

# ISSUE 4

## visual impressions and urban design overlay zone

The Coors Corridor Plan area is a major developing area in Albuquerque. It has great potential for developing into one of the most desirable and unique places in Albuquerque for locating businesses and residences. Approximately 20 percent of the plan area is developed. This presents an ideal opportunity to establish standards for quality design that will attract the kind of businesses, industries and residential development that are so desirable for Albuquerque.

Zoning categories express the land uses and other development on parcels of land. An overlay zone literally "overlays" the zoning category. Owners of properties in an overlay zone, then, must not only meet the provisions of the underlying zone, but the provisions of the overlay zone as well. A Design Overlay Zone is recommended for the Coors Corridor area. The overlay zone and its design guidelines are intended to reflect and to implement the policies of the Albuquerque/Bernalillo County Comprehensive Plan and the Northwest Mesa Area Plan. Where the provisions of the overlay zone conflict with the provisions of the underlying zone, the provisions of the Design Overlay Zone prevail.

Design Policies. Policies in this section express the intent of the City and County. Policies without design regulations or guidelines are intended to be expressions of general intent. The policy itself is a design guideline.

Design Regulations. These are to control specified critical design aspects of the area. As required by the zoning ordinances, they are adopted by the City Council and County Commission as a part of this plan. Such regulations are as specific as possible so that developers and designers will have a clear indication as to what development designs are acceptable. Total design control of development is not intended. Any construction or alteration of buildings or sites which would affect the exterior appearance of any lot within the Overlay Zone shall be consistent with the adopted regulations. However, building demolition is not controlled by the regulations.

Design Guidelines. The City Council or County Commission, the Planning Commission or Planning Director may promulgate advisory design guidelines to supplement the design regulations. Several are adopted in this plan. Such guidelines need not necessarily be

followed by developers, but their observance is suggested in order that development might fully achieve the design potential of the area.

The goal of the design regulations and guidelines is to promote visual harmony between new and existing buildings, and between the built environment and the natural scene. Building forms should respect and improve the integrity of adjacent existing or potential development, open spaces, and other public areas. The design regulations and guidelines encourage development within the Coors Corridor which integrates the natural landscape with development activities, achieves a balanced built environment, and preserves the unique natural features of the area. Many different detailed design solutions are possible. The objective is to find a reasonable and equitable solution which satisfies the intent of the design regulations and guidelines.

The general areas of design to be considered include:

A. General Policies

- Views within the Coors Corridor
- Views beyond the Coors Corridor
- Compatibility of the natural landscape and the built environment for both new and existing development.

B. Site Planning and Architecture

- Relationship to natural site amenities
- Appropriateness of setbacks, building heights, site coverage, vehicular and pedestrian circulation, parking
- Relationship to abutting or adjacent sites
- Solar energy considerations
- Landscaping, including outdoor lighting and various site elements

- Appropriateness of design to adjacent areas and/or roadway
- Consistency of building materials and detailing
- Relationship to other structures and accessory elements on the site
- Utility and mechanical facilities

C. View Preservation

- View preservation techniques have been developed for corridor Segments 3 and 4.

D. Signage

- Size, scale, location, materials
- Relationship to building/site elements
- Lighting

## a. general policies

The following policies apply to the entire length of the Coors Corridor.

### policy 1 views within the corridor

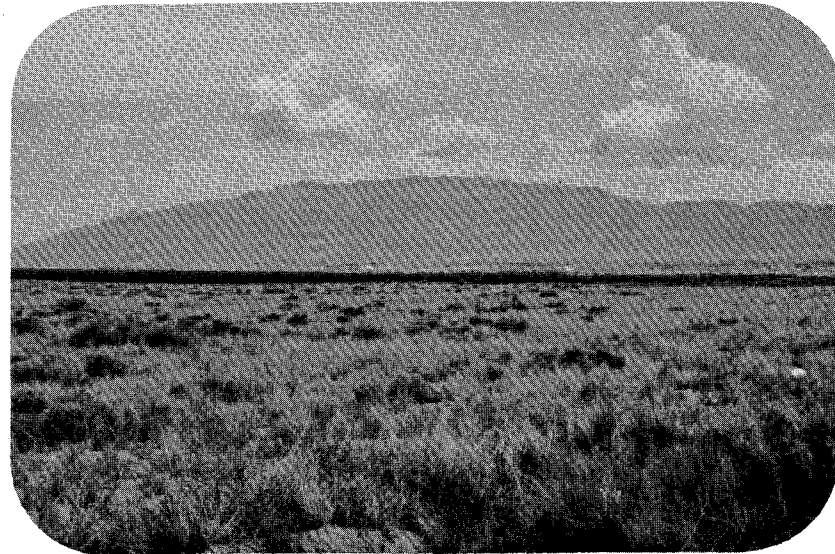
Appropriate and pleasing visual impressions within the corridor should be established and preserved.

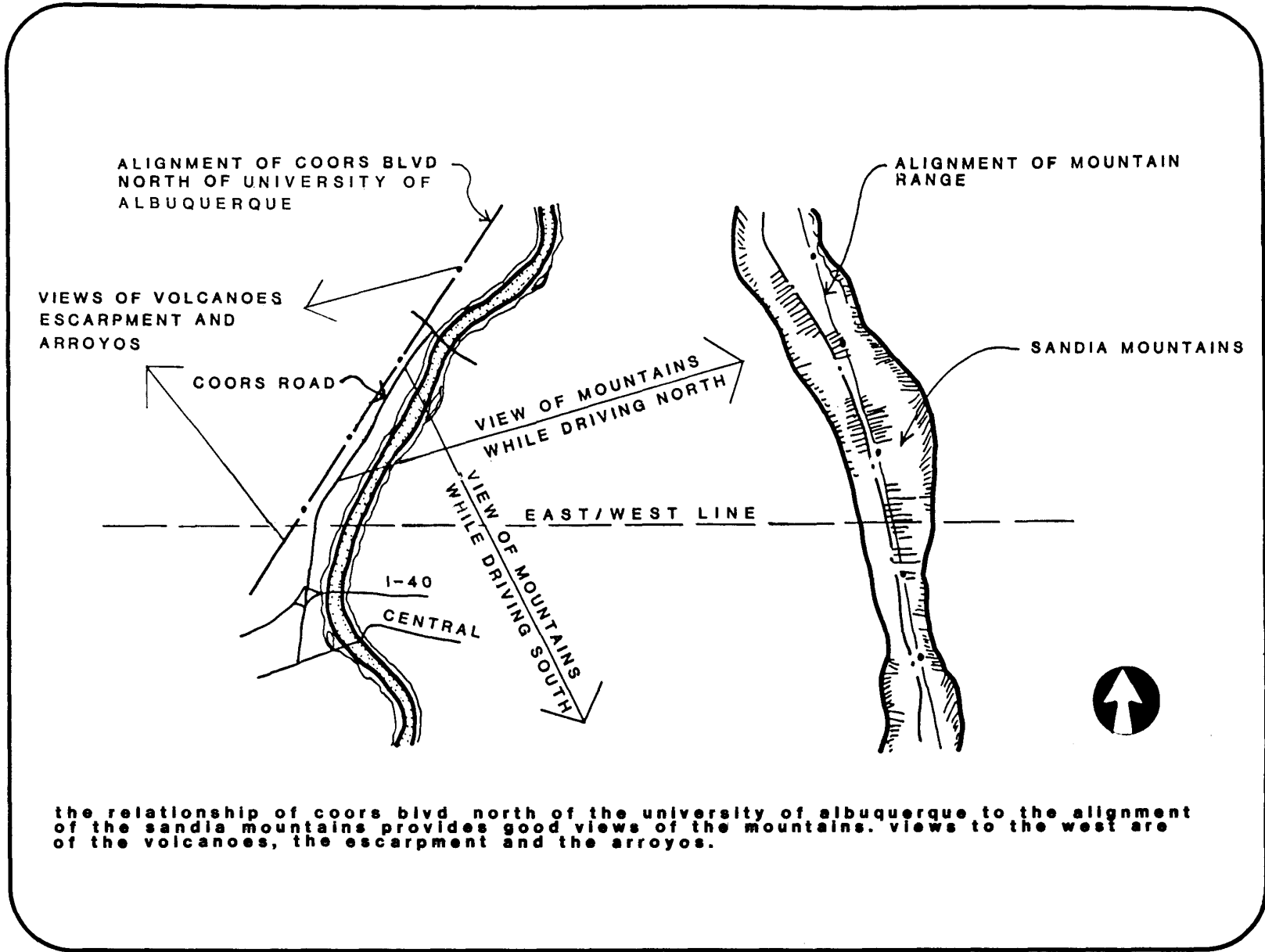
#### **rationale:** (for Policies 1 and 2):

Most of the scenic areas of Coors Corridor are yet to be developed. Visual impressions from the roadway within the corridor and beyond the corridor are important to provide an environment which is both attractive and functional. Residents of the Northwest Mesa and citizens of the community strongly support protection and enhancement of the visual qualities of the Coors Corridor.

### policy 2 views beyond the corridor

Significant views beyond the corridor, including the volcanoes, the escarpment, the arroyos, the bosque, the Rio Grande Valley, and the Sandia Mountains as viewed from Coors Boulevard should be preserved and enhanced.





the relationship of coors blvd north of the university of albuquerque to the alignment of the sandia mountains provides good views of the mountains. views to the west are of the volcanoes, the escarpment and the arroyos.

figure 38 views beyond the corridor

## policy 3 new development

New development in the Coors Corridor should be designed to be compatible with the natural landscape and the built environment in accordance with the design regulations and guidelines.

### rationale:

Development which is compatible with the natural landscape and with the built environment provides a sense of design harmony pleasing to the eye, creating desirable property values and fostering community pride.



## policy 4 existing development

Existing development should comply with the design regulations and guidelines as much as possible.

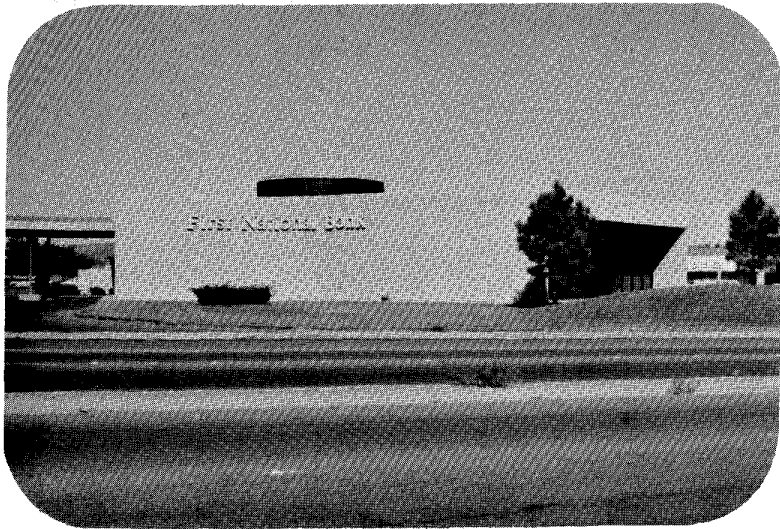
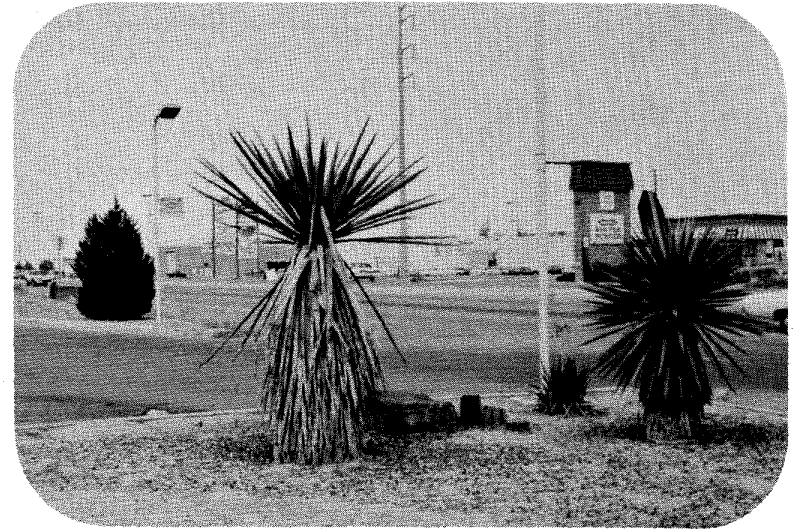
### rationale:

It is hoped that all redevelopment will comply with the design regulations and guidelines to the extent possible, in order to achieve the overall policies of the Coors Corridor Plan.

Landscaping, a relatively low-cost improvement, can unify the appearance of inconsistent frontage development. It enhances existing structures, provides shade and shelter for pedestrians and vehicles, and blends the natural with the built environment. There is precedence for requiring landscaping to comply with adopted regulations within two years.

### design regulations:

Landscape design elements shall be brought into compliance within two years from the date of adoption of this plan to the extent that existing parking requirements and other major existing physical improvements will permit.



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## **b. site planning and architecture**

### **policy 1**

#### **site design**

Natural site amenities should be incorporated into the site design.

#### **rationale:**

Arroyos, slopes, views, trees, and similar features unique to the site should be considered as strong site design influences in relating the design to the natural landscape.

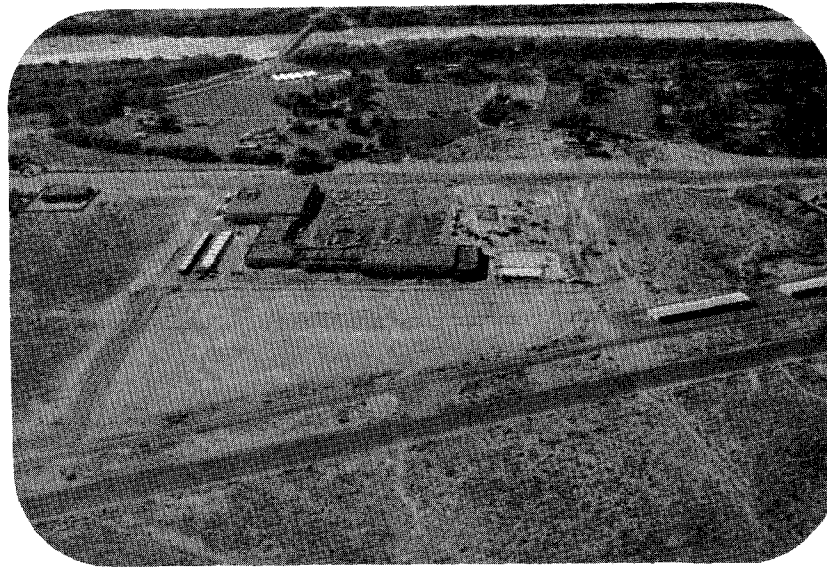
### **policy 2**

#### **building setback, height and bulk**

Buildings should be located and designed to provide a pleasing and functional relationship to the roadway, the site, and to adjacent or related buildings and structures.

#### **rationale:**

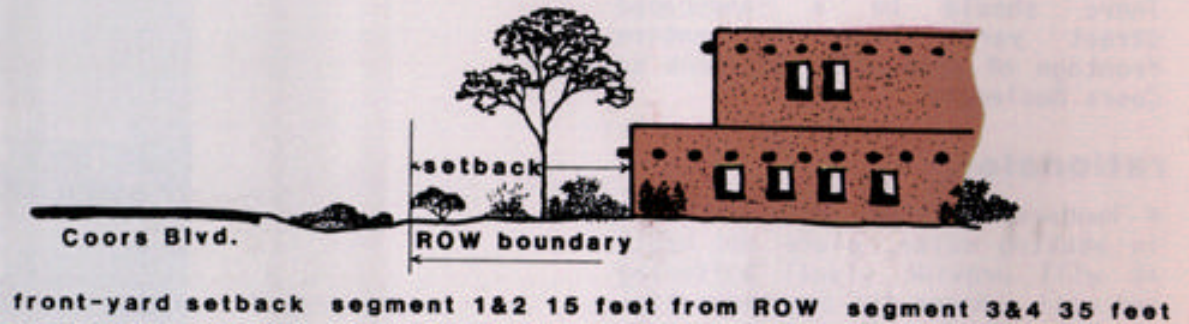
Appropriate building location and design are essential to preserving and establishing desirable visual impressions of the Coors Corridor and to establishing a well-designed relationship among buildings and the roadway.



## design regulation:

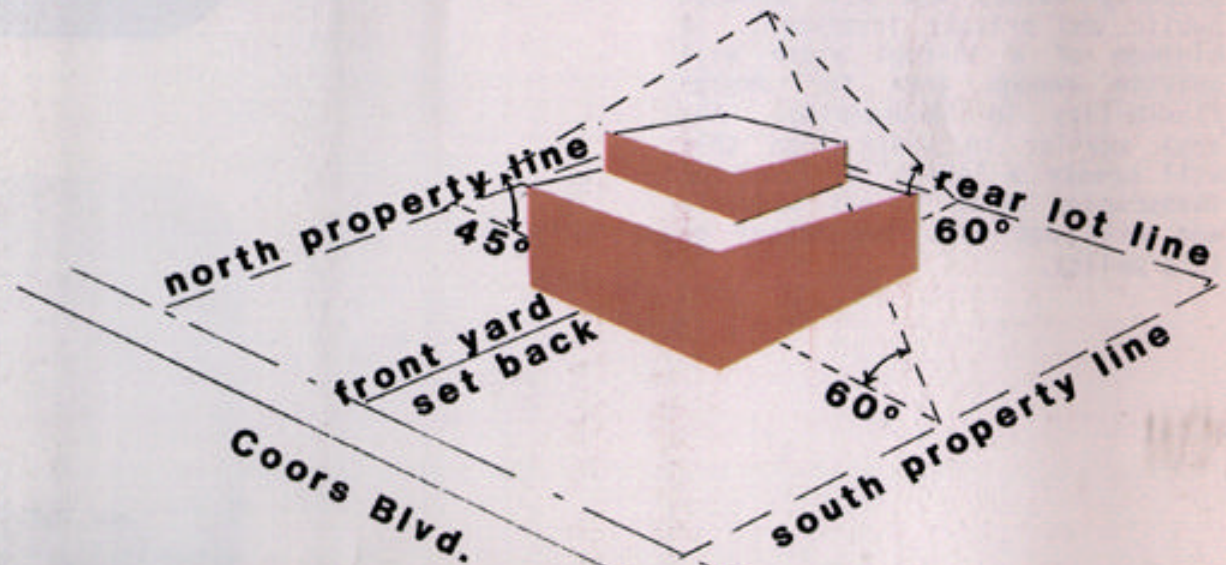
### A. Setback:

1. There shall be a minimum front yard setback from the right-of-way of 15 feet in Segments 1 and 2.
  2. There shall be a minimum front yard setback of 35 feet from the right-of-way in Segments 3 and 4.
2. Note: The side yard and rear yard setback requirements shall be the same as required in the underlying zone.



### B. Height and Bulk:

1. Buildings and structures shall not exceed the height limitation in the underlying zone. Where the underlying zone requires height to be limited by an envelope based in part at the centerline of public right-of-way (e.g., 0-1 zone), height shall be limited instead by an envelope based in part at the front yard setback line (using a full 156 feet right-of-way).
2. Note: Floor area ratio limitations in the underlying zone apply.



**height and bulk: buildings shall not exceed the height required in the underlying zone, except as provided for in the design guidelines.**



### **policy 3**

## **front landscaped street yard**

There should be a landscaped street yard along the entire frontage of properties adjacent to Coors Boulevard.

#### **rationale:**

A landscaped street yard will aid in abating noise, glare and heat; it will provide visual buffering and will enhance the beautification of Coors Boulevard and the city; it will safeguard and enhance the property values and will protect public and private investment. A minimum of a 15-foot width will provide enough area for design flexibility in landscaping. Any area smaller in width than this will create a "strip" or "row" of landscaping which is not adequate and will not meet the intent of this policy.





### **design regulations :**

1. The front landscaped street yard shall be 15 feet wide in Segments 1 and 2, and 35 feet wide in Segments 3 and 4.
2. A minimum of 50% of this area shall be maintained with live landscaping material which will visually screen and buffer parking development behind the street yard. Buffering is the use of continuous landscaping (other than grass or gravel or flat terrain) along with berms, walls or decorative fences that at least partially and periodically obstruct the view from the street of vehicular use areas, parking lots and parked cars.



## **policy 4 site landscaping**

Landscape design and improvements should be complementary to the individual site and to the overall appearance of the corridor in accordance with the design regulations and guidelines.

### **rationale:**

The site landscape details tie the various structures of the overall project together to produce a pleasing, functional result.

#### **A. Landscape Design:**

### **design regulations:**

All site development plans shall be accompanied by landscape plans. These items should be integral elements of the landscape design. Individual landscaping efforts by owners of individual single-family or townhouse residences are exempt from these guidelines.

All landscape plans should include the following design considerations:

1. Appropriate irrigation is required for all landscaped areas. Generally an automatic underground system is encouraged.

Irrigation systems should be designed to avoid overspraying walks, buildings fences, etc.

2. All exterior trash and storage utility boxes, electric and gas meters, transformers, etc., shall be screened from view. The designer should coordinate the location of these elements with the appropriate utility company.

Landscape plans shall incorporate elements such as outdoor lighting, signing, trash receptacles, fencing, etc., in addition to identifying landscape plant materials.

### **design guidelines:**

#### **A. Landscape Design:**

1. Landscape design should be consistent throughout a development. Unrelated and/or random choice or placement of plant materials should be avoided. All areas within a development need not be identical. Different landscape

themes may be utilized in larger developments, for example, to heighten the distinction between spaces and to strengthen a sense of movement and place, but such themes should be internally consistent.

2. Landscaping plans should utilize plant materials in a logical, orderly manner, defining spatial organization, relating to buildings and structures, and incorporating various site elements.
3. Solar accessibility and utility should be a determinant of landscape design. Dense, tall, screen-type landscaping along northerly property lines generally should be avoided. Deciduous trees on the southerly side(s) of buildings may reduce the overall energy consumption of those buildings.

4. The scale and nature of landscape materials should be appropriate to the site and/or structure. Large-scale buildings generally should be complemented by large-scale landscaping. Where shade is desired, broad spreading canopy-type trees are appropriate. Landscaping of sites on major streets should include large-scale trees.
5. Existing landscape elements should be incorporated into landscape plans. Mature trees and tree groupings should be considered as design determinants.
6. The design of fencing, trash enclosures, and similar accessory site elements should be compatible with the architecture of the main buildings, and should use compatible materials.

7. Other design elements of the site plan, such as paving textures, seating, outdoor displays and other amenities, should be compatible with the architectural and landscape treatment of the project.

B. Landscape Materials:

**design regulations:**

All landscape plant materials shall be selected and planted in accordance with the following regulations:

1. Street trees shall be planted in accordance with existing regulations.
2. Live plant materials shall be used extensively in all landscaped areas. Gravel, colored rock, bark, and similar materials are generally not acceptable as groundcover. Bark should only be utilized as mulch, not as a permanent form of groundcover. In some cases, "hard" materials such as brick or cobblestone may be considered.

**design guidelines:**

1. Generally, a limited palette of landscape materials is suggested. The use of indigenous or native-type plant materials is encouraged. When planting trees near the bosque, species which are ecologically and visually harmonious with native bosque vegetation should be selected. The use of exotic or "foreign" materials is generally discouraged.
2. A variety of container sizes is encouraged. Minimum container sizes are one gallon sizes for shrubs and five gallon sizes for trees. The use of specimen trees is encouraged. The intent of a selected variety of plant material sizes is to provide an immediate pleasing appearance as the landscape plantings mature.

## policy 5 off-street parking

Generally, off-street parking facilities should be located to the rear of sites. Street frontages should be devoted to building architecture and landscaping.

### rationale:

Parking lots immediately adjacent to the property line are unsightly and distract from the overall appearance of the corridor. Parking areas, like all other development areas, should be functional and be designed to enhance the visual impression and quality of the corridor environment.

### A. Parking Improvements:

### design regulations:

Off-street parking areas shall include:

1. No parking area shall intrude upon the 15-foot-wide front landscaped street yard in Segments 1 and 2, or the 35-foot-wide landscaped setback in Segments 3 and 4.
2. Paving to City or County standards.
3. Barriers around all landscaped areas in order to protect landscaping from vehicles.

4. Striping and appropriate wheel stops, identification of all handicapped and compact vehicle spaces.
5. Provision for bicycle parking as required by existing regulations.

### B. Landscaping:

### design regulations:

Off-street parking areas shall be designed and landscaped to minimize glare, reduce reflection and reduce the visual impact of large numbers of cars. Parking areas shall include the following landscaping elements:

1. Landscaping "in" and "around" the paved area. A minimum of 20 percent of the parking lot area shall be landscaped. The landscaping shall consist primarily of shade trees and shrubs and shall be distributed throughout the parking lot. Generally, peripheral landscaping should not be less than five feet in width.
2. One tree shall be planted per every ten parking spaces and shall be dis-

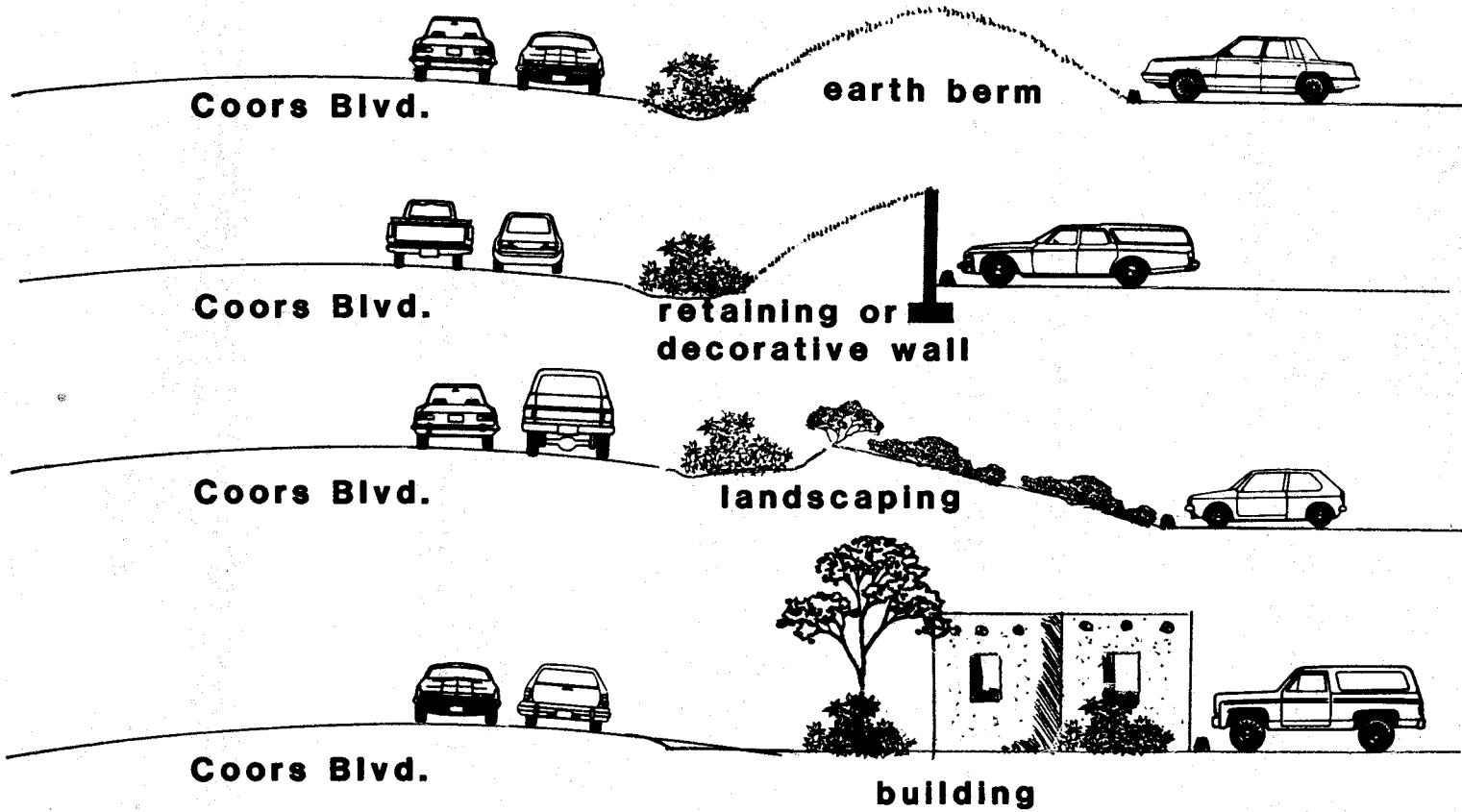
tributed such that at least one tree is planted per every 15 linear parking spaces.

3. Interior landscaping in larger parking areas (2 or more access aisles) which will provide additional screening and break up the parking areas into smaller increments.

### design guidelines:

1. Sufficient number and dispersion of unpaved landscaped areas and paving techniques to allow for percolation of water into the ground.
2. Both perimeter and interior landscaping of canopy-type trees, the location and spacing of trees dependent on type of tree used. The overall effect should be one of relatively consistent tree cover which will shade the pavement and vehicles.
3. Fencing, earth berming, and/or landscaping at the perimeter of the parking area can provide visual enclosure and screening.

4. Landscaped separation of parking areas and buildings, and landscaped foreground for buildings.

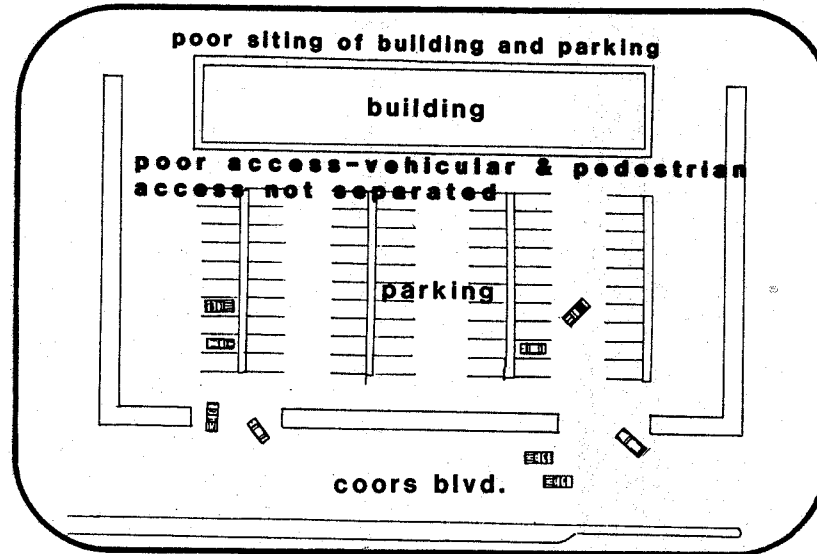


## policy 6 commercial sites

Commercial sites, such as shopping centers, should be designed so that a portion of the building or buildings is located near the street perimeter and relates to the streetscape area along Coors Boulevard.

### rationale:

Siting a portion of the building construction near the perimeter of the site and providing substantial landscape treatment reinforces the streetscape and helps to screen off-street parking areas.

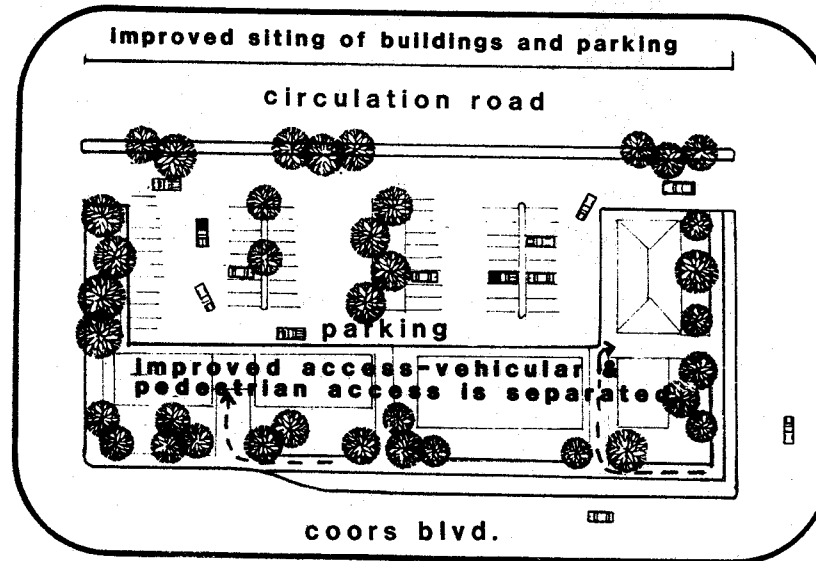


## policy 7 access

Separate pedestrian and vehicular access should be provided. Pedestrian access to structures shall not utilize driveways as walkways. Pedestrian connections between uses in commercial developments shall be emphasized.

### rationale:

Separation of pedestrian and vehicular movement is safer and provides appropriate space for each function.

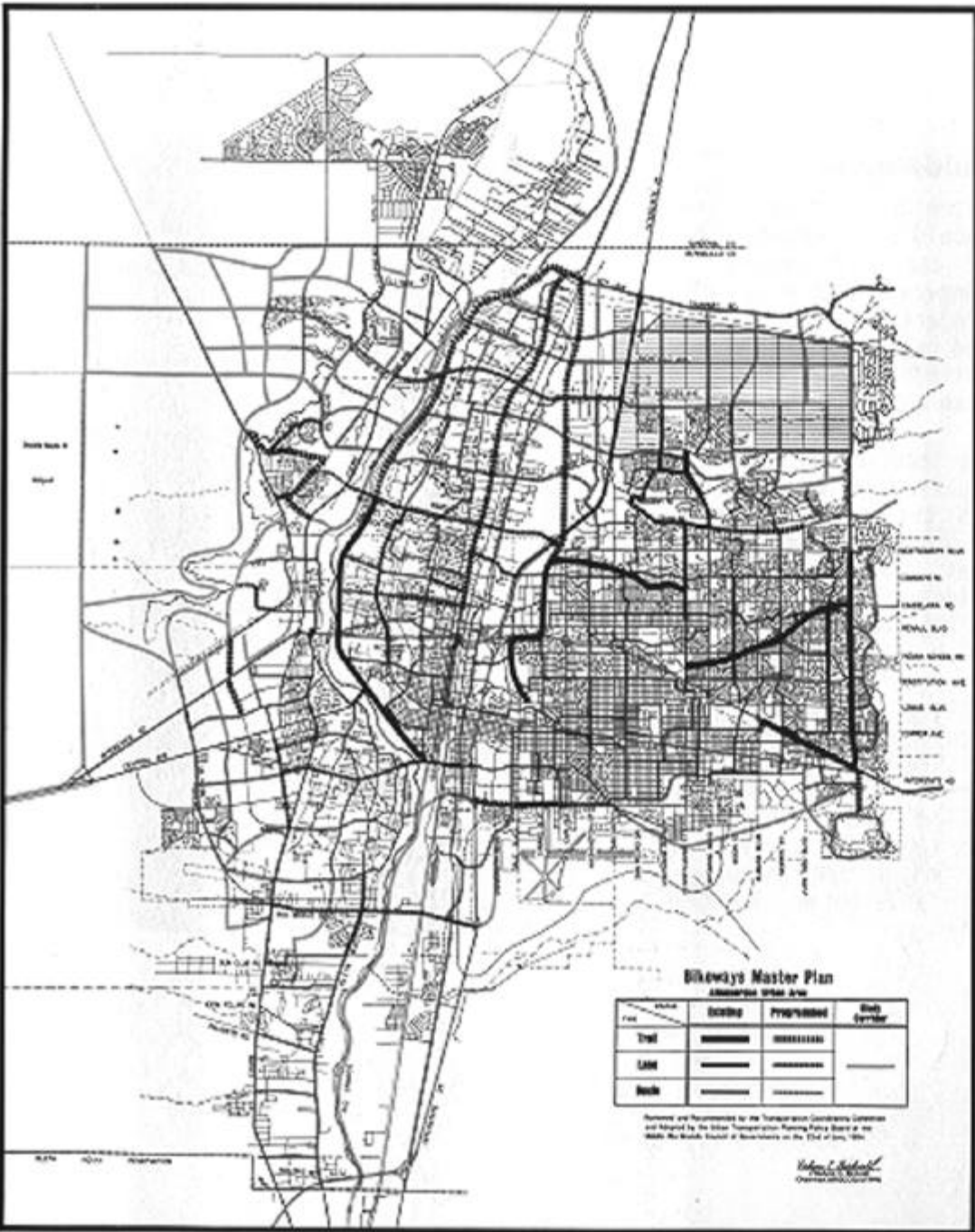


# policy 8 bikeways and horse trails

Where appropriate and feasible, provision should be made for bikeway and horse trail facilities as part of the site plan design. Facilities shall be coordinated with the Bikeways Master Plan.

**rationale:**

As the Northwest Mesa area develops, there will be an increasing demand for bikeways and horse trails, particularly because of arroyo and open space opportunities along the bosque.





## policy 9 site lighting

Site area lighting, including parking area lighting, should be carefully designed and located so as to minimize glare on any public right-of-way or any adjacent premises.

### rationale:

The design and appearance of site lighting is important to the safety of traffic movement and to the visual appearance of the Coors Corridor. Inappropriate night lighting, in particular, could distract drivers' attention from the roadway and impose on nighttime views enjoyed in the corridor area.

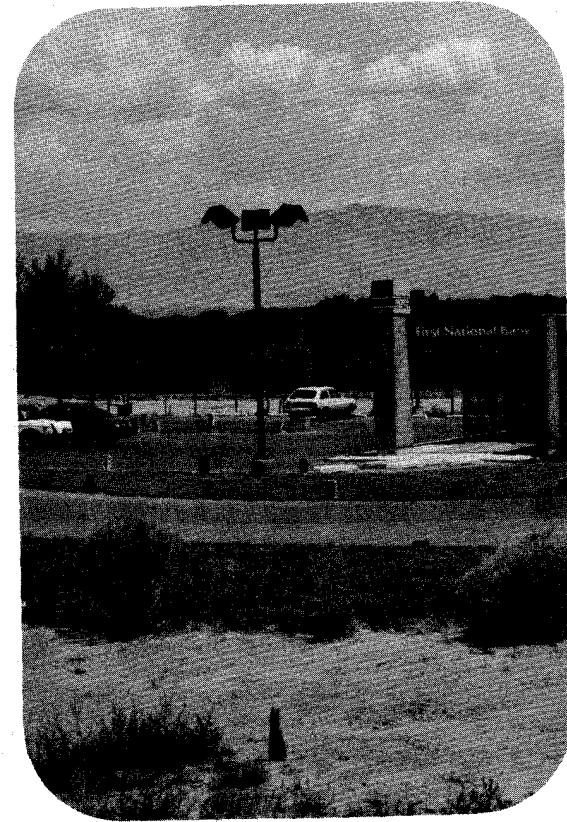
#### A. Exterior Lighting:

### design regulations:

1. Site lighting shall not have a total off-site luminance greater than 1000 foot lamberts; however, it shall not have an off-site luminance greater than 200 foot lamberts measured from the property line of any private property in a residential zone.
2. The mounting height of luminaires in vehicular and/or storage areas shall be no higher than 20 feet.

### design guidelines:

1. Exterior lighting, if any, should be designed as part of the architectural and landscape statement of a project. Fixture style and design should be compatible and consistent with the building design.
2. The location of the lighting fixture, together with its cut-off angle, shall be carefully selected so that glare or excessive brightness is minimized on any public right-of-way or any adjacent premises.
3. Fixture mounting height should be appropriate to the project and the environment. Use of low, bollard-type luminaires, approximately three feet in height are encouraged for pedestrian lighting areas.



# policy 10

## architectural design

Architectural design should contribute to the enhancement of the overall visual environment of the Coors Corridor.

### rationale:

The natural environment features of the Northwest Mesa and the policy of protecting and enhancing the views within and beyond the Coors Corridor should provide the overall context in which the built environment takes place. The opportunity exists to create a unique coordinated design program for the corridor area.

### A. Architectural Design:

### design regulations:

1. Each phase of a phased development shall attain a visual completeness. Temporary barriers or walls shall be painted and trimmed to complement the permanent construction.
2. Standards for temporary buildings are the same as for permanent buildings.



### design guidelines:

1. All building designs are encouraged to achieve a sense of human scale. Wall insets, portals, balconies, and window projections are examples of building elements which may help reduce the scale of larger buildings.
2. All designs are encouraged to be responsive to energy considerations. However, when energy conserving devices such as solar heat collector panels are utilized, such devices should be designed as visually integral parts of the structure.

3. "Trade-Mark" type buildings are discouraged.
4. In multiple-family residential developments, the individual dwelling units should be apparent in form. Such expression will help reduce the scale of the building and also increase the feeling of individual identity of each unit.

8. Architectural Details:

**design regulations:**

1. Parapet walls shall be treated as an integral part of the building design. Such walls shall not appear as unrelated visual elements.
2. Mechanical equipment shall be screened from public view. The design of mechanical equipment screening shall be compatible with, and be an integral element of, the building structure. Location of such equipment within the building or at ground level is preferable to roof-mounting, unless such location would adversely affect the streetscape, pedestrian circulation, or open space.



## design guidelines:

1. Building entries should be protected from the elements and should afford a "sense of entry" for the structure. Wall recesses, roof overhangs, and similar features as integral elements of building design are suggested.
2. The predominate building color should be compatible with other buildings along the corridor and should reinforce the visual character of the environment of the proposed buildings. Differentiation of color should relate to material and/or plane differentiation or some other specific architectural purpose. Preferred colors are those used in traditional Southwest architecture. Integral coloring of concrete, stucco, and similar materials is encouraged.
3. Materials which may cause annoying glare or reflection should not be used. Window selection and placement should be carefully designed to minimize glare or reflection.



## c. view preservation for corridor segments 3 and 4



The following policy and design guidelines apply specifically to corridor Segments 3 and 4 from Coors Boulevard east to the boundary of the corridor

# policy 1

## view preservation

Unique views within and beyond the Coors Corridor area in Segments 3 and 4 east of Coors Boulevard should be protected and enhanced in accordance with additional design guidelines for this portion of the corridor.

### **rationale:**

Views of the natural terrain, the bosque, the Rio Grande, the river valley, the east mesa, and the Sandia Mountains are particularly unique and attractive east of Coors Boulevard in corridor Segments 3 and 4. Site planning and design in this area should be especially sensitive to protection and enhancement of these views.

### **definitions:**

View Plane: On the east side of Coors Boulevard in corridor Segments 3 and 4, a view plane is established at four feet above the elevation at the east edge of the east driving lane. The view plane extends horizontally at 90 degrees to the easterly boundary of the corridor.

Sighting Lines: Imaginary sighting lines at a 45-degree angle to the road alignment are shown on the View Preservation Maps, Figures 32, 33, and 34 for corridor Segments 3 and 4. The sighting lines indicate the most restrictive viewing angle of the motorist when travelling northbound on Coors Boulevard.

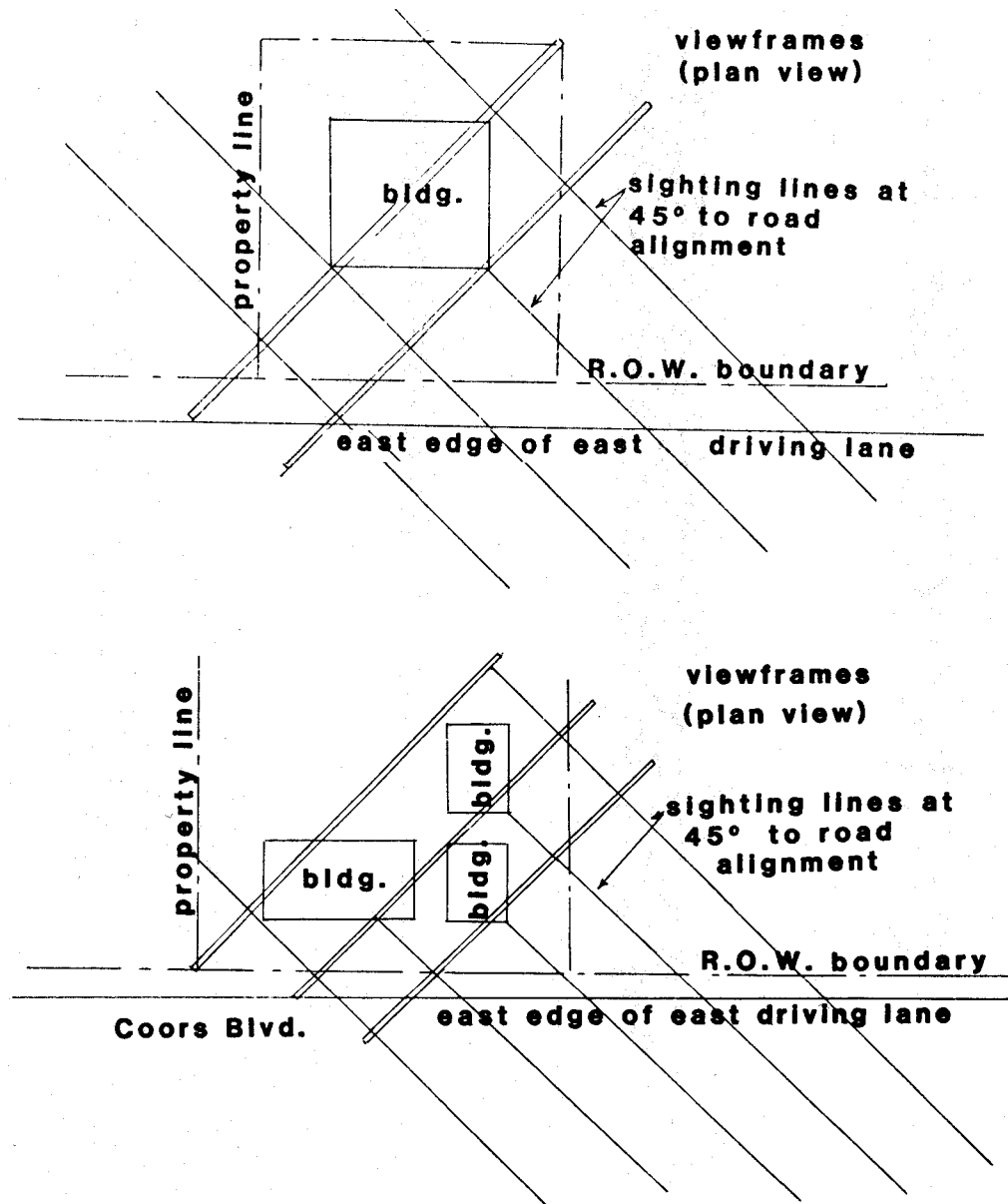
View Area: The view area for a parcel of land is a series of rectangular view frames created by the Coors Boulevard grade level as the bottom of the view frame; the highest point of the ridge line of the Sandia Mountains as the top of the view frame. The north and south edges of the view frame are created by vertical extensions from the north and south property lines of the parcel.\* The series of view frames change as the viewer travels north on Coors Boulevard. The view frames are perpendicular to sighting lines. Collectively, the series of view frames is the view area.

\*In cases of sites which do not provide adequate depth for the view frame to intersect both north and south property lines, these property lines may be extended until they meet the first possible view frame on the site.

## design regulations:

### A. Setback:

1. The View Preservation Maps, Figures 32, 33, and 34 for corridor Segments 3 and 4 show a shaded area adjacent to the east edge of Coors Boulevard. The east edge of this shaded area represents an elevation approximately ten feet below the elevation at the east edge of the east driving lane. The east edge of the shaded area shall be used to determine the front yard setback for a multi-story building; except that a one-story building may be located not closer than the required 35-foot front yard setback if 1) site grading design is approved, and 2) the height of the building does not penetrate the view plane.
2. The side yard and rear yard requirements shall be the same as required in the underlying zone.



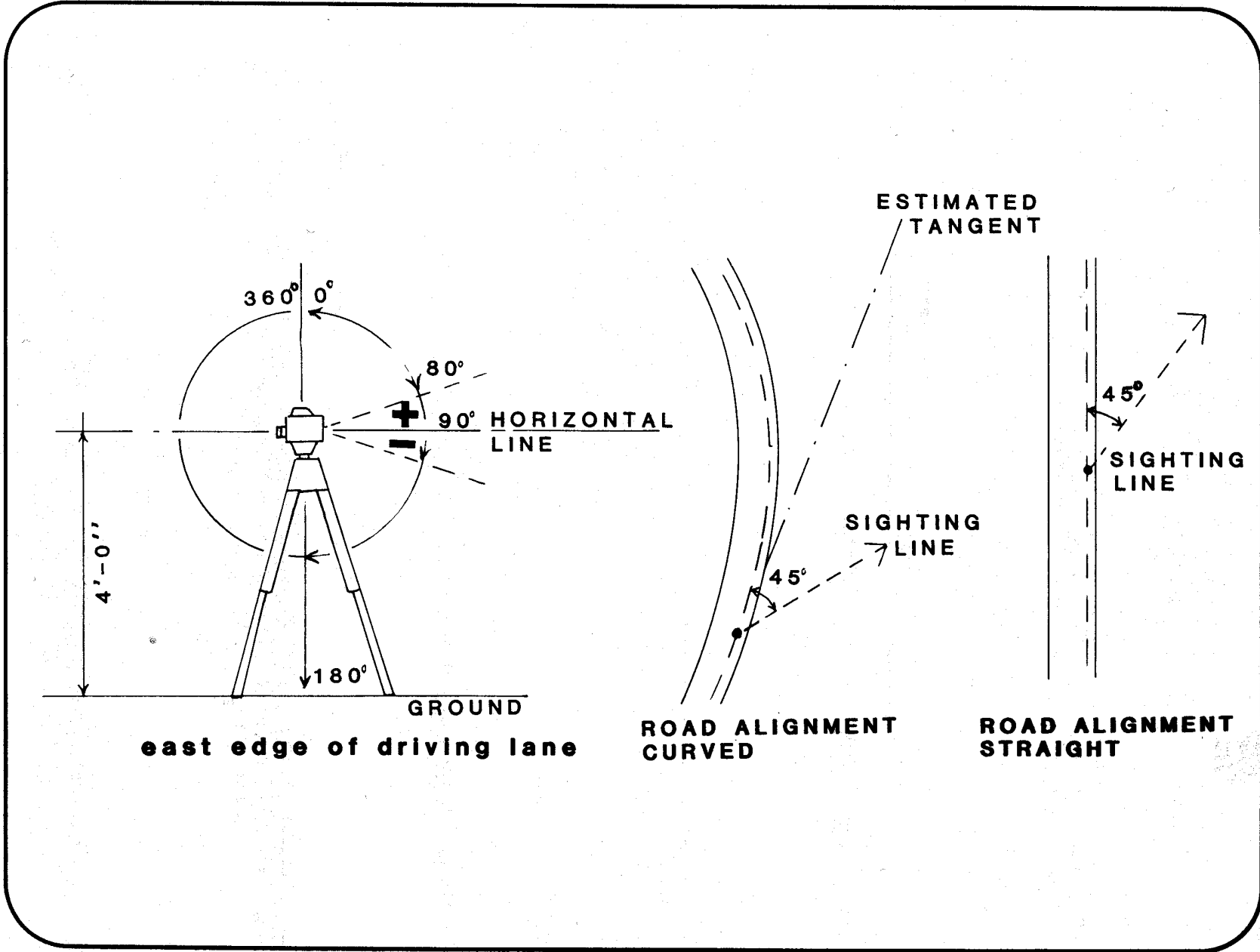


figure 38a technique and procedure



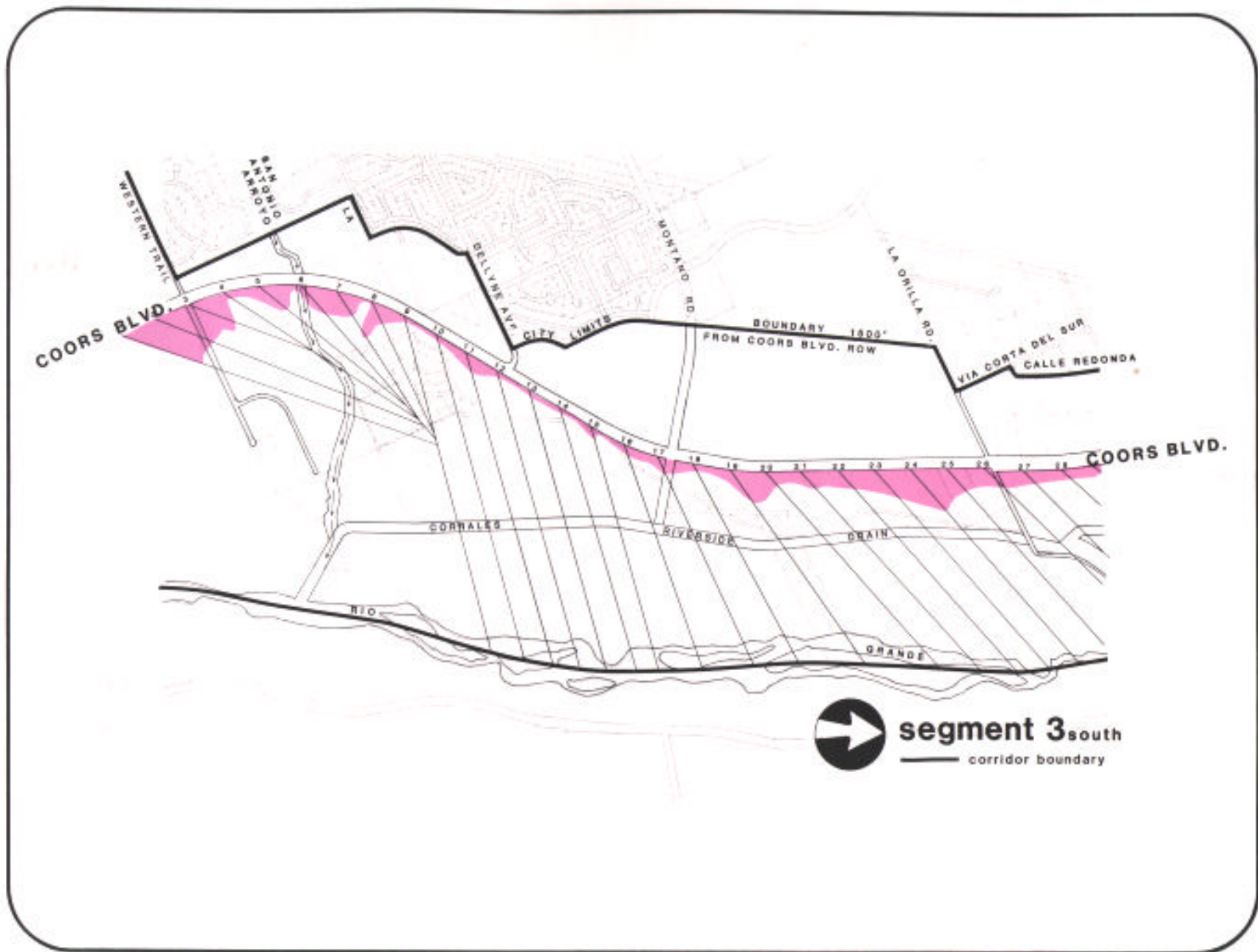


figure 40 view plane and sighting lines

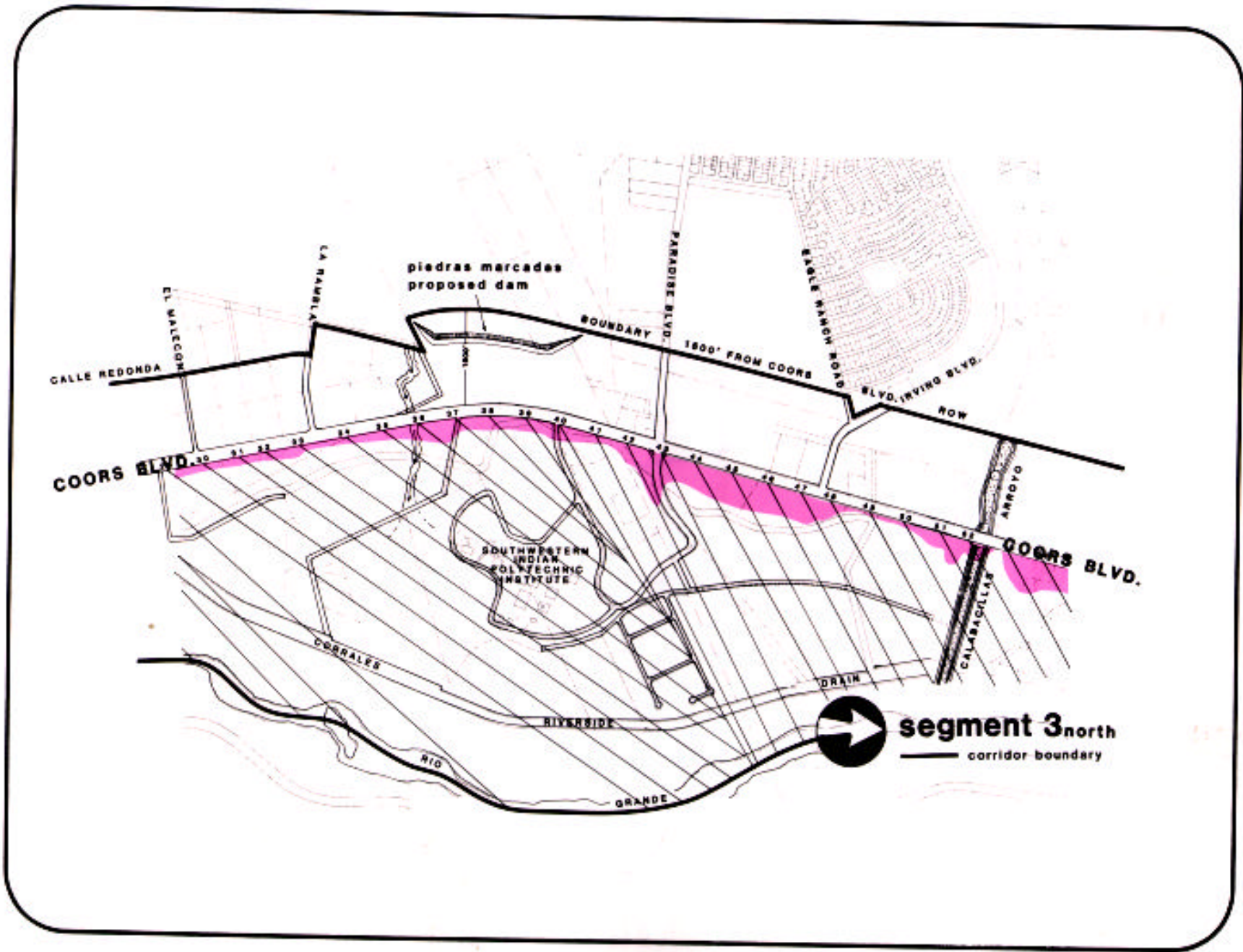


figure 41 view plane and sighting lines

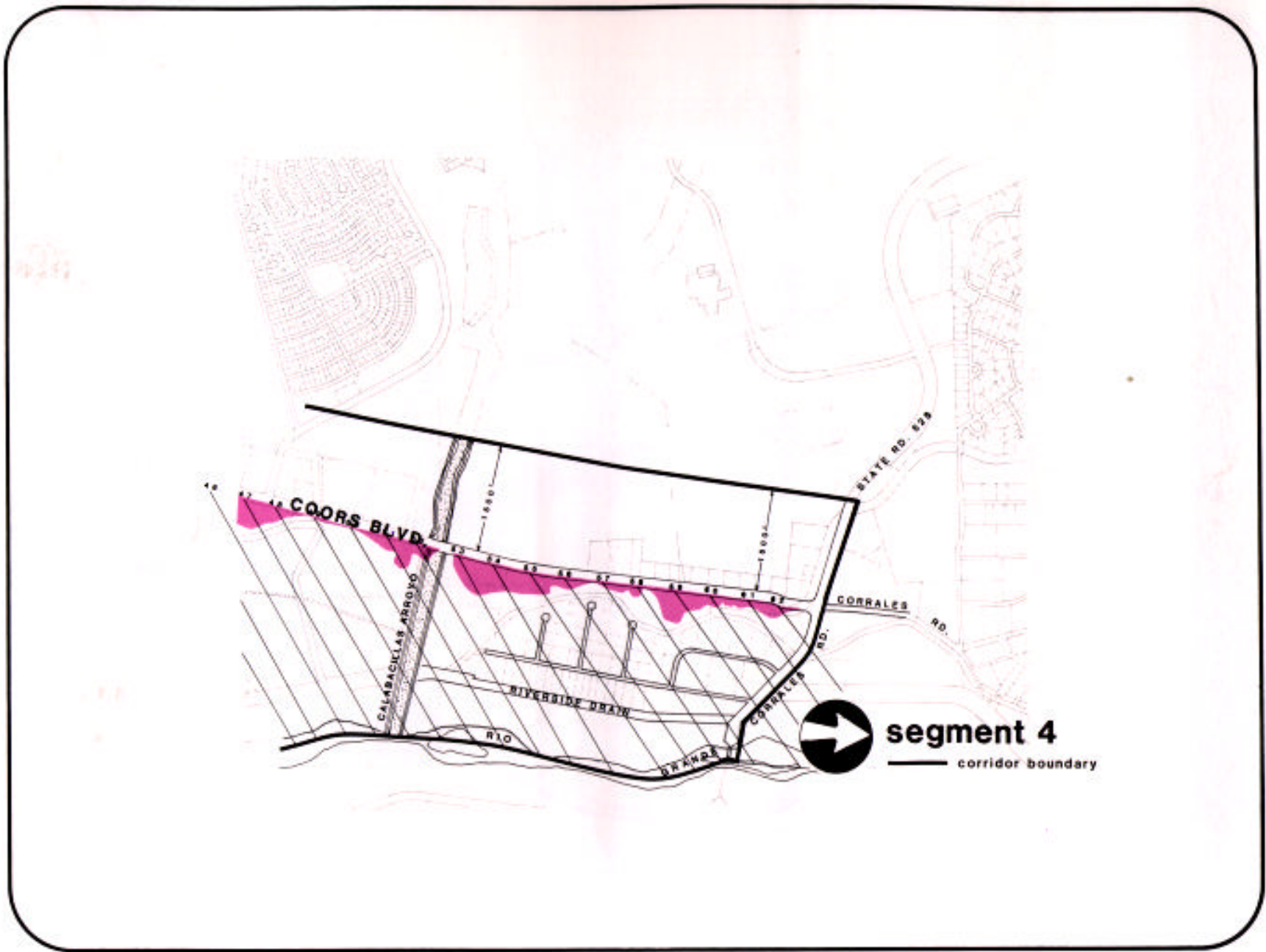
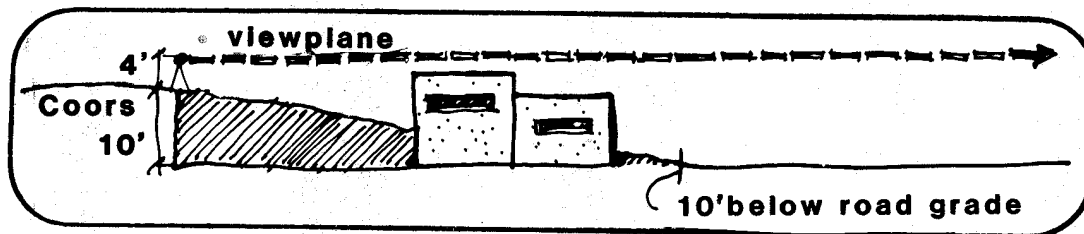
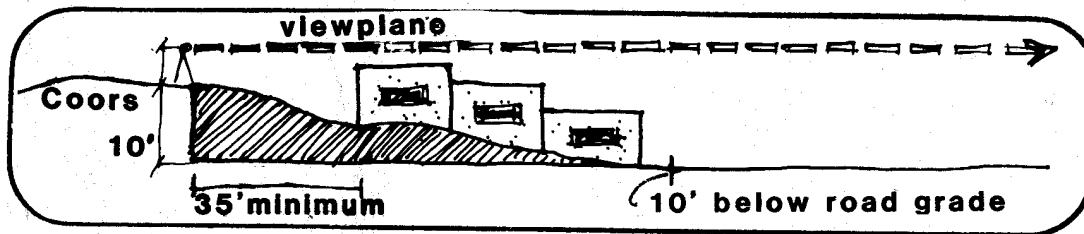
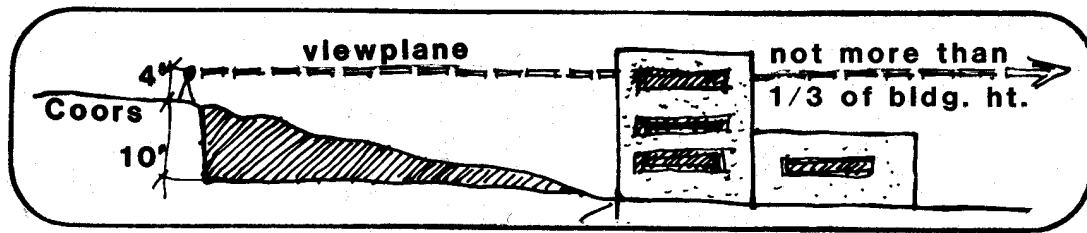


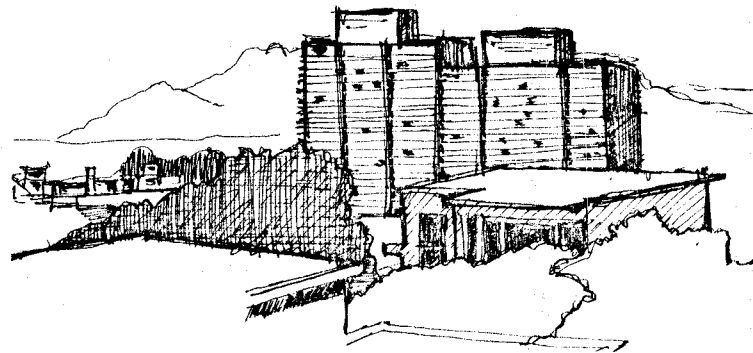
figure 42 view plane and sighting lines



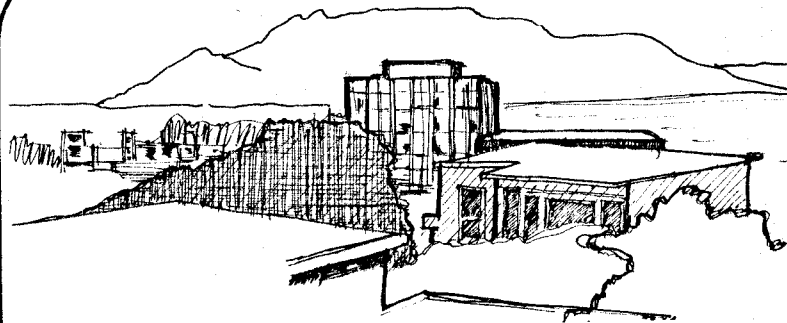
B. Height, Bulk and Massing:

1. View Plane Building Heights: Heights of buildings on the east side of Coors Boulevard in corridor Segments 3 and 4 shall not penetrate above the view plane within the building setback area for multi-story buildings. (i.e., at any location with an elevation which is less than ten feet below the east edge of the roadway. See figures 39 through 41.) In no event will the building height be permitted to penetrate above the view of the ridge line of the Sandia Mountains as seen from four feet above the east edge of the roadway. Also, in no event will more than one-third of the total building height outside of the setback area for multi-story buildings be permitted to penetrate through the view plane.
2. View Plane Building Bulk: Not more than 50 percent of the view area, for any parcel of land on the east side of Coors Boulevard in corridor Segments 3 and 4 shall be obscured by the bulk of the building(s) placed on the parcel.

3. Massing: projects containing several buildings should provide variety in building size and massing. A transition from low buildings on roadway frontages to larger and taller structures on the interior of the property is generally encouraged.



**buildings should not penetrate view of sandia mountains or exceed 50% of view area.**



**building bulk should permit views of mountains, valley, bosque and landscape.**

C. Site Landscaping:

In corridor Segments 3 and 4, the height of landscaping near the east edge of Coors Boulevard should be selected to meet the following criteria:

**design regulations:**

1. Any private landscaping shrubs shall not be higher at maturity than the view plane, which is four feet above the elevation at the east edge of the east driving lane of the roadway.
2. Any private landscaping trees shall be of sufficient height and caliper that the lower branches at the time of planting shall be a minimum of four feet above the view plane. Tree varieties shall be selected for small "see through" type foliage texture and shall be planted singularly or in small groupings with concern for enhancing, not blocking, views to the east.

D. Exceptions:

1. The applicant must submit sufficient design sketches, photographs and other detailed information as may be necessary to demonstrate the case and solution requested for an exception to the adopted design guidelines.
2. Building setback, height, and bulk on the east side of Coors Boulevard in corridor Segments 3 and 4 shall be as required above, unless one of the following exceptions is applicable:
  - a. Hardship: The intent of all of the guidelines must be met. The burden is upon the applicant to demonstrate that the required building setbacks, height and bulk conditions cannot be reasonably attained on the specific site, because of the configuration, dimensions or conditions of that site; or

- b. Exceptional Design: If the applicant can demonstrate that an exceptional or superior design can be achieved which still meets the intent of the policies of the Coors Corridor Plan.

## d. signage policy 1

Signs should complement the appearance and function of the roadway and the corridor while protecting the unique views beyond the corridor.

### rationale:

Additional signage controls will provide added safety and less distraction and confusion for the motorist on this high-capacity arterial roadway. The goal of safe increased traffic movement coupled with protection of the corridor views are achieved through additional signage regulations, resulting in more appropriate and compatible sign design and placement.

The Policies Plan element of the Albuquerque/Bernalillo County Comprehensive Plan contains the following policy (designated Policy 2.o.): "Incidental structures such as signs . . . shall be designed for minimal distraction. Signing shall be limited to the minimum size and number necessary for identification purposes."

The purpose of signage regulations related to the Coors Corridor is to promote signage designs which are:

1. Compatible with surroundings, expressive of the identity of individual properties and sensitive to the goals for the design and character of the Coors Corridor area.
2. Orderly and appropriate to the activity to which they pertain; related to the place where the activity represented is located.
3. Non-distracting to motorists.
4. Aesthetically pleasing.

### design regulation:

The General Sign Regulations, Section 40.E. of the Comprehensive City Zoning Code, are extended to apply to all signage in the Coors Corridor area as follows:

1. Zoning Permits, Seals of Compliance. Same as regulated by Section 40.E.
2. Regulations Applicable to Signs in All Zones.

### PROHIBITED SIGNS:

In addition to the signs prohibited in Section 40.E., the following signs are also prohibited:

Any sign which:

- o consists of banners, pennants, ribbons, streamers, strings of light bulbs and spinners; except during a holiday season, or for ethnic and thematic special events.
- is in any way animated (including twinkling or wind-activated movable parts), emits smoke, visible vapors, particles, sound or odor, or rotates or moves in any manner.
- has flashing lights incorporated as part of its design and performance.

- is portable: fixed on a movable stand; self-supporting without being firmly embedded in the ground; supported by other objects; mounted on wheels or movable vehicle; or made easily movable in any manner.
- is located (painted, affixed, etc.) on a water tower, storage tank, smoke stack, utility pole or other similar structure.
- is located (painted, affixed, etc.) on trees, rocks or other natural features.
- is attached to the roof of a building or structure between the eaves and the ridge-line of the roof.
- is a roof sign as defined in Section 5.B.
- is an off-premise sign, referring to a business or merchant not doing business on the premise where the sign is displayed.
- overhangs the right-of-way or property line.
- is a free-standing or projecting sign greater than 75 square feet.





3. Regulations Applicable to Signs In or Within 40 Feet of Residential Zones.

Same as regulated in Section 40.E.

4. Regulations Applicable to Signs in Nonresidential Zones.

GENERAL ILLUMINATION:

Same as regulated by Section 40.E.

ILLUMINATED SIGN OR ELEMENTS:

No illuminated sign, or any illuminated element of any sign, may turn on or off, or change its brightness.

SIGN MOVEMENT OR ROTATION:

No sign or any part of any sign may move or rotate; including wind devices which are also restricted.

RELIGIOUS SIGNS:

Same as regulated by Section 40.E.

5. Joint Sign Premises.

Same as regulated by Section 40.E.; except in no case shall the maximum number of items per sign be exceeded.

6. General Sign Regulations Applicable to the Design of All Signage in the Coors Corridor Area:



**MAXIMUM NUMBER OF ITEMS  
PER PREMISE FRONTAGE:**

An item of information means any of the following: a word; an abbreviation; a number; a symbol; a geometric shape (such as broken planes or discontinuous odd shapes). All letters and symbols over three inches in height are counted as items of information.

- A total of ten items allowed per premise frontage may be displayed on a combination of ground signs, wall signs, and projecting signs. Directional signs are not counted.
- Each premises on Coors Boulevard is permitted to display signs containing up to a total of ten items of information along any one street frontage. An additional ten items of information may be displayed on any other street which provides access to the same premise.

**LIGHTING OF SIGNS:**

Signs which are directly spotlighted (either external to sign structure or attached to sign structure) or signs which are internally illuminated may be used provided that:

- there is no glare on the street or upon adjacent property; and
- the light does not distract motorists.

**OBSTRUCTION OF ARCHITECTURAL FEATURES:**

No sign shall be erected, relocated, or maintained in such a manner as to cover or intrude upon any architectural features of a building such as windows, columns, moldings or any major decoration or structural feature. The sign should be in harmony with the building.



