

**ORDINANCE NO. 7  
SERIES 2016**

**AN ORDINANCE AMENDING SECTION 11-7-15, SKI BASE AREA SIGNS, OF  
THE VAIL TOWN CODE, REGARDING SKI BASE AREA SIGNS**

WHEREAS, the Town of Vail, in the County of Eagle and State of Colorado (the "Town"), is a home rule municipal corporation duly organized and existing under laws of the State of Colorado and the Vail Town Charter;

WHEREAS, Section 11-7-15, Ski Base Area Signs, of the Vail Town Code disallows the advertising of on-mountain recreational activities;

WHEREAS, the Town Council desires to amend Section 11-7-15 to allow the advertising of on-mountain recreational activities;

WHEREAS, the Planning and Environmental Commission of the Town of Vail has held public hearings on the proposed prescribed regulations amendment and has submitted its recommendation to the Vail Town Council;

WHEREAS, the Vail Town Council finds that the proposed amendment is consistent with the applicable elements of the adopted goals, objectives and policies outlined in the Vail Comprehensive Plan and is compatible with the development objectives of the Town; and

WHEREAS, the Vail Town Council finds that the amendment furthers the general and specific purposes of the sign regulations; and

WHEREAS, the Vail Town Council finds that the amendment promotes the health, safety, morals and general welfare of the town and promotes the coordinated and harmonious development of the town in a manner that conserves and enhances its natural environment and its established character as a resort and residential community of the highest quality.

**NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF VAIL, COLORADO, THAT:**

Section 1.      Section 11-7-15 of the Vail Town Code is hereby amended as follows:

*A. Description: These regulations apply to all signs erected within the ski base areas. These regulations are intended to provide the ski base areas with the signs necessary to operate the ski mountain. These signs are necessary to clearly communicate the multi-seasonal **recreational activities available on** the ski mountain. There shall be a sign program addressing the needs of both the winter and summer seasons. The intent of these regulations is to provide the highest level of guest services while maintaining the highest quality resort character. It is not the intent of these regulations to provide a competitive advantage to on mountain commercial uses.*

*1. Number: Subject to design review.*

*2. Area: Subject to design review.*

*3. Height: Awning, projecting, wall, and electronic signs shall have a minimum clearance of eight feet (8') above pedestrian-ways and a minimum clearance of fifteen feet (15') above vehicular-ways. No part of a ski base sign shall extend more than twenty five feet (25') above grade.*

*4. Location: Subject to design review. Signs may be permitted in the public right of way subject to subsection [11-5-3I](#), "Placement On Public Property", of this title.*

*5. Type: Awning, freestanding, portable, projecting, wall, and electronic signs. A-frame and sandwich board style signs are prohibited.*

6. *Lighting: Subject to design review.*

7. *Landscaping: Subject to design review.*

8. *Special Provisions:*

a. *A sign program is required in accordance with the provisions of [chapter 8](#) of this title.*

b. ***Signs shall permit the advertising of multi-seasonal recreational activities available on the ski mountain as provided by the operator of the ski mountain.***

c. *Signs advertising on-mountain **corporate-sponsors**, eating and drinking establishments, retail stores and establishments, and other commercial uses shall be prohibited.*

Section 2.      Severability. If any part, section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid, such decision shall not effect the validity of the remaining portions of this ordinance; and the Town Council hereby declares it would have passed this ordinance, and each part, section, subsection, sentence, clause or phrase thereof, regardless of the fact that any one or more parts, sections, subsections, sentences, clauses or phrases be declared invalid.

Section 3.      Retroactivity. The amendment of any provision of the Town Code as provided in this ordinance shall not affect any right which has accrued, any duty imposed, any violation that occurred prior to the effective date hereof, any prosecution commenced, nor any other action or proceeding as commenced under or by virtue of the provision amended. The amendment of any provision hereby shall not revive any provision or any ordinance previously repealed or superseded unless expressly stated herein.

Section 4.      Repeal. All bylaws, orders, resolutions and ordinances, or parts thereof, inconsistent herewith are repealed to the extent only of such inconsistency. This repealer shall not be construed to revise any bylaw, order, resolution or ordinance, or part thereof, theretofore repealed.

INTRODUCED,      READ ON FIRST READING, APPROVED,      AND  
ORDERED PUBLISHED ONCE IN FULL ON FIRST READING this 5th day of April, 2016, and a public hearing for second reading of this Ordinance set for the 19th day of April 2016, at 6:00 P.M. in the Council Chambers of the Vail Municipal Building, Vail, Colorado.

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Dave Chapin, Mayor

ATTEST:

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Patty McKenny, Town Clerk

INTRODUCED, READ, ADOPTED AND ENACTED ON SECOND READING AND  
ORDERED PUBLISHED IN FULL this 19th day of April, 2016.

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Dave Chapin, Mayor

ATTEST:

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Patty McKenny, Town Clerk