

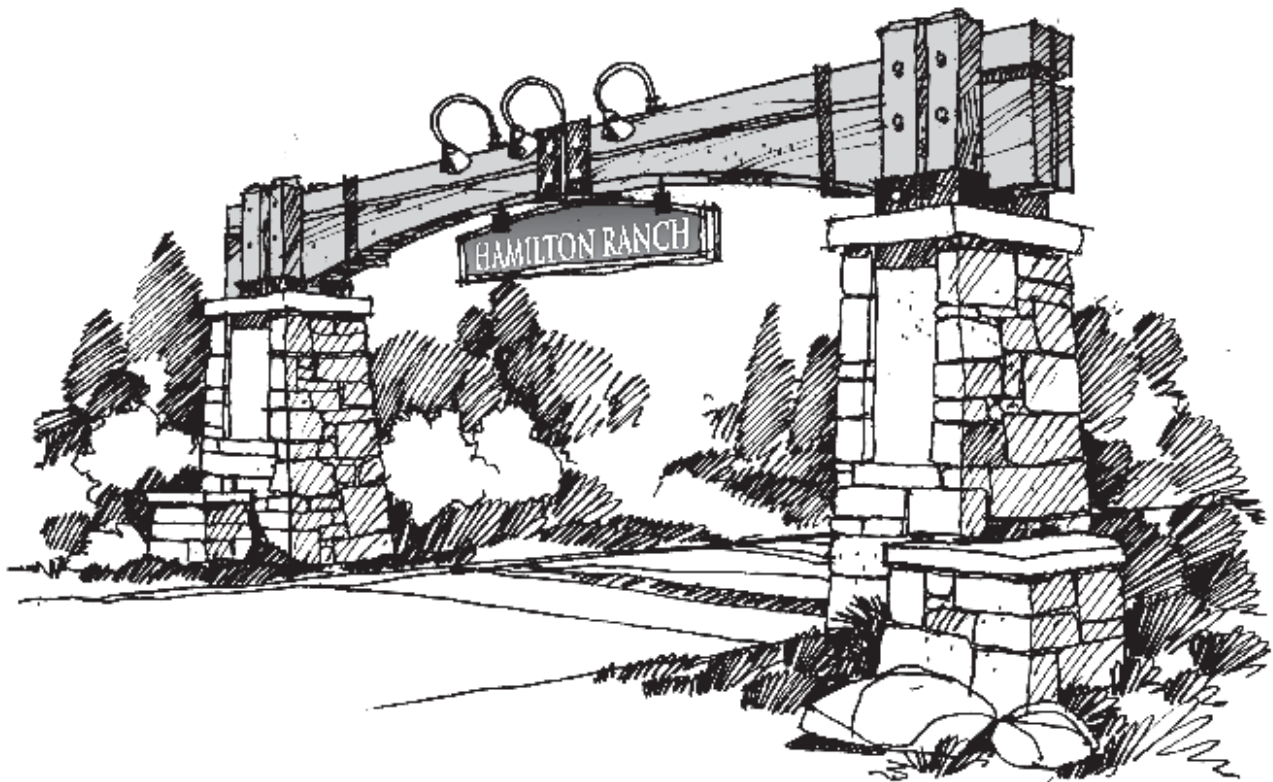
BIG SKY **TOWN CENTER**

AMENDED MASTER SIGNAGE PLAN

Big Sky Town Center
Big Sky, Montana

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**MASTER SIGNAGE PLAN
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Table of Contents

I.	Intent	2
II.	Definitions	3
III.	Permitting Procedures	6
IV.	Prohibited Signs	8
V.	Exempt Signs	8
VI.	Temporary Signs	9
VII.	General Design Standards for Signs	10
VIII.	Design Standards for Specific Sign Types	13
IX.	Design Standards for Specific Land Uses	21
X.	Maintenance of Signs	22
XI.	Master Signage Plan Amendment Process	22
XII.	Violation and Enforcement	23
XIII.	Contact Information	23

I. INTENT

The purpose of the Big Sky Town Center (“Town Center”) Master Signage Plan is to establish a structural framework for the provision of a coherent system of signs in conjunction with development within the Town Center. The Master Signage Plan has two major goals: providing high quality signs for all developments within the Town Center, and providing signs that are complimentary to the natural setting of Big Sky.

The Big Sky Town Center Master Signage Plan (“Master Signage Plan”) establishes requirements for all project and building signs within the Town Center. The Master Signage Plan shall be used in lieu of Section 36 (Signs) in the Gallatin Canyon/Big Sky Zoning Regulation.

The Master Signage Plan will help encourage a unique identity for the Town Center and its context within the greater Big Sky area. The Master Signage Plan will require the use of forms, materials, images, and colors that reflect the scenic wildland context and that also contribute to the “Progressive Western Mountain Architecture” style in the Town Center. The plan will also encourage signs that are consistent with a small town ambience.

The Master Signage Plan document is designed to facilitate ease of use and organization of sign regulations. The Master Signage Plan is organized in the following manner:

- Section I provides an introduction to the Master Signage Plan and outlines the intent of the document.
- Section II defines all the terms used in the Master Signage Plan.
- Section III outlines the permitting procedures for all signs in the Town Center.
- Sections IV through VI describes the types of signs that are prohibited, temporary, or exempt, by definition, in the regulations of this document.
- Section VII describes the general design standards as they apply to all signs within the Town Center.
- Section VIII presents the specific design standards as they apply to certain types of signs, such as freestanding or projecting signs.
- Section IX offers design standards for the land uses within the Town Center, including the commercial and residential uses.
- Sections X through XII provides information on maintenance of signs, violation and enforcement of the Master Signage Plan, and contact information.

The Master Signage Plan is intended to compliment the *Design Standards and Guidelines* in that it establishes *standards* that dictate requirements for signage design and placement (see “Definitions”). Unlike the Design Standards and Guidelines, the Master Signage Plan is organized in a paragraph format rather than a table format. The Master Signage Plan is also intended to mitigate situations that may be hazardous, confusing, or undesirable due to the improper design and/or construction of signs within Town Center.

II. DEFINITIONS

Awning – A roof-like structure, which is generally comprised of a skeletal frame, covered in a fabric or other lightweight material, and typically open on the bottom side, which projects beyond a building or extends along and projects beyond the wall of a building.

Awning Sign – Awning signs are any sign or lettering that is applied to the surface of a building canopy or awning.

Banner - A sign constructed of lightweight fabric, plastic, or similar material that may be mounted to a building, pole, or other structure and may have a frame or fixture at one or more edges. National, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

Beacon - A light with one or more beams that is shown directly into the atmosphere or at one or more; also includes lights with one or more beams that rotate or move.

Berming -The use of fill dirt to create higher points of elevation than the surrounding grade in order to provide a highpoint or screening. Berms are usually tapered into the existing grade and may or may not contain landscape plantings or integrated hardscape materials such as boulders or timbers.

Billboard or off-premise sign – A permanent outdoor sign which advertises products or services not sold on the premises on which said sign is located.

Building – A permanent structure that has a roof and is built for support, shelter or enclosure, including drive-thru's, porte-cocheres, vehicular porticos, open steps, terraces, and architectural appurtenances projecting from the principal building. Buildings may be attached or detached to other adjacent buildings.

Building area – The maximum horizontal projected area (measure in square feet) of the principal building, excluding open steps, terraces, and architectural appurtenances projecting not more than 2 feet from the vertical building wall.

Building perimeter – The maximum linear distance of the length (measured in linear feet) of all the sides of the principal building, excluding drive-thru's, porte-cocheres, vehicular porticos, open steps, terraces, and architectural appurtenances projecting from the principal building.

Building frontage – The maximum dimension of the building front measured on a straight line parallel to the street, right-of-way, or common or public open space lot (i.e. not the parking lot).

Canopy sign – A sign that is part of or attached to a canopy, awning, or structural protective cover over a door, entrance, window, or outdoor service area.

Changeable copy sign – A sign that has a sign area or portion of the sign in which the characters, letters, numbers or illustrations can be periodically changed or rearranged without altering the face or surface of the sign.

Commercial message – Any sign logo, wording, or other means which directly or indirectly, names, advertises or calls attention to a business, product, service, or commercial activity.

Construction sign – A temporary sign that is erected on the premises where construction is taking place, indicating the contractor or others having a role or interest in the project.

Corner lot – A lot located at the intersection of 2 roads.

Directional sign – These signs are limited to directional messages and are intended to convey information regarding the location of specific features of the site or to convey on-premise regulations including traffic and circulation regulations.

Double frontage – A lot with both front and rear lot lines abutting a road, road tract, or right-of-way.

Entry Corridor – An overlay district, defined by the Gallatin Canyon/Big Sky Zoning Regulation, that includes development adjacent to Highway 64 and those properties within 200 feet of that road.

Flag – A fabric banner or sign that contains distinctive colors, patterns or symbols that is used as a symbol of a government, a political subdivision, educational, religious, or charitable institution.

Flashing sign – A sign that uses illumination effects that flicker or turn on and off by means of outside power.

Floodlight – A light fixture that produces an intense and wide beam of light.

Freestanding sign – A nonmovable sign that is not affixed to a building and is structurally independent of a building or outbuilding.

Hanging sign – A sign hanging down or suspended from an awning, porch, or the underside of a horizontal or inclined surface.

Home occupation sign – A sign containing the name and occupation of a home occupation service or establishment.

Interior lighted signs – Any sign that is backlit by a lamp or fixture where the sign area is illuminated from behind and the light source shines out from behind the sign itself. This includes closed box style interior lighted signs.

Main entry sign – The entrance sign(s) to the Town Center that may be located on the east and west sides of Ousel Falls Road, or other suitable locations approved by the TCOA. These sign(s) will announce vehicular and pedestrian arrival to the Town Center.

Non-conforming sign – A sign, which does not conform or meet the requirements of the Master Signage Plan.

Off-premise sign – A sign that advertises or directs attention to products or activities that are not provided on the parcel or site upon which the sign is located.

Pole sign – A sign that is mounted on a vertical, single pole and is affixed at the top of the pole.

Political sign – A temporary sign that announces or shows support for a political candidate or issue in connection with an upcoming election.

Portable yard sign – A sign that is located on site, which is to be displayed for less than 24 hours at a time for the purpose of announcing a garage or yard sale, open house, or similar event. Portable yard signs do not include sandwich board signs.

Portal sign – An entrance gate of stone, log, or timber, or combination thereof, which may contain an attached hanging sign, indicating the name of the development or neighborhood, an address, or combination of the two.

Projecting sign – A sign affixed to a building or wall so that its leading edge extends more than 6 inches, but no more than 3 feet, beyond the surface of the building or wall to which it is affixed.

Real estate sign – A sign that pertains to the sale or lease of a property, or portion of a property, that is erected on the premises.

Revolving sign – A sign where all, or a portion of the sign, may rotate either on an intermittent or constant basis.

Roof mounted sign – A sign erected on or over the roof of a building that is affixed to and supported by the roof structure or a portion of the roof.

Sandwich board sign – A sign that is constructed so that it stands without the aid of a support structure and is designed to be placed so that the two sides of the sign are oriented in different directions. Only restaurant sandwich board signs may contain changeable copy on one or both sides.

Setback – The distance from the property line to the nearest part of the applicable building, structure, or sign, measured perpendicular to the property line.

Sign – A device, placard, structure, or fixture that uses color, form, graphic, illumination, symbols, or writing to advertise, announce the purpose of a person or entity or to communicate information of any kind to the public.

Sign area – The entire face or faces of a sign, including the advertising surface and any framing, trim, paint, or moulding, but not including the supporting structure. Also referred to as the “reader board” in some cases. In the case of signs with 2 or more faces (i.e. sides), the area of each face shall be added to calculate the total sign area for that sign. Sign area for lettering shall be computed by using a bounding area (i.e. box) for each word or group of words, including spaces between words on the same line or along the same arc.

Sign height – The height of a sign, which is measured from the finished grade at which the sign base or support structure is exposed to the top of the sign or highest letter or logo on the sign. The height of freestanding and portal signs shall be measured from the crown of the adjacent road.

Special purpose sign – A temporary sign that is erected to advertise a special event or activity such as a street fair, community festival, parade, farmers market, or charity benefit.

Standards - A requirement specifying mandatory requirements as they apply to sign development on a lot or building.

Temporary sign – A sign that is not permanently fixed or mounted and is used and permitted for a limited period of time. Temporary signs may announce properties for sale, lease, rent, or other non-commercial activities.

Town Center Architectural Committee (TCAC) – An organization formed by the TCOA to review development proposals for architectural and site compliance with the *Design Standards and Guidelines* of the Town Center.

Town Center Owners Association (TCOA) – A non-profit corporation formed to implement, administer, and enforce the restrictive covenants, Design Standards and Guidelines, Master Signage Plan, and other adopted documents or procedures.

Wall sign – A sign that is located 4 inches or less from the wall, is painted on the wall surface, or erected and confined within the limits of an outside wall of any building or structure, supported by the wall or building.

Window sign – A sign affixed or mounted to the inside of a window.

Window surface – The total area of a window within its outermost glazing or framing, to which a window sign may be affixed or mounted.

III. PERMITTING PROCEDURES

No person or party shall erect, alter, or relocate a sign in the Town Center without first obtaining a sign permit from the Town Center Owners Association (TCOA), unless the sign is exempt under this Master Signage Plan.

A. General Procedures

All sign permit applications shall be submitted to the TCOA in accordance with forms provided by the TCOA. Applications shall conform in every respect with the requirements of the application and the Master Signage Plan.

The TCOA will review a sign permit application for completeness within 5 working days following receipt of the application. The TCOA will issue or reject the sign permit within 15 working days following submittal of a complete application. Sign permits will be issued as a written document. If a sign application is rejected, the TCOA will outline the reasons for rejection. The TCOA may reject a sign permit application if the sign design is found to be incompatible with adjacent uses, architecture, or overall project vision. A decision from the TCOA may be appealed to the Planning and Zoning Commission. The Planning and Zoning Commission will consider, among other relevant factors, the sign application, the criteria as provided for in the Master Signage Plan and the final decision of the TCOA.

Applicants wishing to create a Planned Unit Development (PUD) within Big Sky Town Center may choose to create an alternative Master Signage Plan for that particular development. In this case, the applicant must first submit the alternative Master Signage Plan to the TCOA for their review and approval. Provided that the TCOA approves this alternative Master Signage Plan, the applicant may then apply to the Gallatin County Planning and Zoning Commission for review and approval, as required in Section 36.13 of the Gallatin Canyon/Big Sky Zoning Regulation. Multi-tenant condominium associations and multi-lot incorporated property owners associations are prohibited from creating an alternative Master Signage Plan for their development within the Town Center.

Applicants representing condominium owners in multi-tenant commercial buildings may choose to submit an application for a *Master Signage Plan – Commercial Building* for that particular building. This is encouraged so that the proposed signage for all tenants in the building is reviewed and permitted at once.

B. Variances from the Master Signage Plan

Any proposed sign that is not in compliance with the Master Signage Plan must receive Variance approval prior to installation. When a proposed sign varies from the Master Signage Plan, the applicant must indicate on the application what type of Variance is being requested (applicable for both types of Variances shown below). There are two types of Variances that may occur under the Master Signage Plan, each with different review procedures:

Type 1: Variances from the Master Signage Plan that do not vary from the underlying signage standards of Section 36 of the Gallatin Canyon/Big Sky Zoning Regulation. This type of Variance is decided on administratively by the TCOA. The TCOA will review the proposed Type 1 sign Variance, and may approve the application, at its discretion, as long as the approval does not result in signage that exceeds the maximum building signage area calculation outlined in Section IX.

Type 2: Variances from the Master Signage Plan that also vary from the underlying signage standards of Section 36 of the Gallatin Canyon/Big Sky Zoning Regulation. This Variance first requires review and approval by the TCOA, then by the Gallatin Canyon/Big Sky Planning and Zoning Commission through the Gallatin County Planning Department. After approval by the TCOA, this Variance shall be reviewed according to the procedures and standards outlined in the Gallatin Canyon/Big Sky Zoning Regulation. The Planning and Zoning Commission may also consider the TCOA's review of the proposed sign Variance within the context of this Master Signage Plan.

C. Conditions for Issuance of a Sign Permit

All signs for which a permit has been issued shall be installed within 6 months of the date of issuance of the permit. Installation of all signs should be completed within 3 months of commencing installation. The sign permit shall expire if installation of the permitted sign is not completed within 6 months of issuance.

D. Inspections

The TCOA reserves the right to enter onto a lot or property in order to inspect signs for compliance with the Master Signage Plan.

IV. PROHIBITED SIGNS

- A. Interior Lighted Signs
- B. Home Occupation Signs
- C. “No Trespassing” and “No Hunting” Signs
- D. Roof Mounted Signs
- E. Flashing and Revolving Signs
- F. Beacons
- G. Billboards or off-premises signs
- H. Signs located in the public right-of-way (except the following sign types: bus stop, no parking, stop signs, public utility signs, emergency signs, directional roadway signage, etc.)
- I. Pole signs
- J. Permanent banner signs
- K. Balloons, large inflated animals, or other objects used as signs
- L. Pennants, streamers, spinners, and strings of lights, except holiday lights

V. EXEMPT SIGNS

Exempt signs do not require a sign permit from the TCOA. These signs are subject to removal, by the property owner/property developer, if used in excess of the allowances described in this document.

- A. Public noticing signs, required by applicable Federal, State, or local law, regulation, or ordinance.
- B. Bus stop signs, public utility signs, or emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized work within the right-of-way.
- C. Holiday lights and decorations that do not include a commercial message may be hung 30 days preceding the holiday for which they are commemorating. Holiday lights and decorations shall be removed from the building or site within 10 days after the passing of the holiday for which they were installed, unless otherwise permitted by the TCOA.
- D. Non-commercial traffic control or street signs on private property or in the right-of-way that meet Montana Department of Transportation standards. Non-commercial directional signs used to designate vehicular travel on a lot, including “no parking,” “loading only” or “entrance.”
- E. “Beware of Dog” signs no larger than 1 square foot shall be allowed in residential zones when erected in conjunction with a fully enclosed fence.
- F. Address signs, identifying street address or name, or both, of the owner or occupant of a building or premises. Address signs are mandatory for all buildings within the Town Center. These signs may measure 2 square feet or less in area.
- G. Up to 3 political signs may be erected on a lot during elections. The signs are permitted on a lot 30 days preceding and 7 days following a general, primary, or special election. Political signs shall be placed only on the lot, inside of the setbacks and shall not block safe access to and from a lot, sidewalk, or pathway and shall not block views at street intersections.
- H. Menus displayed inside windows or inside a display box. Display boxes can be a maximum of 2 square feet in size and may be mounted on the front of the restaurant or inside a

vestibule. These display boxes shall be designed and constructed to coordinate with building design and should be able to withstand inclement weather.

- I. Portable yard signs, including those signs used for garage sales, open houses, and special estate sales, or similar uses. These signs may not be used for longer than a 24-hour period and may not be erected outside the property boundary of the lot on which the event is taking place. Portable signs do not include sandwich board signs..
- J. *For Sale, For Rent, or For Lease* signs shall only contain the name of the realtor, property management company, text such as *Retail* or *Office*, and contact phone number(s) and shall not exceed 6 square feet in size. These sales/lease/rental signs may take the form of a temporary banner that is affixed to the exterior of a building, hung from the inside of a window, etc. These signs must be removed immediately upon closing of the sale, expiration of the sales listing, or renting of the property, and may only be placed on a lot or building by the property owner(s) or their agent(s).
- K. Theaters may display posters on the inside of first-floor display windows to advertise movies or other performances currently showing at the theater.
- L. Commercial buildings shall have a building identification name affixed or incorporated into the center of the front façade. This building identification name should reflect the business name or other approved identification name. Building identification names that are other than a business name are exempt from review if limited to an area less than 8 square feet. Building identification names may be exempt from area limitations following TCOA review. Business names shall be considered as part of the maximum signage area permitted for the building.

VI. TEMPORARY SIGNS

Temporary signs are permitted on all lots within the Town Center and may be erected after the applicant receives a temporary sign permit from the TCOA. Temporary signs include special event signs, or other commercial signs that are intended to be in place for a time period not to exceed 120 days, except for construction and project signs which may be erected as specified below, and will be removed or replaced at the expiration of the temporary sign permit. Temporary banner signs are also further limited in the duration they are permitted (see below). Only 1 temporary sign will be permitted per applicant. A maximum of 2 temporary sign permits may be issued for the same business or project developer within the same calendar year. Illumination of temporary signs is prohibited. Temporary signs shall extend no more than 6 feet above ground level, except for project signs (which may be constructed as specified in this section) and temporary banner signs which may be mounted to a building, hung from the inside of a window, etc . Mounting devices may extend no more than 6 inches above the sign.

Temporary signs shall not exceed 32 square feet in area on each side, except for project signs, which may be constructed as specified in this section. All temporary signs shall be setback from the property line at least 15 feet. A temporary sign permit shall be obtained at least 2 weeks in advance of erecting the sign. Temporary signs may be erected 2 weeks prior to the scheduled event or project opening and shall be removed within 5 days of the conclusion of the event, except for construction and project signs, which shall be removed as specified in this section. Temporary signs shall be constructed and mounted with durable materials and fasteners, except in the case of temporary banner signs, which may be constructed from materials outlined in *Section II Definitions, Banner Signs*.

A temporary banner sign may be erected for a period of no more than 45 days, and may not exceed 32 square feet in area on each side. When a business is locating or relocating to the Town Center, a temporary banner sign advertising the business may be permitted while a permanent sign permit is being sought. The temporary banner sign shall be limited to the name and graphics of the business, text such as *Coming Soon, Now Open, etc.* Banner signs containing text such as *Grand Opening, Liquidation, or Going Out of Business* are prohibited. See *Section V.J Exempt Signs* for regulations on *For Sale, For Rent, or For Lease* signs or temporary banner signs.

Artwork, promotional signs for non-profit organizations, and special event signs (as may be determined and approved by the TCOA), are subject to setbacks, size limitations, and periods of display, as specified for temporary signs in this section. Temporary signs shall not include commercial messages or advertisements for alcoholic beverages or tobacco products.

One construction sign is permitted for each development project. Construction signs shall be limited to the name and graphics of the project, text such as *For Lease* or *For Sale*, contact information, and the names and contact information of the developer, architect, or contractor for the project. Temporary construction sign permits for a lot may be granted following approval of a Big Sky Town Center Design and Land Use Permit and may stand so long as construction continues.

One project sign is permitted for each development project that is at least 5 acres in size, and 2 project signs are permitted for the Master Developer of the Big Sky Town Center (Simkins Holdings, LLC or their successor or assigns) A project sign may be a maximum of 100 square feet in area on each side and shall be no taller than 10 feet in height. These signs shall be constructed with the same materials and with the same qualities as other temporary construction signs. Temporary project signs shall be removed within 30 days of full build out of the project. Project signs shall be limited to the name and graphics of the project, text such as *For Lease* or *For Sale*, contact information, and the names of the developer, architect, or contractor for the project. Temporary project sign permits for a lot may be granted following approval of a Big Sky Town Center Design and Land Use Permit and may stand so long as construction continues.

Temporary signs shall not be placed in any public right-of-way and shall not obstruct line-of-site at intersections or other locations.

VII. GENERAL DESIGN STANDARDS FOR SIGNS

A. Design and Construction

It is strongly recommended that all signs be designed by a professional sign design company and be installed by a qualified sign builder or contractor. Landscaping is encouraged for areas surrounding freestanding signs, provided that at maturity the landscaping does not obscure the message or text on a sign. The TCOA encourages a variety of sign types, colors, and designs. Some wall signs should be designed with depth and reveal to add character and interest to the building and the streetscape.

Directional signs and traffic control signs (see Exempt Signs) shall also not be obscured by landscaping, as it is especially important to provide safe and effective information about vehicular and pedestrian circulation. Franchise colors are permitted, however standard franchise signs are prohibited. Franchise signs shall be tailored for the character of the Town Center community and the small town atmosphere.

B. Size Requirements

All permanent signs shall be designed and constructed within the maximum size requirements as described in Sections VIII and IX of this document. Temporary signs shall be designed and constructed within the maximum size requirements of Section VI of this document. See Section II, Definitions, for sign area computation.

C. Materials

All signs shall be constructed of durable and high quality materials. All sign elements shall be fastened with lags, screws, or other rust-proof plated or stainless steel devices and shall be installed so that fasteners are concealed as much as possible. All fasteners or similar devices used to affix a sign to a building or structure shall have watertight seals at those locations to avoid leaks and weathering due to environmental factors. Brackets and hangers used to mount a hanging sign to any freestanding sign or building shall be secure and substantial enough to prevent failures. Metal should be coated with a durable epoxy-type enamel, powder coat, or other high-performance exterior finish.

Materials used to construct the sign should be metal, stone, wood, high-density urethane (HDU) or sign foam, or a combination thereof. If constructed of metal or metal products, the sign should contain high-quality metal with a thickness that will withstand stress, bending, and flexing due to wind, temperature, or other environmental or physical factors. Sheet metal should be at least 24-gauge and should be primed on both sides. Welds in metal tubing or sheets shall be of full weld construction and should adequately support the sign. Painting of metal signs shall be used on a limited basis and shall be well-maintained for the life of the sign.

Signs constructed of stone should exhibit well-balanced design with horizontal and vertical massing of stone either at the base or in the sign area of the sign. Only natural or real stone is permitted for use in the construction of signs in the Town Center. Native or indigenous stone is encouraged over imported or non-native stone types.

Wood is encouraged for the poles and support structure of the sign as well as the sign area itself. Wood and HDU, whether carved, sandblasted, painted, or etched, are encouraged for all permanent sign types. Wood products, such as milled timbers, pre-assembled wood posts, or handcrafted wood may be used in sign construction. Wood may be painted, however, it shall be well-maintained so that the message or sign face is legible at all times.

Letters may be constructed of natural or manufactured materials and may be cut out or cast in a particular font type or style. Lettering shall be clearly visible and legible for pedestrians as well as drivers. Lettering shall be especially legible when used in combination with a wall or other mounting structure.

D. Color

Color used in signs will be evaluated in terms of the overall architectural color and materials palette of the building(s) on the site. Signs should be finished in colors that compliment the architectural materials, treatments, and colors of the buildings on site as well as the sign base or support structure. Sign colors should reflect the logo and/or colors of the business. Subdued or earth tone colors are appropriate and brighter colors or hues are acceptable when used in harmony with other sign elements or architecture. Off-whites, deep browns, greens, grays, tans and black are acceptable colors for signs, provided they promote an attractive and legible sign.

The color of the sign area and lettering should also compliment the base or structure on which it is affixed. A matte or flat finish is recommended for all painted surfaces, although a semi-gloss finish is acceptable. "Day-glow," fluorescent, reflective colored materials, luminescent colors and iridescent colors are prohibited. Franchise colors are permitted, however franchise-style signs are prohibited. Franchise signs shall be tailored for the character of the Town Center community and the small town atmosphere.

E. Illumination of Signs

Floodlights are prohibited. Up-lighting of signs is prohibited. Plastic face internally illuminated "can" signs are prohibited.

All lighting shall be directed onto the sign surface only, except when the sign has reverse pan-channel letters with concealed light sources reflecting off the building or background surface with a "halo" or silhouette lighting effect. No light fixtures shall have exposed light sources or bulbs. Colored light sources or bulbs are prohibited. In summary, lighting shall not impact adjacent land uses or properties by deflecting light, glare, or abrupt changes in intensity or illumination.

Lighting associated with signs shall be confined to the area of the sign being illuminated. Signs shall only be down-lit with a fixture placed on the upper side of the sign., or in some instances illuminated from behind with reverse pan-channel letters with concealed light sources reflecting off the building or background surface with a "halo" or silhouette lighting effect. Opaque sign cabinet and faces with cut-out, push-through graphics are permitted. Push-through letters shall have an opaque face with white light halo edge effect with a depth of no more than 1 inch and a width of no more than 1.5 inches.

Signs shall be constructed so that conduit and piping for electrical sources is not exposed to view. All wiring shall be "UL" labeled. No lighting shall exceed 250 watts or 800 milliamps. No labeling of internal wiring or illumination shall be visible on the outside of the sign. Electrical service to the sign shall be supplied from a tenant or property owner power service.

The illumination of signage is strongly encouraged to help add a sense of liveliness and activity to the area. The hours of signage illumination shall be determined by the business, building or property owner, or owners' association, and shall strive to reduce excessive power usage and light pollution. The result of this policy will produce a desirable sign illumination pattern that allows the businesses to decide whether they wish to have their signs illuminated.

Signage illumination should be coordinated with building illumination to reduce excessive power usage and lighting levels.

The TCOA may require modifications to previously-approved signage illumination if, after installation, the TCOA determines, at its discretion, that the illumination creates excessive light pollution or fails to meet the regulations outlined in this section.

F. Sign Content

Signs shall contain lettering, images, or messages that are legible and easy to understand. The lettering shall be architecturally compatible with the building or lot on which it is

erected. Lettering shall be a maximum of 18 inches in height. Two rows of text may be situated in one sign area and shall have adequate space between the two rows.

Logos or images used to convey information about the business or use of the building or lot shall be used only if their design is compatible with the size, design, and scale of the sign and the overall architectural character of the building(s) on the lot. Colorful logos and signs are encouraged to help add character and interest to the building and the streetscape.

G. Setbacks

As described in Section VIII of this document, all freestanding signs 5 feet or less in height shall be setback from the property line at least 5 feet. All freestanding signs greater than 5 feet in height but less than 10 feet in height shall be setback at least 15 feet from the property line.

All sandwich board signs shall be placed directly adjacent to the building or business for which it is permitted. In the Commercial Core Land Use Designation area, the Big Sky Town Center Design Standards and Guidelines will require a 5-7 foot minimum building setback from the property line so that the sidewalk area, with a total width of 15 feet, is large enough to accommodate bike racks, street furniture, refuse containers, and other streetscape furnishings, including sandwich board signs.

Directional, directory, and portal signs shall be setback at least 10 feet from the property line. Directional and portal signs are not permitted in the right-of-way or utility easements.

Lots adjacent to or within 200 feet of Highway 64 are designated as “Entry Corridor” properties in the Gallatin Canyon/Big Sky Zoning Regulation. Signs erected on these lots, with the exception of the main entry sign(s), shall not encroach into the parking or building setback, as outlined in the Gallatin Canyon/Big Sky Zoning Regulation.

H. Projection and Clearance

Signs shall not project more than 3 feet from a building face, pole, or structure on which it is mounted. Projecting and hanging signs shall maintain at least 8 feet of clearance from finished grade to the bottom of the sign or structure, or 7 feet if the sign is hung over a landscaped area and is setback at least 3 feet from a paved surface.

Signs may not extend across the property owner’s property line. Portal signs shall maintain adequate clearance below the lowest hanging portion of the sign as required by the Gallatin Canyon Consolidated Rural Fire District.

VIII. DESIGN STANDARDS FOR SPECIFIC SIGN TYPES

The following sign types are permitted in the Town Center and shall be designed according to the following standards and guidelines. For land use specific requirements, as it pertains to commercial and residential areas, reference Section IX for more information.

A. Freestanding Signs

Freestanding signs are permitted in both neighborhood commercial and residential zoning categories. Signs should be oriented perpendicular to the direction of travel so that drivers may have a clear view of the signs. In neighborhood commercial areas only, freestanding signs shall be limited to 1 sign per building. Freestanding signs may not exceed 32 square

feet for each side, not including the base or supporting structure. For buildings with no other signage, a freestanding sign may be 42 square feet or less in area, not including the base or supporting structure. The sign areas of each side of the freestanding sign shall be applied toward the maximum area of signs permitted for a building.



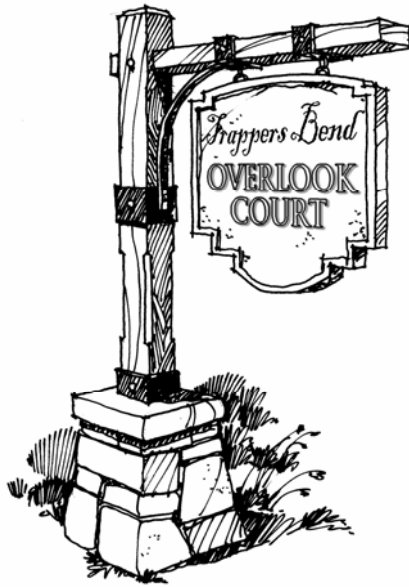
Example of a freestanding sign

In neighborhood commercial buildings with multiple tenants, the 1 freestanding sign may be partitioned to allow space for all tenants within the building, provided the message in each partition is legible. Freestanding signs can only identify the building, business, or project name. In commercial areas, up to 2 freestanding signs may be permitted if the lot has double frontage, is a corner lot, or has more than 400 feet of continuous frontage and more than one prominent pedestrian entrance to the building.

In residential districts, freestanding signs are permitted only as part of developments of 10 living units or more, as Planned Unit Developments, or as otherwise required by the Gallatin Canyon Consolidated Rural Fire District (GCCRFD). For residential land uses, a freestanding sign may be erected at each entrance to the development, with a maximum of 3 freestanding signs for the development.

The GCCRFD may require additional address or project identification sign(s) at an entrance to a development. These signs shall not exceed either 2 square feet in area on each side or the minimum size required by the Fire District, whichever is less in area. In addition, these signs shall be a maximum of 5 feet in height, as measured from the crown of the adjacent road or driveway, and shall maintain the minimum setbacks for freestanding signs (see Section VII.G).

Freestanding signs may have open or closed bases and shall not exceed 5 feet in height, except in neighborhood commercial areas, where they may be a maximum of 10 feet tall, as measured from the crown of the adjacent road. The design of the sign base, as well as the sign area itself shall compliment the architecture of the building(s) on the lot(s). The sign shall be constructed of materials similar to those used in the building(s) on the lot(s) and shall utilize native or natural materials and colors in their design. Signs supported by poles, timbers, or other devices shall not exceed 50 percent of the signs overall height (i.e. the height of the open area beneath a sign cannot exceed 50 percent of the sign's total height).



Example of a freestanding sign

One type of freestanding sign is a monument style sign. Monument style signs are acceptable due to their low profile and style. These signs may be placed on berming in order to increase their visibility, however the total height of the monument sign and berming combined shall not exceed 5 feet, as measured from the crown of the adjacent road or driveway.



Example of a freestanding monument sign

All freestanding signs shall be setback at least 5 feet from the property line and shall not obscure driveway or intersection line-of-sight for vehicles or pedestrians. Signs shall not be placed in utility easements. Freestanding signs that are greater than 5 feet in height but less than 10 feet in height shall be setback at least 15 feet from the property line.

The exception to the above regulations is the freestanding main entry sign(s) (and any associated fencing) to the Town Center. This is the only sign which is permitted to exceed the size and setback regulations for freestanding signs. The intent of the Town Center main entry sign(s) (and any associated fencing) is to identify the presence and character of the Town Center within the community, and therefore the sign(s) are permitted to be significantly larger than those signs identifying individual businesses or building complexes. The Town Center entry sign may be 22 feet high by 45 feet long. Its message will display “Big Sky Town Center” and will aid in locating the Town Center in the Big Sky community. The Master Developer will install the entrance signage (and any associated fencing) for the Town Center.



Example of the proposed main entry sign

B. Window Signs

Permanent window signs may be erected inside the first floor window for up to 20% of the window surface. In second story windows, window signs are limited to not more than 2 rows of lettering identifying the business with characters, not exceeding 6 inches in height. Window signs or lettering erected in second story windows shall not exceed 10% of the window surface area. Window signs are prohibited on the third story. All window signs shall be mounted or hung on the inside surface of the window.

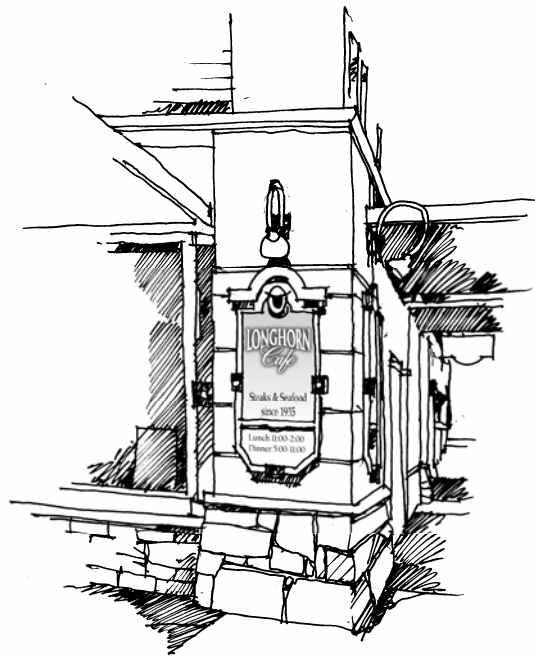
C. Wall Signs

Wall signs shall not protrude more than 6 inches from the building face. The area of the wall sign shall be a maximum of 32 square feet. Wall signs shall not project above the top of a wall or parapet. Wall signs may be hung, affixed, or painted onto a building. Wall signs shall not obscure the building's architectural features and rather should compliment them and be appropriate for the building or business character.

Lighting for wall signs shall be placed above the sign and shall be designed and installed according to the lighting requirements of these regulations.



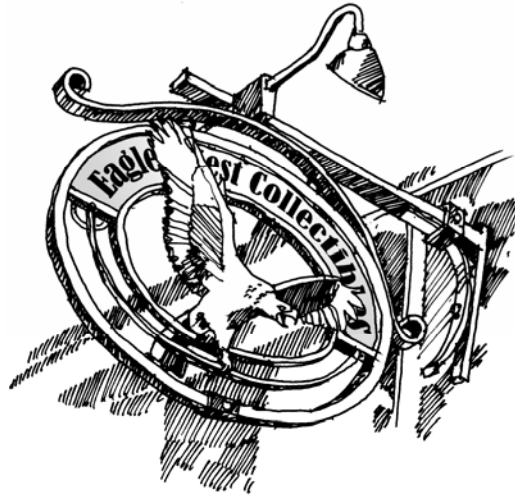
Example of a wall sign and adjacent awnings



Example of a wall sign

D. Projecting Signs

Projecting signs are permitted for all commercial land uses and shall be designed so that the sign projects at least 4 inches from the wall but not more than 3 feet from the wall. Projecting signs shall provide at least 8 feet of minimum vertical clearance. Projecting signs are often used in conjunction with hanging signs. The area of the projecting sign shall be a maximum of 8 square feet.

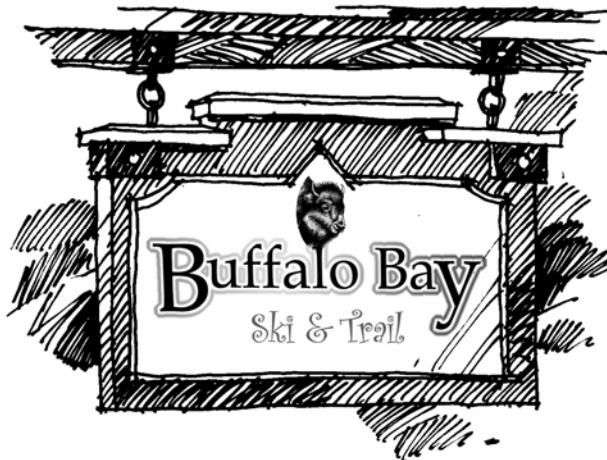


Example of a projecting sign

E. Hanging Signs

Hanging signs shall be suspended from the underside of a building canopy, awning or other building element. The area of the hanging sign shall be a maximum of 8 square feet.

Hanging signs shall have at least 8 feet of vertical clearance beneath them, except where placed over a landscaped bed and at least 3 feet from a paved surface, when it may have 7 feet of vertical clearance.



Example of an overhead hanging sign

F. Awning Sign

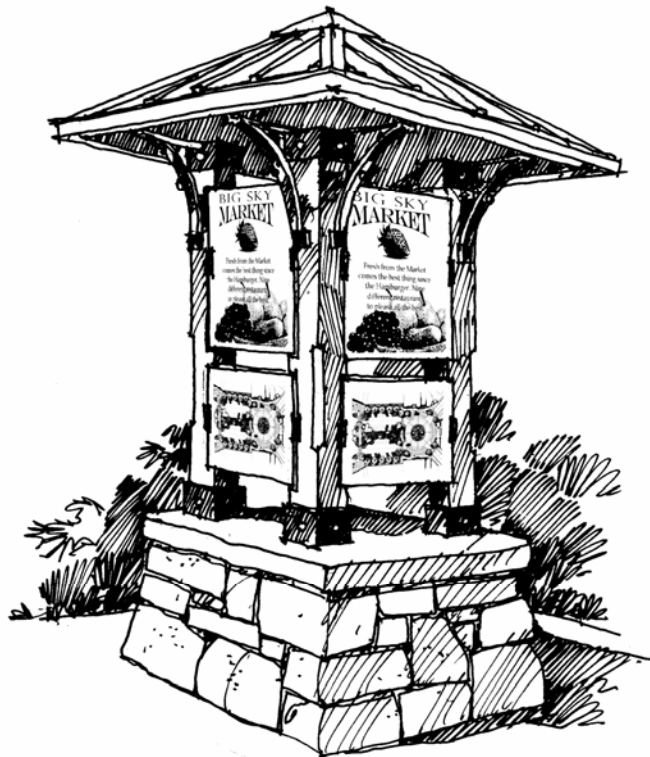
The square footage of lettering (measured from top to bottom and left to right) of the awning lettering shall be 20% or less than the surface area of the canopy or awning on which it is applied. One awning sign may serve multiple businesses located in the building. Awnings and awning signs shall have at least 8 feet of vertical clearance beneath them, except where placed over a landscaped bed and at least 3 feet from a paved surface, when it may have 7 feet of vertical clearance.

G. Neon Signs

Neon signs are permitted only in windows and shall be affixed or hung from the interior glazing of the window. Animated neon signs are prohibited. Up to 3 neon signs may be placed on the first floor businesses in commercial areas and each sign may not exceed 2 square feet in area.

H. Directory Signs

A maximum of 32 square feet of directory signage is permitted, per building, in order to provide information for commercial or residential projects. Directory signs shall provide information regarding location of streets, buildings, or other amenities as they relate to a residential or commercial subdivision or project. Directory signs shall not exceed 10 feet in height. Kiosks are considered directory signs.



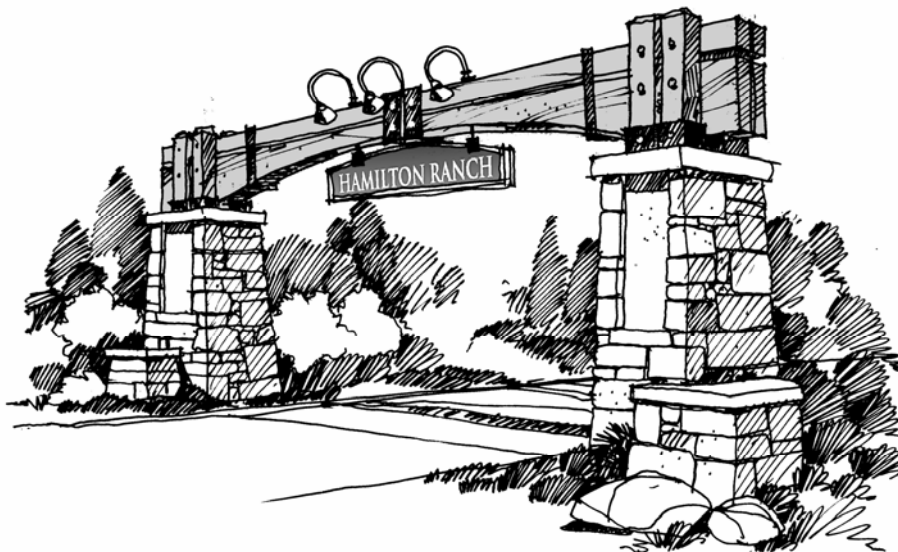
Example of a kiosk-style directory sign

I. Directional Signs

Directional signs shall be limited to messages that provide information or direction about a recognized area of regional importance or interest. These signs shall not exceed 12 square feet in area.

J. Portal Signs

Portal signs are permitted for residential or lodging projects only. These signs may be placed over the entrance road to a residential development or lodging project and shall contain a sign area not to exceed 30 square feet. These signs shall be designed and engineered to withstand environmental factors as well as impacts from vehicles, and shall be constructed of durable materials. Portal signs shall be setback from the property line at least 15 feet. Portal signs shall maintain adequate clearance below the lowest hanging portion of the sign as required by the Gallatin Canyon Consolidated Rural Fire District. Portal signs will be evaluated by the TCOA on a case-by-case basis and will be approved based on their design, structural integrity, and message content.



Example of a portal sign

K. Changeable Copy Signs

Changeable copy signs may only be used in conjunction with theaters, gas stations, restaurants, or food and beverage businesses for the listing of movies, performances, prices, or daily events and specials. Changeable copy signs for restaurants or food and beverage businesses may only be in the form of sandwich board signs (see additional regulations below). Changeable copy signs for theaters and gas stations shall have a maximum of 32 square feet of sign area on each side of the sign.

L. Sandwich Board Signs

Sandwich board signs are permitted in the Commercial Core land-use designation area of the Town Center Commercial District only, and shall be placed immediately adjacent to the front of the building (i.e. not the parking lot side) or business for which it is permitted. Sandwich board signs are permitted to be displayed during the hours of the business only,

and shall be removed from the sidewalk immediately upon the close of business. Sandwich board sign permits are issued for first floor commercial retail or food and beverage uses only, at a maximum rate of 1 per building entrance at the front of the building. Illumination of sandwich board signs is prohibited. Changeable copy sandwich board signs are permitted for restaurants or food and beverage businesses only. Sandwich board signs shall not exceed 3 feet in height and 2 feet in width, and shall not exceed 5 square feet in area on each side.



Example of a sandwich board sign

IX. DESIGN STANDARDS FOR SPECIFIC LAND USES

The following design standards and guidelines apply to all signs in the corresponding land use. These include, but are not limited to the following sign types: freestanding, window, wall, hanging, projecting, awning, neon, banner, portal, directory, directional, changeable copy, and sandwich board signs.

A. Commercial Core and Neighborhood Commercial

Buildings within the Commercial Core and Neighborhood Commercial area shall not exceed 2 square feet of signage per linear foot of building frontage on the adjacent street, road tract, right-of-way, or common or public open space area. For example, a building with a 60-foot by 100-foot footprint with the 100-foot building façade facing the street, would have 100 lineal feet of frontage and therefore a 200 square foot sign allowance. For those double frontage or corner lots, the maximum sign area allowance shall be computed by taking the greater of: (a) 1.5 square feet of signage per linear foot of building frontage on all adjacent streets, road tracts, right-of-ways, or common or public open space areas; or (b) 2 square feet of signage per linear foot of building frontage on one adjacent street, road tract, right-of-way, or common or public open space area. The building owner(s) shall divide the total square footage of signs among the businesses in the building, at their discretion. The total allowable square footage of signs may be divided among the sign types permitted for use in the Commercial Core and Neighborhood Commercial areas, subject to the additional maximum size requirements for each sign type. At least 70% of the allowable sign area, excluding the area of freestanding signs, shall be applied to the portion of the building fronting the adjacent street, road tract, right-of-way, or common or public open space area. The remaining signage may be distributed among other building sides or faces at the discretion of the applicant or building owner(s).

1. Freestanding, directory, and directional signs, as defined in this document, are prohibited in the rear and side yards of Core Commercial lots. Directory and directional signs are, however, permitted in the front yard only on those Core Commercial lots or buildings fronting the plaza, or common or public open space

area so long as no sign or support structure base dimension exceeds 4 feet in width or length, and does not inhibit pedestrian circulation. These directory and directional signs are limited to 1 per building, with the exception of those buildings having more than 80 linear feet of continuous building façade fronting the adjacent street, road tract, right-of-way, or common or public open space area. In these cases, a maximum of 1 directory or directional sign is permitted per 80 linear feet of continuous building façade. When one directory sign represents multiple businesses, building owners and/or tenants shall agree on sign design, placement, and content before applying for a sign permit.

2. Only 1 projecting sign is permitted for each business in a building.

B. Single-Family and Multi-family Residential

1. Freestanding signs are permitted and are intended to introduce the residential development. Freestanding signs shall be designed according to Section VIII of this regulation.
2. Portal signs are intended to serve as a gateway into a residential development. Only 1 portal sign is permitted per single-family or multi-family development. These signs shall only be permitted at the main entry road or drive into a single-family or multi-family development.
3. Building identification signs, or address signs, shall be affixed to all residential living units. These identification signs shall be displayed permanently in a visible location on the building frontage that faces the main street or drive and may measure 2 square feet or less in area. An additional “name plate” or residence identification sign (i.e. last name, estate name) measuring 4 square feet in area may be affixed to a building in a single-family or multi-family development.

X. MAINTENANCE OF SIGNS

All signs and associated lighting within the Town Center shall be maintained to reflect their original quality and construction. The TCOA will routinely inspect lots and buildings for appropriate maintenance of signs and will inform the property owner in writing if the signs are nonconforming. Regular maintenance does not require a permit.

XI. MASTER SIGNAGE PLAN AMENDMENT PROCESS

Minor modifications to the Master Signage Plan such as administrative improvements to the text, clarification of the text, graphics, document format, or fee schedule may be modified following application review and approval by the Zoning Enforcement Agent in accordance with forms provided by the Gallatin County Planning Office.

Major modifications to the Master Signage Plan such as total sign area allowances, setbacks, locations of signs, sign area, and sign height shall be modified with the application for a Conditional Use Permit, in accordance with forms provided by the Gallatin County Planning Office.

XII. VIOLATION AND ENFORCEMENT

The project developer is in violation of the Master Signage Plan if a sign is:

- A. Installed or constructed without a sign permit.
- B. Installed inconsistent with an approved plan or sign permit issued by TCOA.
- C. Found to be in violation of this document and does not correct the problem within the time period specified by the TCOA.

If, upon inspection, the TCOA finds violations of the Master Signage Plan, the TCOA will inform the project developer/property owner of the violation, in writing. This written warning shall be considered a first offense and if not corrected at this stage, will necessitate the institution of the next level of enforcement. The project developer or property owner shall change the sign or correct the violation within 10 days of receiving the violation notice.

If the TCOA inspects a lot or building and finds that the problem has not been corrected, a monetary fine will accompany subsequent offenses. Fines will be imposed according to the following: second offense with a \$100 fine; third offense with a \$200 fine; fourth offense with a \$400 fine; and all subsequent offenses shall be twice the preceding fine.

XIII. CONTACT INFORMATION

Master Developer: Simkins Holdings, LLC
326 North Broadway
Bozeman, Montana 59715
(406) 586-5495

Town Center Owners Association
& Town Center Architectural Committee: 326 North Broadway
Bozeman, MT 59715
(406) 586-5495

Utility and Service Companies: Montana Utility Underground Location Center (One-Call)
(800) 424-5555

Big Sky Water and Sewer District
P.O. Box 160670, Big Sky, MT 59716, (406) 995-2660

Northwestern Energy
(888) 467-2669

Government Agencies: Gallatin County Planning Department
311 West Main, Room 208, Bozeman, MT 59715
(406) 582-3130
www.co.gallatin.mt.us

Montana Department of Transportation
P.O. Box 201001, Helena, MT 59620, (406) 444-6200
www.mdt.state.mt.us

Emergency Services: Gallatin Canyon Consolidated Rural Fire District
P.O. Box 160382, Big Sky, MT 59716, (406) 995-2100

TC SP# _____



SIGN PERMIT APPLICATION

The undersigned makes application for permission to erect, construct, alter or move the following sign(s). One application may be submitted for all signs, for a lot, building, or business, provided that each sign to be permitted is described and illustrated on this application.

The applicant should reference the Master Signage Plan and all other relative documents pertaining to development within the Big Sky Town Center prior to designing the sign and making application for a sign permit. The Town Center Owners Association is available for advice and direction concerning signs and other related development information by calling (406) 586-9629.

1. Applicant: _____

2. Applicant Address: _____

3. Applicant Contact: Daytime Phone _____ Fax _____

4. Property Owner: _____

5. Property Owner Address: _____

6. Property Owner Contact: Daytime Phone _____ Fax _____

7. Business Name: _____

8. Business Address: _____

9. Legal Description: _____

Lot _____ Block _____

10. Zoning Designation (check one): Town Center Commercial
 Town Center Residential

11. Type of sign to be permitted (check one): Permanent Sign
 Temporary Sign
 Sandwich Board Sign
 Master Sign Plan – Commercial Building
 Master Sign Plan – with a PUD

12. Number and Type of Sign(s): _____

TC SP# _____

13. Parcel/lot Size: _____SF Lot Dimensions: _____ Building Area: _____SF

Total bldg frontage on public road: _____ft. Business/tenant area: _____SF

Business/tenant area as % of total bldg : _____% Sign area as % of total allowable signage : _____%

14. Variance from Master Signage Plan Yes Type 1 Type 2 No

Why variance requested? _____

15. In addition to the above information, this application shall be submitted with the following items. All plan drawings shall be a minimum of 8.5" x 11" and shall be a maximum size of 11"x 17".

YES NO N/A

Sign Permit Application Fee of \$100.00 for permanent and temporary signs and \$300.00 for Master Signage Plan (for a Commercial building, or with a PUD), both payable to the Town Centers Owners Association

One (1) complete set of plans, drawings, photographs, and other materials listed below

Scaled site plan illustrating location of building(s) on the lot, parking lots, driveways and sign locations, property lines, and setbacks and easements

Photographs or illustrations of existing or proposed building(s) and signs

Scaled building elevations (if building mounted signs are proposed), including height of building, entrances and doors, location of windows, architectural treatments, and proposed sign location(s)

Scaled, detailed drawings of the proposed sign(s) clearly illustrating design, color, dimensions, supporting structures and fixtures, illumination devices, sign area, letter height and thickness, letter style, logo, and dimensions

A visual color and materials palate, rendering, or physical samples of materials

Landscape plan if the sign is located in a planting bed, retaining wall area or other landscaped area where in conjunction with plant or landscape materials

16. Applicant Signature

The undersigned hereby agrees that the proposed work shall be done in accordance with the plans and specifications and statements herewith submitted and in conformity with the Master Signage Plan.

Applicant's Signature _____ Date _____

For Office Use Only:

Application Received By: _____	Date: _____
Date Application Reviewed: _____	
Sign Permit Approved: _____ Denied _____	With Variance: YES NO
Inspection By: _____	Date: _____

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SIMKINS HOLDINGS, LLC
326 NORTH BROADWAY
BOZEMAN, MT 59715