



January 23, 2024

Dawn Collins, Town Administrator
Town of Palmer Lake
P.O. Box 208
Palmer Lake, CO 80133

Dear Dawn,

Alpine Essentials, LLC, is submitting this letter as our request and application for the following Deviations from Sign Code:

- Permanent Directional signs made of a reflective metal material to be located on eligible locations along Highway 105 facing the east bound and west bound lanes.

Narrative: Our customers have informed us that they often have difficulty finding our location since we are not directly on Highway 105, are not allowed to have large enough signs to see our building from Highway 105, and since the traffic on Highway 105 does not always allow them to drive slowly enough to search for us which creates safety issues. Different signs have an effective viewing distance of 20', 40', 60', and 80' depending upon the size of the sign and the letter height. Typical traffic studies have shown that vehicles need specific distances to slow down safely to make a turn, so signs that are placed strategically will provide optimal public safety for Highway 105 commuters.

We are requesting permanent signs to be located at a safe distance before Circle Lane facing traffic on both the east bound lane and west bound lane on Highway 105.

Please accept this letter as our request to present our plan to the Planning Commission to be held on February 21, 2024.

Sincerely,

Brenda Woodward, Co-Owner
Alpine Essentials, LLC
Palmer Lake, CO

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- (11) Building Directory Signs with a cumulative total area of eight (8) square feet or less.
- (12) Public notices or signs relating to an emergency or hazard.
- (13) Yard signs: Up to two temporary yard signs no go greater than three (3) square feet in area each, for a total of six (6) square feet per lot.
- (14) Real estate signs. Temporary signs on an individual real estate parcel currently offered for sale, lease, or rent, provided that there is only one (1) sign per street frontage and is not greater than eight (8) square feet in area in a residential district and thirty-two (32) square feet in area in nonresidential districts, and the sign is located on the offered property behind the street right-of-way line. All such temporary signs shall be removed within seven (7) days after the real estate closing or lease transaction for the subject parcel or expiration of the listing, whichever occurs first.
- (15) Restaurant Menu Signs provided there is no more than one per establishment not to exceed four (4) square feet.

17.76.040 SIGN PERMITS AND ADMINISTRATIVE PROCEDURES

a) Sign Permits.

- (1) Permits are not required to repair or maintain existing signs which wholly comply with this Sign Code.
- (2) A Sign permit requires an application submittal, non-refundable fee, and review and approval by the Planning Commission.
- (3) No work shall commence on signs requiring a permit until said permit has been issued by the Town.
- (4) Upon receipt of a sign permit, the sign permit expires if not erected within one year.

b) Permanent Sign Permit Application: The applicant shall provide the following information:

- (1) Name, address, and telephone number of the applicant and property owner.
- (2) Written consent of the property owner.
- (3) A Sign Plan composed of a scaled drawing(s) indicating the following:
 - a. Site Plan showing on-site drives, parking, buildings, sign type(s), proposed sign location(s) with dimensions to property lines and required sign landscaping.
 - b. When the Sign Permit Application is for common site signage in a multiple tenant commercial project then this information must be shown on the Sign Plan. The applicant has the option of applying for a Master Sign Plan.
 - c. A summary of all sign sizes, quantities, and areas corresponding to Sign Type Standards criteria.
 - d. Sign drawing(s) showing size, shape, design layout, an elevation of the sign on the building, materials, content, and mounting method.
 - e. Light fixture specifications and illumination values.
 - f. If the submittal is for a tenant on a multi-tenant site, provide a copy of the property owner's sign permit for the Common Site Signage.
 - g. Such additional information as requested by the Town Administrator.



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- h. The date when the applicant intends to erect the sign(s).
- c) **Master Sign Plan.** Any mixed-use development or multi-tenant building complex containing 3 or more units shall submit a master sign plan that consists of a coordinated, shared signage plan for the entire development.
- (1) Signs in the master sign plan 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.
- (2) A master sign plan application shall include all of the following:
- a. A table allocating sign area to each tenant, lot, or pad site;
 - b. A description and/or illustration of the materials to be used in wall signage; and
 - c. Elevations and materials for any standard signs for the site.
- (3) In reviewing an applicant's submittal of a master sign plan in conformance with the provisions of this Chapter, the Planning Commission may vary the following standards:
- a. Sign area for individual signs, and maximum sign area for all allowable signs;
 - b. Sign height for individual signs.
 - c. Sign setback or separation signs; and
 - d. Maximum number of signs, types of signs, or approved wall areas for purposes of sign location.
 - e. In exchange for a creative and quality design, one (1) of the above-listed standards may be altered up to twenty-five percent (25%) at the discretion of the Planning Commission. The Planning Commission may approve a greater change in a dimensional standard based on the applicant demonstrating that the change is warranted by a master sign plan and development that represents an exceptional design, the use of quality materials, increased landscaping, and/or other amenities.
- d) **Sign Permit Process and application.**
- (1) The Sign Permit Application submittal will be reviewed for completeness. When deemed complete it will be reviewed for compliance with applicable Town ordinances and the applicant will be notified of any discrepancies. If it is determined that the sign is not in conformance with these requirements, the Town Administrator shall recommend changes necessary to bring the sign into such conformance. If the applicant does not make such changes and prefers to submit the design as originally submitted, the Town Administrator shall forward the application to Planning Commission for review.
- (2) The Sign Permit Application must be submitted to the Administrator at least ten (10) days prior to the scheduled Planning Commission meeting to be considered.
- (3) Within thirty (30) days of submission of a completed application, allowing for one continuation of the application review for additional information or modification, the Planning Commission shall approve, approve with conditions, or deny the application. If the permit is denied, the Town Administrator shall provide a written explanation of the reasons for the denial by the Planning Commission.
- (4) Approval Criteria: A sign permit application submittal shall comply with the following:



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- a. The Sign(s) conforms to the requirements of all applicable codes.
 - b. The Sign does not interfere with pedestrian or vehicular safety and is not located within the clear vision triangle area per the adopted Town Roadway Specifications.
 - c. The Sign conforms to the design standards of this Chapter.
 - d. The Planning Commission may approve minimal variations in size and quantity standards if the applicant demonstrates exceptional design and/or compliance with the Purpose and Intent of this Chapter.
 - e. The Planning Commission shall evaluate sign compliance and work with the applicant to resolve any issues or concerns.
 - f. Commission may approve as submitted, approve with conditions, deny the application, or request revisions or additional information for further consideration.
- e) Approval of Deviations from Sign Code.
- (1) Applicability. Deviations of the standards set forth in this Chapter may be granted only in accordance with this Section.
 - (2) Process:
 - a. Applicant submits a complete sign deviation application and pays all applicable fees.
 - b. The Town Clerk shall set a time for the Planning Commission to consider the request at a public hearing.
 - c. Notice of the public hearing shall be provided as outlined in C.R.S.24-65.5-103 - Notice requirements.
 - (3) A Deviations may be granted following review and approval by the Planning Commission of the following:
 - a. A written narrative describing the nature of the sign variance request as well as the hardship placed on the applicant resulting in the request.
 - b. Applicant demonstrates that strict application of this Chapter would produce-peculiar and exceptional practical difficulties or undue hardships upon the property owner.
 - c. Such difficulties or hardship is not shared generally by other properties in the same zoning district and the same vicinity but are peculiar to the subject property.
 - d. The authorization of such variance will not result in substantial detriment to adjacent property or the public good, materially change the character of the district, or substantially impair the intent and purpose of the Chapter.
 - e. The granting of such variance is based upon demonstrable and exceptional hardship as distinguished from variance for convenience, profit, or caprice.
- f) Appeal of Denial of Sign Application or Deviation Request.
- (1) The Planning Commission may deny a sign application or deviation request for any one of the following reasons:
 - a. The applicable provisions of this Code have not been met.
 - b. The required application fees have not been paid.



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- c. The application is incomplete or contains false, misleading, or fraudulent statements.
 - d. The deviation request does not satisfy the requirements necessary for a deviation from the Sign Code.
- (2) Upon denial of an application for a sign permit, the applicant has ten calendar days from the date of the decision to file an appeal with the Town Clerk.
- (3) The applicant may appeal the Planning Commission's decision to the Town Board of Trustees. The decision of the Town Board of Trustees shall be considered a final decision for purposes of Colorado Rules of Civil Procedures (C.R.C.P.) 106.
- g) Enforcement.
- (1) Any sign found not to be in conformance with this Chapter shall be subject to revocation of the sign permit.
 - (2) Any work on the sign as allowed that has not commenced within a period of one year from the date the sign permit was issued shall automatically expire. The Town Administrator may allow an extension of up to thirty (30) days for construction delays that are not the result of willful acts or neglect by the permittee. Authority to grant further extensions rests with the Board of Trustees.
 - (3) No refund of any fees will be made if the sign permit is revoked or expired under the provisions of this Section.
 - (4) Town Clerk Review. The Town Clerk shall cause any sign that does not comply with the standards set forth in this Chapter, including any sign that is not registered in accordance with this Section, to be removed immediately and without notice.
- h) Fines and penalties.
- (1) Except as provided by Subparagraph b. below, any person who is convicted of, or pleads guilty or no contest to, a violation of this Chapter shall be punished by a fine not to exceed the jurisdiction of the municipal court. Each and every day on which any violation of this Chapter is committed, exists, or continues shall be deemed a separate and distinct offense.
 - a. First violation: Minimum fine: One hundred dollars (\$100.00).
 - b. Second violation: Minimum fine: Two hundred dollars (\$200.00).
 - Third violation: Minimum fine: Three hundred dollars (\$300.00).
- i. Nothing in this Sign Code shall limit or preclude the Town's ability in any manner to pursue the enforcement of the Town's Sign Code using any and all available remedies available or cumulatively.

17.76.050 SIGN STANDARDS

- a) **Sign Illumination.** Unless otherwise specified by these regulations, all permanent signs in nonresidential zone districts may be illuminated consistent with the adopted exterior lighting standards. No sign illumination is allowed in residential zone districts except for address numbers.
- b) **Light Source.**

