



**BACKGROUND PAPER FOR PROPOSED  
ORDINANCE**

**COUNCIL MEETING DATE:** June 27, 2022

**TO:** President Heather Graham and Members of City Council

**CC:** Nicholas A. Gradisar, Mayor

**VIA:** Marisa Stoller, City Clerk

**FROM:** Scott Hobson, Acting Director of Planning and Community Development

**SUBJECT:** AN ORDINANCE AMENDING SECTIONS 6 AND 15 OF CHAPTER 10 OF TITLE XVII OF THE PUEBLO MUNICIPAL CODE RELATING TO HIGH RISE SIGN DISTRICT NUMBER 3

**SUMMARY:**

Attached for consideration is a Text Amendment that will amend sections 6 and 15 of chapter 10 of Title XVII of the Pueblo Municipal Code relating to the location of allowed high-rise signs in Special Sign District 3.

**PREVIOUS COUNCIL ACTION:**

None.

**BACKGROUND:**

Under the existing code, properties fronting Interstate-25, West Pueblo Boulevard, and Gateway Drive, north and west of Interstate 25, are in Special Sign District 3 and are allowed to install one 30-foot pole/free standing sign with a maximum sign area of 300 square feet. These properties are also allowed an additional low-profile sign if they are a through lot and have an arterial street right of way adjacent to the rear property line. The proposed Ordinance revises the sign code by including commercial/industrial properties, adjacent to the east side of Interstate-25, in the Special Sign District. The Ordinance also modifies the language describing the district to aid in understanding the intent and purpose of the district. Finally, the Ordinance amends the Special Sign District table to allow properties within Districts 1-4 to have a low-profile sign adjacent to another street right-of-way if the property is a through lot or a corner lot. Previously, only through lots that fronted on a right-of-way, identified in the district, and on an arterial street were allowed to have both a high-rise sign and low-profile sign. This language prevented several lots with multiple frontages on rights-of-way to have both types of signs. The Planning and Community Development Department received interest to develop a convenience store on the unimproved parcel located north-east of the West Pueblo Boulevard and Interstate-25 interchange. The developers requested to be included in the Special Sign District 3 to receive equitable sign opportunities as the properties located directly west of their site. To further equitable sign opportunities along Interstate-25, the Planning Department proposes to extend the district south of the West Pueblo Boulevard and Interstate-25 interchange for the properties that front Interstate-

25 and Greenhorn Drive. The district is proposed to end at the point where Greenhorn Drive jogs west to run adjacent to Interstate-25.

**FINANCIAL IMPLICATIONS:**

There are no financial implications for the City.

**BOARD/COMMISSION RECOMMENDATION:**

The Planning and Zoning Commission, at their June 8, 2022, Regular Meeting, voted 7-0, to recommend approval.

**STAKEHOLDER PROCESS:**

The Planning Department sent out Notice of the Planning and Zoning Commission Public Hearing by publication of the proposed amendment fifteen (15) days prior to the Public Hearing.

**ALTERNATIVES:**

If City Council does not approve this Ordinance, sections 6 and 15 of chapter 10 of Title XVII of the Pueblo Municipal Code relating to high rise sign district number 3 will remain.

Upon request of City Council, the Ordinance could be returned to the Planning and Zoning Commission for consideration of proposed modifications.

**RECOMMENDATION:**

Approval of the Ordinance.

**Attachments:**

Proposed Ordinance

District 3 Map

Minutes of the Planning and Zoning Commission June 8, 2022 Public Hearing

Planning and Zoning Commission Staff Report

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE AMENDING SECTIONS 6 AND 15 OF CHAPTER 10 OF TITLE XVII OF THE PUEBLO MUNICIPAL CODE RELATING TO HIGH RISE SIGN DISTRICT NUMBER 3

BE IT ORDAINED BY THE CITY COUNCIL OF PUEBLO, that: (brackets indicate matter being deleted, underscoring indicating matter being added)

SECTION 1.

Section 6 of Chapter 10, Title XVII of the Pueblo Municipal Code is hereby amended to read as follows:

**Sec. 17-10-06. Special S[s]ign D[d]istricts.**

Special S[s]ign D[d]istricts have been established to prescribe special regulations to modify or supplement sign regulations of the properties identified in Appendix A, Special Sign Districts, 17-10-15. [general district] Properties located in the Special Sign Districts either front Interstate 25, Highway 50 West, and/or arterial roadways, which warrant high profile signs and additional low-profile signs to aid travelers and customers in wayfinding. [recognition of distinguishing circumstances while maintaining the character and purposes of the general use district area over which it is superimposed (See attached map descriptions in Appendix A).]

Type	Maximum number permitted	Maximum Height	Maximum Area per Sign	Additional Requirements
District 1: Freestanding "high-rise" signs on properties fronting on Street between Highway 50 West and Wills Boulevard.	1*	75'	300 sq. ft.	Entire sign must be placed within 75' of the public right-of-way.

<p>District 2:          Freestanding          "high-rise" signs          on properties          fronting on the          east side of          Interstate 25          between          Highway 50 and          the proposed          Dillon Drive          interchange.</p>	<p>1*</p>	<p>75'</p>	<p>300 sq. ft.</p>	<p>Entire sign must be          placed within 75' of the          public right-of-way.</p>
<p>District 3:          Freestanding          "high-rise" signs          on properties          fronting on          Interstate 25,          Pueblo          Boulevard,          Gateway Drive          and Southgate          Place. [between          the JJ Raigoza          Park and Lake          Avenue.]</p>	<p>1*</p>	<p>75'</p>	<p>300 sq. ft.</p>	<p>Entire sign must be          placed within 75' of the          public right-of-way.</p>
<p>District 4:          Freestanding          "high-rise" signs          on properties          fronting on          Highway 50          between          Interstate 25 and          the railroad track.</p>	<p>1*</p>	<p>50'</p>	<p>300 sq. ft.</p>	<p>Entire sign must be          placed within 75' of the          public right-of-way.</p>
<p>District 5:          Freestanding          "high-rise" signs          on properties          fronting on          Interstate 25          generally          between          Highway 50 and          29<sup>th</sup> Street.</p>	<p>1</p>	<p>65'</p>	<p>300 sq. ft.</p>	<p>Entire sign must be          placed within 75' of the          public right-of-way.</p>

District 6: Freestanding "high-rise" signs on properties in the Pinion Ridge Commercial Center Subdivision.	1 high rise sign per "sign area" **	Sign Area 1 – 75'  Sign Area 2 – 50'	300 sq. ft. ***	Only one (1) high-rise sign may be located in each of the two (2) sign areas indicated on the map.
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Note:

\*If property adjoins I-25 and [an arterial] **another** street right-of-way on a through lot **or corner lot**, an additional 1 low-profile sign is permitted at a maximum of 125 sq. ft. and 25' high; however, the high-rise sign must be placed adjacent to I-25 and the low-profile sign must be placed adjacent to the other public right-of-way.

\*\*Each parcel located in the Pinion Ridge Commercial Center Subdivision may also install one (1) monument sign at a maximum of 80 sq. ft. and 8' high.

\*\*\*For shopping center signage allowable area see Section 17-10-05 (f) multiple tenant "maximum area".

SECTION 2.

Appendix A, Section 15 of Chapter 10, Title XVII of the Pueblo Municipal Code is hereby amended as follows:

District 3 of Appendix A is deleted in its entirety, and District 3 attached hereto is adopted in substitution thereof.

SECTION 3.

This Ordinance shall become effective thirty (30) days after the date of final action by the Mayor and City Council.

**Action by City Council:**

Introduced and initial adoption of Ordinance by City Council on \_\_\_\_\_.

Final adoption of Ordinance by City Council on \_\_\_\_\_.

\_\_\_\_\_  
 President of City Council

**Action by the Mayor:**

- Approved on \_\_\_\_\_.
- Disapproved on \_\_\_\_\_ based on the following objections:

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\_\_\_\_\_  
Mayor

**Action by City Council After Disapproval by the Mayor:**

- Council did not act to override the Mayor's veto.
- Ordinance re-adopted on a vote of \_\_\_\_\_, on \_\_\_\_\_
- Council action on \_\_\_\_\_ failed to override the Mayor's veto.

\_\_\_\_\_  
President of City Council

ATTEST

\_\_\_\_\_  
City Clerk