

CITY OF LITTLETON, COLORADO

CC Ordinance No. 13

Series, 2025

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LITTLETON,
COLORADO, OF A CODE TEXT AMENDMENT TO TITLE 10, THE
UNIFIED LAND USE CODE, REGARDING MASTER SIGN PLANS**

WHEREAS, the City Council of the City of Littleton, Colorado passed Ordinance 24-2021 in October of 2021 which enacted Littleton City Code Title 10, the “Unified Land Use Code” (ULUC); and

WHEREAS, Section 10-9-3.2.A.4. of the ULUC authorizes the director of community development to initiate a code text amendment; and

WHEREAS, since October 2021, staff, property owners, business owners, and applicants must comply with the ULUC with site-specific applications; and

WHEREAS, staff conducted study sessions with the Littleton City Council and Planning Commission regarding a Master Sign Plan from February to April, 2025; and

WHEREAS, the Master Sign Plan was included in the ULUC in several reserved sections;
and

WHEREAS, large multi parcel commercial developments and campus environments do not have sign standards allowing for cohesive, multi parcel signage; and

WHEREAS, on June 9, 2025, the planning commission held a public hearing to consider a recommendation to the Littleton City Council on the adoption of the code text amendment.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF
THE CITY OF LITTLETON, COLORADO, THAT:**

Section 1: Title 10, Chapter 1, Section 3.10.B.A is hereby amended to read as follows:

12. BUILDING WAYFINDING SIGNS. NON-RESIDENTIAL BUILDINGS MAY INCLUDE SIGNAGE INDICATING THE LOCATION(S) OF ANY ENTRANCE. THE MAXIMUM ENTRY SIGNAGE ATTACHED TO A BUILDING SIZE FOR NON-RESIDENTIAL BUILDINGS IS TEN SQUARE FEET. FOR NON-RESIDENTIAL BUILDINGS OVER 60,000 SQUARE FEET, ONE WAYFINDING SIGN INDICATING A SERVICE ENTRANCE SHALL BE ALLOWED. THE MAXIMUM SIZE OF A SERVICE WAYFINDING SIGN SHALL BE THIRTY-TWO SQUARE FEET. SERVICE ENTRANCE SIGNS ARE PROHIBITED FOR NON-RESIDENTIAL

BUILDINGS UNDER 60,000 SQUARE FEET.

13.DRIVE-THRU MENU BOARDS. FOR THE PURPOSES OF THIS SECTION, “DRIVE-THRU MENU BOARD” SHALL MEAN A FREESTANDING OR MOUNTED SIGNAGE STRUCTURE, SPECIFICALLY DESIGNED TO DISPLAY COMMERCIAL MESSAGING FOR USERS WITHIN A DRIVE-THRU ACCESS LANE AT A BUSINESS.

- I. QUANTITY. ONE PRIMARY AND ONE SECONDARY DRIVE-THRU SIGN IS ALLOWED PER DRIVE-THRU LANE.
- II. ELECTRONIC DISPLAYS. DRIVE-THRU SIGNS MAY INCLUDE A SPEAKER AND AN ELECTRONIC SCREEN TO DISPLAY INFORMATION TO THE USERS WITHIN A DRIVE-THRU ACCESS LANE.

Section 2: Title 10, Chapter 1, Section 3.10.G is hereby added to read as follows:

SUBSEC. 10-1-3.10.G MASTER SIGN PLAN

A. GENERALLY. THIS SUBSECTION IDENTIFIES STANDARDS OF APPLICABILITY AND MAXIMUM SIGNAGE FOR LARGE SCALE COMMERCIAL SITES, MULTI-PARCEL COMMERCIAL SITES, SHOPPING CENTERS, AND CAMPUS ENVIRONMENTS. THE PROCESS FOR APPLYING FOR A MASTER SIGN PLAN (MSP) IS ESTABLISHED IN SUBSECTION 10-9-5.9, *MASTER SIGN PLAN*.

B. PURPOSE. THE PURPOSE OF THE SIGN REGULATIONS ESTABLISHED IN THIS SECTION OF THE CODE IS TO CREATE AND IMPLEMENT A COORDINATED PLAN THAT ESTABLISHES A MORE COMPREHENSIVE, EFFICIENT, AND UNIFIED APPROACH TO THE DESIGN, PLACEMENT, AND APPEARANCE OF SIGNAGE WITHIN A SUBJECT PROPERTY. SIGNAGE, WHICH IS PROPOSED AS PART OF AN MSP, MAY DEVIATE FROM GENERAL SIGNAGE STANDARDS ADDRESSED IN SUBSECTION 10-1-3.10 *SIGN STANDARDS* AND SPECIFIC SIGNAGE STANDARDS OF INDIVIDUAL ZONE DISTRICTS IN TERMS OF THE TYPES AND NUMBERS OF SIGNS ALLOWED, THE MAXIMUM SIGN AREA, MATERIALS, AND ILLUMINATION STANDARDS. THE MSP PROCESS HELPS ENSURE THAT SIGNS ALIGN WITH THE PURPOSE OF THE SIGN CODE STANDARDS AND ARE:

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.

C. APPLICABILITY.

1. MSPS ARE PERMISSIBLE FOR MULTI-PARCEL SITES AND CAMPUS (I.E. HOSPITALS AND COLLEGES) ENVIRONMENTS

93 THAT ARE A MINIMUM OF TEN ACRES AND LOCATED IN ONE
94 OF THE FOLLOWING ZONING DISTRICTS:

- 95 1. CORRIDOR MIXED (CM);
96 2. BUSINESS CENTER (BC); OR
97 3. INDUSTRIAL PARK (IP).

98 **D. STANDARDS FOR ALL MASTER SIGN PLANS**

99 1. CONTENT. AN MSP IS REQUIRED TO ILLUSTRATE THE
100 PROPOSED SIGNAGE AND ITS COMPLIANCE WITH THIS
101 SECTION. THE FOLLOWING SIGNAGE REQUIREMENTS ARE FOR
102 PERMANENT ATTACHED SIGNAGE, PERMANENT
103 FREESTANDING SIGNAGE, AND EXEMPT SIGNAGE.

104 A. ATTACHED SIGNAGE. THIS SIGNAGE TYPE REFERS TO
105 SIGNAGE PHYSICALLY ATTACHED TO BUILDING WALLS.
106 THESE SIGNS INCLUDE, BUT ARE NOT LIMITED TO,
107 AWNING, MARQUEE, MURAL, PROJECTING, WALL, OR
108 WINDOW SIGNS. EACH INDIVIDUAL BUILDING OR
109 TENANT SPACE SHALL ABIDE BY THE CM STANDARDS IN
110 TABLE 10-3-5.1.2 *CMU ATTACHED SIGN STANDARDS*
111 REGARDLESS OF THE ZONING DISTRICT WITHIN WHICH
112 THE SITE IS LOCATED. THE FOLLOWING EXCEPTIONS TO
113 TABLE 10-3-5.1.2 *CMU ATTACHED SIGN STANDARDS* IS
114 ALLOWED THROUGH THIS MASTER SIGN PLAN PROCESS
115 FOR BETTER WAYFINDING.

116 1. THE MAXIMUM ALLOWED WALL SIGN AREA FOR
117 A BUILDING FAÇADE THAT FRONTS A
118 COMMERCIAL CORRIDOR OR SUBURBAN
119 CONNECTOR (AS DEFINED IN THE LITTLETON
120 TRANSPORTATION MASTER PLAN) IS EITHER 40
121 SQUARE FEET OR 1 SQUARE FOOT FOR EVERY 1.5
122 LINEAR FEET OF THE BUILDING'S FAÇADE,
123 WHICHEVER IS LARGER. THIS APPLIES TO
124 BUILDINGS ABUTTING THE FOLLOWING
125 DESIGNATED STREETS:

- 126 A. WEST BOWLES AVENUE
127 B. WEST BELLVIEW AVENUE
128 C. SOUTH BROADWAY STREET
129 D. WEST COUNTY LINE ROAD
130 E. SOUTH FEDERAL BOULEVARD
131 F. SOUTH LINCOLN STREET
132 G. WEST AND EAST MINERAL AVENUE
133 H. SOUTHPARK DRIVE
134 I. SOUTHPARK TERRACE
135 J. SOUTHPARK LANE
136 K. SOUTH SANTA FE DRIVE

137 2. THE MAXIMUM ALLOWED WALL SIGN AREA PER
138 EACH WALL SIGN SHALL BE 300 SQUARE FEET FOR

A BUILDING FAÇADE THAT IS LOCATED MORE THAN 200 FEET FROM A COMMERCIAL CORRIDOR OR SUBURBAN CONNECTOR, AND FOR BUILDINGS OVER 100,000 SQUARE FEET.

B. FREESTANDING SIGNAGE. THIS TYPE REFERS TO SIGNAGE LOCATED ON THE SUBJECT PROPERTY BUT HAS STANDALONE STRUCTURAL SUPPORT. THESE SIGNS ARE LIMITED TO PYLON, OR MONUMENT. THE BELOW STANDARDS PERTAIN TO PERMANENT, FREESTANDING SIGNS.

1. FREESTANDING MULTI-PARCEL SIGNS:

A. QUANTITY AND LOCATION: ALLOWED AT ENTRANCES INTO AN MSP ELIGIBLE SITE DIRECTLY ADJACENT TO AN ENTRANCE INTO THE SUBJECT PROPERTY, OR AT THE INTERSECTION OF TWO STREETS WITH CLASSIFICATIONS OF COMMERCIAL CORRIDOR OR SUBURBAN CONNECTOR. NO TWO FREESTANDING MULTI-PARCEL SIGNS SHALL BE LOCATED WITHIN 600 FEET OF EACH OTHER, AS MEASURED ALONG THE PERIMETER OF THE SUBJECT PROPERTY, UNLESS SEPARATED BY A PUBLIC RIGHT-OF-WAY.

B. MAXIMUM HEIGHT AND SIZE: A FREESTANDING MULTI-PARCEL SIGN SHALL BE IN THE FORM OF A MONUMENT OR PYLON SIGN, MAY HAVE A MAXIMUM HEIGHT OF 25 FEET, AND MAY HAVE A MAXIMUM SIGNAGE AREA PER TABLE NOTE 2 IN THE CM STANDARDS IN TABLE 10-3-5.1.3 *CMU FREESTANDING SIGN STANDARDS*. ONLY TWO PARALLEL FACES ARE ALLOWED.

C. ELECTRONIC MESSENGER SIGNS ARE PROHIBITED EXCEPT FOR DIGITAL SIGNS THAT ARE COMPOSED OF FOUR NUMERIC DIGITS.

2. IF THE APPLICANT DOES NOT UTILIZE THE FREESTANDING MULTI-PARCEL SIGN STANDARDS AS OUTLINED HEREIN, ALL FREESTANDING SIGNS SHALL ABIDE BY THE CM STANDARDS IN TABLE 10-3-5.1.3 *CMU FREESTANDING SIGN STANDARDS*.

3. IF AN APPLICANT UTILIZES THE FREESTANDING MULTI-PARCEL SIGN STANDARDS AS OUTLINED HEREIN, THEN THE FOLLOWING SIGNAGE STANDARDS APPLY TO THE OTHER PARCELS WITHIN THE SUBJECT PROPERTY.

- A. ALL INDIVIDUAL PARCELS WITHIN THE SUBJECT PROPERTY SHALL BE RESTRICTED TO THE MONUMENT SIGN STANDARDS FOR THE CM DISTRICT LOCATED WITHIN TABLE 10-3-5.1.3 *CMU FREESTANDING SIGN STANDARDS*. PYLON SIGNS ARE ALLOWED FOR MULTI-PARCEL SIGNS, BUT POLE SIGNS AND PYLON SIGNS ARE THEREFORE PROHIBITED FOR THE INDIVIDUAL PARCELS WITHIN THE SUBJECT PROPERTY.
- B. ALL OTHER FREESTANDING SIGN TYPES ARE PROHIBITED APART FROM THE EXEMPT SIGNS FOUND WITHIN THIS CODE.
- C. ELECTRONIC CHANGEABLE COPY IS PROHIBITED EXCEPT WHERE OTHERWISE ALLOWED WITHIN THIS SECTION.
- D. POST SIGNS ARE ALLOWED PER TABLE 10-3-5.1.3 *CMU FREESTANDING SIGN STANDARDS*.

Section 3: Title 10, Chapter 3, Section 5.1 is hereby amended to read as follows:

B. Master Sign Plan. ~~Reserved~~ REFER TO SUBSEC. 10-1-3.10.G.

C. Sign Types.

1. *Unlisted Sign Types.* Sign types that are not listed in the following tables are prohibited in these districts.

Table 10-3-5.1.1 CMU Sign Types		
P = Permitted; "--" = Prohibited		
Sign Types	Neighborhood Commercial (NC)	Commercial CORRIDOR Mixed (CM)
Attached Signs		
Arcade Sign	--	P
Awning Sign	P	P
Blade Sign	P	P
Marquee Sign	--	P
Projecting Sign	P	P
Wall Sign	P	P
Window Sign	P	P
Freestanding Signs		
Monument Sign	P	P
Pole Sign	--	P
Post Sign	P	--
Pylon Sign	--	P
Temporary Signs - See Subsection 10-1-3.10.F, <i>Temporary Signs</i>		

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D. Attached Signs. Set out in Table 10-3-5.1.2, *CMU Attached Sign Standards*, are the types, numbers, areas, heights, and methods of illumination allowed for each sign type and district.

Table 10-3-5.1.2 CMU Attached Sign Standards		
Sign Types / Standards	Neighborhood Commercial (NC)	Commercial CORRIDOR Mixed (CM)
Arcade Sign		
Number Allowed	--	1 per public entrance under arcade
Maximum Area	--	6 sq. ft.
Minimum Clearance above Sidewalk	--	8 ft.
Illumination	--	External downlighting or halo
Changeable Copy	--	--
Awning or Canopy Sign		
Number Allowed	1 per street-facing façade	1 per building façade or 1 per storefront for a mixed-use or multi-tenant building
Maximum Area	6 sq. ft. with a vertical dimension of 1 ft.	
Minimum Vertical Clearance / Maximum Height Above Grade	Minimum 8 ft. / Maximum no higher than top of ground floor ⁴	
Illumination	External downlighting	
Changeable Copy	--	
Blade Sign		
Number Allowed	1 per each 10 ft. of an awning or canopy	1 per each 8 ft. of an awning or canopy
Maximum Area	3 sq. ft. per face; 12 sq. ft. per sign	8 sq. ft. per face; 16 sq. ft. per sign
Minimum Vertical Clearance / Maximum Height Above Grade	8 ft.	8 ft.
Illumination	--	External downlighting
Changeable Copy	--	--
Marquee Sign		
Number Allowed	--	1 per front building façade
Maximum Area ⁴	--	32 sq. ft. or 1 sq. ft. of sign area for each 1.5 linear foot of building front width, whichever is greatest
Min. / Max. Clearance Above Grade	--	12 ft. / 25 ft.
Maximum Distance from Building Façade	--	48 inches ⁴

Table 10-3-5.1.2 CMU Attached Sign Standards		
Sign Types / Standards	Neighborhood Commercial (NC)	Commercial CORRIDOR Mixed (CM)
Illumination	--	Internal or halo
Changeable Copy	--	Permitted
Projecting Sign		
Number Allowed	1 per street-facing façade	1 per tenant per building frontage
Maximum Area	18 sq. ft. per face; 36 sq. ft. per sign	
Min. /Max. Clearance Above Grade	8 ft. / No higher than the ground floor	
Maximum Projection from Wall	6 ft.; 3 ft. into right-of-way (subject to an encroachment permit)	
Illumination	Internal, halo, or downlight	
Changeable Copy	--	
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	--	
Window Sign		
Number Allowed	1 per tenant per building frontage	1 per tenant per building frontage
Maximum Area	15% of combined area of all windows	20% of combined area of all windows
Max. Clearance Above Grade	--	No higher than top of ground floor
Illumination	Dimmable and any applicable standards in Sec. 10-1-3.11, <i>Outdoor Lighting Standards</i>	Dimmable and any applicable standards in Sec. 10-1-3.11, <i>Outdoor Lighting Standards</i>
Changeable Copy	--	Permitted
Table Notes: 1. Reserved. 2. The area of wall signs may be increased by 25 percent for each 10 ft. of building height above 30 ft. up to a maximum of 200 sq. ft. per sign. 3. Signs may be permitted on side and rear walls facing private streets or public right-of-way where there are no primary identification signs in the same line of sight. 4. Awnings, canopies, marquees, and signs with less than 15 feet clearance above the sidewalk must meet building codes for maximum projection.		

Section 4: Title 10, Chapter 5, Section 5.1 is hereby amended to read as follows:

B. Master Sign Plan. ~~Reserved~~ REFER TO SUBSEC. 10-1-3.10.G.

Section 5: Title 10, Chapter 9, Section 3.9 is hereby amended to read as follows:

Table 10-9-3.9.1 Development Review Summary							
Development Application	Pre-App Required	Neighborhood Meeting	Review and Decision		Public Notice	Expiration (10-9-3.8)	Applicable Standards
			Review/Recommend	Decide			
CDD = Community Development Director; PC = Planning Commission; CC = City Council; HPC = Historical Preservation Commission; AAC = Appeals and Adjustments Commission; [] = Public Hearing Required							
Code / Zoning Amendments							
Rezoning or Zoning Map Amendment (Sec. 10-9-4.1)	✓	✓	1st: CDD 2nd: [PC]	[CC]	Pu M Po	None	
City-Initiated Comprehensive Rezoning			1st: CDD 2nd: [PC]	[CC]	Pu ⁶	None	
Code Text Amendment (Sec. 10-9-4.3)			1st: CDD 2nd: PC	CC	Pu	None	
Amendment to the Future Land Use and Character Map	✓	✓	1st: CDD 2nd: PC	[CC]	M Po, and as required by state law		
Site Development and Use Permits							
Abbreviated Site Plan (Sec. 10-9-5.4)			CDD	CDD	None	None	
Conditional Use Permit (Sec. 10-9-5.1)	✓	✓	CDD	[PC]	Pu M Po	1 year	Sec. 10-1-1.4 Sec. 10-1-1.5
Major Plan Amendment (Sec. 10-9-5.2)	✓	✓	CDD	CDD [PC] ⁴	M Po	Same as application being modified	
Minor Plan Amendment (Sec. 10-9-5.3)			CDD	CDD	None	Same as application being modified	
Site Plan (Sec. 10-9-5.4)	✓	✓	CDD	CDD ⁹	None	2 years	Article 10-1-3
Temporary Use Permit (Sec. 10-9-5.5)			CDD	CDD	None	As specified in approved permit	Sec. 10-1-1.8

Subdivisions and Vacations

Table 10-9-3.9.1 Development Review Summary							
Development Application	Pre-App Required	Neighborhood Meeting	Review and Decision		Public Notice	Expiration (10-9-3.8)	Applicable Standards
			Review/Recommend	Decide			
CDD = Community Development Director; PC = Planning Commission; CC = City Council; HPC = Historical Preservation Commission; AAC = Appeals and Adjustments Commission; [] = Public Hearing Required							
Administrative Plat (Sec. 10-9-7.1)			CDD	CDD	None	1 year ¹	Chapter 6
Final Plat (Sec. 10-9-7.2)			CDD	CDD	None	1 year ¹	Chapter 6
Preliminary Plat (Sec. 10-9-7.3)	✓		CDD	[PC]	Pu M Po	1 year ²	Chapter 6
Technical Corrections to a Plat (Sec. 10-9-7.4)			CDD	CDD	None	1 year ¹	Chapter 6
Vacation Plat (Sec. 10-9-7.5)			CDD	[PC]	None	1 year ¹	Chapter 6
Vacation of Streets and Easements (Sec. 10-9-7.6)		✓ for streets	CDD	[CC] for streets; CDD for easements not involving public vehicular access	Pu M Po	1 year ¹	Chapter 6
Historic Preservation Applications							
Certificate of Appropriateness (Sec. 10-9-8.1)	✓		CDD	[HPC]	M Po	1 year	Chapter 8
Certificate of Demolition (Sec. 10-9-8.2)	✓		CDD	[HPC]	M Po	1 year	Chapter 8
Certificate of Economic Hardship (Sec. 10-9-8.3)	✓		CDD	[HPC]	None	1 year	Chapter 8
Designation of Historic Landmarks and Districts (Sec. 10-9-8.4)	✓	✓	CDD HPC	[CC]	M Po ⁷	None	Chapter 8
Relief, Appeals, and Interpretations							
Administrative Adjustment (Sec. 10-9-9.1)			CDD	CDD	None	Same as application being modified	
Appeal of Administrative Decision (Sec. 10-9-9.2)			CDD	[PC] ⁸ [HPC] ⁸ [AAC] ⁸	M	None	

Table 10-9-3.9.1 Development Review Summary							
Development Application	Pre-App Required	Neighborhood Meeting	Review and Decision		Public Notice	Expiration (10-9-3.8)	Applicable Standards
			Review/Recommend	Decide			
CDD = Community Development Director; PC = Planning Commission; CC = City Council; HPC = Historical Preservation Commission; AAC = Appeals and Adjustments Commission; [] = Public Hearing Required							
Appeal of Board or Commission Decision			CDD	CC	Po	Same as application being appealed	Same as application being appealed 10-9-3.7
Floodplain Variance (Sec. 10-9-9.3)			Floodplain Administrator	[PC]	Pu M Po	2 years	Article 10-7-1 Article 10-7-2
Variance (Sec. 10-9-9.4)	✓		CDD	[AAC]	M Po	None ³	
Written Interpretation (Sec. 10-9-9.5)			CDD	CDD	None	None	
Miscellaneous Application Types							
Annexation (Sec. 10-9-4.4)	✓	✓	1st: CDD 2nd: [PC]	[CC]	Pu M Po, and as required by state law	None	
Vested Property Rights (Sec. 10-9-4.2)	✓		CDD	[CC]	Pu M Po	3 years ⁵	

Table 10-9-3.9.1 Development Review Summary							
Development Application	Pre-App Required	Neighborhood Meeting	Review and Decision		Public Notice	Expiration (10-9-3.8)	Applicable Standards
			Review/Recommend	Decide			
CDD = Community Development Director; PC = Planning Commission; CC = City Council; HPC = Historical Preservation Commission; AAC = Appeals and Adjustments Commission; [] = Public Hearing Required							
Table Notes: 1. None after recordation. 2. If a Final Plat application is not submitted for the entire area subject to the Preliminary Plat, or for at least one phase of a multi-phase project subject to the Preliminary Plat. 3. May require a public hearing by the Planning Commission in accordance with Article 10-7-1, Floodplain Regulations, and Article 10-7-2, Floodway Regulations. 4. The Director, at the Director's discretion, may refer application to Planning Commission for a decision. 5. Vested rights may be granted for a period longer than three years in the case where a development agreement is approved. 6. At the discretion of the Director of Community Development, additional forms of notice may be provided, as a courtesy. 7. At the discretion of the Director of Community Development, applications for designation of historic districts may require newspaper notice. 8. Depending upon the administrative decision, the appeal may go to different commissions. See 10-9-9.2. 9. Site Plans for single family residential properties, as detailed in Subsec. 10-1-1.2.A, will be referred to the Planning Commission for a decision. ----- Pu = Published in newspaper 10 days prior to public hearing in accordance with Section 10-9-3.5 Po = Sign posted on property 10 days prior to public hearing in accordance with Section 10-9-3.5 M = Mailed notice to adjoining property owners or property owners within a specified distance of the subject property 10 days prior to public hearing in accordance with Section 10-9-3.5							

Section 6: Title 10, Chapter 9, Section 5.9 is hereby added to read as follows:

SECTION 10-9-5.9 MASTER SIGN PLAN

A. GENERALLY. APPROVAL OF A MASTER SIGN PLAN (MSP) ENSURES THAT LARGE SCALE COMMERCIAL SITES, MULTI-PARCEL COMMERCIAL SITES, SHOPPING CENTER, AND CAMPUS ENVIRONMENTS COMPLY WITH THE APPLICABLE SIGNAGE STANDARDS OF THIS CODE.

B. DECISION CRITERIA. THE DIRECTOR MAY APPROVE, APPROVE WITH CONDITIONS, OR DENY AN MSP BASED ON THE FOLLOWING CRITERIA:

1. *COMPLIANCE WITH CITY COMPREHENSIVE PLAN.* THE MSP IS CONSISTENT WITH THE GOALS AND OBJECTIVES OF THE CITY'S COMPREHENSIVE PLAN AND ANY APPLICABLE SUB-AREA PLANS, ENSURING THAT THE PLAN SUPPORTS THE OVERALL VISION FOR THE AREA.
2. *COMPLIANCE WITH ZONING DISTRICT SIGN STANDARDS.* THE MSP ADHERES TO THE REQUIREMENTS OF APPLICABLE SECTIONS OF THE LAND USE CODE PERTAINING TO SIGNAGE OR PROVIDES JUSTIFICATION OF ANY DEVIATIONS.

- 238 3. *PUBLIC HEALTH, SAFETY, AND WELFARE.* THE LOCATION, SIZE
239 AND APPEARANCE OF SIGNS OUTLINED IN THE MSP DO NOT
240 IMPEDE PUBLIC HEALTH, SAFETY AND WELFARE. THE MSP
241 SHALL ENSURE SIGNS ARE PLACED WHERE THEY CAN BE EASILY
242 SEEN WITHOUT OBSTRUCTING VISIBILITY FOR OTHERS,
243 RESPECTING SETBACKS, SIGHTLINES, AND PEDESTRIAN
244 PATHWAYS.
- 245 4. *CONTEXT TO SURROUNDING BUILT ENVIRONMENT.* THE MSP
246 ENSURES COMPATIBILITY WITH THE SCALE AND CHARACTER
247 OF ADJACENT PROPERTIES, BOTH RESIDENTIAL AND NON-
248 RESIDENTIAL, BY MINIMIZING NEGATIVE IMPACTS SUCH AS
249 LIGHT POLLUTION, VISUAL CLUTTER, SIGHTLINE OBSTRUCTION,
250 PEDESTRIAN IMPEDIMENTS, AND EXCESSIVE SIGNAGE.
- 251 5. *QUALITY DESIGN AND CONSISTENCY WITH DEVELOPMENT*
252 *SPECIFIC DESIGN GUIDELINES.* THE MSP PROVIDES FOR HIGH
253 QUALITY DESIGN OF SIGNAGE THAT ESTABLISHES VISUAL
254 INTEREST, AESTHETIC APPEAL, AND A UNIQUE IDENTITY FOR
255 THE DEVELOPMENT. IF SPECIFIC DEVELOPMENT DESIGN
256 STANDARDS EXIST FOR THE SUBJECT PROPERTY, THE MSP
257 ADHERES TO THE GUIDANCE PROVIDED IN THE DEVELOPMENT
258 DESIGN STANDARDS.
- 259 6. *VISUAL EQUITY.* THE MSP PROVIDES FOR THE FAIR ALLOCATION
260 OF SIGNAGE OPPORTUNITIES TO ENSURE ALL TENANTS,
261 REGARDLESS OF THEIR LOCATION OR SIZE, HAVE ADEQUATE
262 VISIBILITY TO ATTRACT CUSTOMERS AND COMMUNICATE
263 THEIR BRAND EFFECTIVELY.
- 264 7. *WAYFINDING (IF APPLICABLE).* THE MSP LAYS OUT A
265 WAYFINDING SIGNAGE PLAN THAT REDUCES CONFUSION AND
266 PROMOTES PEDESTRIAN AND VEHICULAR SAFETY FOR THE
267 DEVELOPMENT.

268 **C. PROCEDURES.**

- 269 1. *APPLICATION REQUIRED.*
 - 270 I. *AUTHORITY TO SUBMIT APPLICATION.* APPLICATIONS FOR A
271 MASTER SIGN PLAN PURSUANT TO THIS SECTION SHALL BE
272 SUBMITTED BY THE OWNER, CONTRACT PURCHASER, OR
273 ANY OTHER PERSON HAVING A RECOGNIZED PROPERTY
274 INTEREST IN THE SUBJECT PROPERTY.
 - 275 1. THE APPLICATION MAY BE SUBMITTED INSTEAD BY A
276 PERSON AUTHORIZED BY NOTARIZED OR CERTIFIED
277 LETTER OR DOCUMENT ON BEHALF OF THE OWNER,
278 CONTRACT PURCHASER, OR OTHER PERSON HAVING A
279 RECOGNIZED PROPERTY INTEREST IN THE SUBJECT
280 PROPERTY.
 - 281 2. IF THERE ARE MULTIPLE OWNERS, CONTRACT
282 PURCHASERS, OR OTHER PERSONS AUTHORIZED TO
283 SUBMIT THE APPLICATION FOR THE MASTER SIGN

284 PLAN, ALL SUCH PERSONS SHALL SIGN THE
285 APPLICATION OR SUBMIT A CERTIFIED OR NOTARIZED
286 LETTER OR DOCUMENT CONSENTING TO THE
287 APPLICATION.

- 288 2. *FORMS AND FEES.* APPLICATIONS SHALL INCLUDE THE
289 CORRESPONDING APPLICATION FEE THAT SHALL BE
290 ESTABLISHED AND FROM TIME TO TIME REVISED BY RESOLUTION
291 OF THE CITY COUNCIL. SUBMITTALS SHALL CONTAIN PLAN
292 DOCUMENTS SUFFICIENT TO DEMONSTRATE COMPLIANCE WITH
293 PROVISIONS OUTLINED IN SECTION 10-1-3.10.G, *MASTER SIGN PLAN*.
294 3. *REFERRAL.* THE DIRECTOR SHALL REFER THE REQUEST FOR A SITE
295 PLAN TO ANY IMPACTED DEPARTMENTS AND REFERRAL
296 AGENCIES FOR THEIR WRITTEN RECOMMENDATIONS ON THE
297 REQUEST.
298 4. *REVIEW AND DECISION.* ON RECEIPT OF A COMPLETED
299 APPLICATION FOR AN MSP, THE DIRECTOR SHALL REVIEW THE
300 PLAN TO DETERMINE ITS COMPLIANCE WITH THE APPLICABLE
301 PROVISIONS OF THIS CODE AND ANY CONDITIONS OF AN
302 APPROVED PLANNED DEVELOPMENT OVERLAY OR VARIANCE.
303 THE DIRECTOR SHALL DETERMINE IF THE PROPOSED MSP
304 SATISFIES THE DECISION CRITERIA.
305 5. INDIVIDUAL SIGN PERMITS STILL REQUIRED: INDIVIDUAL SIGN
306 PERMITS ARE REQUIRED FOR SIGNS WITHIN AN APPROVED MSP.
307 6. *PLAN AMENDMENT.* MODIFICATIONS OF AN APPROVED MSP ARE
308 DEEMED TO BE MINOR PLAN AMENDMENTS, AS SET OUT IN
309 SECTION 10-9-5.3 *MINOR PLAN AMENDMENT*.
310 7. *TIME FRAME.* APPROVAL OF AN MSP SHALL BE VALID FOR THE
311 PERIOD OF TIME SET OUT IN TABLE 10-9-3.9.1 *DEVELOPMENT*
312 *REVIEW SUMMARY*. THEREAFTER, THE MSP SHALL EXPIRE UNLESS,
313 PRIOR TO SUCH EXPIRATION, A SIGN PERMIT (INDIVIDUAL) IS
314 ISSUED PER THE APPROVED MSP REQUIREMENTS, OR AN
315 EXTENSION HAS BEEN REQUESTED AND GRANTED AS SET OUT IN
316 SECTION 10-9-3.8, *EXPIRED APPROVALS AND EXTENSIONS*.

317 D. **EFFECT.** UPON APPROVAL OF AN MSP THE APPLICANT MAY PROCEED
318 WITH INDIVIDUAL SIGN PERMIT APPLICATIONS. THE PLAN WILL BE
319 USED BY STAFF TO EFFICIENTLY REVIEW AND APPROVE SUBSEQUENT
320 APPLICATIONS FOR SIGN PERMITS.

321
322 **Section 7:** Severability. If any part, section, subsection, sentence, clause or
323 phrase of this ordinance is for any reason held to be invalid, such invalidity shall not affect the
324 validity of the remaining sections of this ordinance. The City Council hereby declares that it would
325 have passed this ordinance, including each part, section, subsection, sentence, clause or phrase
326 hereof, irrespective of the fact that one or more parts, sections, subsections, sentences, clauses or
327 phrases may be declared invalid.

328
329 **Section 8:** Repealer. All ordinances or resolutions, or parts thereof, in conflict

with this ordinance are hereby repealed, provided that this repealer shall not repeal the repealer clauses of such ordinance nor revive any ordinance thereby.

INTRODUCED AS A BILL at a regularly scheduled meeting of the City Council of the City of Littleton on the 15th day of July 2025, passed on first reading by a vote of __ FOR and __ AGAINST; and ordered published by posting at Littleton Center, Bemis Library, the Municipal Courthouse and on the City of Littleton Website.

ATTEST:

Colleen L. Norton
CITY CLERK

Kyle Schlachter
MAYOR

APPROVED AS TO FORM:

Reid Betzing
CITY ATTORNEY

