

FORT COLLINS SIGN CODE UPDATE



What is this all about?

The City of Fort Collins is updating the Municipal Sign Code and wants your input on a number of different types of signs and range of potential changes. We know your time is precious, and so are your signs, so here are three convenient opportunities to answer your questions:

- 1. Coffee Talk: March 7 @ 10:00am-12:00pm** at Mugs Coffee Lounge
- 2. Coffee Talk: March 7 @ 1:00-5:00pm** at Lobby of 281 North College Avenue
- 3. Coffee Talk: March 22 @ 8:00am-5:00pm** at Lobby of 281 North College Avenue

BRING YOUR QUESTIONS!

Why update the Sign Code now?

Content Neutrality

- A recent Supreme Court ruling determined that sign regulations cannot vary standards such as size, location, and duration based on the message of the sign (e.g. “special event” or “for sale sign”).

City Values and Goals

- Confirm current sign standards are meeting City’s goals, such as economic development
- Enhance code legibility
- Implement the recently adopted Downtown Plan
- Explore changes to accommodate new technology

Contact us:

For more information and to take the online questionnaire visit:
www.fcgov.com/planning/sign-code-update.php

For questions or to schedule a presentation, please contact:

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What can you expect?

- If the sign code is updated, **existing signs can remain**
- More sign types could be available: historic signs, secondary roofs sign, interactive window signs, horizontal and/or vertical light projected signs
- Sign allowances could be increased

OR

- Sign code remains the same (no options added, depending on public input).

Expanding Sign Options

SIGN TYPE	LOCATION?	WHAT COULD CHANGE?	WHAT WILL NOT CHANGE?
Wall Signs	Downtown	Specify lighting method? Revise heights based on pedestrian environment and height of building?	Other existing standards.
Projecting Signs	Downtown	Increase height relative to height of building?	Other existing standards.
Window Signs	Downtown	Increase/decrease coverage allowance? Address transparent signs?	Other existing standards.
Awning Signs	Downtown	Increase coverage allowance?	Other existing standards.
Historic Signs	Downtown	Increase flexibility to allow re-creation of historic signs that contribute to the period of significance of a historic building/district?	Other existing standards.
Secondary Roof Signs	Downtown or Citywide?	New Sign Type: Appropriate districts? Maximum size? Placement on secondary roof/canopy?	Other existing standards.
Electronic Message Centers (EMCs)	Outside of Downtown	Percent of sign face? Color? Resolution?	Other existing standards.
Digital Billboards	Outside of Downtown	New Sign Type: Accelerate reduction of existing billboards through incentive of up to 5 new digital billboard locations?	Could leave code as is, prohibiting off-premise signs.
Interactive Window Signs	Downtown or Citywide?	New Sign Type: Appropriate districts? Maximum size? Brightness?	Other existing standards.
Horizontal or Vertical Projected Light Signs	Downtown or Citywide?	New Sign Type: Appropriate districts? Maximum size? Placement sidewalk or building? Temporary or permanent? Colors?	Other existing standards.

Tell Us!

Take our online questionnaire to provide your input:

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