



DOWNTOWN
DEVELOPMENT
AUTHORITY

RIFLE, COLORADO

REVISED SIGN CODE VOLUNTARY GUIDELINES

The following guidelines are based on the Rifle Municipal Code. A reimbursement of 2/3 of the cost of a store front sign, not to exceed \$500 will be awarded to any sign that complies with the following guidelines and is approved by the DDA Board. Also a square footage bonus of ten (10%) will be awarded to any sign that complies with the following guidelines and is approved by the DDA Board.

Purpose

These guidelines are intended to coordinate the use, placement, physical dimensions and design of all signs within the Downtown Development Authority District. It is the DDA's desire to encourage signs that are responsive to the aesthetics and character of their particular location, adjacent buildings and uses and the surrounding neighborhood. Also signs need to be compatible and integrated with the building's architectural design and with other signs on the property.

Criteria for Review

- 1) The sign conforms to the requirements of all applicable building codes.
- 2) The sign would not interfere with pedestrian or vehicular safety.
- 3) The sign would not detract from the character of an architecturally significant or historic structure.
- 4) The sign would not be located so as to have a negative impact on adjacent property.
- 5) The sign would not detract from the pedestrian quality of the street or area.
- 6) The sign would not add to an over proliferation of signs on a particular property or area.

Sign Design

Design Compatibility

- Creative design encouraged. Signs shall make a positive contribution to the general appearance of the street and commercial area in which they are located.
- Professional. Signs shall be made by a professional sign company or other qualified entity as determined by the DDA.

- Proportionate size and scale. **See Figure 1.** The scale of the signs shall be appropriate for the building on which they are placed and the area in which they are located. Building signs shall be harmonious in scale and proportional with the building façade to which they are mounted.
- Sign location and placement. **See Figure 2.** Signs shall not visually overpower or obscure architectural features. A unified sign band should be used whenever possible and placed at the same height of surrounding buildings.
- Monument signs should be located in a planter setting within a landscaped area at the primary entry.
- Pedestrian-oriented signs are encouraged. These signs are designed for and directed toward pedestrians so they can easily and comfortably read the sign as they stand adjacent to the business.
- Road right-of way compliance. No sign shall obstruct the view or be confused with any authorized traffic sign, signal or device. Signs located at an intersection must be outside the sight distance triangle.

Color

- Colors shall be selected to contribute to legibility and design integrity. Sign colors shall complement the use of color on the structure. A combination of colors that are harsh and disrupt the visual harmony and order of the street are unacceptable.
- The use of contrasting colors can add to the readability of the sign. Light letters on a dark background or dark letters on a light background are most legible.
- Avoid using too many colors which interfere with legibility.

Materials

- Materials shall be constructed of durable, high quality architectural materials. The sign ‘package’ must use materials, colors, and designs that are compatible with the building facade. Sign materials must be of proven durability. Treated wood, painted metal, stone, brick, and stucco are the preferred materials for signs.

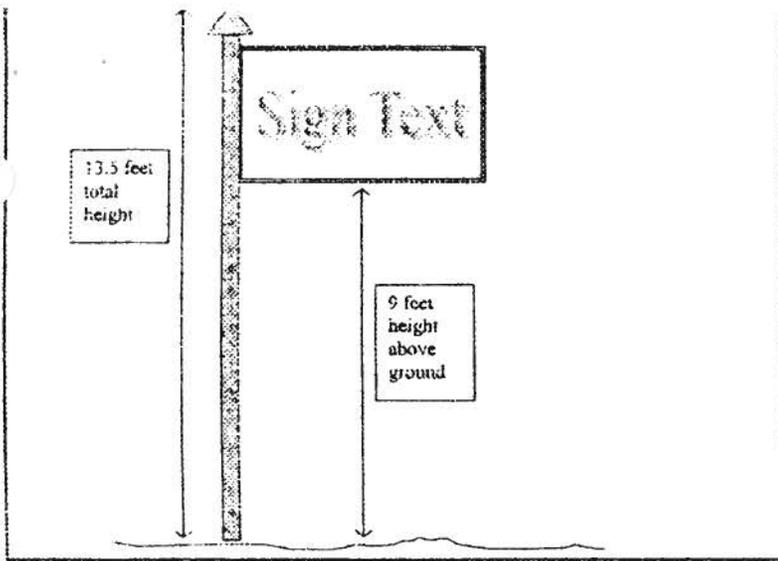
Text

- The use of ‘Western Fonts’ is highly encouraged. **See Figure 3.** Lettering size, style and color shall logically relate to the average speed of the traffic which will see it. Symbols and logos can be used in place of words whenever appropriate.

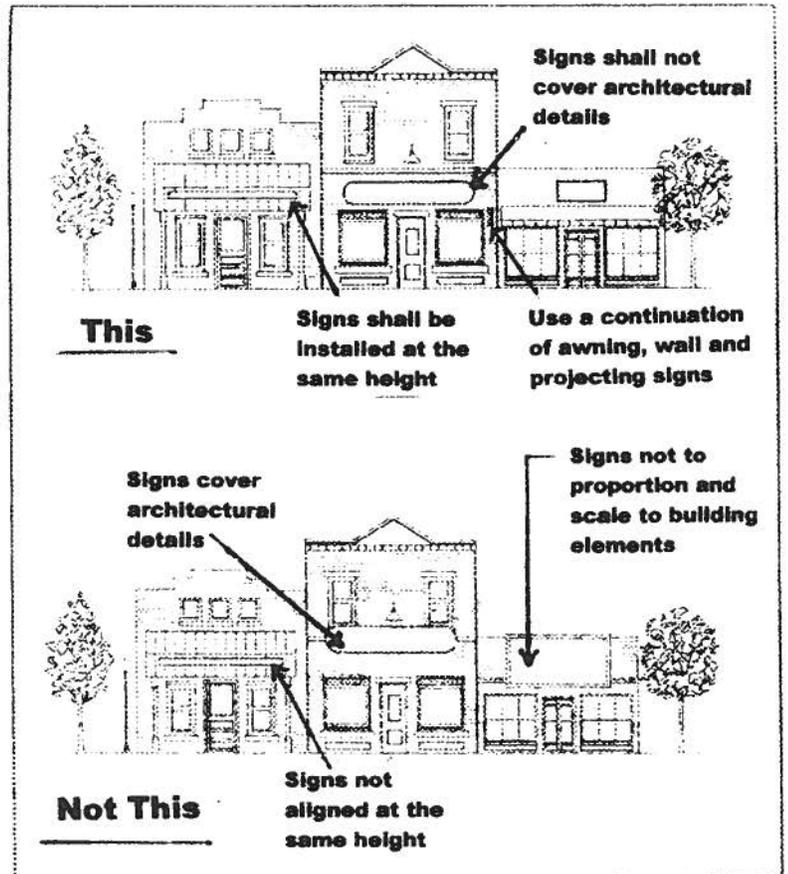
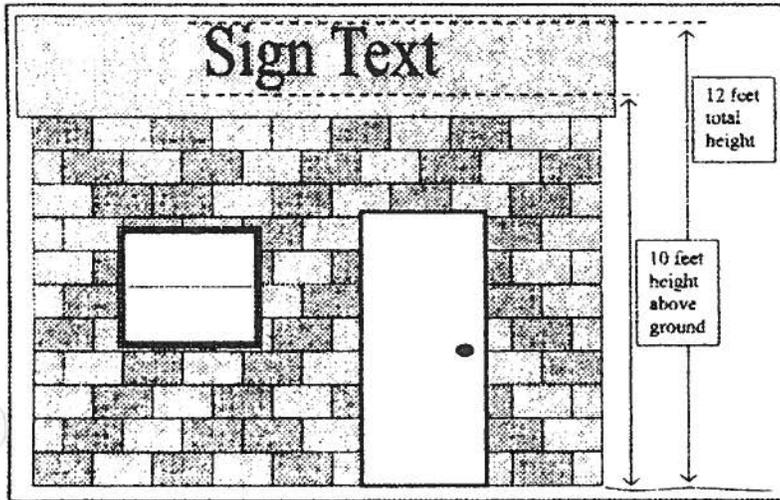
The following graph shows sign standards for the Central Business District (CBD) zoning district which the DDA falls within.

<i>Type of Sign</i>	<i>Number of Signs</i>	<i>Sign Area (sq. ft.)</i>	<i>Maximum Height</i>	<i>Lighting Types</i>	<i>Comments</i>
Awning/ Canopy or Wall	1 per street front OR 1 per tenant OR 1 per building frontage	5% of building façade OR 75 sf, whichever is less 15 sf minimum is allowed for all uses, regardless of building façade	Limited to first story of building unless second story has pedestrian access such as balcony Must be at least 8 feet above finished grade Can be no more than 25 feet above grade	Direct, indirect, or internal Lighting must be turned off from 11 pm to 6 am if within 500 feet of residential zone district	Cannot project more than 12 inches beyond face of awning, canopy or building wall Cannot obstruct window, door or other architectural details Cannot extend above top of awning, canopy or building eaveline Signs located under canopy or awning are considered suspended signs On corner lots, maximum square footage must be shared if utilizing more than 1 sign
Freestanding	1 per 1500' of street frontage per lot and 1 per street frontage for corner and double frontage lots When more than 1 use occurs on a lot, only 1 sign is permitted	1 sf for each lineal foot of building frontage OR 75 sf feet, whichever is less	Cannot exceed height of principal building OR 25 ft, whichever is less	Direct, indirect, or internal Lighting must be turned off from 11 pm to 6 am if within 500 feet of residential zone district	Must be at least 8 feet from pavement Must be at least 4 feet from building On corner lots, maximum square footage must be shared if utilizing more than 1 sign For multi-tenant uses, 1 freestanding sign is permitted
Projecting or suspended signs	1 per building frontage	16 sf	Limited to first story of building unless second story has pedestrian access such as balcony Must be at least 8 feet above finished grade Can be no more than 25 feet above grade		If used in conjunction with awning/canopy or wall sign, square footage must be subtracted from total allowable area for awning/canopy or wall sign Must generally align with other projecting or suspended signs in same block Limited to 4-foot width
Window Signs		Cannot exceed 50% of area of window	Limited to first story of building unless second story has pedestrian access such as balcony	Unlighted	Posters for temporary (<30 days) events are exempt

Figure 1



A



B

Figure 2

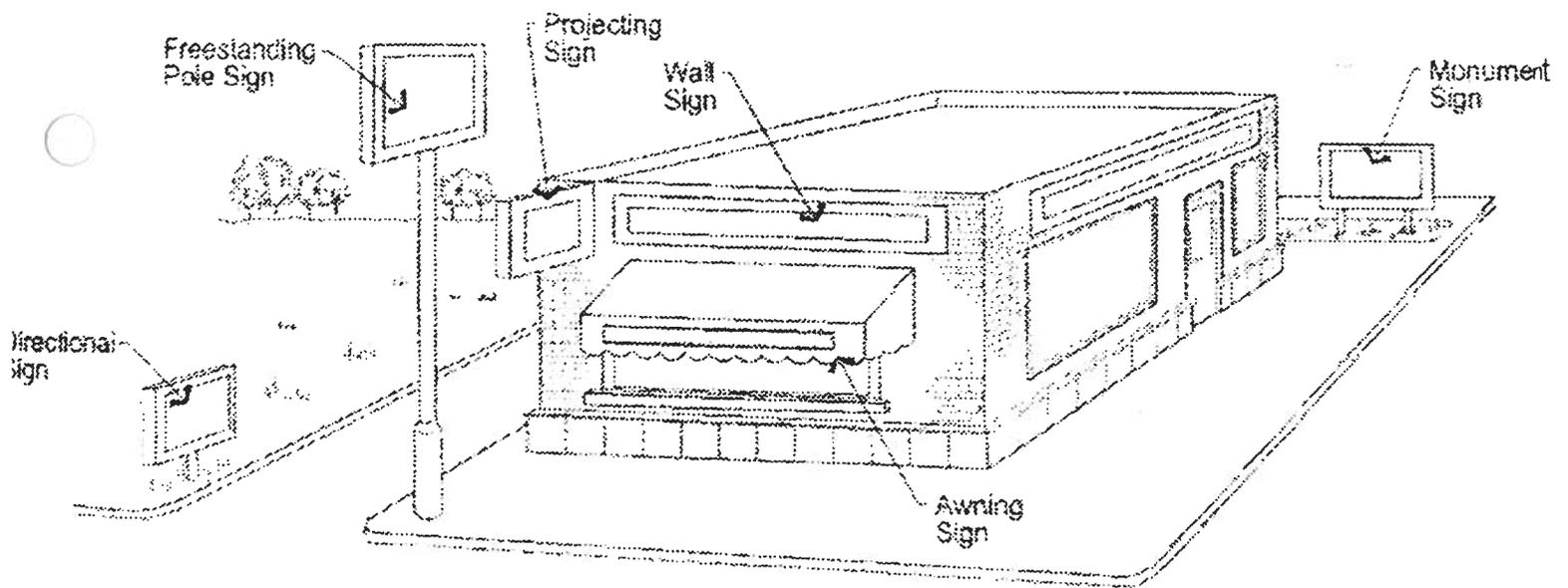


Figure 3

WESTERN FONTS

BLACK OAK **Black Oak**

NASHVILLE **Nashville**

CG DAVISON **cg davison**

DAVIDA

A*GREAT*FIND * * * * *

Goudy handtooled

MESQUITE

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