MASTER SIGN PLAN
ULUC CODE AMENDMENTS

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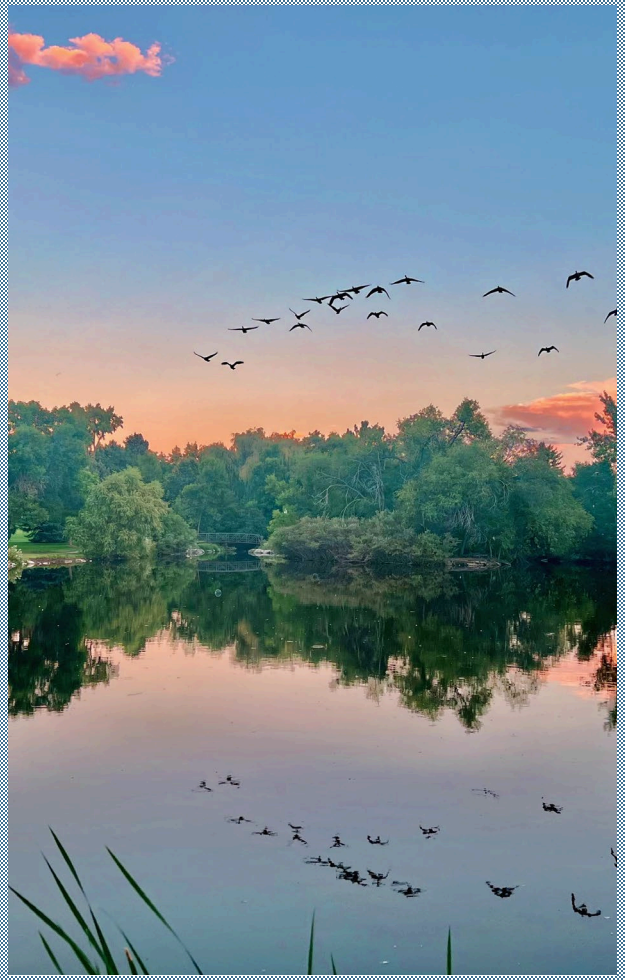
JUNE 9, 2025

Littleton Colorado



AGENDA

Code Amendment Intent and Purpose

Applicability

Attached Signs

Freestanding Signs

Exempt Signs

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MASTER SIGN PLAN INTENT AND PURPOSE

Purpose:

- To discuss changes made to the previously discussed Master Sign Plan.
  - Planning Commission – February 24th
  - Joint City Council/Planning Commission – March 11th
  - Planning Commission – April 28th

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MASTER SIGN PLAN INTENT AND PURPOSE CONTINUED

- The ULUC currently references Master Sign Plan in two places:
  - Section 10-3-5.1 *CMU Sign Types and Standards*
  - Section 10-5-5.1 *BI Sign Types and Standards*.

- In both locations the section indicates "Reserved". These two sections are proposed to become references to a new section on Shopping Center and Campus Signage Plans.

- The proposed process would be an administrative approval with maximum signage parameters.

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MASTER SIGN PLAN INTENT AND PURPOSE CONTINUED

Purpose:

1.Consistent with the city's design standards

2.Adhere to development's design guidelines if applicable

3. Promote economic development

4. Contribute positively to the built environment

5. Align with zoning and land use regulations

6.Balance aesthetic consistency; and

7. Ensure regulatory compliance and functionality

Image courtesy of Google Maps

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MASTER SIGN PLAN APPLICABILITY

Applicability:

A Master Sign Plan is used for any of the following situations:

Single or multi-lot development or redevelopment that is a minimum of ten acre and located in one of the following zoning districts:

Corridor Mixed (CM)

Business Center (BC)

Industrial Park (IP); and.

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MASTER SIGN PLAN ATTACHED SIGNS

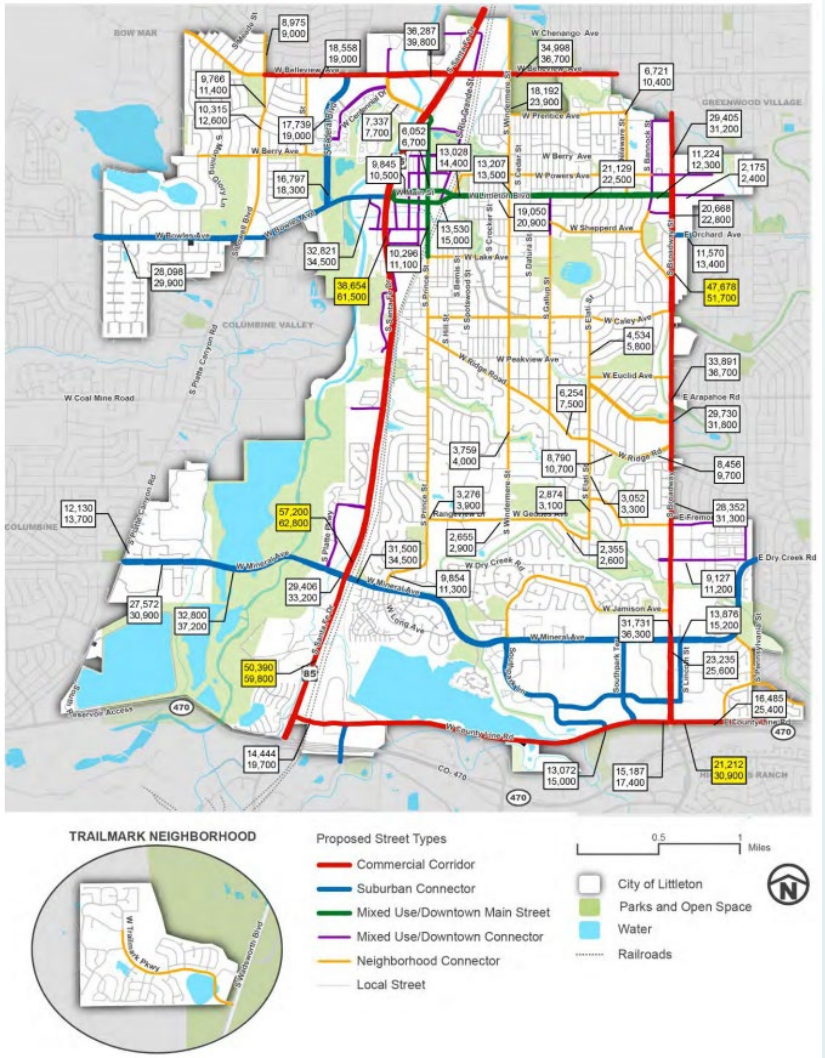
Attached Signs

Proposes all signage to be in accordance with the Commercial Mixed (CM) standards found on Table 10-3-5.1.2 CMU Attached Sign Standards with the following item.

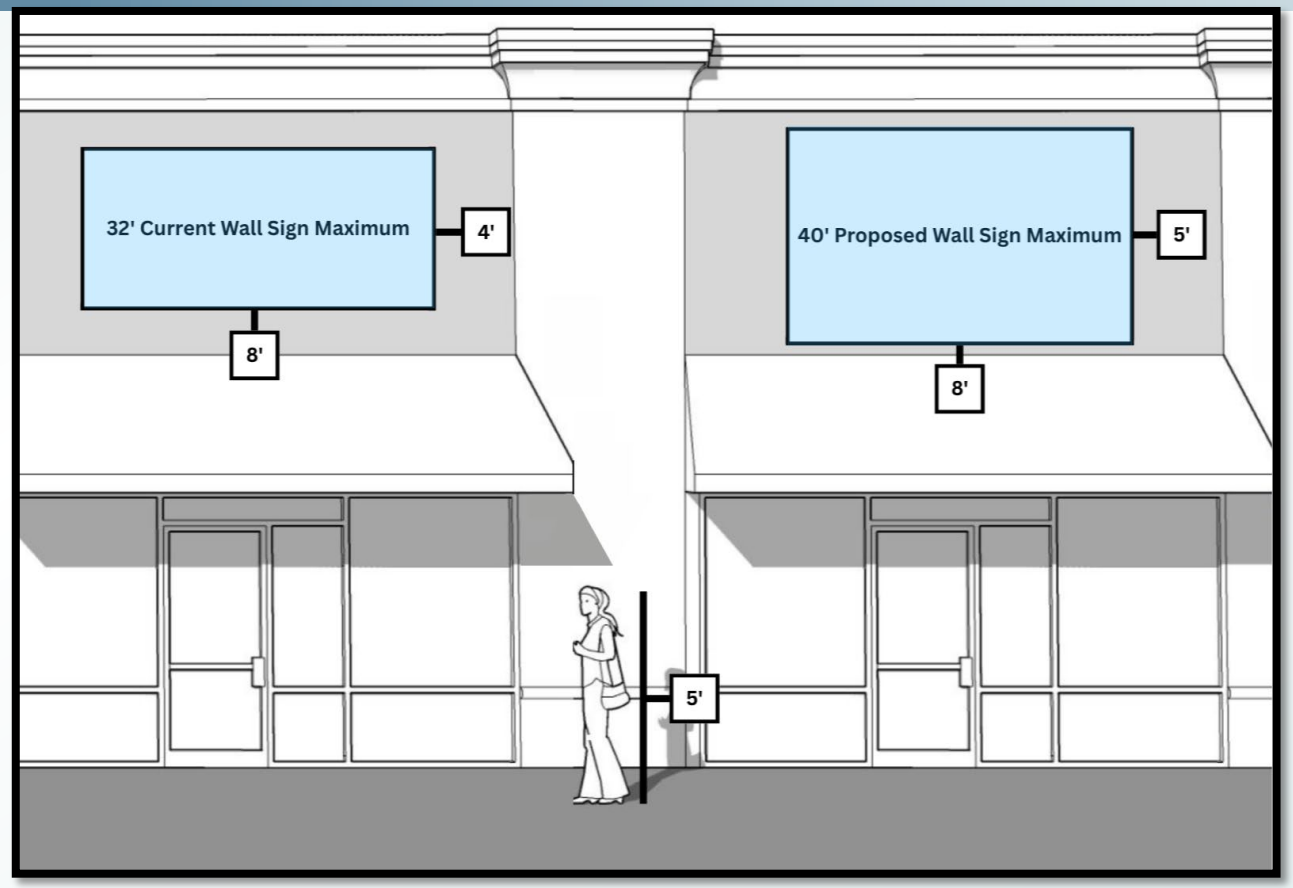
- Altering the maximum square footage from 32 square feet to 40 square feet when fronting onto a Commercial Corridor or a Suburban Connector as defined in the Transportation Master Plan and further clarified to be the streets listed.

a. West Bowles Avenue
b. West Bellview Avenue
c. South Broadway Street
d. West County Line Road
e. South Federal Boulevard
f. South Lincoln Street
g. West and East Mineral Avenue
h. Southpark Drive
i. Southpark Terrace
j. Southpark Lane
k. South Santa Fe Drive

Figure 8. Proposed Street Types with Current and Future Volumes



MASTER SIGN PLAN ATTACHED SIGNS CONTINUED



Wall Sign		
Number Allowed	1 per street-facing façade[3]	1 per tenant per building frontage
Maximum Area/Sign[2]	32 sq. ft. or 1 sq. ft. of sign area for each 1.5 linear feet of façade width occupied by an individual business, whichever is greatest	
Max. Clearance Above Grade	No higher than wall structure	
Maximum Projection from Wall	12 in.[4]	
Illumination	External downlighting, internal, or halo	
Changeable Copy		

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MASTER SIGN PLAN
ATTACHED SIGNS CONTINUED

Greater Maximum Wall Sign for Larger Buildings Setback from a Corridor or Connector.

Allow for 300 square feet for a building façade located more than 200 feet from a Commercial Corridor or Suburban Connector, and for buildings over 100,000 square feet.

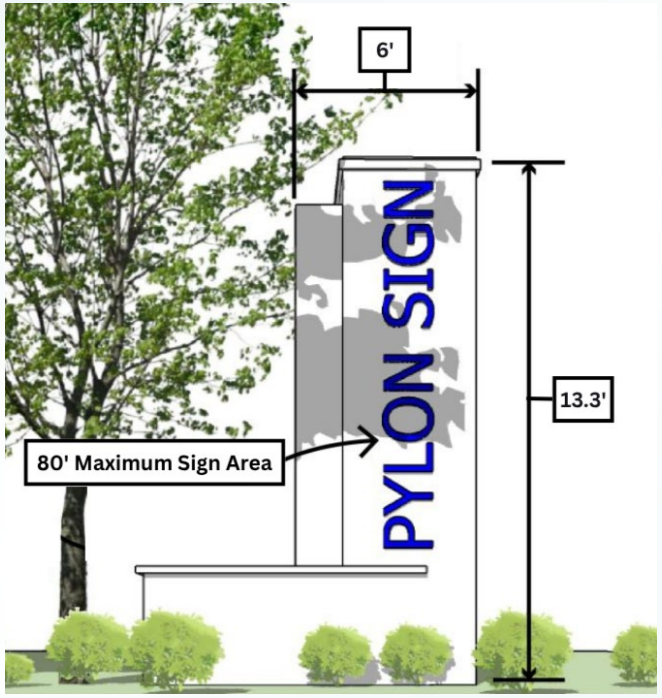
MASTER SIGN PLAN
FREESTANDING SIGNS

Freestanding Signs

Freestanding multi-parcel shopping center or campus signs:

- Location: Directly adjacent to an entrance into the subdivision or the intersection of two streets with classifications of Commercial Corridor or Suburban Connector. No two freestanding multi-parcel shopping center or campus signs shall be located within 600 feet of each other measured along the property lines that adjoin those corridors and when separated by a public right-of-way.

MASTER SIGN PLAN FREESTANDING SIGNS CONTINUED



Freestanding multi-parcel shopping center or campus signs:

- Size: The maximum size allowed for monument or pylon size in the CM district per Table 10-3-5.1.3 CMU Freestanding Sign Standards except for the maximum height being tied to the height of the building. Maximum size per table note #2.
- Electronic messenger signs: prohibited except for four numeric digit digital displays.

Table 10-3-5.1.3
CMU Freestanding Sign Standards

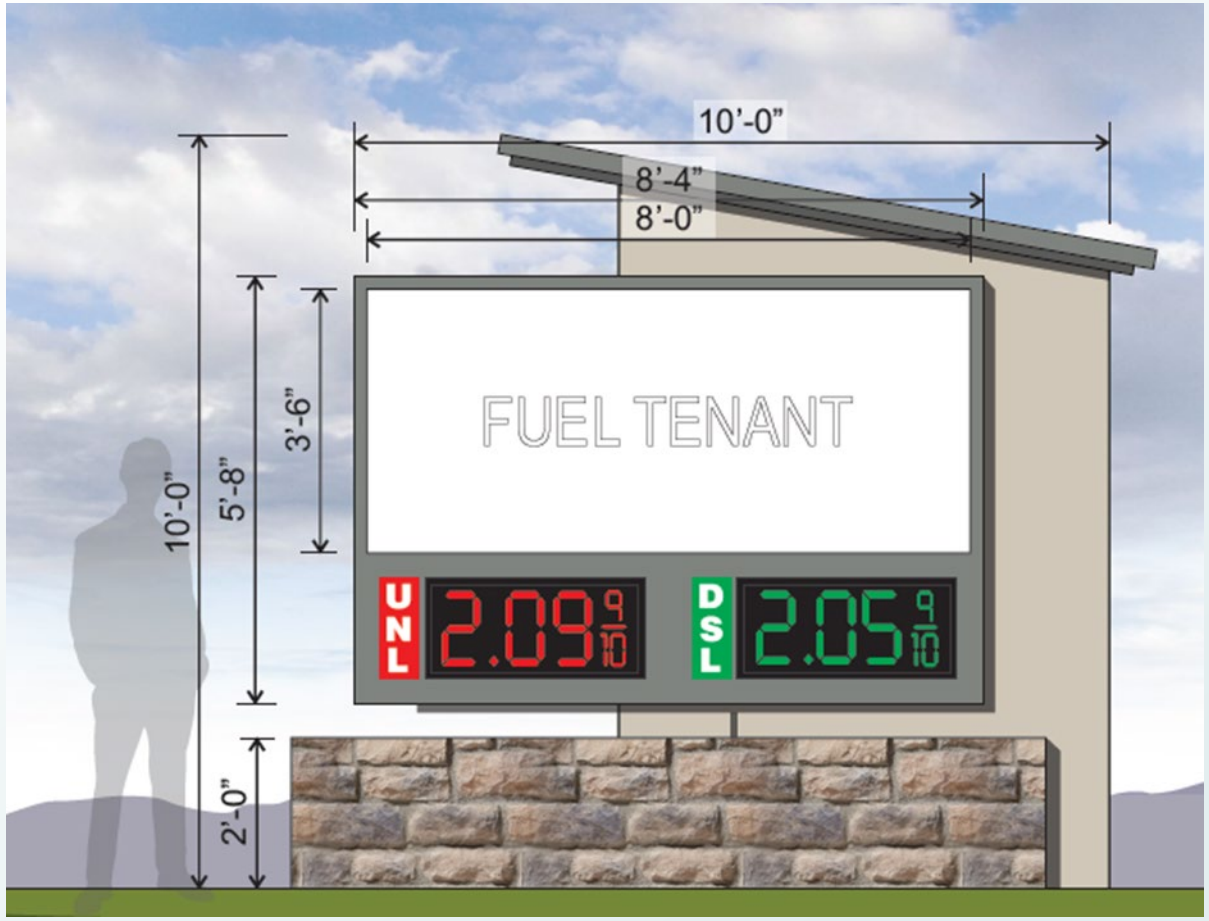
Sign Types / Standards	NC	CM
Monument[1]		
Number Allowed	1 per street frontage	1 per 150 ft. of street frontage
Maximum Area[2]	32 sq. ft. or 1 sq. ft. of sign area for each 1.5 linear feet of building frontage width, whichever is greater	
Maximum Height Above Grade	6 ft.	15 ft.
Minimum Front Property Line Setback	5 ft.	5 ft.
Illumination	Internally lit, Halo lit, or Externally downlit	
Changeable Copy	Permitted[2]	
Bonus Sign Area	--	Yes; See Subsec. 10-1-3.10.E, *Sign References and Bonuses*
Pole		
Number Allowed	--	1 per street frontage
Maximum Area	--	32 sq. ft. or 1 sq. ft. of sign area for each 1.5 linear feet of building frontage width, whichever is greater
Maximum Height Above Grade	--	Lesser of the highest point of the building or 15 ft.
Minimum Front Property Line Setback	--	5 ft.
Bonus Sign Area	--	Yes; See Subsec. 10-1-3.10.E, *Sign References and Bonuses*
Post Sign		
Number Allowed	1 per street frontage	
Maximum Area	6 sq. ft.	
Maximum Height Above Grade	5 ft.	
Minimum Front Property Line Setback	5 ft.	
Bonus Sign Area	--	
Pylon[1]		
Number Allowed	--	1 per 150 ft. of street frontage
Maximum Area[2]	--	32 sq. ft. or 1 sq. ft. of sign area for each 1.5 linear feet of building frontage width, whichever is greater
Maximum Height Above Grade	--	Lesser of the highest point of the building or 25 ft.
Illumination	--	Internally lit, Halo lit, or Externally downlit
Changeable Copy	--	Not Permitted
Bonus Sign Area	--	Yes; See Subsec. 10-1-3.10.E, *Sign References and Bonuses*

Table Notes:
1. A joint identification sign is permitted.
2. The maximum total area per sign allowed is 80 square feet per display face and 160 square feet per sign.

MASTER SIGN PLAN FREESTANDING SIGNS CONTINUED

Freestanding signs for the parcels within a subject property:

- If the applicant utilizes the multi-parcel shopping center sign standards, then the following restrictions are proposed:
  - Only monument signs would be allowed and would abide by the CM District standards in Table 10-3-5.1.3. Pylon and pole signs would be prohibited.
  - Electronic messenger signs: prohibited except for four-digit numeric displays.
  - Post signs allowed per the CM Standards.



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MASTER SIGN PLAN EXEMPT SIGNS

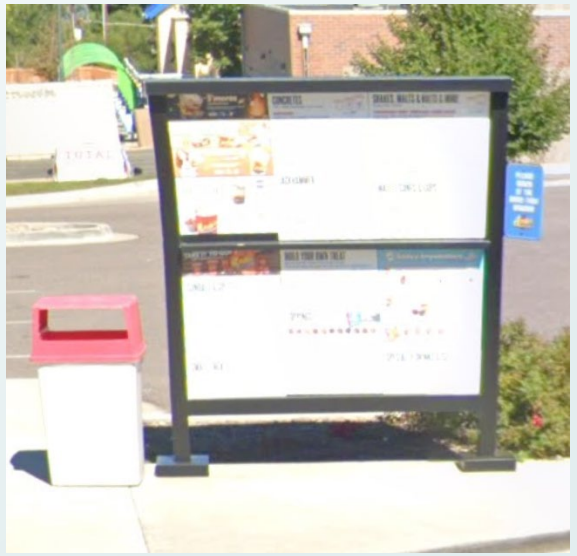
Exempt Signs – 10-1.3.10.B(A) Signs Allowed Without a Permit

Building Wayfinding Signs

- Entrance signs.
- Service entrance sign for commercial buildings over 60,000 square feet with a maximum of 32 square feet.

Drive-Thru Signs

- One primary and one secondary drive-thru sign allowed per drive-thru.
- Electronic displays allowed.



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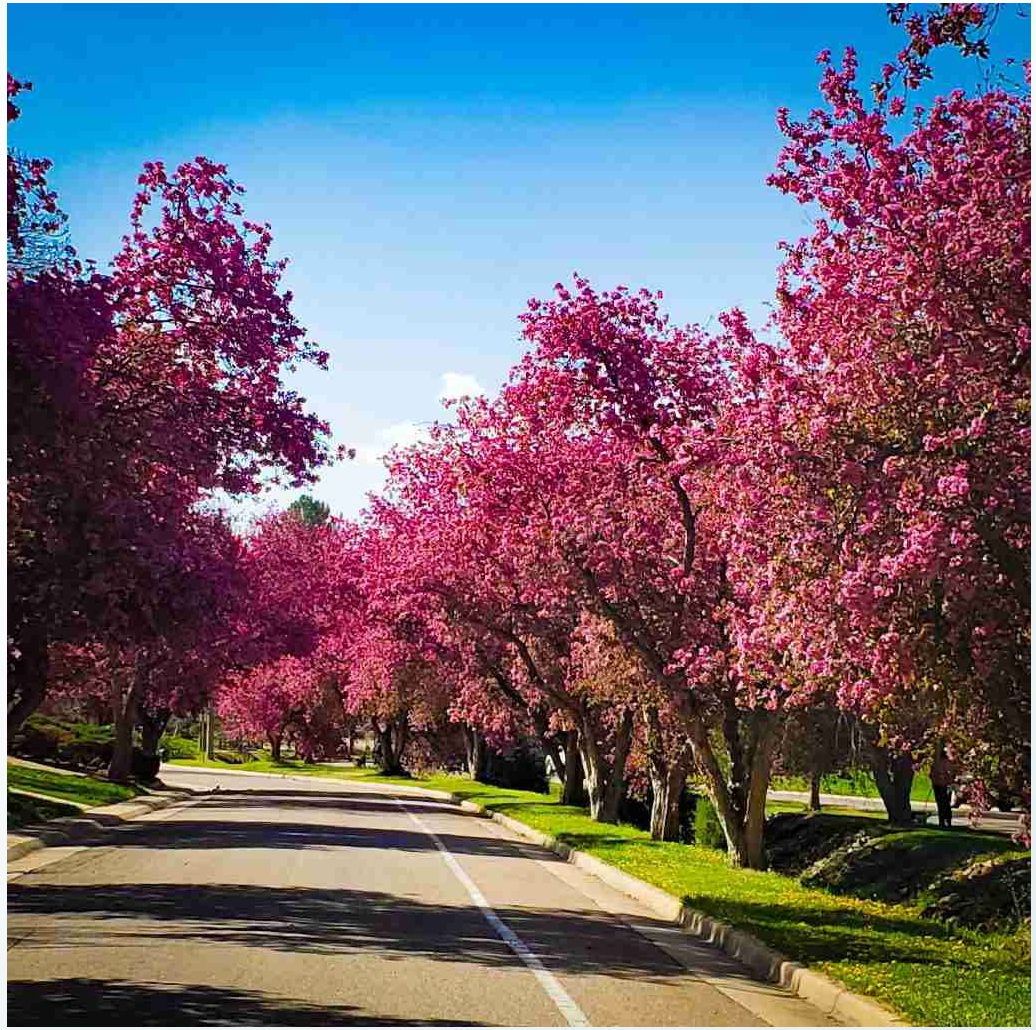

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