 days per calendar year, not required to be consecutive
Illumination	No	No	No	No	No

6.1 DEFINITIONS. The following words, terms and phrases when used in these regulations shall have the meanings ascribed to them in this Section, except where the context clearly indicates a different meaning:

Abandoned sign means a sign, including sign face and supporting structure, which is unsafe, constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation or obsolescence and/or is not kept in good repair; or which contains no sign copy on all sign faces for a continuous period of three (3) months.

Alteration means change in the size or shape of an existing sign. Copy or color change of an existing sign is not an alteration.

Animated means the use of movement or change of lighting to depict action or to create a special effect or scene.

Animated sign means any sign flashing or simulating motion with an electronic or manufactured source of supply or contains wind-actuated motion.

Architectural features means finished elements of a building that define a structure's architectural style and physical uniqueness, including, but not limited by windows, doors, trim, and ornamental features.

Awning sign means a sign permanently affixed to a sheet of canvas or other material stretched on a frame and used to keep the sun or rain off a storefront, window, doorway, or deck.

Banner. See definition for Fabric sign.

Billboard means any sign in excess of fifty (50) square feet in size oriented to a public street utilized to advertise a product or service that is not produced or conducted on the same property as the sign.

Building means any structure built for the shelter or enclosure of persons, animals, chattels or property or substances of any kind, excluding fences.

Building frontage means the horizontal, linear dimension of that side of a building which abuts a street, a parking area, plaza, alley, or other circulation area open to the general public; and having either a main window display of the enterprise or a public entrance to the building.

- a. Where more than one use or tenant occupies a building, each such use or tenant having a public entrance or main window display for its exclusive use shall be considered to have its own building frontage, which shall be the frontage width of the portion of the building occupied by that use.
- b. On corner and double-frontage lots, each building frontage that abuts a street, highway, private drives, or alley shall be considered to have both a primary and secondary frontage.

Cabinet sign means a sign structure consisting of the frame and face(s), not including the internal components, embellishments or support structure.

Canopy sign means a sign permanently affixed to a roofed shelter covering a sidewalk, walkway, driveway or other similar area which shelter may be wholly supported by a building or may be wholly or partially supported by columns, poles or braces extended from the ground.

Channel letter means a three-dimensional character that may include an internal or external light source.

Character means any graphic symbol used for sign text, included but not limited to letters, numbers and logos.

City Manager means the City Manager of Louisville, Colorado or his or her designee.

Civic event means any transient amusement enterprise held on property or right-of-way owned, or controlled by the City of Louisville with a license agreement and sponsored by the City.

Clearance means the distance from the bottom of a sign face elevated above grade and the grade below.

Copy means the words, message, logo, symbols, figures or images on a sign.

Copy area means the area that encloses the words, message, logo, symbols, figures or images on a sign.

Electric sign means any sign containing electrical wiring, but not including signs illuminated by exterior light sources, such as floodlights.

Directional sign means any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic with or without reference to, or inclusion of, the name of a product sold or service performed on the lot or in a building, structure or business enterprise occupying the same.

Display sign means a sign either 1) mounted on a building wall oriented to pedestrians, or 2) a freestanding sign oriented to occupants of a vehicle in a drive aisle.

Electronic message center sign means a sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

Externally illuminated means lighting by means of a light source which is directed at a reflecting surface in such a way as to illuminate the sign from the front, or a light source which is primarily designed to illuminate the entire building facade upon which a sign is displayed. External illumination does not include lighting which is primarily used for purposes other than sign illumination; e.g., parking lot lights, or lights inside a building which may silhouette a window sign but which are primarily installed to serve as inside illumination.

Fabric sign includes any temporary sign, banner, pennant, valance or advertising display constructed of cloth, canvas, fabric or other light material, with or without frames, which is not permanently fixed to a supporting structure.

Flag. A fabric device similar to and including national and state flags, designed to be attached to a flagpole. Is definition ok? It seem

Flagpole means a pole, either building-mounted or freestanding, that is used for displaying a flag.

Flashing means a pattern of changing light illumination where the sign illumination alternates suddenly between fully illuminated and fully non-illuminated for the purpose of drawing attention to the sign.

Freestanding sign means a sign which is not attached to a building.

Frontage means the linear frontage - Primary or Secondary - of a lot, parcel or site abutting on a public street, park, plaza, walkway, or alley.

Grade (ground level) means the average of the finished grade surface elevation measured at the highest and lowest exterior corners of a structure.

Halo lit means an illuminated reverse channel letter (open or translucent back) so light from the letter is directed against the surface behind the letter producing a halo lighting effect around the letter. Also referred to as silhouette lit or back lit.

Handheld sign means a temporary sign held, suspended or supported by an individual. Handheld signs do not include handheld signs utilized for traffic control or safety purposes. Also known as a human directional, sign spinner or sign twirler sign.

Hazard means whenever any portion, support structure or appurtenance of a sign is likely to fail or to become detached or dislodged or collapse.

Iconic sign means an existing non-conforming sign with a distinctive architectural style and specifically designated as an Iconic Sign.

Incidental sign means a small sign affixed to a building or structure, machine, equipment, fence, gate, wall, gasoline pump, public telephone, or utility cabinet.

Inflatable sign means a balloon, blimp or other inflated object used for attracting attention.

Internal illumination means lighting by means of a light source which is within a sign having a translucent background, silhouetting opaque letters or designs, or which is within letters or designs which are themselves made of a translucent material.

Kiosk means a small structure, typically located within a pedestrian walkway or similar circulation area, and intended for use as a key, magazine or similar type of small shop, or for use as display space for posters, notices, exhibits, etc.

Landmark Sign means an existing sign with a distinctive architectural style and historic significance which has been officially designated as a Landmark Sign with the owner's consent by the Historic Preservation Commission and City Council consistent with the requirements of Section 15.36.050 of the Louisville Municipal Code.

Light source includes neon, fluorescent or similar tube lighting, the incandescent bulb (including the light-producing elements therein) light-emitting diode (LED) and any reflecting surface which, by reason of its construction and/or placement, becomes in effect the light source.

Logo means an emblem, letter, character, picture, trademark or symbol used to represent any firm, organization, entity or product.

Lot means a portion or parcel of land, whether part of a platted subdivision or otherwise, occupied or intended to be occupied by a building or use and its accessories, together with such yards as are required under the provisions of the zoning ordinance. A lot must be an integral unit of land held under unified ownership in fee or in co-tenancy, or under legal control tantamount to such ownership - This is from the Downtown Sign Manual, does not match LMC, staff to confirm best dimension of Lot.

Maintenance means the replacing, repairing or repainting of a portion of a sign structure; periodic changing of bulletin board panels; or renewing of copy which has been made unusable by ordinary wear and tear, weather or accident.

Marquee means a permanently-roofed structure with changeable messages attached to and supported by a building above an entrance.

Marquee sign means any sign made a part of a marquee and designed to have changeable copy.

Message hold time means the time interval a static message must remain on the display before transitioning to another message.

Multi-tenant building means a structure housing more than one retail business, office or commercial venture but not including residential apartment buildings, which share the same lot, access and/or parking facilities.

Mural means a picture or graphic illustration applied directly to a wall of a building or structure that does not advertise or promote a particular business, service or product.

Nonconforming sign means a sign which was validly installed under laws or ordinances in effect at the time of its installation, but which is in conflict with the current provisions of these regulations.

Off-premise sign means a sign which advertises or directs attention to products or activities not provided on the parcel or site upon which the sign is located.

Owner means a person, firm, corporation or other legal entity recorded as such on the records of the county clerk and recorder, including a duly authorized agent or attorney, a purchaser, devisee, fiduciary or a person having a vested or contingent interest in the property in question.

Pennant means a triangular, square or rectangular shaped flag attached in a string-type manner. Pennants do not contain any words, logos or emblems.

Permanent sign means any sign constructed of durable materials and affixed, lettered, attached to or placed upon a fixed, non-movable, non-portable supporting structure.

Pole sign means a permanent sign supported by one or more poles or pylons.

Projecting sign means a double-faced sign attached perpendicular to the wall of a building or structure which projects over private or public property.

Roof means the cover of any building, including the eaves and similar projections.

Roofline means the highest point on any building where an exterior wall encloses usable floor space, including floor area for housing mechanical equipment. The term “roofline” also includes the highest point on any parapet wall, providing such parapet wall extends around the entire perimeter of the building.

Roof sign means a sign erected upon or above a roof or parapet wall of a building and which is wholly or partially supported by such building.

Sandwich board means a type of portable sign that is intended to be placed on a hard surface, most commonly a sidewalk. These signs include A-frame signs, signs that are suspended from the top member of an A-frame, signs with weighted bases, and comparable signs.

Setback means the distance from the property line to the nearest part of the applicable building, structure, or sign, measured perpendicularly to the property line.

Sign means any written copy, display, illustration, insignia or illumination used to communicate a message or idea which is displayed or placed in view of the general public, and shall include every detached sign and every sign attached to or forming a component part of any marquee, canopy, awning, pole, vehicle or other object, whether stationary or movable.

Sign face means the exterior display surface of a sign (including nonstructural trim, yet exclusive of the supporting sign structure) upon, against, or through which a message is displayed or illustrated.

Sign height shall be the vertical distance from established grade at the base of the sign to the highest element or the uppermost point on the sign or sign structure.

Sign program means a design package that identifies a coordinated project theme of uniform design elements for all sign associated with a building, including color, lettering style, material, and placement.

Site means a

Site sign means a temporary freestanding sign constructed of vinyl, plastic, wood or metal and designed or intended to be displayed for a limited period of time on a site with an active listing for sale or for rent, or on properties with active building permits.

Street frontage means the linear frontage (or frontages) of a lot or parcel abutting on a private or public street which provides principal access to, or visibility of, the premises.

Teardrop banner sign means a type of temporary sign consisting of cloth, bunting, canvas or similar fabric, attached to a single vertical support structure with distinctive color, words, patterns or symbolic logos for display. Also known as a feather banner, flying banner or a wave banner sign.

Temporary sign means any sign based upon its materials, location and/or means of construction, e.g., light fabric, cardboard, wallboard, plywood, paper or other light materials, with or without a frame, intended or designed to be

displayed for a limited period of time.

Traffic control sign means a sign erected in a public right-of-way by an authorized governmental agency for the purposes of traffic regulation and safety.

Transition duration means the time interval it takes the display to change from one complete static message to another complete static message.

Transition method means a visual effect applied to a message to transition from one message to the next. Transition methods include:

- a. Dissolve – a frame effect accomplished by varying the light intensity or pattern, where the first frame gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the second frame.
- b. Fade – a frame effect accomplished by varying the light intensity, where the first frame gradually reduces intensity to the point of not being legible (i.e. fading to black) and the subsequent frame gradually increases intensity to the point of legibility.

Vehicle sign means a sign that is printed, painted upon or attached to motor vehicles, including semi-truck trailers, used primarily for the delivery of products, passengers or services or for business purposes other than as a sign.

Vision clearance area means a triangular area on a lot at the intersection of two streets, a street and a railroad, a street and an alley, or a street and a recreational trail, two sides of which are curb lines measured from the corner intersection of the curb lines to a distance specified in the Sec. 17.08.590 of the Louisville Municipal Code.

Wall sign means any sign painted on or affixed to the wall of a building or structure, or any sign consisting of cut-out letters or devices affixed to a wall with no background defined on the wall in such a manner that the wall forms the background surface of the sign.

Window means an opening for letting in light or air or for looking through, usually having a pane or panes of glass, etc. Spandrel glass that appears to be a window shall not be considered as such.

Window sign means any sign which is applied or attached to either the interior or exterior of a window and intended to be viewed from outside the building or structure.

Yard sign means a temporary freestanding sign constructed of paper, vinyl, plastic, wood, metal or other comparable material, and designed or intended to be displayed for a limited period of time on a lot with one or more existing permanent structures.

Sign Type	Standard	Existing Regulation	Proposed Regulation	Comments
General Standards	Restrictions on raceways	Only prohibited downtown	Prohibited in downtown, design standards in 3.2.3	
	Electronic Message Centers	None, prohibited under moving signs	New standards in 3.2.9, allowed on gas station monument signs and certain display signs, may be allowed elsewhere with PUD	
	Character height	18" max industrial areas, 24" max commercial areas, 8" min on monument signs	None	
	Illumination	Varies	Varies, generally standards are updated to allow more modern technology	
Awning Signs, 4.2	Downtown, maximum area	1 sf/1 lin ft awning	40% of awning face	
	Commercial, maximum area	None	40% of awning face	
	Mixed-Use, maximum area	Not allowed on arterials, 1 sf/1 lin ft awning elsewhere	40% of awning face	
Canopy Signs in Vehicular Areas, 4.3.a	Maximum area	None	25% of the face of the canopy, on properties with a canopy authorized through a PUD	Also cannot wrap a canopy with colors and materials associated with the design of the canopy sign
Canopy Signs in Pedestrian Areas, 4.3.b	Downtown, maximum area	1 sf/1 lin ft canopy	1 sf/1 lin ft canopy	
	Commercial, maximum area	None	2 sf/1 lin ft canopy	
	Mixed-Use, maximum area	None on arterials, 1 sf/1 lin ft canopy elsewhere	1 sf/1 lin ft canopy	
	Residential, maximum area	None	1 sf/1 lin ft canopy, Multi-Family and Institutional only	
Display Signs, 4.4	Downtown, maximum area	Wall only, 8 sf	Wall only, 8 sf	
	Commercial, maximum area	None	8 sf wall, 32 sf drive-thru	
	Mixed-Use, maximum area	None for arterials, wall only 8 sf elsewhere	8 sf wall, 32 sf drive-thru	
	Maximum height, all areas	None	7 ft	
	Electronic Message Centers	None	In Commercial or Mixed-Use only	

Sign Type	Standard	Existing Regulation	Proposed Regulation	Comments
Window Signs, 4.5	Downtown, maximum area	20% of window or 8 sf, whichever is less	20% of window or 8 sf, whichever is less	1st floor windows only
	Commercial, maximum area	25% of window	25% of window	
	Mixed-Use, maximum area	25% of window	25% of window or 12 sf, whichever is less	
	Industrial, maximum area	25% of window, limited to tenant name only	10% of door/window, 1 per entry	
	Residential, maximum area	None	10% of door/window, 1 per entry, Multi-Family and Institutional only	
Kiosk Signs, 4.6	Downtown, maximum height	PUD only, no standards	7 ft, with PUD	
	Commercial, maximum height	PUD only, no standards	7 ft, with PUD	
	Mixed-Use, maximum height	PUD only, no standards	10 ft, with PUD	
	Industrial, maximum height	PUD only, no standards	Not allowed	
Marquee Signs, 4.7	Downtown, maximum area	2 sf/1 lin ft frontage	2 sf/1 lin ft frontage	Electronic message centers permitted
	Commercial, maximum area	None	1 sf/1 lin ft frontage, not to exceed 150 sf	
	Mixed-Use, maximum area	Not allowed on arterials, 2sf/1 lin ft frontage elsewhere	2 sf/1 lin ft frontage, not to exceed 60 sf	
	Downtown, maximum height	4 ft	4 ft	
	Commercial, maximum height	None	8 ft	
	Mixed-Use, maximum height	Not allowed on arterials, 4 ft elsewhere	6 ft	
Murals, 4.8	Downtown, maximum area	50% of building façade, provided wall has minimum 500 sf uninterrupted space	100% building frontage	Not on primary frontage
	Commercial, maximum area	None	75% building frontage	
	Mixed-Use maximum area	Not allowed on arterials, Downtown standards for other areas	100% building frontage	
	Residential, maximum area	None	50% building frontage, Institutional uses only	
Projecting Signs, 4.9	Downtown, maximum area	9 sf	9 sf	
	Commercial, maximum area	4 sf	12 sf	
	Mixed-Use, maximum area	4 sf on arterials, 9 sf elsewhere	9 sf	
	Industrial, maximum area	Not permitted	Not permitted	
	Maximum number	1 per tenant	1 per tenant per frontage, not to exceed 2 signs	

Sign Type	Standard	Existing Regulation	Proposed Regulation	Comments
Freestanding Signs, Residential 4.10a	Maximum number	1 per primary subdivision entrance	Single family neighborhood - 1 per neighborhood entrance, not to exceed 4 signs	
			Multi-family property - 1 at each entry drive, not to exceed 2 signs	
			Institutional use - 1 at each entry drive, not to exceed 2 signs	
	Maximum area	32 sf	Single family neighborhood - 32 sf	
			Multi-family property - 40 sf	
			Institutional use - 40 sf	
	Maximum height	8 ft	Single family neighborhood - 6 sf	
			Multi-family property - 8 sf	
			Institutional use - 8 sf	

Sign Type	Standard	Existing Regulation	Proposed Regulation	Comments
Freestanding Signs, Commercial 4.10b	Maximum number	1 per building, more through PUD	Commercial single tenant - 1 per frontage, not to exceed 2 signs	Sites with more than 500 ft of frontage may have another sign meeting the secondary standards on that frontage
			Commercial multi-tenant - 1 per frontage, not to exceed 4 signs	
			Office single tenant - 1 per frontage, not to exceed 2 signs	
			Office multi-tenant - 1 per frontage, not to exceed 3 signs	
	Maximum area	60 sf retail, 40 sf office	Commercial single tenant -48 sf, 24 sf secondary	
			Commercial multi-tenant - 60 sf when less than 60,000 sf FA, 96 sf when more than 60,000 sf FA, 32 sf secondary	
			Office single tenant -40 sf, 16 sf secondary	
			Office multi-tenant - 48 sf when less than 60,000 sf FA, 60 sf when more than 60,000 sf FA, 24 sf secondary	
			Adjacent to US 36 - additional 50% in area	
	Maximum height	None	Commercial single tenant - 8 ft, 5 ft secondary	
			Commercial multi-tenant - 12 ft, 6 ft secondary	
			Office single tenant - 6 ft, 5 ft secondary	
			Office multi-tenant - 8 ft, 6 ft secondary	
			Adjacent to US 36 - additional 100% in height	

Sign Type	Standard	Existing Regulation	Proposed Regulation	Comments
Freestanding Signs, Industrial, 4.10c	Maximum number	1 per building, more through PUD	Single-tenant - 1 per frontage, not to exceed 2 signs	of frontage may have another sign meeting the secondary standards on that frontage
			Multi-tenant - 1 per frontage, not to exceed 4 signs	
	Maximum area	25 sf	Single-tenant - 25 sf, 15 sf secondary	
			Multi-tenant - 40 sf, 25 sf secondary	
	Maximum height	6 ft	Single-tenant - 6 ft, 5 ft secondary	
			Multi-tenant - 8 ft, 6 ft secondary	
Freestanding signs, Mixed-Use, 4.10d	Maximum number	1 per building, more through PUD	signs	of frontage may have another sign meeting the secondary standards on that
			Multi-tenant - 1 per frontage, not to exceed 4 signs	
	Maximum area	60 sf retail, 40 sf office on arterials, 9 sf elsewhere	secondary	
			Multi-tenant, arterial frontage - 60 sf, 32 sf secondary	
			Single-tenant, non-arterial frontage - 24 sf, 16 sf secondary	
			Multi-tenant, non-arterial frontage - 32 sf, 24, sf secondary	
	Maximum height	None on arterials, 6 sf elsewhere	Single-tenant, arterial frontage - 8 ft, 5 ft secondary	
			Multi-tenant, arterial frontage - 12 ft, 6 ft secondary	
			Single-tenant, non-arterial frontage - 6 ft, 5 ft secondary	
			Multi-tenant, non-arterial frontage - 8 ft, 6 ft secondary	

Sign Type	Standard	Existing Regulation	Proposed Regulation	Comments	
Freestanding signs, Downtown, 4.10e	Maximum number	1 per building	1 per building	Only when other allowed sign types cannot provide adequate messaging	
	Maximum area	9 sf	9 sf		
	Maximum height	6 ft	6 ft		
Wall signs, Residential, 4.11a	Maximum number	undefined	Multi-family - 1 per building		
			Institutional - 1 primary, 1 secondary		
	Maximum area	2 ft	Multi-family - 24 sf		
			Institutional - 32 sf, 15 sf secondary		
	Maximum installation height	undefined	Multi-family - 15 ft or roof line		
			Institutional - 20 ft or roofline		
Maximum sign height	undefined	Multi-family - 2 ft			
		Institutional - 3 ft			
Wall signs, Commercial, 4.11b	Maximum number	1 per tenant frontage, not to exceed 3 signs	Single-tenant - 1 primary, 1 secondary, + 1 each 100 lin ft of wall		
		1 per tenant frontage, not to exceed 3 signs	Multi-tenant - 1 per tenant primary, 1 per tenant secondary		
		1 per tenant	Office only - 1 per tenant primary, 1 per tenant secondary		
	Maximum area	1 sf/1 lin ft, not to exceed 200 sf	1 sf/1 lin ft, not to exceed 200 sf	Single-tenant - 1 sf/1 lin ft, not to exceed 100 sf	
			1 sf/1 lin ft, not to exceed 200 sf	Multi-tenant - 1 sf/1 lin ft, not to exceed 100 sf per sign	
			40 sf each, not to exceed 100 sf total	Office only - 1 sf/1 lin ft, not to exceed 40 sf per sign, 100 sf total	
				Adjacent to US 36, additional 50% area	
	Maximum installation height	None		Single-tenant - Roofline	
				Multi-tenant - Roofline	
				Office only - Roofline	
	Maximum sign height	None, regulates character height		Single-tenant - 3 ft	
				Multi-tenant - 4 ft	
Office only - 2 ft if less than 25 ft, 3 ft if more than 25 ft tall building					
Adjacent to US 36, additional 100% height					

Sign Type	Standard	Existing Regulation	Proposed Regulation	Comments
Wall signs, Industrial, 4.11c	Maximum number	1 per tenant	Single tenant - 1 primary, 1 secondary	
			Multi-tenant - 1 per tenant primary, 1 per tenant secondary	
	Maximum area	15 sf per tenant, 80 sf total	Single-tenant - Primary - 1 sf/1 lin ft, not to exceed 60 sf, Secondary - 1sf/1 lin ft, not to exceed 30 sf	
			Multi-tenant -Primary - 1 sf/1 lin ft, not to exceed 40 sf per sign. If a tenant space is larger than 60,000 sf, may have up to 60 sf, Secondary - 1 sf/1 lin ft, not to exceed 25 sf	
	Maximum installation height	25 ft	Roofline	
Maximum sign height	None, regulates character height	3 ft		
Wall signs, Mixed-Use, 4.11d	Standards	Arterial - Same as Existing Commercial Wall Signs, Non-arterial , Same as Existing Downtown Wall Signs	Sites with only residential uses - Proposed Residential Wall Sign standards apply, All other sites - Proposed Commercial Wall Sign standards apply	
Wall signs, Downtown, 4.11e	Maximum number	Subject to max area	Single tenant - 1 primary, 1 secondary, 1 alternative	
			Multi-tenant - 1 per tenant primary, 1 per tenant secondary, 1 per tenant alternative	
	Maximum area	Primary - 2 sf/1 lin ft frontage, Secondary - 1 sf/1 lin ft frontage	Single-tenant - Primary - 2 sf/1 lin ft frontage, Secondary - 1 sf/1 lin ft frontage	
			Multi-tenant - Primary - 2 sf/lin ft frontage, Secondary - 1 sf/1 lin ft frontage	
	Maximum installation height	Roofline, 20 ft, or 2nd story window sill, whichever is less	Roofline, 20 ft, or 2nd story window sill, whichever is less	
Maximum sign height	None	None		

Location/Property	Area	Freestanding Sign Area	Draft Code Freestanding Sign Area	Existing Freestanding Sign Height	Draft Code Freestanding Sign Height	Site Square Footage
Alfalfas and Centre Court	Commercial	54 sf	60 sf - Multi-tenant	11.5 ft tall	12 ft tall - Multi-tenant	32,093 sf
Village Square	Commercial	54 sf	60 sf - Multi-tenant	12.5 ft tall	12 ft tall - Multi-tenant	45,000 sf
Century Retail Center	Commercial	92 sf (28 sf allowed incorrectly though a building permit)	60 sf - Multi-tenant	12 ft tall	12 ft tall - Multi-tenant	33,150 sf
Avista	Commercial	48 sf	96 sf - Multi-tenant	15 ft tall	12 ft tall - Multi-tenant	200,000+ sf
Louisville Plaza	Commercial	96 sf	96 sf - Multi-tenant	14 ft tall	12 ft tall - Multi-tenant	200,000+ sf
168 Centennial	Office	13 sf	48 sf - Multi-tenant office	6 ft tall	8 ft tall - Multi-tenant office	57,000 sf
400 S McCaslin	Office	32 sf	48 sf - Multi-tenant office	6 ft	8 ft tall - Multi-tenant office	33,000 sf
Delo Plaza	Mixed Use	53 sf	60 sf - Multi-tenant	12 ft tall	12 ft tall - Multi-tenant	13,600 sf
Lowe's	Commercial	32 sf	48 sf - Single tenant	5 ft tall	8 ft tall - Single tenant	
Goddard School	Commercial	43 sf	48 sf - Single tenant	7 ft tall	8 ft tall - Single tenant	

SUBJECT: SPRING 2019 BUSINESS FORUM DISCUSSION

DATE: APRIL 1, 2019

PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

SUMMARY:

Staff would like the BRaD committee to continue discussing the Spring 2019 Louisville Business Forum, tentatively identified to be held in May/June. Below are components of the event the Committee should provide input.

Topic

With the Committee's input at the March meeting, staff reached out to Dr. Rich Wobbekind at the Leeds School of Business. He is willing to be our speaker for the next event. Having him should garner good participation from businesses in town.

Location

Given the last two events were held at Ascent Church, a new location may be in order. Also, the topic may get better participation than previous events so the chosen place should be able to accommodate more attendees. Ideas for locations are:

- Louisville Recreation Center - has a large space adjacent to the senior center.
- Centennial Valley Business Park – Identify a vacant office building or demised space.
- CTC – Identify a vacant space within the park.

Dates

Dr. Wobbekind has a full schedule until the week of June 10. That could be a good week for the event. Which day(s) should we propose to him for consideration?

SUBJECT: 2019 BRAD POTENTIAL DISCUSSION TOPICS

DATE: MARCH 4, 2019

PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

As requested in the March 2019 BRaD meeting, below is a draft topic calendar for future BRaD meetings.

2019 BRaD Topic Draft Calendar

As of: 3/7/2019

April	Topic 'Parking Lot'
Sign Code	Height Calculations
Business Forum	Phillips 66 Property
	Development Fees
May	Marketing Program
Business Forum Planning	Downtown Retail
	Transit Oriented
Transportation Master Plan	Development
McCaslin GDP Amendment	Industry Diversification
June	
BAP Program Overview	
Design Guidelines	
July	
cancel for Independence Day?	
August	
Fall Business Forum Discussion	
September (Will need to move for Labor Day)	
Downtown Parking	
October	
November	
December	

Below are descriptions for each mentioned topic above.

Review the City's Business Assistance Program (BAP) and compare to what other municipalities are doing

Louisville's BAP program has been available to encourage business and retail growth for many years. Conduct a review of offered incentives and other communities programs. Also review projects that did not locate in Louisville to learn lessons from lost projects.

Investigate the development fees and costs of doing business in Louisville compared to other cities

How does the cost of doing business in Louisville compare to neighboring communities. Look specifically at impact Fees, utility fees, utility rates, and taxes.

Discuss downtown parking challenges

Economic growth in downtown has continued since 2014. There is very little vacancy, property values continue to increase, and property owners are considering redeveloping their properties to create additional leasable space to accommodate current and future demand. A main component in evaluating redevelopment options is satisfying the off-street parking requirements. Property owners are unsure how the City plans to address parking challenges.

The BRaD committee last addressed this topic in December 2018.

Review of marketing brochures and discuss ways to promote existing businesses

Assist Staff in developing new marketing documents to use when interacting with potential new businesses. Review the current documents and make modifications to increase their value and effectiveness. Investigate implementation of a "Buy Local" campaign to encourage residents to shop within the community.

The BRaD Committee encouraged funding for added funding for communications in the 2019-20 budget.

Louisville Business Forum

The BRaD Committee has held two business forums in 2018, May and December. The Forum is an opportunity to gather area business leaders and educate, inform, and discuss topics of interest.

Industry sector diversification

Review the primary employer diversification by industry.

Discuss transportation infrastructure

SUBJECT: BRAD POTENTIAL DISCUSSION TOPICS

DATE: APRIL 1, 2019

PAGE 3 OF 3

The City is underway on developing a Transportation Master Plan for Louisville. The Transportation Master Plan (TMP) is like a blueprint that will guide planning, decision making, and project implementation for all modes of transportation in Louisville over the next 20 years and beyond. The plan will correlate with the City's Comprehensive Plan, Sustainability Plan, and provide recommendations to improve safety, increase accessibility, and provide more mobility options for the community.

Discuss Downtown Retail challenges

Successful traditional downtowns have many components to foster/promote/retain a vibrant retail environment. What is going well to encourage retail vibrancy and what efforts and/or changes could be pursued?

Commercial Design Guidelines and Sign Code Update

Planning Staff is working with consultants to update the city's commercial design guidelines and Sign Code. Staff will be bringing a draft to the BRaD committee for review and input in 2019.

McCaslin Area Development Study

City Council is expected to give direction regarding next steps through the McCaslin Area Development Study.

Phillips 66 Property

Discussion of the 400 acre Phillips 66 Property and its role in Louisville's future. What uses for the property would be helpful for growing Louisville businesses?

Height Calculations

Provide input on the rules related to calculating the height of buildings as it relates in the zoning code.

Transit Oriented Development

Have a discussion about Transit Oriented Development and the positives and negatives it may have in Louisville. What locations would be good candidates for a transit oriented development concept?

RECOMMENDATION:

Staff requests the BRaD committee review the topic list to add/delete/modify topics and prioritize the discussions.

SUBJECT: ECONOMIC DEVELOPMENT UPDATE

DATE: APRIL 1, 2019

PRESENTED BY: AARON DEJONG, ECONOMIC DEVELOPMENT

Terraces on Main Proposal

City Council approved the Planned Unit Development (PUD) for the Terraces on Main redevelopment at 712 Main Street on March 19, 2019. The project is a redevelopment of the property into a 22,000 sf office and retail building in the 700 Block of Main Street. The owner, Boulder Creek Neighborhoods, is requesting financial assistance through a Tax Increment Financing (TIF) rebate for a 10 year period. City Council continued the discussion of the financial assistance to a later date. The Louisville Revitalization Commission (LRC) has approved the TIF Rebate Agreement, but the City Council must also approve the agreement.

Sierra Nevada Corporation receives NASA approval for Dream Chaser Program

Sierra Nevada's Dream Chaser program passed yet another milestone under NASA's Commercial Resupply Services Contract 2 (CRS-2). The Dream Chaser passed NASA's Integrated Review Milestone 5 (IR5) which tests the vehicle's flight computers and software, mission simulator and mission control center.

<https://www.aerospacetestinginternational.com/news/space/dream-chaser-spacecraft-passes-testing-milestone.html>

The Book Cellar to close April 16, 2019

Barbara Butterworth, owner of the Book Cellar, has decided to retire and close the longstanding book store on Main Street. She has told me she isn't going far, she plans to stay engaged in Louisville business discussions.