

Town of Ignacio

Sign Handbook

2012



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Getting Started

Over the years a variety of boards and commissions, and the public have established design standards for the Town of Ignacio. As these standards have evolved, the design standards of signage have also evolved. The Sign Code Handbook reflects these design standards for signs within the town limits. This handbook is intended as a user guide, and not a technical document.

If you wish, you may find the entire sign code on the Town of Ignacio's website: www.townofignacio.com or ask for a copy at Town Hall. The Planning Department is always here to help and to answer any questions you may have. Please call 563-9494 for assistance.

The Basics

What is a sign?

A sign is comprised of words, characters and/or images and may be attached to or painted on a building/house or be freestanding. Generally, the purpose of a sign is to convey information to the public.

Do I need a sign permit?

Probably. If your sign is visible to the public from a street, parking area or other area open to the public, the sign will be required to have a sign permit, unless it is exempted under the sign code. An interior sign which is visible only when inside a building does not require a sign permit (though it may fall under other regulations). Please read through this hand book and call with any questions prior to filing a sign permit.

Why do I need a sign permit?

Permits are necessary to ensure all new signs follow the design standards and requirements of the sign code. The sign code creates cohesive design and helps protect the safety of the community from hazardous conditions and maintaining sight lines for road users.

You must have a sign permit issued by the Town of Ignacio to display, erect, move, or alter any sign (existing or new).

When is a sign permit NOT needed?

- Temporary political signs, displayed for no more than 30 days.
- Banners, pennants, streamers, sale flags, and posters displayed for no more than 7 days (except where prohibited).
- One grand opening banner for no more than 14 days.
- Real Estate signs no more than 6 square feet and 5 feet in height.
- Vacancy/No Vacancy signs up to 4 square feet (lighting will be subject to code requirements).
- Construction signs, up to 6 square feet and only one per site.
- No Trespassing/Hunting/Fishing/Parking signs up to 2 square feet each.
- Any governmental flag flown in accordance with US Flag Protocol.
- Signs indicating building name, date of erection, etc. permanently affixed to the building up to 6 square feet.
- Changeable lettering on signs (unless message or content is offensive). However, the sign may be subject to permitting.
- National or religious holiday decorations must not be displayed for more than 30 total days a year.
- Yard/Garage sale signs on private property or in public right-of-way. Not to exceed 10 square feet total, but must not be more than 3 feet tall.
 - Cannot be displayed for more than 14 days a year or 3 consecutive days.

- Signs painted or attached to a vehicle used routinely for business.
- Signage required by other governing bodies, such as the federal government. The applicant should consult that governing body to comply with their requirements.

Where do I get a permit?

Ignacio Town Hall, 540 Goddard Avenue. Call 563-9494 with any questions. When completed, please submit to Planning Department Staff.

How much does a permit cost?

Right now, there is no cost to apply for a sign permit. This may change at a later date, however, when the discussion comes before the Town Board, there will be time for public comment.

How long does it take to get a sign permit?

Please see the Sign Permit Application for what information to include. Incomplete applications will delay the process.

What do I need to submit for a permit?

You will need to submit a completed sign application, the contractor(s) and sub-contractor(s) information and Town of Ignacio business licenses, a sketch, drawing, or description of the verbiage and images on the sign, a color sketch or drawing of the proposed signage, and a sketch or drawing showing location, proportion, and relationships between the sign, location, and building.

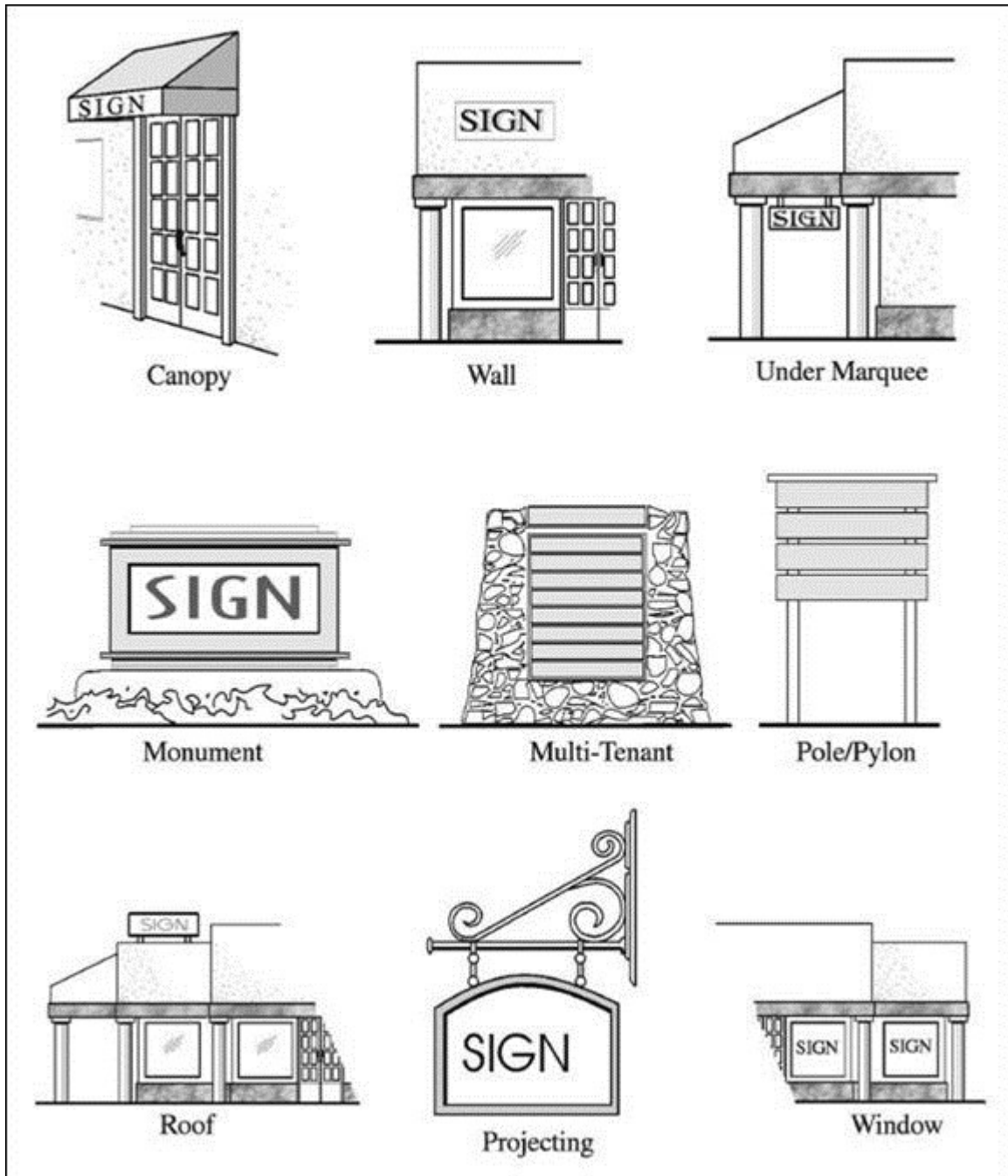
Can I change my sign(s)?

You may not change, modify, alter, or deviate from the approved Sign Permit Application without discussing with Planning Department staff and submitting a revised application.

Types of Signs

Definitions

Below are examples of types of signs for reference. Please note, not all of these sign examples are applicable, and appropriate for all locations. Please check with the Planning Department



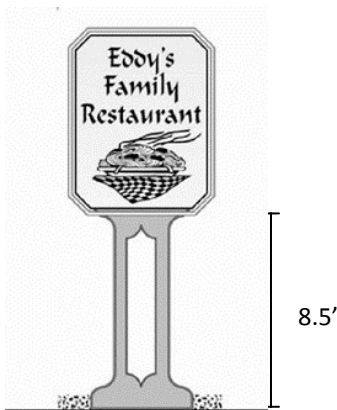
Allowed Signs

Permanent Signs

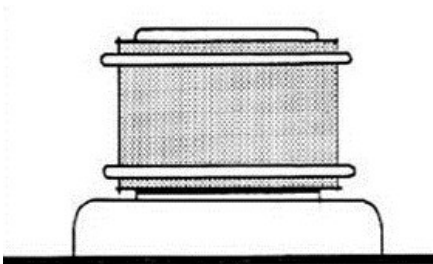
A wide variety of sign types are allowed, below are some of the more commonly used types. For a complete list please see the Town of Ignacio Municipal Code, Chapter III, Section 7, Sign Code Regulations.

Freestanding Signs

Freestanding signs are not attached to a building. These include pole signs, monument signs and ground signs.



Example: Pole/Pylon Sign



Example: Monument Sign

Building Signs

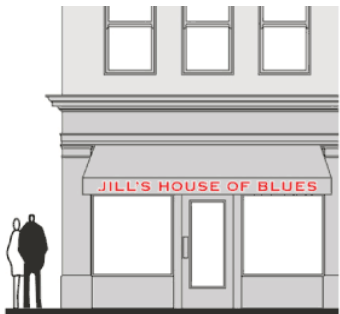
These are attached to buildings. Some examples include: wall signs, projecting signs, canopy/awning signs, and under-marquee signs.



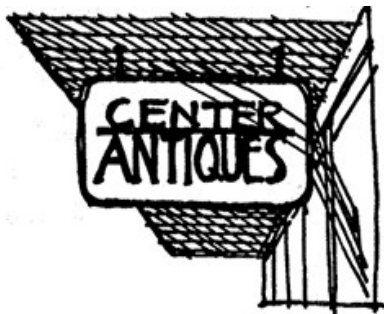
Example: Wall Mounted Sign



Example: Projecting Sign



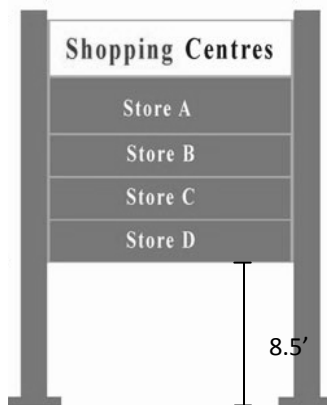
Example: Awning Sign



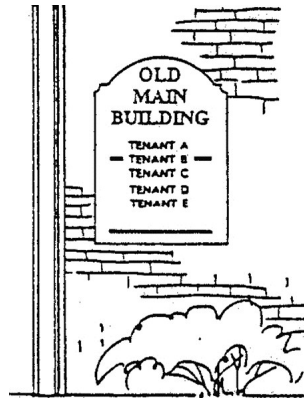
Example: Under-Marquee Sign

Joint Identification Signs

These serve as common identification for multiple businesses on the same lot or building. These can be attached to a building or free standing. They may not infringe on sight lines or the public right of way.



Example:
Multi Tenant Pole or Pylon



Example:
Wall Directory Sign

Temporary

Temporary signs include, but are not limited to, banners, political signs, national holiday signs, religious holiday signs, construction signs and or real estate signs.



Example: Banner



Example: Real Estate Sign



Example: Political Signs



Example: Holiday Displays

Portable Signs

Portable signs are small mobile signs, include sandwich boards and portable sign boards. These must not block pedestrian traffic and must be brought in at the end of business each day.



Example 1



Example 2

Vehicle Signs

These examples do not need a sign permit. Please check with the Planning Department if you have any questions.



Example 1



Example 2

Window Signs

Signs in windows must not cover more than 30% of the window.



Example:
Not Allowed, More than 30% coverage



Example: Allowed

Prohibited Signs

For a complete list of prohibited signs, please see Town of Ignacio Municipal Code, Chapter III, Section 7, Sign Code Regulations.

Signs in the Town Right-of-Way

Signs in the right-of-way such as garage sale signs, real estate signs, signs on utility or light poles, and or political signs.



Signs in ROW are not allowed



Signs on utility poles are not allowed

Flashing, Blinking, or Color Changing Signs

Signs that flash, blink, or change color except for signs that display temperature, time, or are part of decoration for a national, state, tribal, or religious holiday (cannot be displayed for more than 30 days).



Blinking Signs are not allowed



Holiday Signs are not allowed over 30 days

Signs Extending Above Roofline of a Building

No sign should extend above the roofline of any building.



Not Allowed



Not Allowed

Offsite Signs

Signs advertising or drawing attention to a business/service/activity any place else than on the same lot as the sign. Real Estate and For Rent signs are exceptions, to the offsite sign prohibition.



Off site advertising is not allowed



Offsite advertising is not allowed

Adult Content

Signs may not reference nudity or have references or pictures to any sexual acts.

Alcohol and Tobacco

Signs promoting alcohol and or tobacco may not exceed 2'x2' or four (4) square feet.



Not Allowed



May only be 4 sqft total

Design Considerations

How big can my sign(s) be?

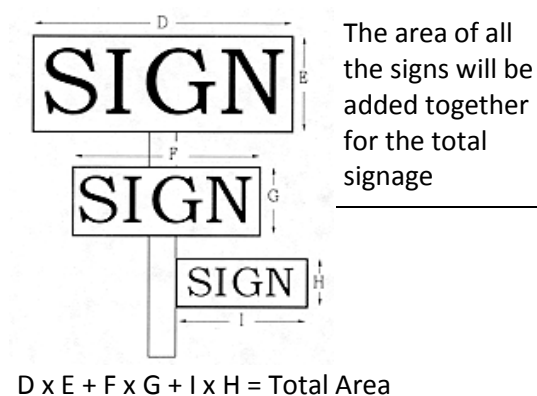
The area of the sign is the entire surface area, including non-structural or decorative trim. Area does not include structural support or trim.

No sign can exceed fifty (50) square feet.

Total Signage per Property

Total frontage times two (2) equals the total square footage of all signs allowed on property. Or up to a maximum of 200 square feet.

Example: 50 foot of frontage, multiplied by 2, will have a maximum total of 100 square feet of signage.
 $50' \times 2 = 100 \text{ sq. ft. of total signage}$



All of the areas of the shapes will be added together for total square footage of signs.

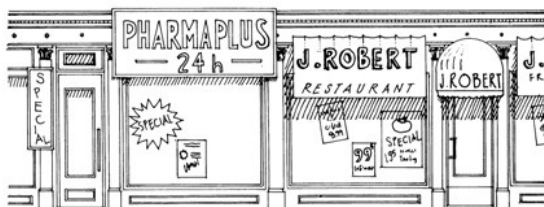
Awnings or Canopies

The size will be calculated by measuring the rectangle enclosing the sign.



Proportions

Signs must be in proportion to the structure. Ideally they will maintain a rhythm and flow across the facade of the whole structure. Please see examples below.



Out of proportion. The signs are difficult to read, do not fit with one another, and clutter the façade.



In proportion. The signs are flow and fit with one another, there are no sign code violations.

Business Zone

Projecting Signs

Multiply the frontage by 0.5 to determine the maximum of any one sign if frontage of property is over 25'.

Example: If frontage is 50' then multiply by 0.5 to find maximum of any one sign on property.
 $0.5 \times 50' = 25 \text{ sq. ft.}$

If frontage of property is less than 25', then the maximum size of a projecting sign is 12 sq. ft.

Bulletin Boards/Sandwich Boards/Portable Signs

May not exceed 16 sq. ft.

Residential Zone

Residential Signs

A maximum of 24 sq. ft. is allowed in the residential zone.

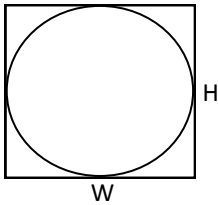
Home Occupation Signs

May not exceed 4 sq. ft

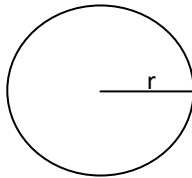
Irregular Shaped Signs

The sign area is the area inside a continuous perimeter. Please see examples below.

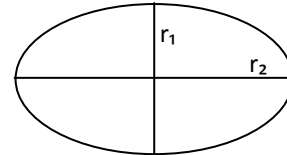
Circles and Ovals - Can be measured one of two ways. $\pi = 3.14$



Example 1:
Find the area (A) of the square around the circle or oval.
Formula: $A = H \times W$

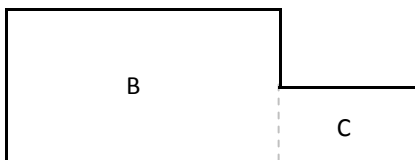


Example 2:
Find the area (A) of the circle.
Formula $A = \pi r^2$



Example 3:
Find the area (A) of an oval.
Formula:
 $A = \pi (1/2(r_1) \times 1/2(r_2))$

Other Irregularly Shaped Signs



Example 4:
Find the areas of B and C, add them together. *Formula:*
 $\text{Area of whole sign} = B + C$

Sign Placement

Freestanding Signs

Includes pole and monument signs.

Business Zones

Freestanding signs can measure up to 24 feet, measured to the top of the sign.

Residential Zones (except Home Occupation)

Must be a monument sign and can measure up to 5 feet, measured to the top of the sign.

Home Occupation

Freestanding signs are not allowed.

Building Mounted Signs

May not extend above the roofline of the building.

Ground Clearance

Pole-type freestanding, projecting signs, marquee signs, and awnings/canopies must have at least 8.5 feet of clearance from bottom of sign to ground.

Street Clearance

Signs may not extend over streets or alleys.

Set Back

Signs must remain inside property lines. Projecting signs MAY be approved by the Planning Department in the Goddard Business District, and must meet all other applicable sign code restrictions.

Sign Illumination

All illuminated signs must be designed to minimize light emitting skywards.



Example 1



Example 2

Business Zones

Internally illuminated building, pole, monument, or signs meant to attract attention of vehicles signs must have a background that is darker than the text or an opaque background.

Exception: Menu signs for drive through restaurants may have dark letters on a light background as long as they are not able to be read from the public right-of-way or attract attention for the business.



Example: Dark Background



Example: Opaque background

Residential Zones

All internally illuminated signs must have an opaque background.

Construction Materials

Materials may include: wood, plastics, metal, and or ceramics. Construction, mounting/supports, lighting must meet all applicable building codes and permits, including locates prior to digging.

Miscellaneous

Murals and other decoration do not count towards permitted signage or size unless stated in Chapter III, Section 7 of the Municipal Code. Please refer to Planning Department at 563-9494 with questions.