

**CITY OF CENTENNIAL,
COLORADO**

ORDINANCE NO. 2024-O-07

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF
CENTENNIAL, COLORADO AMENDING CHAPTER 12 OF THE
MUNICIPAL CODE (LAND DEVELOPMENT CODE) CONCERNING
SIGN DESIGN PROGRAMS**

WHEREAS, pursuant to Article 23, Title 31 of the Colorado Revised Statutes, the City of Centennial (“City”) has authority to regulate the development of land within the City for the purposes of promoting the public health, safety, convenience, and the general welfare of the community; and

WHEREAS, the City Council adopted the Land Development Code (“LDC”) by enactment of Ordinance No. 2010-O-13 and Ordinance No. 2011-O-14; and

WHEREAS, the LDC is codified as Chapter 12 of the Centennial Municipal Code; and

WHEREAS, following a public hearing, the City of Centennial Planning and Zoning Commission recommended City Council approval of amendments to the LDC to modify regulations concerning Sign Design Programs (“SDPs”); and

WHEREAS, the proposed changes to the LDC are intended to provide clear approval standards and application requirements for SDPs, change the approval process for SDP applications, and establish processes for amending and repealing SDPs; and

WHEREAS, in conformance with the LDC, the public hearing before the City Council was properly noticed by publication in *The Centennial Citizen*; and

WHEREAS, the City Council has determined that the adoption of this Ordinance is legislative in nature and will further the public health, safety and welfare of the residents of the City.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CENTENNIAL,
COLORADO, ORDAINS:**

Section 1. The foregoing recitals are affirmed and incorporated herein by this reference as findings of the City Council.

Section 2. Division 6-6, *Sign Design Program*, shall be repealed and replaced to read in full as follows:

Sec. 12-6-601. Sign Design Program Alternative.

A. *Generally.*

1. *Purpose.* The requirements of Division 6-1 to Division 6-5 ensure that signs that meet certain minimum standards that are consistent with the character and quality of

development in Centennial may be quickly approved and displayed. For some developments, alternative standards may contribute to the aesthetic qualities of the development. Approval of a Sign Design Program pursuant to the standards of this Division allows for unified presentation of signage throughout a Parcel Proposed for Development, flexibility to provide for unique environments, and pre-approval of designs and design elements to make subsequent applications for sign permits more efficient.

2. *Sign Design Program Flexibility.* Signage which is proposed as part of a Sign Design Program may deviate from the standards found in Division 6-1 to Division 6-5 in terms of the types and numbers of signs allowed, the maximum sign area, the maximum signable area ratio, and materials and illumination standards (including electronic message centers), subject to compliance with a Sign Design Program that is approved according to the approval criteria set out in this Section. The Director shall review all Attached, Detached, and Temporary Sign types for the Parcel Proposed for Development, to determine the degree of compliance with this Article.

B. *Sign Design Program Requirements.*

1. An application for a Sign Design Program may be initiated by property owner(s) with a majority ownership interest within the Parcel Proposed for Development, or by the City of Centennial. For purposes of this Section 12-6-601, majority ownership interest shall mean the owners of at least 50% of the total land area which constitutes the Parcel Proposed for Development. Prior to application submittal, an Applicant submitting a Sign Design Program shall mail or otherwise deliver a courtesy notice to all property owners and tenants impacted by the proposed Sign Design Program so that the notice is given least three (3) days prior to application submittal.
2. A Sign Design Program shall set forth a master plan for all signage for an entire Parcel Proposed for Development. For example, shopping center Sign Design Programs shall include all tenants and lots; and office or industrial parks shall include all types of signs for wayfinding and tenants or uses within the development. Parcels Proposed for Development comprising a single tenant and single parcel shall not be eligible for a Sign Design Program.
3. Attached and Detached Signs within a Sign Design Program shall be architecturally integrated into or complimentary to the design of the buildings and character of the site, and shall use similar and coordinated design features, materials, and colors. The Sign Design Program shall establish an integrated architectural vocabulary and cohesive theme for the Parcel Proposed for Development.
4. The Sign Design Program's maximum permitted sign area shall be based on the following formula:
 - a. Attached Signage. The maximum area permitted for Attached Signs shall not exceed six (6%) percent of the building façade to which the sign is to be attached.

- b. Detached Signage. The maximum total permitted area of all Detached Signs shall not exceed one-hundred ten (110%) percent of the total sign area that would otherwise be permitted by Section 12-6-402, *Detached Signs*.
 - c. The Applicant shall develop a comparison model of Attached and Detached Signage for the Parcel Proposed for Development to determine the maximum Attached and Detached Signage allowed for the Parcel Proposed for Development in comparison to what is allowable in the underlying zone district.
5. The height, area, number and location of signs permitted through the Sign Design Program shall include the following considerations:
 - a. The overall size of the Parcel Proposed for Development and the scale of the use or uses located or anticipated to be located there (larger land areas and scales of use tend to favor larger signs and/or more signs);
 - b. Relationship between the building setback and sign location. Additional signage may be appropriate for buildings with less visibility, particularly where buffering is providing an aesthetic and/or environmental benefit to the City;
 - c. Frontage (larger frontages may justify more or larger signs, particularly if the size of the frontage tends to prevent sign clutter from multiple adjacent parcels);
 - d. Access and visibility to the site;
 - e. Intended traffic circulation pattern and the need for wayfinding;
 - f. Hierarchy of signage; and
 - g. Relationship between the site and adjacent uses.
6. *Elimination of Nonconforming Signs*. All existing Detached and Attached Signs shall be brought into conformance with the standards of the approved Sign Design Program. The Sign Design Program shall establish a reasonable timeline for bringing existing non-conforming signs into compliance with the Sign Design Program.
7. *Prohibited Signs and Sign Elements*. Prohibited signs and sign elements are not eligible for inclusion in a Sign Design Program unless specifically indicated in this Article.
8. *Modification of Sign Setbacks*. Setbacks for detached signs may deviate from the requirements of this Article if it is demonstrated that there is no negative impact on public safety or utility easements, and all other requirements for approval of a Sign Design Program are met.
9. *Sign Permit Review and Approval*. All Sign Design Programs shall include a provision that sets forth that all sign permits submitted to the City require a property owner or property owner representative (such as a landlord or management company) to review proposed signs against the Sign Design Program prior to a sign permit being submitted for review to the City. If the City requests any modification to the owner or property owner representative sign permit submittal, the owner or property owner representative

shall have the opportunity to review and approve any of the modifications prior to the City's issuance of a sign permit.

10. *Lighting*. Lighting standards for signs shall not deviate from the standards of this Article, unless the signs:
 - a. Are not visible from outside of the Parcel Proposed for Development;
 - b. Do not create Light Pollution under normal conditions; and
 - c. Do not shine into windows of residential units located within or adjacent to the Parcel Proposed for Development.
- C. *Sign Design Program Application*. The Director shall promulgate a standard application form for a Sign Design Program which application shall include, at a minimum, the following:
 1. A letter of intent that addresses the overall vision of the Sign Design Program.
 2. Sworn proof of ownership and a notarized letter of authorization from property owner(s) constituting the majority ownership interest within the Parcel Proposed for Development permitting a representative to process the application.
 3. Treasurer's Certificate of Taxes due.
 4. Title certificate or abstract of titles covering all lands to be covered by the Sign Design Program.
 5. A copy of the courtesy notice provided to property owners and tenants impacted by the proposed Sign Design Program and list of the names and addresses of the owners and tenants notified, in accordance with Section 12-6-601(B)(1).
 6. A Sign Design Program exhibit (8.5 in. by 11 in. minimum in size, or size and format that is legible and recordable with the County Recorder's Office) that includes the following:
 - a. Name of the proposed Sign Design Program;
 - b. The land area and legal description;
 - c. The existing zoning of the property;
 - d. A comparison table of Attached and Detached Signage for the Parcel Proposed for Development to determine the maximum Attached and Detached Signage allowed for the Parcel Proposed for Development in comparison to what is allowable in the underlying zone district.
 - e. Proposed Attached and Detached Sign dimensions and approximate locations;
 - f. Proposed allowances for Attached and Detached Temporary Signs;
 - g. Signature block for the Director and the Applicant (s) constituting the majority ownership interest;
 - h. Applicable notes and certifications approved by the City Attorney that regulate the development;
 - i. A design theme with illustrative examples of each sign type and the proposed general locations of each sign type;

- j. Sign materials and colors;
 - k. Proposed illumination, including illumination levels; and,
 - l. Maximum numbers of items of information per sign face.
- D. *Approval Criteria.* The Director shall approve a Sign Design Program upon a finding that it complies with all of the standards of this LDC and meets all of the following approval criteria:
 - 1. The Sign Design Program shall not negatively impact the implementation of the Comprehensive Plan or an adopted Sub-Area Plan.
 - 2. The Sign Design Program meets the requirements of this Article.
 - 3. The Sign Design Program shall improve the aesthetics of signage for all property within the Parcel Proposed for Development, and provide substantially improved, comprehensive, and unified signage for all property within the Parcel Proposed for Development compared to what is otherwise permitted under the minimum standards of this Article.
 - 4. The signage proposed as a part of the Sign Design Program is compatible with adjacent residential and non-residential properties.
- E. *Conditions for Approval.* The Director may impose reasonable conditions on a Sign Design Program that are not related to the content of the signs or the viewpoints of the sign users to ensure continuing compliance with the standards of this Division and approved Sign Design Programs.
- F. *Effect of Approval.* Upon the Director's approval of a Sign Design Program, issuance of a sign permit shall be based on compliance with the standards set out in the applicable Sign Design Program.
- G. *Amendments to a Sign Design Program.* Amendments to Sign Design Programs shall follow the procedures of this Section and meet the approval criteria set forth in Section 12-6-601(D). The Director may waive or modify application requirements upon a finding that the requirements do not relate to the amendment of the Sign Design Program for which the waiver is requested.
- H. *Repeal of a Sign Design Program.* A repeal of a Sign Design Program may be initiated by property owner(s) with a majority ownership interest within the Parcel Proposed for Development, or by the City of Centennial. An application to request the repeal of a Sign Design Program shall be accompanied by a letter that provides contact information, the applicable Sign Design Program, the reason for requesting the repeal of the Sign Design Program, and any evidence or documentation that supports the request. In considering the repeal, the Director shall make a finding that the Sign Design Program is no longer appropriate based on changes to the use of the Parcel Proposed for Development, changes to the allowable signage in the underlying zone district, or a rezoning of the Parcel Proposed for Development. Following repeal of a Sign Design Program, the underlying zone district's sign standards shall govern. Signs that remain on the Parcel Proposed for Development after the repeal of a Sign Design Program shall be considered non-conforming signs if they do not meet the standards of the underlying zone district.

Section 3. Section 12-13-201(F), *City Council*, shall be repealed and replaced to read in full as follows:

- F. *Ratifications.* The City Council shall include the following decisions of the Planning and Zoning Commission on its consent agenda for ratification:
1. Site plans that are decided by the Planning and Zoning Commission, as specified in Section 12-14-204, Public Hearing Development Orders;
 2. Pattern books; and
 3. Comprehensive Plan and Sub-Area Plans and amendments.

Section 4. Section 12-13-202(B), *Planning and Zoning Commission*, shall be repealed and replaced to read in full as follows:

- B. *Powers.* The Planning and Zoning Commission is delegated the following powers:
1. *Review and Decision after Public Hearing.* The Planning and Zoning Commission shall review and decide after public hearing the following types of applications for development approval:
 - a. Temporary use certificates for temporary conditional uses;
 - b. Site plans as specified in Section 12-14-204, Public Hearing Development Orders;
 - c. Pattern books;
 - d. Variances; and
 - e. Comprehensive Plan and Sub-Area Plans and amendments.

Section 5. Table 12-14-203, *Administrative Development Orders*, shall be amended to add the following new row to the table to be inserted in appropriate alphabetical order:

Table 12-14-203 Administrative Development Orders					
Development Order	Required For	Timing	Exceptions	Issued By	Standards ¹
Sign Design Program	Development of signage that is not strictly consistent with the general requirements of Article 6, Signs and Lighting.	Prior to construction of signage that would be subject to the Sign Design Program, generally with a site plan or regulating plan.	NA	Director	See Division 6-6, Sign Design Program.

Section 6. Table 12-14-204, *Public Hearing Development Orders*, shall be amended to delete the following row from the table:

Table 12-14-203 Public Hearing Development Orders					
Development Order	Required For	Timing	Exceptions	Issued By	Standards ¹
Sign Design Program	Development of signage that is not strictly consistent with the general requirements of Article 6, Signs and Lighting.	Prior to construction of signage that would be subject to the Sign Design Program, generally with a site plan, pattern book, or regulating plan.	NA	Planning and Zoning Commission; Ratified by City Council	See Division 6-6, Sign Design Program.

Section 7. Division 16-2, entitled *General Definitions*, shall be amended by adding the following new definition in appropriate alphabetical order:

Sign Design Program (“SDP”) means a coordinated regulatory plan for the design and placement of signage within a Parcel Proposed for Development. An SDP allows for flexibility and deviations from the strict signage regulations of this LDC that otherwise may not be permitted by the underlying zoning of the Parcel Proposed for Development. An SDP provides details on signage types, numbers, maximum sign area, signable area ratio, materials, and illumination standards, including electronic message centers. The regulations of the SDP replace the signage regulations of the underlying zone district of the Parcel Proposed for Development.

Section 8. Minor Edits, Corrections and Additions. The Community Development Director shall be authorized to make minor typographical, immaterial, or grammatical corrections or additions to the Land Development Code, including but not limited to correcting spelling errors and adding, removing, or supplementing materials that do not materially change the meaning or intent of the Land Development Code, without City Council approval, provided that the Community Development Department shall maintain full and complete records of all such edits, additions, and corrections made to the Land Development Code.

Section 9. Severability. Should any one or more sections or provisions of this Ordinance be judicially determined invalid or unenforceable, such judgment shall not affect,

impair or invalidate the remaining provisions of this Ordinance, the intention being that the various sections and provisions are severable.

Section 10. Repeal. Any and all ordinances or codes or parts thereof in conflict or inconsistent herewith are, to the extent of such conflict or inconsistency, hereby repealed; provided, however, that the repeal of any such ordinance or code or part thereof shall not revive any other section or part of any ordinance or code heretofore repealed or superseded and this repeal shall not affect or prevent the prosecution or punishment of any person for any act done or committed in violation of any ordinance hereby repealed prior to the effective date of this Ordinance.

Section 11. Effective Date. Except as otherwise expressly provided herein, the provisions of this Ordinance shall become effective thirty (30) days after publication following final passage.

INTRODUCED, READ, AND ORDERED PUBLISHED BY THE CITY COUNCIL OF THE CITY OF CENTENNIAL, COLORADO, UPON A MOTION DULY MADE, SECONDED AND PASSED AT ITS REGULAR MEETING HELD ON THE ___ DAY OF _____, 2024.

CITY OF CENTENNIAL

By: _____
Stephanie Piko, Mayor

Approved as to Form:

For City Attorney's Office

I hereby certify that the above Ordinance was introduced to the City Council of the City of Centennial at its meeting of _____, 2024 and ordered published one time by title only in *The Centennial Citizen* newspaper on _____, 2024, and in full on the City web site in accordance with Section 2-1-110 of the Municipal Code.

ATTEST:

SEAL

By: _____
City Clerk or Deputy City Clerk

FINALLY ADOPTED, PASSED, APPROVED WITH AMENDMENTS, IF ANY, AND ORDERED PUBLISHED BY TITLE ONLY, IN *THE CENTENNIAL CITIZEN* NEWSPAPER AND IN FULL ON THE CITY WEB SITE IN ACCORDANCE WITH SECTION 2-1-110 OF THE MUNICIPAL CODE BY THE CITY COUNCIL OF THE CITY OF CENTENNIAL,

COLORADO, UPON A MOTION DULY MADE, SECONDED AND PASSED AT ITS MEETING HELD ON THE ____ DAY OF _____, 2024, BY A VOTE OF ____ IN FAVOR AND ____ AGAINST.

CITY OF CENTENNIAL

By: _____
Stephanie Piko, Mayor

I hereby certify that the above Ordinance was finally adopted by the City Council of the City of Centennial at its meeting of _____, 2024, and ordered published by title only, one time by *The Centennial Citizen* newspaper on _____, 2024 and in full on the City web site in accordance with Section 2-1-110 of the Municipal Code.

SEAL

ATTEST:

By: _____
City Clerk or Deputy City Clerk

Published in full on the City's website at: www.centennialco.gov on May 3^{0th}, 2024 by Allie Powell, Deputy City Clerk.