



**PUD SIGN PROGRAM**

**APPROVED • APRIL 15, 2010**





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# **Part 1—General Provisions**

## **1.1 Purpose and Intent**

The existing and designed character of Keystone Resort, a community with eight discrete neighborhoods, will create a rich and fulfilling experience for guests and residents alike. Its character is built around the natural beauty, historical significance and recreational opportunities of the Snake River Valley. Signage plays an appropriate role in insuring safety, providing guidance and information identifying commercial services, and helping to reinforce and protect this built and natural environment. Signage also is part of the aesthetic perception and should help define the unique character of a place. Signage at Keystone Resort must serve the important functional purpose it is intended for, but it must also be appropriate in scale to the space, be aesthetically pleasing, and convey a sense of the character of the neighborhood in which it is located.

To best satisfy this informational and directional role with the highest respect for the environment and user experience, the following guidelines were developed with several considerations:

- A. To work within existing regulatory codes, ordinances and standards for signing as defined by Federal, State and Local jurisdictions.
- B. To utilize physiological understandings of perception, scale, and motion to insure concise, effective visual communication at all levels of viewer activity from the 45 mph vehicular environment to the tranquil pace of a hiking trail.
- C. To use materials that are “at home” with the character and vision of this unique mountain resort and the diversity of its neighborhood communities.
- D. To insure public safety and appreciation of natural resources.

To these ends, the following signage guidelines have been prepared. They are organized into sign types and categories in a sequential fashion as the viewer might encounter them, beginning with vehicular highway signs and ending with wilderness trail signage. This sign program was originally developed and approved in 1997. Many of the signs envisioned in the sign program have been installed. The sign program has proved to be a useful guide, but after more than twelve years needs to be updated to incorporate ‘lessons learned’, contemporary design considerations, and changes to the review process. The 1997 document was approved by, and assumed guidance from, the Summit County Sign Commission. That commission no longer exists. That guidance will now be provided by the applicable Review Authority with Summit County Government.

## 1.2 Authority

The Keystone Sign Program applies to and is exclusive to all signs within the Keystone PUD. Keystone Resort sign usage is subject to the regulations of Federal, State and County authorities regarding the use of signs, and as such these regulations shall be used to clarify or further define any details regarding placement, size and materials that may not be addressed in this Sign Program document. Jurisdictional authorities include the U.S. Department of Transportation, Colorado Department of Transportation, Colorado Passenger Tramway Safety Board, Summit County, Colorado, and the U.S. Forest Service. All other areas within Keystone Resort where the above authorities do not have jurisdiction or controlling ordinances, sign use and sign characteristics shall be controlled exclusively by this document and its provisions.

## 1.3 Definition of Terms

**Aggregate Sign Area:** The combined area of more than one sign.

**Arcade Sign:** A sign which is mounted perpendicular to a building façade and projects directly over a covered pedestrian walkway or building entrance.

**Arterial Road:** Arterials link cities, larger towns and other traffic generators such as major resort areas. They provide a means of intra-county travel. Arterials should provide for relatively high overall travel speeds with minimum interference to through movements.

**Awning:** A roof-like cover that is temporary in nature and projects from the exterior of a building.

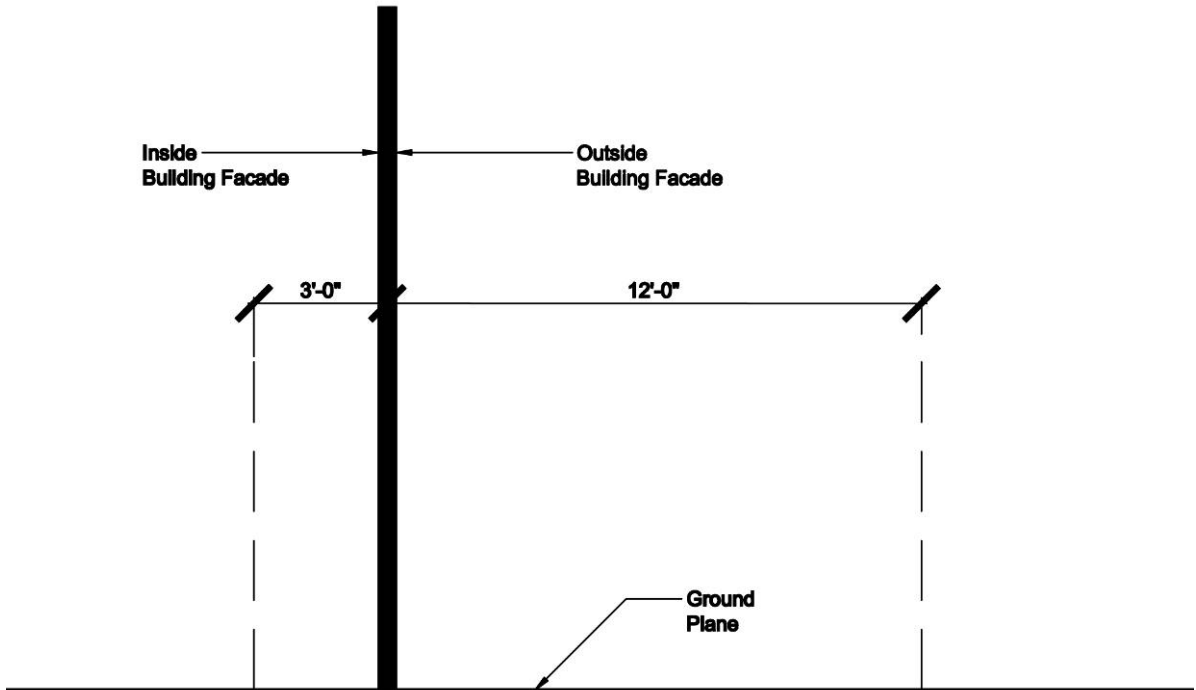
**Architectural Review Committee (ARC):** The Committee established by The Keystone PUD that is responsible for review of all signage within the Keystone PUD area.

**Banner:** Any sign made of fabric or any non-rigid material with no enclosing framework, excluding pennants and streamers.

**Collector Roads:** Collectors provide a link between local roads and arterials, and allow for the movement of through traffic in neighborhoods. Collectors are designed so they do not disrupt the activities and land uses they serve, In addition, access to collectors is designed so it minimizes interruption of traffic flows. Collector roads in the PUD are determined to be those identified as such by the Summit County Engineering Department.

**Commercial:** Any privately owned, for-profit enterprise providing retail trade such as hardware, equipment, materials, food, apparel and accessories; furniture and general merchandise; transportation-related services or products; services related to business, finance, real estate, lodging, eating and drinking; theaters; amusement facilities; and gasoline service stations.

**Commercial Frontage Sign Zone:** The area that extends 3 feet inside the building and 12 feet outside the building or to the edge of attached, covered walkways, and raised patios and decks, whichever is furthest. Signs within this zone shall comply with this sign program. Commercial establishments shall not place signs beyond the limits of the Commercial Frontage Zone on the outside of the building.



**Construction Project Identification Sign:** A temporary sign identifying an architect, contractor, financier, subcontractor, and/or material supplier participating in construction on the property on which the sign is located limited to the duration of such construction. These signs may be erected after a grading and/or building permit is issued and must be removed upon completion of the project.

**Freestanding Facility:** Any commercial or institutional structure that houses one business or activity.

**Ground Mount:** Method of supporting a sign by post or other physical support which is embedded in the ground or weighted on the ground.

**Ground Sign:** Signs that are Ground Mounted located in landscape beds or pedestrian walkways.

**Guidance:** To provide directional or instructional information to an intended audience.

**Hanging Sign:** Signs that are hung, or supported, below an architectural element such as a roof overhang, arcade or projecting deck.

**Housing Group:** A group of at least four housing units served by a common parking area and vehicular access from a feeder road or minor road.

**Housing Unit:** An individual house, single family or multi-family dwelling.

**Indirect (Lighting):** Illumination of a sign where the source of illumination is external and using a reflective housing to control and direct light to the sign area.

**Institutional:** Public institutions and non-profit businesses engaged in agriculture, forestry and fisheries, service organizations related to health care, community service, religion, education, art and other non-profit social institutions, and miscellaneous services.

**Local Access Roads:** Local Access Roads provide direct access to and connections between individual residences, businesses, community facilities and other land uses with neighborhoods. They also link individual properties to the collectors and arterial roadway network. This type of road is for use by property owners, the general public and service vehicles such as trash trucks, delivery trucks and snowplows. Local Access Roads in the PUD are determined to be those identified as such by the Summit County Engineering Department.

**Maximum Height:** Height above grade to the highest part of the Sign Area.

**MUTCD:** The most recent approved edition of Manual of Uniform Traffic Control Devices published by the Federal Highway Administration and as subsequently amended.

**Projecting/Arcade Signs:** These signs are mounted perpendicular to building walls and to structural cross members under covered walkways or attached to the face of buildings. Projecting and arcade signs are pedestrian oriented and designed to identify businesses and attract customers. They also provide visual interest and character to the streetscape.

**Recreation Areas:** Those areas within the boundary of the PUD, but not within the boundary of Village Centers or within individual residential or commercial developments.

**Resort Support:** Resort Support are non-commercial facilities that are provided as amenities or operational facilities required to create a destination resort. Resort Support includes facilities provided for skier services, conference, cultural activities, maintenance, lodge lobbies, service spaces, administrative offices, meeting rooms, transit facilities, parking lots, resort operations, or other similar uses.

**Sandwich Board Signs:** Light weight signs that are moved outside only during open business hours with permanent and/or variable messaging to indicate a specific business, commercial area, sale or special event. To avoid clutter within commercial areas and minimize potential safety hazards, sandwich board signs are limited in number and location as defined in this program.

**Sign:** Any object, display, structure, or part thereof situated outdoors or indoors, which is used to advertise, identify, display, direct or attract attention for advertising purposes to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, design, symbols, fixtures, colors, illumination or projected images. Merchandise displays with associated advertising are not considered signs and are not controlled as part of this sign program. Posters or window coverings that display resort themes such as skiing, bicycling, eating, etc. are not considered signs unless advertising the name of a commercial business other than the name of the resort is included, but the area of commercial and office window that may be covered is controlled in this sign program.

**Sign Area:**

- A. The area of any sign shall be considered to include all lettering, wording, and accompanying designs and symbols, together with the background, whether open or enclosed, on which they are displayed including the frame around the sign but not any supporting structure or brace.
- B. For signs consisting of individual letters or symbols attached to or painted on a surface, building wall or window, or for signs in which the letters, symbols, etc. extend beyond the frame, the area shall be considered to be that of the smallest rectangle which encompasses all of the letters and symbols.



**Special Activity:** An educational, recreational, conference or sports activity that is offered by Keystone Resort to its guests, which involves large numbers of participants at specific times and locations on a continuing seasonal or year-round basis.

**Special Event:** A Keystone Resort activity for the public entertainment, recreation, education or enrichment that attracts large numbers of people for a time duration of two weeks or less.

**Temporary Sign:**

- A. Is used in connection with a Resort or Keystone Neighbourhood Company event, promotion, or instructions that is expected to take place or be completed within a 90 day period after the erection of such sign, or 2 weeks prior and 2 days after the event if the event is less than 90 days; or,
- B. Is a Construction Project Identification Sign that is in compliance with all applicable standards set forth in these regulations; or,
- C. Is temporarily installed to identify a new commercial use or resort activity while permanent signage is being fabricated. These temporary signs may be installed only after approval of the permanent signage as required in this Sign Program and may remain in place for a maximum of 90 days after issuance of the Sign Permit.
- D. If a sign display area is permanent but the message display is subject to periodic changes, the sign shall not be regarded as temporary.

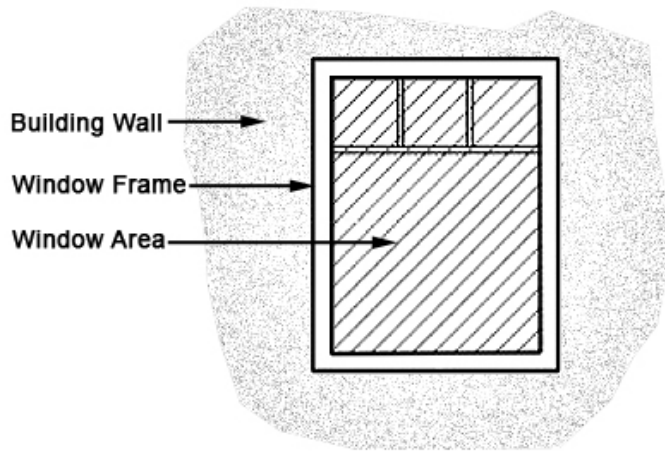
**Variable Message Signs:** A sign that is placed within the 3' interior Commercial Frontage Sign Area and is visible from pedestrian walkways that describes special sales, daily specials, or unique retail opportunities. These signs may be chalk boards or dry erase boards or printed materials, and may be a maximum of 6 square feet but is not included in the aggregate Sign Area. No electronic medium is allowed.

**Village Center/Area:** One of the three commercial centers within Keystone resort and defined in the PUD as; Parcel A of the River Run Village Neighborhood, Parcels B and C of the Mountain House Neighborhood, and Parcel C of the Lakeside Neighborhood.

**Wall Mount:** Method of supporting a sign by attaching it directly or with brackets to other physical supports to a vertical wall of a building or structure.

**Wall Sign:** Any sign painted on, incorporated in or affixed to a building wall or other similar structure, or any sign consisting of cut out letters or devices affixed to such wall or window with or without a defined background and parallel to the wall or structure.

**Window:** A glass covered opening in the wall of a building. For the purpose of this Sign Program each window area size shall include the area within a single opening in the building wall even if the glass is divided into multiple panes of glass. The frame that secures the glass to the building structure shall not be considered part of the window size.



**Window Sign:** A sign that is applied or attached to the exterior or interior of a window or located in such a manner in the interior of a building within three (3') feet of the window so that it can be seen from the exterior of the structure through a window. Window Signs are defined in three different ways, a) one of the three primary commercial identification signs allowed, b) window graphics not advertising the name of the business, and c) commercial signage applied to windows that is less than one square foot in size.

#### 1.4 Prohibited Signs and Sign Components

Any signs not in accordance with the provisions of these regulations are prohibited.

##### 1.4-1 Signs Prohibited in Commercial Village Areas

- A. The names and logos of companies secondary to the primary business with the exception of the resort name, parasols and merchandise displays may not be displayed on permanent signage. This does not prohibit sponsor and company names and logos on temporary signage or displays.
- B. Off premise commercial signs outside the Commercial Frontage Sign Zone.
- C. For Sale signs are inappropriate in a resort environment. Therefore, For Sale signs cannot be displayed where they can be seen from the exterior of any building. This does not preclude the placement of notices inside a residential unit or temporary signs that may be used to announce an open house only on the day of the event.

#### 1.4-2 Prohibited Sign Components

- A. Signs shall not contain any large moving elements or mirror surfaces, “dayglo”, florescent colors or neon lighting. All hardware and metal surfaces must be non-corrosive or of a non-corrosive finish unless design is intended to present a weathered appearance, in which case the weathered material (except wood) shall be clear-coated to prevent continued corrosion and eventual destruction or contamination of adjoining surfaces or surfaces below the sign.

#### 1.4-3 Prohibited Sign Locations

- A. In no event shall signs be placed in a manner that may create a public hazard or in any public Right-of-Way unless in accordance with the provisions set forth in Section 9007.G (or as subsequently amended) of the Summit County Land Use and Development Code. Signs advertising a commercial use or establishment shall not be placed off premise except as allowed in this Sign Program for signs within the Commercial Frontage Sign Zone and for Sandwich Boards. The resort name and logo may also be used throughout the limits of the PUD.

### 1.5 Exempt Signs

The following signs are exempt from the requirement that a County sign permit be obtained and from the requirements of these regulations except as otherwise stated herein, so long as they do not create safety hazards or aesthetic disruption or that they promote public safety or the dissemination of public information or are accessory to the exercise of an individual’s first amendment rights. Visual aesthetics and legibility are still important considerations, even with exempt signs, and these signs should generally match the character of the neighborhood in which they are located. Groupings of signs in a neighborhood or within the entire resort should be consistent in design for this reason. Also refer to Sections 1.12, The Review Process, and Section 1.16 for a matrix defining signs that do not require County sign permits.

- A. Regulatory Signs intended to protect people’s health, safety and welfare that are less than 16 square feet throughout the resort, or less than 50 square feet mounted on or adjacent to skier lifts and do not contain any advertising except the name and logo of the resort.
- B. Signs posted by, or required by regulatory agencies.
- C. Instructional and Directional signs posted by Resort Operations that are a maximum area of 1 square foot.
- D. Flags, banners, and wall decorations of any nation or government or resort identification, meeting all height requirements of the PUD.
- E. Religious symbols not exceeding four (4) square feet.
- F. Commemorative plaques not exceeding four (4) square feet.
- G. Historical and landmark signs not exceeding ten (10) square feet.

## Exempt Signs – Continued

- H. Signs displayed on licensed vehicles used on a daily basis as part of a business operation for the transport of goods or the delivery of services may display signs that relate to that business. Parked vehicles are prohibited from being used as signs for commercial uses (i.e. placement of the vehicles so as to draw attention to the business) or from being used to support signs, but they may be used to identify Resort vehicle sponsors in a maximum of six locations.
- I. “Open/Closed” signs not to exceed two (2) square feet.
- J. Signs required to comply with ADA regulations.
- K. Vehicle regulatory and warning signs approved by Summit County Road and Bridge Department.
- L. For Sale signs outside village centers, 1 sign per unit maximum and a maximum of 4 square feet. Units may be signed for sale in buildings with six units or less only. Larger buildings shall not post for sale signs.
- M. Signage identifying or directing vehicles or pedestrians to emergency services such as the medical clinic.
- N. Window displays of merchandise that are not affixed to the window surface.

### **1.6 Keystone Lake Frontage Size Allowance**

Individual signs and the aggregate Sign Area for commercial tenants that directly face the Keystone Lake may be 25 percent larger and mounted 25 percent higher than the standards outlined in each sign type section listed in this sign program. This is to allow sign visibility from resort guests using the lake amenity and shall not be allowed in any other area of the resort.

### **1.7 Amortization of Non-Conforming Signs**

Legal non-conforming signs shall be made to conform to these guidelines at the time of replacement of each individual sign. Maintenance and repair of existing legal non-conforming signs shall not be reason for conformance to the guidelines.

### **1.8 Amendments**

These guidelines may be amended from time to time to include new neighborhoods or new types of signs. All amendments to these guidelines shall conform to the procedures and provisions of Chapter 9 - Sign Regulations of the Summit County Land Use and Development Code.

## 1.9 Sign Illumination

Signs not discussed in this section are not permitted to be illuminated without Planning Department approval.

These signs shall be indirectly or internally illuminated. The light source must be shaded, shielded or directed so that the light intensity or brightness will not be disruptive to residential properties, pedestrian activity or create a distraction for motorists and shall be 'dark sky' compliant. Neon or back-lit polycarbonate acrylic panel signs are not allowed. Utilitarian parts must be hidden to the greatest extent possible. Those parts of the light source that must be exposed shall be painted a dark color that does not draw attention away from the sign. For any sign proposing illumination, lighting product cut sheets and a lighting diagram illustrating proposed locations and light orientation shall be submitted with the sign permit application.

The following sign types may be illuminated:

- 2.1-1 Keystone Resort Identification
- 2.1-2 Neighborhood/Village Identification
- 2.2-2 Vehicular Guidance Signs, Arterial Roads
- 2.2-3 Vehicular Guidance Signs, Minor Roads
- 2.2-4 Vehicular Guidance Signs Which Interface with US Highway 6
- 2.5-1 Parking Lot Identification – Primary Parking Lots Over 250 Vehicles
- 2.5-2 Parking Lot Identification – Minor Parking Lots Less Than 250 Vehicles
- 2.5-3 Parking Section Identification
- 2.6-1 Commercial / Institutional Identification Along U.S. Highway 6
- 2.6-1A Hotel with Commercial Uses Along US Highway 6
- 2.6-2 Commercial / Institutional Identification Along Local Access and Collector Roads
- 2.6-3 Commercial / Institutional Signage In Village Centers and Recreation Areas, sign types 2.6-3.1, 2.6-3.2, 2.6-3.4, 2.6-3.5, 2.6-3.11c. Only
- 2.7-1.1 Route Identification
- 2.7-1.2 Bus Route Map and Identification
- 2.7-1.3 Transit Hub Orientation and Information Display
- 2.8-1.1 Housing Group/Property Identification
- 2.8-1.2 Housing Unit Identification
- 2.10-1 Neighborhood/Resort Orientation Display
- 2.10-2 Pedestrian Guidance and Accessibility, Parking Lots and Bus Stops
- 2.10-4 Pedestrian Guidance and Accessibility – Village Centers
- 2.10-5 Pedestrian Gateway Identity
- 2.12-1 Neighborhood / Resort Information Kiosks
- 2.12-2 Neighborhood/Resort Information Centers
- 2.12-3 Ski Area Trail Maps
- 2.12-2 Special Activity Orientation and Information
- 2.12-5 Ski Area Trail Maps

## Sign Illumination – Continued

Certain sign types have additional requirements for sign illumination, which are as follows:

### 2.12-2 Illumination for Neighborhood/Resort Information Centers and Kiosks

- A. Kiosks and information centers should have soft internal illumination of displays. The lighting should be bright enough to read the materials present, but not so bright that it conflicts with functional light sources in the vicinity.

## **1.10 Sign Setbacks**

Signs designed for private property shall comply with section 3505.13 of the Summit County Land Use and Development Code, or as hereafter amended. The Summit County Road & Bridge Department shall review all signs in County ROW or within 5 feet of ROW for lateral clearance, sign height minimums, MUTCD safety standards and reflectorization/illumination in accordance with the provisions set forth in Section 9007.G and as subsequently amended.

## **1.11 The Sign Application Review Process**

The matrix in Section 1.15 specifies the signs that must receive a permit from Summit County and those that do not require such permit. Any sign that requires a permit from Summit County shall adhere to the foregoing Sign Application Review Process.

### 1.11-1 Submittal to the Architectural Review Committee For Review

- A. Most (though not all) areas within the Keystone PUD coverage area are subject to Covenants, Conditions, and Restrictions (“CC&R’s”) which designate oversight authority for various common interest communities , controlling the nature, scope and manner in which signs may be erected.
- B. In addition, in accordance with section B.5.7 of the Keystone PUD, an Architectural Review Committee (“ARC”) has been established and is responsible for review of all signage within the Keystone PUD area, in order to assure conformity with the Keystone Sign Program. It is the intention of this Sign Program to ensure that such designated role for the ARC or its duly established designee, as set forth in the PUD, is satisfied.

Submittal to the Architectural Review Committee - Continued

- C. The Sign Program regulations set forth herein are intended to be, when feasible, in harmony with and compliment the private restrictions set forth in the aforementioned CC&R's. Such CC&R's, though not mandatory, regulatory documents for purposes of this Sign Program, do reflect the community standards and vision that help shape this Sign Program, and thus play a significant role in determining the propriety of any particular sign application. Accordingly, the submittal process for sign applications shall consider the ARC as a pivotal referral agency for purposes of all sign application reviews.
- D. Prior to formal submittal of a sign application to the Summit County Planning department ("Planning Department"), an applicant shall first submit their proposed sign application to the individual designated by the ARC ("Reviewer").
- E. Once the application is complete, the Reviewer shall determine if the sign application will be reviewed by the ARC. It is at the Reviewer's discretion to determine if the sign application needs to be reviewed by the ARC, a decision which shall be based upon the complexity or aesthetic concerns of the application.
- F. The sign review process for the ARC is based upon the Sign Guidelines set forth herein, as well as any additional concerns set forth in the CC&Rs. Before making formal application, the applicant is encouraged to consult with the Reviewer and review the purpose and intent of the Sign Guidelines, in order to assess the appropriateness of the sign concepts before proceeding to final detailed design and a formal application.
- G. The formal application submittal to the Reviewer consists of:
  - 1. A completed application form.
  - 2. Graphics and notes consisting of dimensions, materials and other information required for the review.
  - 3. The graphics should contain a color drawing of the proposed sign(s) and site plans or building elevations as appropriate to accurately illustrate where the signs are being placed.

Drawings and notes must be complete, orderly, in scale and accurately convey all required information about the sign(s).

- H. The Reviewer shall review all applications in a good faith manner as expediently as possible, and shall provide the Planning Department written comment regarding such review once completed.

#### 1.11-2 Submittal to the Summit County Planning Department For Review

- A. The Summit County Planning Department shall retain all oversight authority over any signs proposed or erected under this Sign Program within the Keystone PUD area, and shall retain all independent decision authority regarding the final determination as to whether any sign application should be granted and a permit issued for that proposed sign.
- B. The formal application to the Summit County Planning Department may be submitted once a complete application has been submitted to the Reviewer, and a period of not more than 20 days has been allowed for a timely review.
- C. The application submitted to the Planning Department shall be the same application submitted to the Reviewer, with an allowance for any modifications made during the ARC sign review process.

#### 1.11-3 The Summit County Planning Department Review Process

- A. The Planning Department review process for a sign permit shall be in accordance with Chapter 9 of the Summit County Land Use and Development Code. No sign that requires a permit from the County shall be installed without the full approval for such sign from the County.
- B. The Planning Department may attribute significant weight to the comments presented by the Reviewer in regards to any specific application, but the position of the Reviewer on such an application shall not mandate any particular determination by the Planning Department as to approval of such application.
- C. Once the Planning Department has issued a Sign Permit the applicant may install or erect the sign. Any sign proposed in County ROW requires approval from the County Engineering Department and County Road and Bridge Department in accordance with Section 9007.G (or subsequent update) of the Summit County Land Use and Development Code.

### **1.12 Appeals**

Denied Applications may be appealed per the Summit County Development Code.

### **1.13 Enforcement**

County Rights of Enforcement. The provisions of the Sign Program and the restrictions on the use of signs in the Keystone PUD area as contemplated herein shall run in favor of the County and shall be enforceable at law or in equity by the County without limitation on any power or regulation otherwise granted by law. Other provisions of the Sign Program shall run in favor of the residents, occupants and owners of the Property, but only to the extent expressly provided in, and in accordance with the terms of, the Sign Program, and provisions not expressly stated as running in favor of the residents, occupants or owners of the Property shall only run in favor of the County.

Remedies for violations of the sign program. If at any time any provision or requirements stated in this Sign Program have been breached by any individual, the County may withhold approval of any or all permits or reviews for such individual, including site plans or plat maps, or the issuance of any or all grading or building permits or occupancy permits applied for on the individual's property, until such breach has been remedied; provided, however, that the County shall not take affirmative action on account of such breach until it shall have first notified the violating party in writing and afforded said party a reasonable opportunity to remedy the same.

Architectural Control Committee monitoring. It is expressly contemplated herein that the Reviewer of the Architectural Control Committee shall make affirmative efforts to monitor the signs throughout the Keystone PUD area to ensure compliance with this sign program, as well as compliance with the CC&Rs. When, in the opinion of the Reviewer, a violation of the Keystone PUD Sign Program exists, the Reviewer will notify the property owners and/or tenants that the sign(s) must be removed immediately. If the signs are not removed in a reasonable time frame as determined by the Reviewer, the Reviewer may notify the County Planning Department of such violation. The County may independently take enforcement action as it determines to be appropriate and necessary, in the exercise of its discretion. Such County actions shall not be considered a waiver of any rights of enforcement the Reviewer may hold in relation to the CC&Rs.

**1.14 Sign Application Review Form**

Keystone Sign Application Review Form

Name of Business: \_\_\_\_\_

Application Date: \_\_\_\_\_

Name and Address of Establishment/Property: \_\_\_\_\_

Commercial Unit Number: \_\_\_\_\_

Schedule number of the Unit Space: \_\_\_\_\_

Name of Applicant: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Sign Type(s) per the Sign Program: \_\_\_\_\_

Number of Sign(s) Applied For: \_\_\_\_\_

Attach a description and drawing of each sign.

Date Temporary sign will be installed and Total Days it will be used: \_\_\_\_\_

Location(s): \_\_\_\_\_

Size Allowed: \_\_\_\_\_

Size Proposed: \_\_\_\_\_

Portion of Signage Size Allowance Used: \_\_\_\_\_

Materials Allowed: \_\_\_\_\_

Materials Proposed: \_\_\_\_\_

Mounting Allowed: \_\_\_\_\_

Mounting Proposed: \_\_\_\_\_

Illumination Allowed (yes or no): \_\_\_\_\_

Illumination Proposed: \_\_\_\_\_

Attach lighting product information (cut sheet) of each type and location plans

Recommendation for Approval: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Keystone Architectural Review Committee Reviewer/Subsequently Identified Person Action: Approved [ ]  
With Conditions (see back) [ ] Denied [ ]

By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Summit County Planning Department.

By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Summit County Engineering Dept. (when applicable)

By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Summit County Open Space and Trails Dept. (when applicable)

By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## 1.15 Signs Requiring a Summit County Sign Permit

SIGN TYPE	SECTION	COUNTY PERMIT REQUIRED	NO COUNTY PERMIT REQUIRED	AUTHORIZED APPLICANT: RESORT OR KNC ONLY*
<b>2.1 Resort and Neighborhood Identification</b>				
Keystone Resort Identification	2.1-1	X		X
Neighborhood/Village Identification	2.1-2	X		X
<b>2.2 Vehicular Guidance Signs</b>				
Vehicular Guide Signs Along US Highway 6	2.2-1	X		X
Vehicular Guide Signs Along Collector Roads	2.2-2	X		X
Vehicular Guide Signs Along Local Access Roads	2.2-3	X		X
Vehicular Guide Signs Which Interface with US Highway 6	2.2-4	X		X
<b>2.3 Road/Street Identification</b>				
Arterial Road Identification Along US Highway 6	2.3-1		X	X
Other Road or Street Identification	2.3-2		X	X
<b>2.4 NOT USED</b>				
<b>2.5 Parking Area Signs</b>				
Parking Lot Identification – Primary Parking Lots Over 250 Vehicles	2.5-1	X		X
Parking Lot Identification – Minor Parking Lots Less Than 250 Vehicles	2.5-2	X		X
Parking Section Identification	2.5-3		X	X
Parking Structure Signs	2.5-4		X	X
Reserved Parking Identification	2.5-5		X	X
Restricted Use Identification	2.5-6		X	X
Pedestrian Warning	2.5-7		X	X
<b>2.6 Commercial, Institutional Facility Identification</b>				
Commercial, Institutional Identification Along US Highway 6 (Outside ROW)	2.6-1	X		
Commercial, Institutional Identification Along Local Access and Collector Roads	2.6-2	X		
Commercial/Institutional Signage in Village Centers and Recreation Areas	2.6-3	X		
Wall Signs	2.6-3.1	X		
Ground Signs	2.6-3.2	X		
Window Signs	2.6-3.3	X		
Projecting/Arcade Signs	2.6-3.4	X		
Hanging Signs	2.6-3.5	X		
Awnings, and Canopies	2.6-3.6	X		
Sandwich Board Signs	2.6-3.7	X		
Variable Message Signs	2.6-3.8	X		
Leasing Signs	2.6-3.9	X		
Property Identification Signs	2.6-3.10	X		
Miscellaneous Signs	2.6-3.11			
Credit Card and Membership Medallions	A		X	
Hours of Business	B		X	
Restaurant Menus	C		X	
Commercial Parasols	D		X	
ATM	E	X		
<b>2.7 Bus Stop Identification and Information</b>				
Bus/Shuttle Stop Identification & Route Information	2.7-1		X	X
Route Identification	2.7-1.1		X	X
Bus Route Map and Information	2.7-1.2		X	X
Transit Hub Orientation and Information Display	2.7-1.3		X	X
<b>2.8 Housing Group and Unit Identification</b>				
Housing Unit or Housing Group Identification	2.8-1	X		
Housing Group/Property Identification	2.8-1.1	X		
Housing Unit Identification	2.8-1.2	X		
<b>2.9 Real Estate Signs</b>				
Project Development Signs	2.9-1	X		X
Construction Site Signs	2.9-2		X	X
Open House Signs	2.9-3		X	
Hoarding	2.9-4		X	X

Signs Requiring a Summit County Permit - Continued.

SIGN TYPE	SECTION	COUNTY PERMIT REQUIRED	NO COUNTY PERMIT REQUIRED	AUTHORIZED APPLICANT: RESORT OR KNC ONLY*
<b>2.10 Pedestrian Guidance Signs</b>				
Neighborhood/Resort Orientation Display	2.10-1		X	X
Pedestrian Guidance and Accessibility – Public Parking Lots and Bus Stops	2.10-2		X	X
Pedestrian Guidance and Accessibility – Residential Parking Lots	2.10-3		X	X
Pedestrian Guidance and Accessibility – Village Centers	2.10-4		X	X
Pedestrian Gateway Identity	2.10-5		X	X
Neighborhood/Resort Orientation – Along Walking Paths	2.10-6		X	X
Pedestrian Guidance and Accessibility – Trails, Walkways, and Bike Paths	2.10-7	X		X
<b>2.11 Recreation Path and Trail Signs</b>				
Recreation Path Information, Regulatory and Warning Signs	2.11-1	X		X
Natural Environment and Points of Interest Information	2.11-2		X	X
Trail Orientation, Information and Guidance Devices	2.11-3		X	X
Panorama Displays	2.11-4		X	X
<b>2.12 Special Signs and Displays</b>				
Neighborhood/Resort Information Kiosks (NUMBER AND LOCATIONS)	2.12-1	X		X
Neighborhood/Resort Information Centers (EXTERIOR SIGNS ONLY)	2.12-2	X		X
Ski Area Trail Maps	2.12-3		X	X
Non Commercial Amenities Signs	2.12-4		X	X
Ski Rack Signs	2.12-5		X	X
Commemorative Signs	2.12-6		X	X
Resort Signs, Banners and Flags	2.12-7		X	X
Temporary Resort Signs, Banners and Flags (Location map)	2.12-8		X	X
Temporary Commercial Signs	2.12-9	X		

\* Only Keystone Neighbourhood Company, Keystone Resort, and authorized third party developers may install these signs.

## Part 2—SIGN TYPES AND DESIGN CRITERIA

### 2.1 RESORT AND NEIGHBORHOOD IDENTIFICATION

#### Sign Type 2.1-1

#### Keystone Resort and Neighborhood Identification along U.S. Highway 6

- Description:** Signs to identify the east and west entrances to the Resort and entrances to the neighborhoods, as defined in the PUD, from Highway 6. These signs consist of hand-chiseled or applied letters to a stone, boulder or timber base or wall, visible from the roadway. The signs have the Keystone and/or neighborhood symbols and the name “Keystone Resort,” “River Run at Keystone, Colorado” or similar description of the neighborhood.
- Number:** Maximum one (1) per primary vehicle entrance.
- Size:** Lettering height shall not exceed 36” height.
- Materials:** Stone, wood and painted or natural metal.
- Placement:** These signs are intended to identify the entrance of the resort neighborhoods from highway 6. Specific locations for each sign shall be determined as part of the permit process.
- Mounting:** Individual pin mounted, or hand carved, lettering and symbol. The sign structure, including frame and supports, shall not exceed fifteen feet (15’) above grade.



## Sign Type 2.1-2

### **Neighborhood/Village Identification**

- Description:** These signs are intended to announce the arrival to any of Keystone's neighborhoods or villages. The signs are to enhance the unique character of the village as well. It is recommended that the identification be more than a sign. It should display thematic elements or features of the village that contribute to a sense of place. Together the village identities will visibly symbolize the diversity of Keystone Resort.
- Number:** Maximum two (2) per primary vehicle entrance.
- Size:** Sign area should not exceed 32 square feet.
- Materials:** Wood, stone, boulders, painted or natural metal, forged iron and other natural and indigenous appearing materials are allowed provided they reflect the historic and appropriate character of the neighborhood. Banners and flags may also be incorporated into the design of these identification signs so long as they meet the requirements of this sign program.
- Placement:** Signs should be placed near the boundaries of the neighborhood, so as to be readily visible to arriving motorists. Signs should be oriented to arriving motorists only and should be naturally situated in their surroundings. Care should be exercised to prevent creation of visual obstructions for motorists. . Sign shall be a minimum of 15 feet from active roadway surface. In no event shall the signs be placed in any public Right-of-Way unless in accordance with the provisions set forth in Section 9007.G (or subsequent update) of the Summit County Land Use and Development Code.
- Mounting:** Ground mount only. Sign area height shall not exceed 12 feet above grade.

## **2.2 VEHICULAR GUIDANCE SIGNS**

### Sign Type 2.2-1

#### **Vehicular Guide Signs Along U.S. Highway 6**

- Reference:** Supplemental Roadway Signs, Keystone Resort Sign Program November 29, 1996 in Appendix A, or subsequent updates. Any new signs shall comply with MUTCD requirements.

### Sign Type 2.2-2

#### **Vehicular Guide Signs Along Collector Roads**

- Description:** These signs are modular directional signs used throughout Keystone Resort to give primary directional information to motorists at road intersections along collector roads. They are to include names of major traffic generators such as communities, parking areas and amenities and are to be displayed near decision-making intersections. These signs are not to display the names of individual businesses, but may indicate “restaurants”, “shopping”, lift names, neighborhood names, and similar general uses and directions.
- Number:** As needed to provide understandable and consistent way finding.
- Size:** Not to exceed 44 square feet or display more than six messages.
- Materials:** Signs are to be made of finished panels of natural wood or high density, closed cell urethane, painted or natural metal, with black or white lettering and arrows applied, engraved or blasted into surface. MUTCD standards for retroreflectivity shall apply to all new signs installed in ROW’s. Signposts are to be wood.
- Placement:** Signs should be placed 6 to 8 feet from active road surface and 30-50 feet in advance of the decision point. MUTCD guidelines for lateral clearance must be followed. In no event shall the signs be placed in any public Right-of-Way unless in accordance with the provisions set forth in Section 9007.G (or subsequent update) of the Summit County Land Use and Development Code.
- Mounting:** Ground mount only. Sign height shall not exceed 12 feet above grade. Existing grade may be raised to make signs visible, but may not be raised above the grade of the roadway surface adjacent to the sign. Posts and mounts shall conform to MUTCD breakaway safety standards.

### Sign Type 2.2-3

#### **Vehicular Guide Signs Along Local Access Roads**

- Description:** Identical in appearance to Type 2.2-2 signs, these signs provide needed direction to motorists at decision points in and around Keystone villages and neighborhoods. The signs will contain information related to recreation amenities, parking areas, lodging and other neighborhood attractions, but shall not contain the name of individual businesses. These signs are also important for vehicular traffic moving from neighborhood to neighborhood or leaving the Resort area.
- Number:** As needed to provide understandable and consistent way finding.
- Size:** Not to exceed 32 square feet.
- Materials:** Signs are to be made of finished panels of natural wood or high density, closed cell urethane, painted or natural metal, with black or white lettering and arrows applied, engraved or blasted into surface. MUTCD standards for retroreflectivity shall apply to all new signs installed in ROW’s. Signposts are to be wood.

## Vehicular Guide Signs Along Local Access Roads - Continued

- Placement:** Signs should be placed 6 to 8 feet from the active road surface and 20 to 40 feet in advance of decision point. In no event shall the signs be placed in any public Right-of-Way unless in accordance with the provisions set forth in Section 9007.G (or subsequent update) of the Summit County Land Use and Development Code. MUTCD guidelines for lateral clearance must be followed.
- Mounting:** Ground mount only. Sign height shall not exceed 11 feet above grade. Existing grade may be raised to make signs visible, but may not be raised above the grade of the roadway surface adjacent to the sign. Posts and mount shall conform to MUTCD breakaway safety standards.

### Sign Type 2.2-4

#### **Vehicular Guide Signs Which Interface with U.S. Highway 6**

- Description:** Identical in appearance to Sign Type 2.2-2. These signs shall be used to guide vehicular traffic between parking areas, villages and base areas from/to east and westbound access for U.S. Highway 6.
- Number:** As needed to provide understandable and consistent way finding.
- Size:** Sign area shall not exceed 32 square feet.
- Materials:** Signs are to be made of finished panels of natural wood or high density, closed cell urethane, painted or natural metal, with black or white lettering and arrows applied, engraved or blasted into surface. MUTCD standards for retroreflectivity shall apply to all new signs installed in ROW's. Signposts are to be wood.
- Placement:** As may be needed to adequately guide and direct vehicles to correct interchanges. MUTCD guidelines for lateral clearance to be followed. In no event shall the signs be placed in any public Right-of-Way unless in accordance with the provisions set forth in Section 9007.G (or subsequent update) of the Summit County Land Use and Development Code.
- Mounting:** Ground mount only, to wood posts(s) with a minimum of 6 feet from active roadway surface. Sign height shall not exceed 11 feet above grade. Existing grade may be raised to make signs visible, but may not be raised above the grade of the roadway surface adjacent to the sign. Posts and mounts shall conform to MUTCD breakaway safety standards.

## **2.3 ROAD/STREET IDENTIFICATION**

### Sign Type 2.3-1

#### **Arterial Road Identification Along U.S. Highway 6**

- Reference:** Supplemental Roadway Signs, Keystone Resort Sign Program (November 26, 1996) in Appendix A, or subsequent updates. Any new signs shall comply with MUTCD requirements.

## Sign Type 2.3-2

### **Other Road or Street Identification**

- Description:** These signs are uniform throughout Keystone Resort for all arterial, collector and local access roads and contain the street or road name in minimum 4-inch lettering, all caps, and may display the symbol icon for the community as previously displayed on the neighborhood identification sign or be unique to that neighborhood so long as consistent within that neighborhood.
- Number:** As needed to provide understandable and consistent way finding
- Size:** Sign faces shall not exceed 2 square feet, unless road name requires more space to provide for 4" lettering.
- Materials:** Signs are to be made of finished panels of natural wood or high density, closed cell urethane, painted or natural metal, with black and/or white lettering and arrows applied, engraved or blasted into surface. MUTCD standards for retroreflectivity shall apply to all new signs installed in ROW's. Signposts are to be wood. Each post may display two signs of intersecting street names along with stop, yield or other traffic control signage.
- Placement:** Signs shall be displayed at intersecting streets and preferably to the right side of the street which has a stop or yield sign. In such cases the stop or yield sign may also be displayed using the same signpost. Where four-way stop intersections occur, signs may be displayed in two locations, diagonally positioned at the intersection.
- Mounting:** Ground mount only. Sign height shall not exceed 8 feet above grade. Existing grade may be raised to make signs visible, but may not be raised above the grade of the roadway surface adjacent to the sign. Posts shall conform to MUTCD breakaway safety standards.

## **2.4 NOT USED**

## **2.5 PARKING AREA SIGNS**

### Sign Type 2.5-1

#### **Parking Lot Identification - Primary Parking Lots Over 250 Vehicles**

- Description:** These signs are the primary identification of public parking lots, for both free parking and pay parking conditions. They may display the international symbol for parking, and the lot designation such as Lot A, Lot B or a lot name such as Keystone Village Parking. Since there are several public parking lots throughout Keystone Resort, the style of sign should be consistent in each parking lot but may otherwise reflect the character of the neighborhood in the use of materials, color and overall design. Parking lots that serve as "Park and Ride" facilities may also display the international symbol for bus.
- Number:** As needed to provide understandable and consistent way finding.

## Parking Lot Identification – Primary Parking Lots over 250 Vehicles - Continued

- Size:** Sign area is not to exceed 24 square feet per entrance.
- Materials:** Wood, stone, metal or any other material consistent with adjacent architectural materials. Graphic display area may also be of banner material provided graphics are opaque. Graphics may be painted, stained finish or etched and paint-filled.
- Placement:** Signs should be placed near the vehicular entrance(s) to the parking lot and oriented perpendicular to approaching traffic flow. Signs shall be a minimum of 8 feet from the active roadway and positioned so as to not become a visual obstacle to vehicles exiting the parking lot.
- Mounting:** Ground mount, with a minimum of clearance of 7 feet above grade and a maximum height not to exceed 12 feet for signs mounted adjacent to the access point. For wall mounted signs mounted over the access point, the sign height may not exceed 6 feet above portal height. Mounts shall comply with MUTCD safety standards.

### Sign Type 2.5-2

#### **Parking Lot Identification - Minor Parking Lots Less Than 250 Vehicles**

- Description:** These signs are to be used to identify smaller parking lots or facilities that are adjacent to community functions or amenities and in many cases are used to confirm the motorists' arrival at their destination. They also can be used to identify the parking areas' use or restricted use. In some cases parking areas will need no identification and in such cases identification signs should not be used. Rather a simple regulatory sign such as "Parking for residents and guests only" will be more appropriate (*See* Sign Types 5-5 and 5-6).
- Number:** As needed to provide understandable and consistent way finding.
- Size:** Sign area not to exceed 10 square feet per entrance.
- Materials:** Wood, stone, painted or natural metal or any other material consistent with adjacent architectural materials. Graphic display area may also be of banner material provided graphics are opaque. Graphics may be painted or stained finish applied to sign surface or etched and paint-filled.
- Placement:** Signs should be placed near the vehicular entrance(s) to the parking lot. Signs should be set back 4 to 8 feet from the active roadway and positioned so as not to become a visual obstacle to vehicles exiting the parking lot.
- Mounting:** Ground mount. Sign height shall not exceed 9 feet above grade. For wall mounted signs mounted over the access point, the sign height may not exceed 16 feet above adjacent roadway surface. Mounts shall comply with MUTCD safety standards.

### Sign Type 2.5-3

#### **Parking Section Identification**

- Description:** These signs may be displayed in larger parking lots where vehicle capacity exceeds 250 cars, and serve to remind motorists and pedestrians of their parking location. Where possible, these signs should be integrated with existing light standards or if new signposts are required they should be surrounded by protective curbing or landscaping and be highly visible to motorists within the parking lot. Where beneficial to pedestrians, signs may be used to indicate egress paths from lot, display directional information for high-use activities or facilities, and if applicable and not otherwise visible, direction to bus stops. Resort and/or neighborhood identification is allowed, but commercial content is prohibited.
- Number:** As needed to provide understandable and consistent way finding, visual interest and color.
- Size:** As needed to be visible and provide visual interest and color within the parking lot.
- Materials:** Sign panel shall be wood or banner fabric with graphics etched and paint-filled, applied wood, metal or banner fabric letter forms. Signposts shall be wood posts or light standards.
- Placement:** Place signs in centers of parking sections or lots, so as to best define the lot or section with the least number of signs.

### Sign Type 2.5-4

#### **Parking Structure Signs**

- Description:** These signs are required to safely and efficiently guide vehicles and pedestrians through enclosed parking structures, signs may include ticket/fee information; operations information; vehicular and pedestrian direction, warning and regulatory; level identification, elevator and stair identification and clearance warning signs as well as those signs required to comply with ADA regulations.
- Size:**
- A. Not to exceed 6 square feet for Hanging or Ground Mount signs.
  - B. Not to exceed 4 square feet for Wall or Ground mounted signs (sign panel or graphics area).
- Materials:** Signs may be of wood or metal, painted or stained finish and may use reflective graphics, if available lighting is not sufficient for good legibility. Ground Mounted signs shall use posts of material and finish consistent with the parking structure metal or wood components.
- Mounting:** Ground mount, wall or Hanging mounting is permitted. Height above floor or grade for Ground Mounted or Hanging mounted signs shall be between 7 and 10 feet if adjacent to drive surface or 5 feet maximum above top of door if mounted above entry door.

### Sign Type 2.5-5

#### **Reserved Parking Identification**

- Description: These signs are intended to identify parking areas or spaces reserved for specific uses.
- Size: Shall not exceed 6 square feet.
- Materials: Signs may be of painted wood or non-reflective aluminum. Signposts are to be wood.
- Placement: Signs shall be placed at each reserved parking space or if more than three adjacent spaces, placed at the perimeter of the area with arrows to define the area reserved. Signs shall be at a maximum height of 50 inches from grade unless otherwise required by a governing agency.
- Mounting: Wall or Ground Mount.

### Sign Type 2.5-6

#### **Restricted Use Identification**

- Description: Similar to reserved parking signs, these signs are to identify restrictions for parking use such as time limits, hours of permitted parking or other limitations for parking use within the parking lot.
- Size: Same as Sign Type 2.5-5.
- Placement: Same as Sign Type 2.5-5.
- Mounting: Same as Sign Type 2.5-5.

### Sign Type 2.5-7

#### **Pedestrian Warning**

- Description: As may be needed in any parking area where large numbers of motorists and pedestrians come together, signs may be used to control pedestrian circulation or warn pedestrians and drivers of potential hazards. Where existing Federal, State or Local standards exist for such signs, they will be followed. The Keystone Village parking lot with a designated pedestrian tunnel is an example of where pedestrian control signing may be beneficial, to discourage pedestrians crossing over US Highway 6.
- Size: Signs shall not exceed 4square feet.
- Materials: Signs are to be made of finished panels of natural wood or high density, closed cell urethane, painted or natural metal with black or white lettering and pictograms applied, engraved or blasted into surface. Signposts, if ground mounted, shall be wood.
- Placement: Height not to exceed 12 feet above grade. Existing grade may be raised to make signs visible, but may not be raised above the grade of the roadway or walkway surface adjacent to the sign.
- Mounting: Ground, wall mount or Hanging mount.

## 2.6 COMMERCIAL AND INSTITUTIONAL FACILITY IDENTIFICATION

### Sign Type 2.6-1

#### **Commercial, Institutional Identification Along U.S. Highway 6**

**Description:** Commercial, resort support and institutional facilities adjacent to US Highway 6, and are part of Keystone Resort, may display an identification sign to define their activity or business and location to motorists. Such signs shall include the name and/or logo of the facility or institution and street number only. Where it is desirable and necessary to display an identification sign on the structure as well as a ground mounted sign to indicate vehicular access to the property, maximum size shall pertain to the combined sign areas.

**Number:** Maximum one ground mounted sign and one building mounted sign .

**Size:** Sign area shall not exceed 32 square feet per sign.

**Materials:** Wood, stone, metal or any other material consistent with construction materials and finishes of the building.

**Placement:** Ground mounted—near road entrance to the commercial or institutional site and within the facility property lines. Sign height shall not exceed 8 feet above adjacent roadway surface. In no event shall the signs be placed in any public Right-of-Way unless in accordance with the provisions set forth in Section 9007.G (or subsequent update) of the Summit County Land Use and Development Code. Building mounted—near the building entrance, fascia, or portico mounted or attached to the building in a manner that is integral with and complementary to the building architecture.

**Mounting:** Ground or building mounted. No roof mounted signs are allowed.

### Sign Type 2.6-1A

#### **Hotel with Commercial Uses Along U.S. Highway 6 - Keystone Lodge Site**

**Description:** A sign type for a hotel with integrated commercial facilities that access directly from or are adjacent to U.S. Highway 6, and are part of the Keystone PUD. These signs may display identification signs with property specific commercial names and logos to define their activity or business and location to motorists. On premise ground mounted signs may include the name of the facility, integrated commercial uses and street number only. Any wall sign or off premise sign may include the name of the facility or institution and street number only. Ground signs may only be one sided. These signs are in addition to commercial signage allowed for commercial uses identified in all sections of Sign Types 2.6 except Sign Type 2.6-1 which this sign type replaces for this specific use.

## Hotel with Commercial Uses Along US Highway 6 – Continued

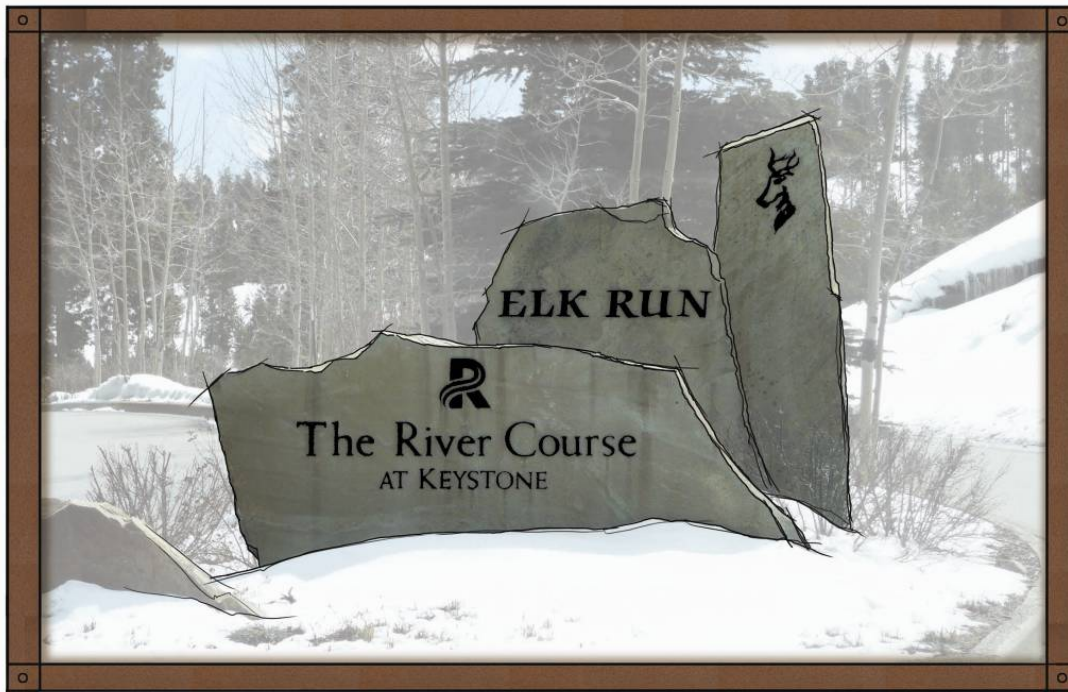
- Size:** Two one-sided ground mounted signs not to exceed 35 square feet each, one on each side of the highway, and one building mounted sign not to exceed 65 square feet are allowed. An additional sign of type 2.6-1 is not allowed in conjunction with this sign type.
- Materials:** Wood, stone, brick, painted high density closed cell urethane or any other material consistent with construction materials and finishes of the building.
- Placement:** The ground mounted sign on the eastbound side of Highway 6 shall be located near the access road entrance to the hotel site and within the facility property lines or adjacent property that is within the Keystone PUD, and owned by the same property owner as the hotel. The sign on the westbound side of Highway 6 shall be located near the east end of the left turn lane. Building mounted sign shall be near the building entrance, fascia, portico, or oriented on the building in a manner that is integral with and complimentary to the building architecture.
- Mounting:** Ground or building mounted. No roof mounted signs are permitted.

### Sign Type 2.6-2

#### **Commercial, Institutional Identification Along Local Access and Collector Roads**

- Description:** Freestanding commercial and institutional facilities with direct access from a local access or collector road, and are part of Keystone Resort, may display an identification sign to define their activity or business and location to motorists. Such signs shall include the name and/or logo of the facility or institution and street number only. Where it is desirable and necessary to display an identification sign on the structure as well as a ground mounted sign to indicate vehicular access to the property, maximum size shall pertain to the combined sign areas.
- Number:** Maximum one ground mounted sign and one building mounted sign.
- Size:** Sign area shall not exceed 24 square feet per sign.
- Materials:** Wood, stone, metal or any other material consistent with construction materials and finishes of the building.
- Placement:** Ground mounted—near road entrance to the commercial or institutional site and within the facility property lines. Sign height shall not exceed 6 feet above adjacent roadway surface. Building mounted—near the building entrance, fascia, or portico mounted or attached to the building in a manner that is integral with and complementary to the building architecture.
- Mounting:** Ground or building mounted. No roof mounted signs are allowed.

Commercial, Institutional Identification Along Local Access & Collector Roads -  
Continued



Sign Type 2.6-3

**Commercial, Institutional Signage in Village Centers and Recreation Areas**

**Description:** These signs are primarily used to advertise and promote individual commercial enterprises and to attract customers. They also provide character, color and animate the streetscape in the village centers.

**Placement:** Signs should not be positioned in a manner that obstructs or is obstructed by architectural details of the building or cause a safety hazard. Each commercial frontage shall have a "sign zone" within which all signs will be regulated. The sign zone shall encompass an area which extends 3 feet inside the building to 12 feet outside the building. All Commercial and Institutional signs shall be within the sign zone and shall comply with the signage guidelines, and be reviewed by the Design Review Board and a Sign Permit obtained from Summit County.

**Size:** The Sign Area of commercial signs shall be calculated using the same methodology as defined in the term "Sign Area" by multiplying the length of sign by the height of the sign. Where signs are composed of individual letters or logos, the area shall be calculated by determining the area of the rectangular area of the lettering and logos.

Commercial/Institutional Signage in Village Centers and Recreation Areas - Continued

Commercial Tenant Sign Area shall be determined by measuring the width of the store façades excluding service areas.

Lettering should be of sufficient size and style that is easily read. Mounting brackets shall not be calculated in the permitted sign area.

The following table shall be used to determine the total permitted sign area:

Commercial Tenant Sign Area:

<u>Total Façade Width</u>	<u>Permitted Sign Area</u>
Less than 16 feet	22 SF
16.1 to 26 feet	28 SF
26.1 to 32 feet	32SF
Over 32 feet	48 SF

Permitted Sign Areas will be counted in the aggregate of Window, Wall, Hanging, Ground Mount, Projecting Arcade, Awning and Sandwich Board signs. Permitted sign area shall not exceed the maximum areas for each sign type defined unless the signs are specifically exempted herein. Commercial tenants may use their permitted sign area on a single sign or a combination of up to three signs not to exceed one each of the following sign types, for signs greater than one square foot: Window, Wall, Hanging, Ground Mount, Projecting Arcade, Awning and Sandwich Board signs. An exception may be made to utilize two of the same sign type in areas where the pedestrian vantage points necessitate the duplication of a certain sign type. A maximum of six signs that are restricted by the maximum Sign Area are allowed per commercial use with more than one public entrance.

Signs less than one square foot shall not be included in the maximum sign area calculation and may be repeated more than once.

The Mountain House Cafeteria, with over 200 feet of façade width, is exempt from these requirements, but shall be limited to 160 SF of Sign Area.

General Design Criteria:

These general criteria must be considered when designing signage for commercial establishments:

All commercial signage designs shall be reviewed by the ARC prior to submittal to the County for permitting. Projecting signs perpendicular to the building are encouraged in the Village Centers. These should be

## Commercial/Institutional Signage in Village Centers and Recreation Areas – Continued

positioned along the first floor façade at a level which allows good visibility from pedestrian areas but high enough to provide adequate head clearance where required (7'6"). Projecting signs should be placed to emphasize special shapes, details or projections that characterize a particular façade, characterize the type of establishment, draw attention to shop entrances, or to emphasize window displays.

Signs should be supported by brackets that will be decorative as well. The use of symbols and shapes on signs is encouraged. On a two-sided sign where the faces are parallel to each other and separated by less than one (1) foot, only one (1) face is counted in computing the sign's area. Neon signs advertising specific products or logos are not permitted. All signs shall be of professional quality and installation. Hand-drawn or labeled poster-like signs are not allowed. Variable message signs or signs displaying sales or specials are allowed only as defined in this Sign Program.

Indirect illumination of signs is the only type of lighting permitted with specific exemptions. See 1.9 Sign Illumination.

**Materials:** Should be durable and easy to maintain. They should be expressive of regional character and the local neighborhood as well as compatible with building finishes.

**Quality of Construction:** All signs shall be made by a commercial sign manufacturer or be of similar professional quality as determined by the Planning Department and the ARC. All signs shall be completed and erected in a professional, workmanlike manner.

### Sign Type 2.6-3.1

#### **Wall Signs**

**Description:** Wall signs should consist of lettering and symbols and may include graphic images. Lettering should not cover more than 75% of the sign face.

**Size:** A. Not to exceed 12 square feet; stores with facades greater than 26 feet may not exceed 16 square feet.

B. The temporary structure located in what is known as the Upper Gold Bug Lot may install a wall sign not to exceed 20 feet.

**Materials:** Routed or sandblasted wood, painted wood, metal or applied metal or wood letters.

## Wall Signs – Continued.

**Mounting:** Wall signs must be mounted in a manner that does not obstruct nor is obstructed by, architectural details of the building. These signs must fit proportionally into the space on the wall and with the relationship of adjacent windows or doors. These signs must be flush to the wall and, generally, not extend more than 2.5 inches into a walkway. The Design Review Board may approve wall signs that extend up to 6 inches into a walkway provided they do not create a hazard (head clearance problems or potential for snagging clothing). Wall signs shall be mounted so that the top edge of the sign does not exceed 13' above grade or above the entry if the business is not on the ground level. Wall signs projecting more than 2.5 inches into public walkways must provide a minimum head clearance of 7'6".



Sign Type 2.6-3.2  
**Ground Signs**

**Description:** Ground signs may be located in landscape beds or pedestrian walkways carefully located so not to impede the flow of pedestrians, interfere with maintenance operations, or create a hazard. Ground signs are pedestrian oriented and designed to identify businesses and attract customers. They also provide visual interest and character to the streetscape.

**Size:** Not to exceed 12 square feet; stores with facades greater than 26 feet may not exceed 16 square feet. Maximum height of 10 feet.

**Materials:** Routed or sandblasted wood, painted wood, metal or applied metal or wood letters. Posts shall be wood, painted wood, log, or decorative metal.

**Mounting:** Ground mount. Ground signs must be located in a manner that does not obstruct pedestrians.



### Sign Type 2.6-3.3

#### **Window Signs**

**Description:** A sign that is applied or attached to the exterior or interior of a window or glass portion of a door or located in such a manner in the interior of a building within three (3') feet of the window so that it can be seen from the exterior of the structure through a window. The intent of this section is to place controls on commercial identification signs and advertising, and not on merchandising window displays or decorative resort themed graphics. Window signs should have a lettering size that is well-scaled to the window or door upon which the sign is being placed. Window Signs are controlled in three different ways, a) one of the three primary commercial identification signs allowed, b) window graphics not advertising the name of the business, and c) commercial signage applied to windows that is less than one square foot in size..

**Size:** Window signs used as one of the three primary commercial signs shall not to exceed 12 square feet; stores with facades greater than 26 feet may not exceed 16 square feet. Decorative borders shall not be calculated in the permitted sign area. Window graphics, posters, event flyers, and brochures that contain advertising and/or display the name of the business cannot exceed 33% of the glass area of each window or door or 12 square feet per window or door, whichever is less and are not included in the aggregate sign area. Non-retail commercial space, such as offices, information centers, event and recreational ticket purchasing, and real estate brokers, window graphics, posters, event flyers, and brochures that contain advertising and/or display the name of the business cannot exceed 66% of the glass area of each window or door or 12 square feet per window or door, whichever is less and are not included in the aggregate sign area. All window signs less than 1 square foot are not included in the aggregate sign area, and are not considered 1 of the maximum of 3 sign types allowed at any one business, and may be used more than once, but may not be used more than once per window or door. Individual 1 sf signs cannot cumulatively exceed the maximum sign area allowed on any window (33% of a window for commercial business and 66% of a window for non-commercial businesses).

**Materials:** Paint, gold leaf, laser cut appliqué or a similar high-quality finish. Professionally printed window graphics, posters, event flyers and brochures. Applied hardware store-purchased vinyl letters, unprofessional hand-made or similar do it yourself signs are not permitted. Signs must be professionally fabricated. Signage not affixed to the glass surface, but within three (3) feet of the window, must be in keeping to the theme of the window display and the character of the business or items for sale.

**Mounting:** Lettering, logos, decorative graphics, posters and borders may be applied directly to the glass surface or professionally mounted within 3 feet of the window in the interior of the commercial space.

## Sign Type 2.6-3.4

### Projecting/Arcade Signs

**Description:** These signs are mounted perpendicular to building walls and to structural cross members under covered walkways or attached to the face of buildings. Projecting and arcade signs are pedestrian oriented and designed to identify businesses and attract customers. They also provide visual interest and character to the streetscape.

**Size:** Not to exceed 10 SF; stores with facades greater than 26 feet not to exceed 16 SF. On a two-sided sign where the faces are parallel to each other and separated by less than one (1) foot, only one (1) face is counted in computing the sign's area.

**Materials:** Routed or sandblasted wood, painted wood or metal.

**Mounting:** These signs shall be mounted by brackets to a wall or cross member of an arcade. These signs may be installed on the exterior of an arcade or over the gable end of a building entry, provided the signs will not be obscured by landscaping.

Projecting/Arcade signs shall be mounted so that the top edge of the sign does not exceed 13' above grade. Projecting signs over public walkways must provide a minimum of head clearance of 7'6". Projecting signs not over walkways may have a minimum ground clearance of 6' above grade unless this creates a safety hazard.

Mounting brackets should be constructed in craftsman-like manner. Brackets should have a rustic style . Extremely ornate brackets with European characteristics such as a fleur-de-lis are not appropriate. Generally, simple designs are best. Mounting brackets should be engineered and mounted to withstand a minimum 30 pounds per SF wind loads.



### Sign Type 2.6-3.5

#### **Hanging Signs**

- Description:** These signs are generally mounted parallel to building walls and to structural cross members under covered walkways or below the front edge of canopies or arcades. Hanging signs are pedestrian oriented and designed to identify businesses and attract customers. They also provide visual interest and character to the streetscape.
- Size:** Not to exceed 10 SF; stores with facades greater than 26 feet not to exceed 16 SF.
- Materials:** Routed or sandblasted wood, painted wood or metal.
- Mounting:** These signs shall be mounted by brackets below an arcade or cross member of an arcade.

Hanging signs shall be mounted so that the top edge of the sign does not exceed 13' above grade. Hanging signs over public walkways must provide a minimum of head clearance of 7'6". Hanging signs not over walkways may have a minimum ground clearance of 6' above grade unless this creates a safety hazard.

Mounting brackets should be constructed in craftsman-like manner. Brackets should have a western style that could be produced by the town blacksmith or forge. Extremely ornate brackets with European characteristics such as a fleur-de-lis may or may not be appropriate. Generally, simple designs are best. Mounting brackets should be engineered and mounted to withstand 30 pounds per SF wind loads.

### Sign Type 2.6-3.6

#### **Awnings and Canopy Signs**

- Description:** Awnings and canopies add color and flair to the street level. Awnings and canopies may contain signage. The back-lighting of awnings and canopies is not permitted.
- Size:** Sign Area not to exceed 10 SF; stores with facades greater than 26 feet shall not exceed 16 SF. Sign Area determined by measuring the outline of the letters and graphics associated with the sign.
- Materials:** Canvas, sailcloth or similar textured cloth, wood, painted or natural metal. Vinyl, nylon, polyurethane materials or other slick materials are inappropriate.
- Mounting:** Awnings and canopies should be mounted on a frame secured to a wall with no supports extending to the ground and have a minimum clearance of 7'6" in pedestrian areas and 13' in vehicular areas unless designed to be break-away. Awnings and canopies that require supports extending to the ground shall require a building permit to ensure safety.

## Sign Type 2.6-3.7

### **Sandwich Board Signs**

- Description:** A portable sign that is moved into an approved location on a daily basis only during business hours. All sandwich board signs must be moved inside the commercial establishment at the time of business closing or 9:00PM each day, whichever is earlier, and may not be repositioned outside until after 8:00AM. Sandwich Board Signs may not be permanently installed, shall be Ground Mounted, foldable or collapsible for ease of movement. A minimum of 75% of the sign face shall be 'Dry Erase' or chalk board for variable messages, which should be presented in colorful text and graphics with neat and legible handwriting. All variable message content must be directly associated with the applicable commercial space. The remainder of the sign shall be permanent, professionally designed lettering, logos, and decorations that frame or accentuate the variable message. Sign area may also be wood with painted lettering and logos or silk screened metal. A maximum of one sandwich board sign is allowed per business. Sandwich boards must be reviewed by the ARC and receive a sign permit from the County. Sandwich boards are included in the total aggregate sign area allowed per business.
- Size:** Not to exceed 6 SF per side; not including decorative frame, legs, or space between sign and ground. Sandwich boards are intended to be displayed only during business hours, therefore they must be constructed to a size and weight that can be moved on a daily basis. Maximum sign and frame thickness is 5 inches. Minimum height is 3 feet so the signs do not become a tripping hazard, maximum height is 5 feet.
- Location:** The Applicant shall meet with the ARC to determine the location of the sign, which the applicant shall then identify on a plan graphic in the Permit Application. The ARC shall have limited authorization to approve the location of the sign within an area no more than 20' from the business entry door or within 3 feet from an edge of adjoining patio space, whichever is greater,. The ARC shall also have authorization to remove sandwich board signs for any reason, and at any time, or for any amount of time if signs are located outside of the permitted area, deemed unsightly, a hazard, or for maintenance purposes.
- Materials:** High Quality wood or metal frame or other material and color consistent with the applicant's store façade or related signage materials.
- Mounting:** Ground mounted, movable on a daily basis.

### Sign Type 2.6-3.8

#### **Variable Message Signs**

- Description:** A sign that is placed within the 3' interior Commercial Frontage Sign Area and is visible from pedestrian walkways that describes special sales, daily specials, or unique retail opportunities.
- Size:** Maximum 6 SF. Maximum one Variable Message Sign per entrance. The area of this sign does not count against the maximum Sign Area allowed.
- Materials:** Chalk boards, dry erase boards, or magnetic boards are allowed and other creative options that strengthen the theme or architectural finish of the business will be considered for approval. Professionally printed materials may also be used, but shall be changed at least weekly so that the message is variable. Hand written signs on paper taped to the inside of a window are not allowed,. Electronic or internally lighted signs are not allowed.
- Mounting:** Within the 3' interior Commercial Frontage Sign Area only. Variable Message Signs shall not be placed on the exterior portion of the Commercial Frontage Sign Area. Signs may be affixed to the inside of a window or placed on top of a window sill, easel, or other decorative support.

### Sign Type 2.6-3.9

#### **Leasing Signs**

- Description:** Leasing signs are used to provide notice that a retail shop is available to lease or indicate the name and type of business that leased the space during construction. These signs may provide some kind of story about the history or character of the village and explain how this shop is part of that character. These signs may not simply state "For Lease" or "Coming Soon." The goal is to reinforce the pedestrian village character using decorative window graphics.
- Size:** Leasing signs will block out all windows on the storefront to prevent views into an empty store space or shop that is under construction. Murals or other graphics may cover 100% of the window area; however, text may not exceed the maximum permissible tenant sign area outlined in 2.6-3. The "For Lease" and contact information portion of this signage may only comprise one window of a commercial space.
- Materials:** Paint on glass, paint or printed on paper or painted wood signs, all in a professional manner.
- Mounting:** Painted on glass or placed inside display windows in a professional manner.

Sign Type 2.6-3.10

**Commercial Property Identification Signs**

**Description:** These signs identify the name of a building and are intended to be easily read from the pedestrian or vehicular streets. Property identification signage should be large enough to make information legible and to simplify decision making for visitors both in vehicles and walking. Sign materials may vary considerably but should be consistent with the architecture, neighborhood, recreation area or village character. Where possible, visually integrate signs within the landscape setting.

**Size:** Not to exceed 12 SF. One per building

**Materials:** Materials shall consist of routed or sandblasted wood, applied letters, painted wood, stone and painted or natural metal.

**Mounting:** Signs may be Ground mounted or wall mounted. Wall mounted must be flush to the wall and not extend more than 2.5 inches into a walkway. Ground Mounted signs shall not exceed 6 feet above grade. Wall mounted signs shall not exceed 16 feet above grade.



Sign Type 2.6-3.11  
**Miscellaneous Signs**

**A. Credit Card and Membership Medallions**

Description: These signs identify credit cards accepted by the merchant and organization membership medallions (Better Business Bureau, FTD, Western Union, etc.). These signs may include corporate logos. These signs must be grouped together in an orderly manner.

Size: Not to exceed 36 square inches in total area and does not count toward maximum aggregate sign area.

Materials: Decals are acceptable.

Mounting: Applied to a window or door.

**B. Hours of Business**

Description: Provides information on business hours.

Size: Not to exceed 24 square inches and does not count toward maximum aggregate sign area.

Materials: Decals are acceptable, paint or similar treatment is preferred.

Mounting: Applied to a window or door.

**C. Restaurant Menus**

Description: Restaurants, delicatessens and other food service businesses may display a menu with the restaurant's name and logo..

Number: One per entry.

Size: Not to exceed 4 SF and does not count toward maximum aggregate sign area.

Materials: Menus should be the same menu used by the restaurant, provided they do not exceed the size limitations.

Mounting: Menus must be displayed in a wood or metal display case mounted to a wall near the entry. The face of the display case in which menus presented should not exceed 6SF in area. Indirect illumination is permitted.

**D. Commercial Parasols**

Description: Businesses may erect parasols which display business advertising for the purpose of providing shade to tables or seating areas. Parasols are exempt from the requirement of obtaining a permit under this document.

Number: One parasol is permitted for each table; or for each group of four or more chairs.

## Miscellaneous Signs – Commercial Parasols – Continued

- Size:** Individual parasols may be a maximum of 46 square feet. No more than 30% of the area of a parasol may be covered by advertising. Further, the product name displayed shall be available at the business (if a restaurant has parasols that display Evian, that restaurant must sell Evian). Advertising of products not available for purchase is not allowed. Parasols do not count toward the maximum aggregate Sign Area.
- Material:** Parasols shall be made of durable new material. Fluorescent or day-glo colors are prohibited.
- Mounting:** Securely weighted so as not to be a safety hazard or removable in inclement weather.

### **E. ATM Signs**

- Description:** Signs that identify ATM locations that are not associated with a commercial business that is controlled by the previous sections of this sign program, including stand alone ATM kiosks and separate entrances for ATMs.
- Number:** One per ATM machine.
- Size:** Maximum 2 square feet per sign.
- Material:** Materials shall consist of routed or sandblasted wood, applied letters, painted wood, stone and painted or natural metal.
- Mounting:** Wall, window, projecting arcade, and hanging signs are allowed.

## **2.7 BUS STOP IDENTIFICATION AND INFORMATION**

### Sign Type 2.7-1

#### **Bus /Shuttle Stop Identification & Route Information**

- Description:** These signs are intended to identify bus/shuttle stops along roadways and near village centers or other pedestrian collector areas served by bus routes in Keystone Resort, and provide transit information. They are to display a bus symbol, a route identification with route symbol(s) and a route map to identify all stops along the route. These signs should be consistent in the use of colors and materials, but may also reflect the unique character of the individual villages within the resort.

### Sign Type 2.7-1.1

#### **Bus Stop/Route Identification**

- Description:** Use to display bus stop identification signage, the international bus symbol, and bus route symbol or multiple symbols if stop serves more than one bus route.
- Size:** Not to exceed 18 SF.

## Bus Stop/Route Identification – Continued

- Materials:** Route identification may be screened on metal or polycarbonate acrylic panels in natural finish or stained wood frames. Signs may be of banner fabric or may be silk-screen applied enamel. All materials shall be weather and fade resistant.
- Placement:** Locate signs at bus stops which may or may not include a bus shelter. Set back from road surface (and shoulder if present) at least 6 feet. In no event shall the signs be placed in any public Right-of-Way unless in accordance with the provisions set forth in Section 9007.G (or subsequent update) of the Summit County Land Use and Development Code.
- Mounting:** Existing light or utility posts should be utilized where feasible and appropriate. Mount to wood post with ground clearance of at least 8 feet and a height not to exceed 14 feet of adjacent road grade. Mounts shall conform to MUTCD safety standards.

### Sign Type 2.7-1.2

#### **Bus Route Map and Information**

- Description:** A line map diagram to show all stops along the route by name or list of stop locations. When more than one bus route serves the stop, route information signage should show all stops of busses that serve the stop.
- Size:** Map area shall not exceed 9 SF.
- Materials:** Route maps shall be screened on metal or polycarbonate acrylic panels in natural finish or stained wood frames. Where bus shelters exist, route maps may be silk-screened directly to shelter window panels provided correct mounting height can be achieved.
- Mounting:** Maps may be Ground Mounted, or to an interior or exterior wall of a bus shelter.

### Sign Type 2.7-1.3

#### **Transit Hub Orientation and Information Display**

- Description:** These signs are allowed in transit hub locations to present overall neighborhood, resort and transportation information. They are to orient arriving transit passengers to the neighborhood and inform boarding passengers of the routes which serve all areas of Keystone Resort. If bus shelters are present, these orientation signs may be incorporated into the shelter design. For Ground Mounted installations, the signs should be of a modular design and may be double-sided.
- Size:** Sign displays should be of pedestrian scale but shall not exceed 16 SF per side. Maximum numbers of modules per location is two.
- Materials:** Must be consistent with surrounding street furniture and neighborhood character. Graphics information should be standardized in design and materials to allow interchangeability and consistency throughout Keystone Resort.

## Transit Hub Orientation & Information Display – Continued

- Placement:** Locate displays at the primary point(s) of bus loading and unloading. For large transit hubs which serve several bus routes, two displays may be used provided they are located near bus loading and unloading areas and spaced at least 50 feet apart.
- Mounting:** Ground mount or incorporate into the bus shelter design. Sign height shall not exceed 6 feet above grade.

## **2.8 HOUSING GROUP AND UNIT IDENTIFICATION**

### Sign Type 2.8-1

#### **Housing Unit or Housing Group Identification**

- Description:** These signs provide identification of housing groups; individual housing units which have common parking lots; and single family homes. They are intended to provide general and emergency use identification of all housing units at Keystone Resort. All housing must be identified by a street address number or unit number. Housing groups which share common parking lots and a common vehicular entrance shall display in addition to the name the range of unit numbers they contain.

### Sign Type 2.8-1.1

#### **Housing Group/Property Identification**

- Description:** Signs used to identify the name of a housing or condominium development, and to identify individual buildings within a development. The sign may also include the street address number or numbers and may display a neighborhood or village symbol.
- Number:** As needed to provide understandable and consistent way finding.
- Size:** Sign area shall not exceed 12 SF per building entrance plus one primary sign at a maximum of 24 SF. Numerical height (for street address) shall not be less than 4 inches. In addition, banners may be placed on the property on existing light poles at a maximum 2 banners per pole with a maximum size of 4 SF per banner.
- Materials:** Wood, stone, boulders, forged iron or other natural and indigenous appearing materials are allowed provided they are compatible with the character and style of the housing facility and overall character of Keystone Resort. Banner fabric may also be used for groups of signs that are repeated at various locations.
- Placement:** Generally these signs should be incorporated into a landscape feature at a driveway entry or installed over parking garage entries. Signs shall be located near the primary vehicular entrance to the parking area(s) but a minimum of 6 feet from any road or shoulder surface. Orientation shall insure adequate visibility to approaching vehicles, but shall not present a visual obstacle to exiting vehicles.

## Housing Group/Property Identification – Continued

**Mounting:** Ground, hanging, window, wall mount, window and arcade signs.. Banner signs shall be pole mounted on existing light poles. Maximum height above adjacent road or walkway surface is 8 feet for ground and pole mount signs, but may be higher for hanging or wall mount signs only if necessary to provide proper clearance for pedestrians or vehicles. Mounts shall conform to MUTCD safety standards.



### Sign Type 2.8-1.2

#### **Housing Unit Identification**

**Description:** Signs used to identify an individual house; single family or multi-family dwelling. These signs are intended to identify the street address or unit number of the unit or units.

**Size:** Sign area shall not exceed 2 SF. Numerical height shall not exceed 5 inches.

**Materials:** Sign panel (if used) shall be consistent or compatible with building siding or trim material. Numerals may be etched and paint-filled, applied to panel, or mounted directly to building without background panel. Wood, stone, boulders, forged iron or other natural and indigenous appearing materials are allowed provided they are compatible with the character and style of the housing facility and overall character of Keystone Resort.

**Placement:** Place signs uniformly on all units so as to clearly distinguish one from another. Directional arrows may be used if necessary but must be the same material and application as unit numerals or letter forms.

**Mounting:** Ground mount, window or Wall mounted.

## **2.9 REAL ESTATE SIGNS**

Description: These signs are intended to identify real estate developments, provide construction site information where visible from arterial streets, and to identify real estate sales opportunities and “open house” within Keystone Resort.

### **Sign Type 2.9-1**

#### **Project Development Signs**

Description: Project Development Signs should convey basic information about the project with digitally rendered image or scanned and printed human drawn illustration rendering of the project and text limited to identifying the project name, the developer, the project architect, landscape architect, general contractor, financial institution, Real Estate Broker, location of real estate office, price range, location of model unit, and telephone numbers to obtain additional information. No more than a total of two project development signs are permitted per described development.

Size: Sign area shall not exceed two signs at 16 SF or one sign at 24 SF.

Materials: Painted Wood or metal.

Mounting: Signs shall be mounted on minimum 4” by 4” posts that have been planted securely in the ground. Nailing or tying signs to trees is not acceptable. Height shall not exceed 8’ above grade or adjacent roadway surface. These signs shall be removed when 50% of occupancy permits are issued or when building permit expires.

### **Sign Type 2.9-2**

#### **Construction Site Signs**

Description: Construction site signs provide information within the limits of a construction project must be neat, orderly and professionally designed and constructed. Stenciled, spray painted or similar signs are not acceptable. Safety signs as required by OSHA, emergency contact information, no trespassing signs and similar signs are permitted and exempt from sign area calculations. Construction company names and logos painted on office trailers are included in the permitted signs area.

Size: Not to exceed 32 SF of aggregate sign area and not more than three signs. No single sign may exceed 16 SF.

Materials: Painted wood or metal, or silk screened on fabric or canvas.

## Construction Site Signs – Continued

**Mounting:** Signs shall be mounted on 4” by 4” posts that have been planted securely in the ground or secured to construction fencing. Nailing or tying signs to trees is not acceptable. One sign may be placed on the construction office and up to two additional signs may be used as directional signs to the construction office or material storage areas. Height shall not exceed 8’ above grade or adjacent roadway surface. These signs may be erected only after a building permit is issued and shall be removed when 50% of occupancy permits are issued or when building permit expires.

### Sign Type 2.9-3

#### **Open House Signs**

**Description:** Open House signs are used to provide direction to and advertise a real estate sales open house. These signs shall only be displayed when a model home is actually open for viewing.

**Size:** Not to exceed 4 SF.

**Materials:** Painted aluminum or painted wood panel.

**Mounting:** Signs may be Ground Mounted or mounted to project development signs. Signs shall not be located in a manner that impedes pedestrian or vehicular traffic.

### Sign Type 2.9-4

#### **Hoarding**

**Description:** These “signs” are placed on the plywood or chain-link barricades that surround a construction site. They include murals, renderings of the new building, the name of the building, stories and project information. The signs are used to provide security for the construction site and provide an interesting display for resort visitors.

**Size:** To ensure hoarding is primarily a graphic display sign, textual content shall be limited to 2 SF of sign area per 5 lineal feet of barricade with an aggregate sign area not to exceed 32 SF.

**Materials:** Painted wood, or silk screened on fabric or canvas.

**Mounting:** These signs may be erected after a grading or building permit is issued and shall be removed when occupancy permits are issued or when building permit expires. .

Sign Type 2.9-5  
**For Sale Signs**

**Description:** For Sale signs are inappropriate in a Village Center environment. Therefore, For Sale Signs cannot be displayed where they can be seen from the exterior of any building within the three Village Center/Areas. This does not preclude the placement of notices inside a residential unit or temporary signs that may be used to announce an open house only on the day of the event. For Sale signs may be installed outside the Village Centers in buildings with six units or less only. Larger buildings shall not post for sale signs. For Sale signs allowed outside Village Centers do not require a permit.

**Size:** For Sale signs outside village centers, 1 sign per unit maximum and a maximum of 4 square feet.

**Materials:** Painted or natural wood and metal.

**Mounting:** Ground Mount.

## **2.10 PEDESTRIAN GUIDANCE SIGNS**

Sign Type 2.10-1  
**Neighborhood/Resort Orientation Display**

**Description:** These signs or displays are intended to present overall Keystone information, including village directories, orientation maps with bus routes and/or locations of resort amenities, at public parking facilities. Where bus stops are located near parking areas, the signs/displays should be conveniently placed to allow orientation prior to bus boarding. If bus shelters are present, these orientation signs may be incorporated into the shelter design and combined with Sign Types 2.7-1 or 2.7-2. For Ground Mounted installations, the signs may be of a modular design and may be double-sided or kiosk style.

**Size:** Sign displays should be of pedestrian scale but shall not exceed 21 square feet per side.

**Materials:** Must be consistent with surrounding street furniture and neighborhood character. Graphics information should be standardized in design and materials to allow interchangeability and consistency throughout Keystone Resort.

**Placement:** Locate displays at the primary point(s) of egress from parking lots and at decision points within the village neighborhoods.

**Mounting:** Sign height shall not exceed 10 feet above grade.

#### Sign Type 2.10-2

##### **Pedestrian Guidance and Accessibility - Public Parking Lots and Bus Stops**

**Description:** These signs may be modular and uniform in design throughout Keystone Resort or compatible with the character and style of the neighborhood. They may contain text and pictogram information needed to direct pedestrians to facilities, buildings and services within an immediate walking area of 900 feet, including those who may be physically challenged as defined in the Americans with Disabilities Act (ADA). These signs may not be used to advertise commercial businesses within the resort.

**Size:** Same as Sign Type 2.10-1.

**Materials:** Same as Sign Type 2.10-1.

**Placement:** Signs should be located near primary pedestrian walks or paths which serve the parking lot with at least a 3-foot setback from the walking surface.

**Mounting:** Ground mount or affixed to light posts.

#### Sign Type 2.10-3

##### **Pedestrian Guidance and Accessibility - Residential Parking Lots**

**Description:** These signs are pedestrian guide signs needed to direct visitors or guests to specific buildings, areas, offices or amenities of the residential development. These signs may display the name and general direction to commercial entities if those entities are located on the same property.

**Size:** Sign area shall not exceed 3 SF.

**Materials:** Sign panels shall be of natural finish or stained wood with graphics etched or blasted into surface and paint-filled. Two wood signposts shall be used to support sign panels and shall be natural finish or stained wood, approximately 6 inches square or round. Post finish may vary according to neighborhood preference or appropriateness.

**Placement:** Place signs near pedestrian walks or paths which serve the parking area with at least a 3 foot setback from the walking surface.

**Mounting:** Ground mount, wall mount, or affixed to light posts-

#### Sign Type 2.10-4

##### **Pedestrian Guidance and Accessibility - Village Centers**

**Description:** These signs should be modular and uniform in design throughout the Keystone Resort. They may contain text and pictogram information needed to direct pedestrians to facilities and services within an immediate walking area of 300 feet, including those who may be physically challenged as defined in the Americans with Disabilities Act (ADA). These signs may not display the individual name of commercial businesses, but may include general information such as “restaurants”, “shopping”, etc.

## Pedestrian Guidance & Accessibility – Village Centers – Continued

- Size:** Sign panel modules shall not exceed 3 SF. Maximum number of sign panel modules per sign location is eight, with no more than six panel modules per direction indicated. The Resort logo may also be included on these sign panels but is not included in size restriction.
- Materials:** Signs to be made of metal or natural finished wood panels, with lettering and pictograms painted, engraved or blasted into surface and paint-filled. All lettering shall be in black, white or uniformly color-coded. Sign posts may vary according to neighborhood preference or appropriateness. Height shall be 10 feet from grade to top of signpost for non-illuminated signs, or 14 feet to top of signpost for installations which include pedestrian light fixtures with sign assembly. Sign panels shall be installed no higher than 10 feet above grade, with a minimum of 7 feet of clearance between grade and lowest sign panel if pedestrian clearance is necessary.
- Placement:** Sign should be located near primary pedestrian walks or in landscaped areas of neighborhood centers with a 3 foot setback from the walking surface, and at major decision points and areas where way finding needs are greatest.
- Mounting:** Ground or wall mount only.



#### Sign Type 2.10-5

##### **Pedestrian Gateway Identity**

**Description:** These signs are intended to identify access and entry to a major pedestrian center or activity. They may be designed to span a walkway or be positioned to either side of the area entrance. They should present an identification that is based on the activity, such as "Gondola Way" or "The Marketplace" or other unique village feature.

**Size:** Sign area shall not exceed 22 square feet.

**Materials:** Must be consistent with surrounding street furniture, architectural materials and neighborhood character. Graphics may be of natural or painted wood or metal materials.

**Mounting:** Ground, wall mount, or gateway. Minimum clearance of sign or structure shall comply with Fire District requirements, if applicable.

#### Sign Type 2.10-6

##### **Neighborhood/Resort Orientation - Along Walking Paths**

**Description:** These signs shall be conveniently located along paths and walks in areas of housing clusters and condominiums to orient pedestrians to their location with respect to neighborhoods and villages, their amenities and Keystone Resort overall. They should be modest in scale and provide basic orientation information. They may be located at rest areas or points of congregation along the walks or paths and where they present no physical or visual obstacle to path users.

**Size:** Display area shall not exceed 4 square feet.

**Materials:** Sign panels shall be of natural finish or stained wood with graphics etched or blasted into surface and paint-filled.

**Placement:** Signs shall be located at least 3 feet from any path or walking surface.

**Mounting:** Ground mount only.

#### Sign Type 2.10-7

##### **Pedestrian Guidance and Accessibility - Trails, Walkways and Bike Paths**

**Description:** These signs may be displayed at decision points as needed to indicate direction to significant recreational or cultural amenities or resort villages within the immediate walking area. They are intended to complement orientation maps which are also displayed at key locations along these paths or trails. The signs should be uniform in design throughout Keystone Resort. They may contain text and pictogram information for pedestrians, including those who may be physically challenged as defined in the Americans with Disabilities Act (ADA).

**Size:** Sign panel modules shall not exceed 1 square foot. Maximum number of panels per sign location is four, with no more than two panels per direction indicated.

**Materials:** Same as Sign Type 2.10-1.

## Pedestrian Guidance & Accessibility – Trails, Walkways & Bike Paths – Continued

Placement: Signs shall be located at decision points and intersections of other walkways with at least a 3 foot setback from walking surface.

Mounting: Ground mount only.

### **2.11 RECREATION PATH AND TRAIL SIGNS**

Sign Type 2.11-1

#### **Recreation Path Information, Regulatory and Warning Signs**

Description: Where pedestrians are exposed to bicycle traffic, regulations are necessary for bikers to insure their safety and the safety of pedestrians. This can include such signs as "Caution - This path is used by bicycles and pedestrians." Signs may display the uniform symbol for bike path, directional arrows as needed, in addition to text messages.

Signs shall be uniform in message, color, material and placement throughout Keystone Resort and conform to County standards and requirements for such signs as noted in Section 5106.02 of the Land Use and Development Code.

Size: Maximum sign size shall be 3 square feet per sign unless required to meet MUTCD standards. Informational signs may be larger and shall generally match Summit County recreation Trail standardized signs.

Placement: In areas where caution should be exercised by pedestrians and bicyclists, preferably in landscaped areas at least 4 feet from the path or walkway. The location of all signs along County dedicated recreational pathways shall be reviewed and approved by the Summit County Open Space and Trails Department. Signs may be combined or replaced with comparable pavement markings to regulate or warn users.

Materials: Wood sign panels with graphics etched and paint-filled or silk screened on metal. Pavement markings shall be paint, stencil applied, suitable for surface application.

Mounting: Wood post mounted - one per sign, at a clearance height of 5 feet above grade or as necessary to insure public safety.

Sign Type 2.11-2

#### **Natural Environment and Points of Interest Information**

Description: These signs are intended to remind pedestrians of the many unique, historical and/or environmental features present along paths and walkways that link housing groups and neighborhoods of Keystone Resort. They are to educate as well as remind the viewer of the Resort's appreciation of its natural resources. The signs may display an illustrative image, informational text and, where appropriate, regulations such as "Please stay on path in this area," or "Vegetation may only be picked by wildlife."

## Natural Environment & Points of Interest Information – Continued

- Size:** Signs shall be a maximum of 12 inches x 18 inches
- Materials:** Weathered and preserved wood supports with etched and paint-filled graphics on plaques made of wood, metal or weathered metal. Regulatory signs shall have red painted background.
- Placement:** Within view of path or trail users but carefully placed to only be noticeable when viewing specific and unique features along the path.
- Mounting:** Ground mount to wood post - one per sign. Information signs shall be mounted on a 30 degree-from-horizontal plane and at a maximum height of 30 inches above grade. Regulatory signs shall be mounted in a vertical position at a maximum height of 60 inches above grade.

### Sign Type 2.11-3

#### **Trail Orientation, Information, and Guidance Devices**

- Description:** These signs are permitted along hard and soft surface trails outside of village centers and identify trails by number or other symbol and identify miles (or shorter unit) traveled from trail origin, the direction to the trail origin and the distance to connecting trails or wilderness accommodations if applicable, indicate points of interest, present regulations or warnings and provide a manual ability to display "trail closed" or other restrictive information. If the trail is a designated County recreation path, then signage shall conform to County standards and requirements for such signs as noted in Section 5106.02 of the Land Use and Development Code and the location shall be reviewed and approved by the Summit County Open Space and Trails Department.
- Size:** Signs shall not exceed 2 square feet unless required to meet MUTCD standards.
- Materials:** Sign panels shall be of natural finish or stained wood with graphics etched or blasted into surface and paint-filled.
- Placement:** Locate these signs 15 to 20 feet into trail from the trail entrance. Signs are not to be visible from neighborhood residential or activity areas.
- Mounting:** Same as Sign Type 2.11-2.

### Sign Type 2.11-4

#### **Panorama Displays**

- Description:** These signs are to be used at exceptional natural areas near pedestrian paths or trails in Keystone Resort. They are intended to provide educational information that may include illustrations, environmental analysis of ecosystems, descriptions of mountain ranges or peaks or other meaningful information regarding the area.
- Size:** Sign area shall not exceed 20 square feet.
- Materials:** Same as Sign Type 2.11-2.
- Mounting:** Same as Sign Type 2.11-2.

## Panorama Displays – Continued

Placement: Within viewing distance of the path or trail but setback to ensure that viewers do not obstruct path or trail movement.

### **2.12 SPECIAL SIGNS AND DISPLAYS**

#### Sign Type 2.12-1

##### **Neighborhood/Resort Information Kiosks**

Description: These signs or displays are intended to present overall Keystone information including orientation maps, bus routes, locations of resort amenities, announcements, calendars of activities and similar information. They also provide enclosed displays to advertise dining opportunities, present special events information and a "pin-up" board. The pin-up space is provided to allow for community information and a place to post flyers or similar notices that otherwise are placed in store windows. Selective use of information is important depending on display location. Installation, postings and usage shall be approved and controlled by Keystone Neighbourhood Company Executive Director or the Keystone Manager of Commercial Leasing.

Size: All kiosks in each neighborhood shall be of a uniform design. The Review Authority shall review and approve the sign area, height and method of illumination of a prototypical kiosk as well as the number of kiosks and their locations prior to any installation.

Materials: Must be consistent with site furniture. Graphics information should be standardized in design and materials to allow interchangeability and consistency throughout Keystone Resort.

Mounting: Ground mount only. Sign height shall not exceed 12 feet above walking surface.

#### Sign Type 2.12-2

##### **Neighborhood/Resort Information Centers**

Description: Signs and displays located at information or welcome centers are intended to present overall Keystone information including orientation maps, bus routes, locations of resort amenities, announcements, calendars of activities and similar information. They may also provide displays to advertise dining opportunities, present special events information and a "pin-up" board. The pin-up space is provided to allow for community information and a place to post flyers or similar notices. Installation, postings and usage shall be approved and controlled by Keystone Neighbourhood Company Executive Director. Only exterior signage requires a sign permit from Summit County. Interior signage should be neatly organized and professionally installed. Temporary flyers, notices,

## Neighborhood/Resort Information Centers – Continued

- and similar community information shall be placed only within a designated pin-up space.
- Size:** The information center shall reflect the architectural character of each neighborhood. The Review Authority shall review and approve the sign area, sign height heights and methods of illumination prior to any installation.
- Materials:** Signs shall be consistent with information center architectural character. Graphics information should be standardized in design and materials to allow interchangeability and consistency within the information center.
- Mounting:** Sign height shall not exceed the drip line of the information center roof.

### Sign Type 2.12-3

#### **Ski Area Trail Maps**

- Description:** These maps shall be located in the skier villages. These signs may include ski area sponsors' logos. The ratio of advertising to information shall be 25% to 75%. Electronic and variable messages are allowed for trail and lift information only, no advertising, resort activities or special events may be electronic or variable.
- Size:** Sign area shall not exceed 220 sq. feet.
- Materials:** Painted or stained wood or purchased systems.
- Placement:** Locations to be determined by the Ski Area and the Design Review Board.
- Mounting:** Ground mount only. Height above grade shall not exceed 16 feet.

### Sign Type 2.12-4

#### **Non-Commercial Amenity Signs**

- Description:** These signs are primarily used to identify resort amenities, provide guidelines to the use of resort amenities, or be located on the amenity and may include resort name and logo, and information specific to the amenity.
- Placement:** Signs should be positioned in a manner that does not obstruct the flow of vehicular or pedestrian movement.
- Size:** If standing or mounted separately from the amenity, then the sign area shall not exceed 12 square feet. If mounted on or incorporated into the amenity then the sign area that identifies the resort shall not be more than 20 percent of the surface area of the amenity.
- Materials:** Routed or sandblasted wood, painted wood, metal, printed graphics mounted to durable board or foam core material or a combination of these materials.

## Non-Commercial Amenities Sign - Continued

**Mounting:** Wall, ground, and window mounted signs, hanging signs, and banners are allowed.



### Sign Type 2.12-5 **Ski Rack Signs**

**Description:** The primary function of the ski rack signs is intended to provide advertising for goods and services available within the resort. All advertisement on the ski rack signs shall be for businesses, products, or services available at the resort, sponsors of the resort, or sponsors of resort activities.

**Size:** Total area not to exceed 8 square feet per ski rack. This may be one panel or multiple panels. Ski rack signs shall not exceed 120 square feet in aggregate for each village base area.

**Material:** The sign shall be paint or powder coat applied to a metal panel inset within a frame.

**Mounting:** Maximum height 8 feet above paving or snow surface. The ski racks with signs shall be restricted to the ski lift base areas.

#### Sign Type 2.12-6

##### **Gondola and Chair Lift Signs**

- Description:** The primary function of gondola and chair lift signs is intended to provide small areas for advertising to offset the costs of on-mountain and resort way finding maps.
- Size:** Total area not to exceed 2 square feet per gondola car or chair lift chair. This may be one panel or multiple panels.
- Material:** The sign may be paint or powder coat on metal or professionally printed and enclosed in a rigid frame or case.
- Mounting:** Securely mounted to the surface of gondola cars or attached to chairs on chair lifts.

#### Sign Type 2.12-7

##### **Commemorative Signs**

- Description:** These signs are intended to resemble a historical feature that identifies a person's name and the date the building was constructed (e.g. Newman Block - 1894). These signs can also be commemorative plaques to provide some history about a person or the region (e.g. The Myers Building - Dedicated to Lula and James H. ("Dimp") Myers who homesteaded this land in 1906).
- Size:** Not to exceed 2 square feet.
- Materials:** Materials should be metal letters or a bronze or similar metal plaque or tablet.
- Mounting:** Commemorative signs should be applied to the wall at the gable end of a building at the apex of the gable. Commemorative plaques should be wall mounted at the pedestrian level and must not interfere with commercial or identification signage. Plaques shall not exceed 6 feet above grade.

#### Sign Type 2.12-8

##### **Resort Signs, Banners, and Flags**

- Description:** Resort signs, banners and flags may be installed only by the Keystone Neighbourhood Company or Resort Operations. Resort signs, banners and flags shall be reviewed by the ARC, but do not require a Sign Permit from Summit County. Acceptable uses of resort signage:
- A. Advertising or directing the public for Resort Operations and Keystone Neighbourhood events and activities that will remain in place longer than 90 days.
  - B. To advertise special events or festivals when signs are required for more than 90 days. Signs are limited to 14 days prior to the event and shall be removed within 4 days after the end of the event.

## Resort Signs, Banners, & Flags – Continued

- C. Special activity orientation, information and sponsor banners that will be in place for more than 90 days.

Size:	Appropriate to the message and space used for mounting, but not to exceed 20 SF
Material:	Banner fabric, canvas, sailcloth or similar durable fabric, painted wood or metal. Vinyl, nylon, polyurethane materials or other slick materials are inappropriate.
Mounting:	Wall, hanging, pole or ground mount so as not to impede pedestrian or vehicular traffic or be a safety hazard. Banners shall not be placed on or over existing permanent signs, but may be hung above or below existing signs.

### Sign Type 2.12-9

#### **Temporary Resort Signs, Banners, and Flags**

Description: Resort temporary signs, banners and flags may be installed only by the Keystone Neighbourhood Company or Resort Operations. Resort temporary signs, banners and flags shall be reviewed by the ARC, but do not require an individual Sign Permit from Summit County,. Temporary signs, banners and flags are installed for less than 90 days. Acceptable uses of resort temporary signage:

- A. Waiting for a permanent sign to be installed after a sign permit has been issued by Summit County. The maximum time allowed is 90 days after the issuance of a permit. While a permit from the County is not required for these signs, notice of the day the temporary sign was installed must be provided to the County Planning Department.
- B. To draw attention to a newly opened facility. One sign limited to 4 square feet for a maximum time period of 90 days.
- C. To warn the public of a hazard.
- D. To advertise special events or festivals. Signs are limited to 14 days prior to the event and shall be removed within 4 days after the end of the event.
- E. Special activity orientation, information and sponsor banners for a maximum 90 days.

## Temporary Resort Signs, Banners, and Flags - Continued

F. Resort Special Event banners are intended to inform the public of a unique occasion sponsored by the Resort, such as an artists' fair, festival, special event, or an athletic competition on the premises. Special event banners promote the public good through the dissemination of information of benefit to an entire community and create a colorful, animated resort experience. Banners shall not be used to identify a business or to advertise typical services or occasions common to commercial enterprises such as ski sales or "brunch being served."

- Size:** Appropriate to the message and space used for mounting, but not to exceed 40 SF
- Material:** Banner fabric, canvas, sailcloth or similar durable fabric, painted wood or metal. Vinyl, nylon, polyurethane materials or other slick materials are inappropriate.
- Mounting:** Wall, hanging, pole or ground mount so as not to impede pedestrian or vehicular traffic or be a safety hazard. Banners shall not be placed on or over existing permanent signs, but may be hung above or below existing signs.

### Sign Type 2.12-10

#### **Temporary Commercial Sign**

- Description:** Commercial Temporary Signs are used while permanent signage is being fabricated or to announce special KNC approved events. Temporary Signs used while permanent signage is being fabricated may be installed only after a Sign Permit is issued by Summit County for a permanent sign and is used in the period of time between permit approval and permanent sign installation. The maximum time allowed is 45 days after the issuance of a permit.
- Size:** Not to exceed 16 SF per sign and shall not exceed the number of permanent sign approved.
- Limitations:** Temporary signage displayed by businesses shall be displayed in the Commercial Frontage Sign Zone only. No fluorescent or day-glo colors are to be used.

Sidewalk sale merchandise display racks shall be of professional quality, not more than 6 ft in length and only one allowed per public entrance. It shall be placed within 3 feet of the store front and allow 3 feet of clearance for public walkways. Any signage on the display rack must be of professional quality and not handwritten and shall not exceed 2 SF. Approved racks may be displayed only during regular business hours.

## Temporary Commercial Signs – Continued

No “Sale” signs are allowed in merchant windows unless during an all neighborhood sales period designated by merchant association and approved by the commercial director. These designated time periods may occur up to 4 times/ year. (At any time, merchants may show sales merchandise within their store as long as it is more than 3 feet inside the store window which is outside the defined commercial sign zone)

No “hand-written” posters will be allowed. Temporary signage should not be used for restaurant menus or hours of operation.

## **Part 3 – Appendix**

### **3.1 CDOT U.S. HIGHWAY 6 SIGN PROGRAM**

Reference: Attachment