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### **Highlands Ranch Basic Signage Guidelines**

This is the basic signage criterion for Highlands Ranch. However, the Highlands Ranch Commercial Review Committee (CRC) reserves the right to approve or disapprove any signage at its sole discretion. Signs must meet the basic Highlands Ranch Signage Guidelines and the sign criteria specific to the shopping center/area where the business is located (if applicable).

In general, all signage at Highlands Ranch must conform to the following criteria:

1. All signs shall maintain a minimum distance of one-half the letter height from all architectural features, parapets and building corners, etc.
2. All signs shall be internally illuminated individual letter types.
3. No script, logo, or sign color will be permitted unless approved by landlord, at its sole discretion. Business name and logo must be as is registered with the Secretary of State or other authority (Proof of registration of business name/logo may be required).
4. Wording of signs shall not include the product sold except as part of tenant's trade name or insignia. Sign must use your name as you are registered to do business.
5. No exposed raceways, crossovers, ballasts, or conduit will be permitted (unless existing or specific approval is given).
6. All signs shall be limited to individual Pan Channel letters 5" deep, which will be centered horizontally and vertically on the respective fascia (unless otherwise approved).
7. Cabinet signs are not allowed outside of Town Center South unless a part of a registered trademark or logo; logo may not exceed 24 inches in height.
8. No single letter may exceed 20 inches in height; overall stack height cannot exceed 26 inches in height; linear footage cannot exceed 70% of sign band.
9. All signs must have 60 MA. transformers on all Mercury Argon gas tubing; 30 MA. transformers may be used on red neon tubing. LED lights are allowed. All signage shall comply with Section 30-Lighting Standards of the Douglas County Zoning Resolution.
10. Tenant shall be permitted to place upon its entrance gold leaf or white decal lettering not to exceed 2" in height and no more than 144 square inches, indicating hours of business, emergency telephone numbers, etc.
11. Except as provided herein, no banners, pendants, names, insignia, trademarks, advertising placards, or other descriptive material shall be affixed or maintained upon the exterior walls of the building, within 24" of the windows, or outside of the building.

Commercial/Retail Center Tenants - Sign length may be no longer than 70% of the linear sign band/fascia for that tenant. (If a sign is restricted to a portion of the tenant's sign band, then the 70% rule will not apply to that specific area, but will still be required to have one-half of the letter height of space around the sign.)

Medical/Office Type Buildings - May have two (2) different tenants represented with signage on two (2) elevations. The elevations must be adjoining and only one (1) sign is allowed per elevation. If there is a building name sign, one of the tenants may use the same elevation as the building name as long as there is more than 100 linear feet of fascia and the fascia can easily accommodate two signs.

Monument signage is allowed per site on a case-by-case basis. A shopping center will be allowed a sign per street and no more than one sign per entrance. No monument sign shall exceed 6' in height or 12' in width, including the base or side columns. All signs must have a base and the base or any additional architectural feature must match the building's material/color.

Directional signs are allowed on the interior of a shopping center or pad site that needs to guide traffic. There may be no more than four (4) directional signs per site. These signs can be no taller than 4' high by 3' wide and must have a base and color than matches the building. Directional signs are for the purpose of directing traffic to a tenant or in a direction and can give information such as "exit" or "entrance". Directional signs may not contain signage for a business that has color, logo, or verbiage specific to that business. All designs must be approved.

Sign size will be determined based on the type of building and/or location. If there is a landlord/property manager, we must receive a copy of their approval (letter & drawings signed) with the signage approval request. Please make sure all information is included in your Application as specified. After the Committee approves the sign, the approval letter will be sent via e-mail with a copy to Douglas County for their approval and permitting.

All sign criteria are a guideline and the Highlands Ranch Architectural Review Committee reserves the right to change any sign criteria as they deem necessary for the overall aesthetics of the center or protection of the structure(s). If you have any questions, please do not hesitate to contact the Commercial Coordinator, Community Improvement Services Department at 303.471.8821.

Note: The Board of Directors will use whatever means necessary and available to enforce these guidelines, including filing legal action, recording a Notice of Noncompliance and assessing fines of \$25 per day for each day that the property remains in noncompliance, pursuant to Section 5.17 of the Community Declaration.