



WESTMINSTER

COLORADO

CITY COUNCIL MEETING

MARCH 17, 2025 at 7:00 PM

- A. Proposed Minor Amendments to the Sign Code and Incorporation of Spanish Language Text in Signs Posted for Public Hearings for Development Projects



Agenda Memorandum

Agenda Item – 6.A.

City Council Meeting
March 17, 2025



Strategic Priority 2: Community Empowerment and Engagement

Enhance the sense of community and connection in Westminster through engaging methods of communication and dialogue that improve accessibility, increase understanding, and encourage participation in civic and City life.



Strategic Priority 4: Economic Vitality

Promote and support a resilient economy that attracts and retains a diversity of businesses, workers, and industries, expands living wage jobs, and diversifies the City's tax base.

Subject: Proposed Minor Amendments to the Sign Code and Incorporation of Spanish Language Text in Signs Posted for Public Hearings for Development Projects

Prepared By: David W. German, AICP; Development Services Coordinator
John McConnell, AICP; Planning Manager
Lindsey Kimball, CEcD, EDFP; Community Services Director

Recommended City Council Action:

This report is for information only and requires no action by City Council.

Summary Statement:

- Four minor amendments to the Sign Code Chapter (Section 11-11) of the Westminster Municipal Code (W.M.C.) are being proposed for consideration by City Council at a Public Hearing on March 31, 2025.
- The four proposed amendments will, if approved:
 - Provide clarity for the proper placement of Post Signs
 - Provide clarity for the proper placement of Subdivision Entry Signs

- Create allowance for the use of digital screens in signs used in drive-through lanes
- Remove quantity restrictions for signs erected in large (30-acre+) non-residential developments
- Additionally, and not requiring amendments to the W.M.C., Staff is revising the templates for signs used for noticing public hearings before the Planning Commission and City Council to include meeting information in both English and Spanish.

Background Information:

In response to the 2015 *Reed v. Town of Gilbert, Arizona (Reed v. Gilbert)* United States Supreme Court decision, and to better meet the needs of the City's businesses, residents, and visitors, the City of Westminster Planning Division initiated an update of Title 11, Chapter 11: Sign Regulations (Sign Code), W.M.C. in December of 2017. The City led and managed a transparent and thorough update process that included a comprehensive input-gathering component, research, internal, and external collaboration. The City partnered with a consultant team to create complete, balanced, and legally compliant sign regulations, which were approved by City Council on second reading on December 21, 2020.

Subsequent amendments to the Sign Code were approved by City Council as follows:

- First Amendment: To create exemptions for temporary signs (August 2021);
- Second Amendment: To update the sign categories within the Sign Code to reflect the land use categories introduced by the newly updated Comprehensive Plan (June 2023);
- Third Amendment: To increase allowances for temporary banner signs, and to remove the requirement for approval stickers for temporary signs, incidental signs, and banners, (April 2024).

Staff is now bringing forth four new amendments for consideration and approval by City Council, which will collectively comprise the Fourth Amendment to the Sign Code, as follows:

- Provide clarity for the proper placement of Post Signs
- Provide clarity for the proper placement of Subdivision Entry Signs
- Create allowance for use of digital screens in signs used in drive-through lanes
- Remove quantity restrictions for signs erected in large (30-acre+) non-residential developments

The first amendment relates to Post Signs and removes ambiguity and better provides for pedestrian readability. The second amendment relates to Subdivision Entry Signs and also removes ambiguity and better provides for motorist wayfinding and readability. The third amendment creates an allowance for digital screens to be used in drive-through-related signs to better address the needs of businesses that employ drive-through lanes. It is also noted that digital screens have become the industry standard for drive-through-related signs. The final amendment removes quantity restrictions for signs erected in large 30-acre-plus non-residential developments. This change better meets the

needs of large users, such as major commercial areas, large office and technology campuses, and large hospital campuses. The specific text of these proposed changes may be found in Attachment 1.

In addition to the four codified amendments proposed above, Staff is redesigning the templates for signs used for noticing public hearings before the Planning Commission and City Council to include meeting information in both English and Spanish. This modification is a direct response to input provided by our community and is intended to support more inclusive communication for the City's Spanish speaking population. An example of what these signs will look like can be found in Attachment 2.

The City's Strategic Plan priority of Economic Vitality is supported by ensuring that the City's Sign Code continues to provide regulatory clarity to support the City's sign users, while also helping to maintain the aesthetic quality and character of the City. The Sign Code is treated as a living document that is updated as needed to meet changing needs and trends, provide better direction and clarity, and ensure that signs are complementary and supportive rather than distracting or obtrusive. Creating an English-Spanish public hearing notice sign directly supports the City's Strategic Plan priority of Community Empowerment and Engagement by improving accessibility, increasing understanding, and encouraging civic participation by the City's Spanish speaking population.

Respectfully submitted,

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Jody L. Andrews
City Manager

Attachments:

Attachment 1: Proposed Code Amendment Redlines: Section 11-11, W.M.C. Sign Regulations

Attachment 2: Draft Templates for Planning Commission and City Council Public Hearing Notice Signs



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PROPOSED CODE AMENDMENT REDLINES: WMC§11-11 SIGN REGULATIONS
March 31, 2025

Note: These changes will collectively be brought forth as the **04th Amendment to the Sign Code**.

SUMMARY OF CODE CHANGES:

- Provide clarity for the proper placement of Post Signs
- Provide clarity for the proper placement of Subdivision Entry Signs
- Create allowance for use of digital screens in signs used in drive through lanes
- Remove quantity restrictions for signs erected in large (30-acre+) non-residential developments

SUMMARY OF AFFECTED CODE SECTIONS:

- W.M.C. §11-11-9(B) *Post Signs*
- W.M.C. §11-11-9(D) *Subdivision Entry Signs*
- W.M.C. §11-11-11(B) *Incidental and Temporary Signs*
- W.M.C. §11-11-14(C) *Master Sign Plans, Criteria Section*

SPECIFIC CODE CHANGES:

W.M.C. §11-11-9(B) *Post Signs*:

(Amendment (addition) to Rules of Interpretation for Table 11-11-9-2)

(1) Post signs must be within twenty (20) feet of the main pedestrian path connecting the adjacent right-of-way to the building entry.

W.M.C. §11-11-11(D) *Subdivision Entry Signs*:

(Amendment to Definition)

Definition: A "subdivision entry sign" is a monument sign located along the directly adjacent to a vehicular entry to a subdivision from a collector or arterial street and provides wayfinding for motorists.

(Amendment (addition) to Rules of Interpretation for Table 11-11-9-4)

(1) Subdivision entry signs may be located only at vehicular entries into the subdivision.

W.M.C. §11-11-11(B) *Incidental and Temporary Signs*:

(Amendment (addition) to Rules of Interpretation for Table 11-11-11-2)

(2) Incidental signs adjacent to, facing, and oriented toward vehicles in a drive through lane may use or incorporate digital screens. Up to 100% of the permitted sign face area may be digital. A drive through lane is a vehicular travel lane that allows motorists to remain in their vehicles while ordering and receiving the goods and services of a business.

W.M.C. §11-11-14(C) *Master Sign Plans*:

(Amendment (addition) to Criteria Section)

(5) Master Sign Plans for non-residential developments that, in aggregate, reach or exceed thirty (30) acres in total area may include free-standing, attached, and incidental and miscellaneous signs in excess of sign quantity allowances set forth in this Chapter, subject to approval on an Official Development Plan. All other standards (e.g., materials, sign area, setbacks, design requirements, permitted sign types, etc.) must still be maintained in conformity with this Chapter.

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March 31, 2025

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Draft Sign Templates to be Used for Planning Commission and City Council Public Hearing Notice Signs

Planning Commission:

Planning Commission Sign:

Sign size increases from 20 to 24 sq. ft. (from 48"x60" to 48"x72")

WESTMINSTER	
NOTICE OF PUBLIC HEARING A PUBLIC HEARING IS PLANNED FOR THIS PROPERTY. FOR MORE INFORMATION VISIT:	AVISO DE AUDIENCIA PÚBLICA ESTA PLANEADA UNA AUDIENCIA PÚBLICA PARA ESTA PROPIEDAD. PARA OBTENER MÁS INFORMACIÓN, VISITE:
WWW.WESTMINSTERCO.GOV/DEVELOPMENTPROJECTS QUESTIONS/COMMENTS (PREGUNTAS/COMENTARIOS): 303-658-2092	
PLANNING COMMISSION HEARING (AUDENCIA DE LA COMISION DE PLANIFICACIÓN) AT CITY HALL (EN EL AYUNTAMIENTO) DATE (FECHA): MM/DD/YY (DD/MM/YY) TIME(HORA): 7:00 P.M.	

City Council:

City Council Sign:

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