



TENANT SIGNAGE REGULATIONS

Downtown Superior

MARCH 25, 2024

Content subject to
change with updated
information



DOWNTOWN SUPERIOR

TENANT SIGN REGULATIONS SUMMARY

OBTAINING A PERMIT

Prior to placement of any sign*, a Sign Permit must be secured from the Town of Superior. Apply using Community Core online permitting software.

To register for an account click [here](#). To sign in click the icon below.



**See below for exceptions in the sections for temporary and sandwich board signs.*

This summary is intended to aid businesses and property owners in understanding tenant sign requirements in Downtown Superior; however, it does not include all adopted codes and procedures related to signage. All signs are subject to the current [Superior Town Code](#), as well as the latest amendments to all relevant Downtown Superior development plans (see the Town of Superior [Land Use Map](#)) and the [Superior Town Center Design Guidelines](#).

VICINITY MAP



PROHIBITED SIGNAGE:

- Signs mounted to, attached to, or painted on motor vehicles or trailers;
- Signs with any type of movement, animation or intermittent lighting effects;
- Signs that emit any type of sound;
- Signs in the public right-of-way or on public property;
- Signs located obstructing public traffic control devices;
- Roof mounted signs or signage extending above the building parapet or highest point of the roofline;
- Internally illuminated and/or back lit awnings;
- Hand-painted, "splash" signs on the storefront glass;
- Signs on raceways;
- Molded plastic letters and/or graphic elements;
- Steel;
- Reader-boards or large LED displays that change or scroll.

TOWN OF SUPERIOR PLANNING DEPARTMENT



[Planning and Building Department Website](#)



planning@superiorcolorado.gov



303-499-3675

REGULATIONS BY SIGNAGE TYPE

GENERAL REGULATIONS:

- ◇ Tenant signage shall be finished on all sides.
- ◇ Only one side of signs with two parallel sign faces will count against the allowable sign area.
- ◇ Street address shall be no larger than four square feet in area and shall not be considered signage for the purposes of sign area calculations.
- ◇ All signage shall be fabricated of highest quality materials (aluminum, glass), processes (routed sign faces, fabricated aluminum cabinets), finishes (gilding, acrylic polyurethane paint) and details (blind fasteners, multiple layers of material).
- ◇ Illuminated signs must be turned off 30 minutes after closing
- ◇ Concealed neon and LED are preferred. Exposed illumination may be utilized according to Town Code or at the Town's discretion.
- ◇ All signs and sign structures shall be maintained at all times in a state of good repair.

RETAIL STOREFRONT IDENTIFICATION WALL SIGN

Storefront wall signage is building-mounted above the entry door in a sign band, suspended from the wall or overhang.



- One wall sign per store front, maximum two sign on a corner with two public frontages.
- All wall signs shall be illuminated using halo illumination or individual reverse pan channel letters and/or logos. Cabinet signs are not permitted.
- Maximum height: at or below a plane 6" down from top of parapet or roofline projecting mounting bracket.
- Maximum face area: one square foot of sign face area per one foot of linear street frontage.

RETAIL ARCADE/PROJECTING SIGN

This sign type is to be building-mounted above main entry doors perpendicular to the building and is intended to be viewed by pedestrian traffic walking along the street frontage.

- Signs may not extend more than 42" from the face of the building.
- Illumination from ambient light only.
- Minimum height: 8' clear from bottom of sign to top of finished grade.
- Maximum face area: 4 square feet per side.



SIGN AREA CALCULATION:

- ◇ see [Town Code Section 16-19-90 \(b\)](#)
- ◇ Calculate surface area by including the entire area within a single, rectilinear perimeter of not more than eight (8) straight lines, a circle or an ellipse, enclosing the limits of the writing or other display, together with any material or color forming an integral part of the background.
- ◇ All of the area, including that between sections or modules, shall be included in the computation.
- ◇ For multi-sided or three-dimensional signs, the surface area shall be computed by including the total of all sides designed to attract attention or communicate information.
- ◇ Only one side of signs with two parallel sign faces will count against the allowable sign area.

RETAIL VINYL WINDOW/DOOR GRAPHIC

Window signs mounts to the glass on tenant's street frontage(s).

- One sign of this type per window and door of storefront(s).
- Sign shall be computer cut, self-adhesive, vinyl letters and/or logo, professionally fabricated and installed, applied to the exterior of the storefront glass.
- Illumination of these signs from ambient light only.
- Maximum height: at or near 5'-6" above finished grade.
- Maximum face area: 1 square foot.

TEMPORARY SIGNAGE

Temporary signs (other than banners) are those that do not have a permanent display area and are intended to be exhibited for a limited duration. They are regulated according to [Town Code 16-19-70 \(f\)](#).

- One sign per tenant
- Maximum face area: 32 square feet
- Max height: 8'
- Shall not exceed 25 percent of the total window area on which it is mounted.
- Maximum display period of 45 consecutive days, or as permitted during election season.
- Shall include the date the sign is first displayed in the lower right-hand corner.
- No permit is required

TEMPORARY BANNERS

Banners are signs made of lightweight fabric or similar material with no enclosing framework that is mounted to a building or other structure at one or more edges. They are regulated according to [Town Code 16-19-70 \(g\)](#).

- A no fee, administratively approved banner permit is required for all banners. Banner permits shall be kept on the property where the banner is displayed at all times.
- No more than four banner permits shall be issued to a single applicant in one calendar year.
- Banners shall not exceed 50 square feet.
- Banners shall not be displayed for more than 30 consecutive days
- Banners shall be securely attached to a building at all times.

SANDWICH BOARD SIGNS

An A-frame type sign consisting of two hinged boards placed daily on the pavement outside of a shop or storefront, used chiefly for drawing the attention of passersby or advertising special offerings.

Signs of this type are allowed, subject to the following standards:

- One sign per tenant.
- Maximum face area: 6 square feet per side.
- Illumination from ambient light only.
- High quality materials and artistic designs shall be used in the construction of sandwich board signs. No plastic board or plastic letters shall be permitted.
- A sandwich board sign shall not obstruct pedestrian circulation. A minimum of 4' of sidewalk clearance shall be maintained at all times.
- Sandwich board signs must be removed each day at close of business.
- Sandwich board signs must be anchored to the ground or weighted sufficiently to prevent movement by wind.
- Sandwich board signs may be placed in the right-of-way on a sidewalk or on a private walkway immediately adjacent to the building frontage with the primary entry of a tenant or site.
- No permit is required.

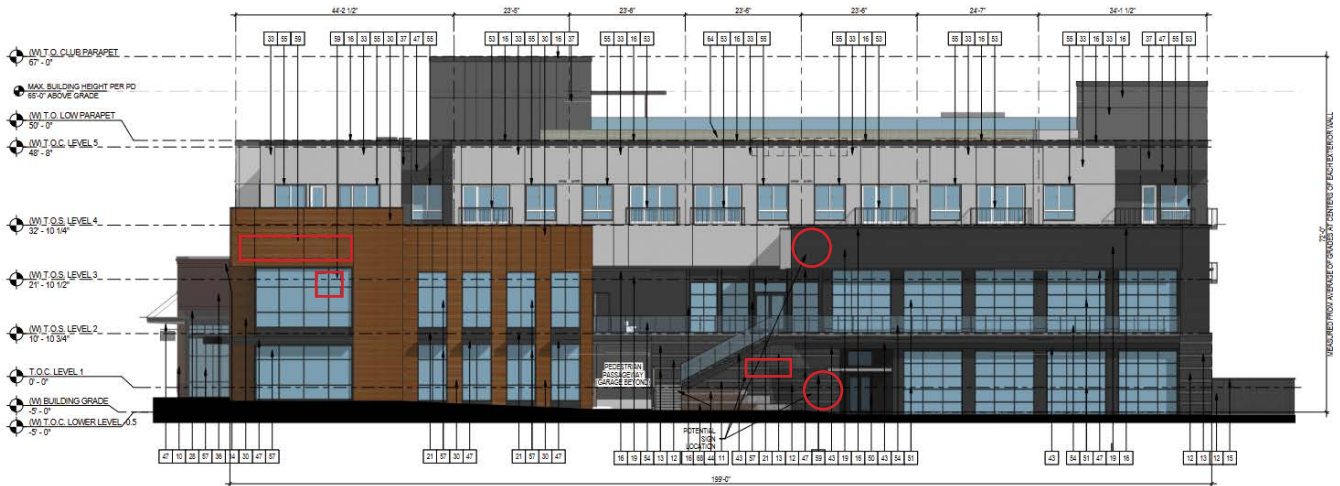


PERMITTED SIGN LOCATIONS BY BUILDING TYPE

WRAPPED GARAGE, MIXED-USE (BUILDING 6)



East Elevation



Southeast Elevation



Southwest Elevation



West Elevation



MIXED-USE APARTMENT OVER RETAIL OR LIVE-WORK (TYP. BUILDINGS 9,10, 11)



Northeast Elevation



Northwest Elevation



East Elevation



West Elevation

