

BOARD OF TRUSTEES
STAFF REPORT

Date Prepared: February 12, 2026
Meeting Date: February 18, 2026

RE: Off-Premise Sign Request for Fraser Valley Arts
To: Town of Fraser Board of Trustees
From: Garrett Scott, Town Planner
CC: Michael Brack, Town Manager
Alan Sielaff, Assistant Town Planner

MATTER BEFORE THE BOARD OF TRUSTEES

Discussion and action on a request from Fraser Valley Arts for an off-premise sign at 520 Zerex Street (the Fraser Post Office).

BACKGROUND AND SUMMARY OF REQUEST

One of the applications that was received with the 2026 cycle of Business Enhancement Grant requests is a proposal from Fraser Valley Arts (FVA) to replace the existing “Hilly’s Hooker” towing service pole sign outside the Fraser Post Office building at 520 Zerex Street with a more attractive, modern, electronic sign. The new sign is proposed to be used to promote the FVA mission and events produced by FVA, as well as events produced by the Town. The grant request proposes to use the existing pole structure for the new sign and simply replace the sign face and update its electrical components. However, the grant request also contemplates replacing the pole structure with a more decorative base.

In evaluating the grant request, Town staff determined that the proposal meets the definition of an off-premise sign per [Sec. 19-6-510](#), which is any sign used for promoting an interest other than that of a business, individual, product or service available on the premises where the sign is located. Per [Sec. 19-6-320\(a\)\(3\)](#), all off-premise signs require Board of Trustees approval. Town staff informed the applicant of this requirement, and the applicant submitted a sign permit application on February 9, 2026 so that the off-premise sign request could be reviewed and evaluated separately from the Business Enhancement Grant request.

For reference, Town staff is aware of two other off-premise signs that have been previously approved by the Board of Trustees. In 2009, the Board approved a sign for Sharky’s Eatery within the Town-owned Goranson Station property, and this approval has been annually renewed via a license agreement. In 2012, the Board approved a sign for the Colorado Adventure Park (owned by Byers Peak Downhill Properties, LLC) on the Meyer Lot 1 property (owned by Cornerstone Winter Park Holdings, LLC).

EVALUATION OF REQUEST

Per the Town’s sign code, an off-premise sign may be permitted on private property if the street frontage of the property to which it pertains is not on US 40. Additionally, a sign permit for an off-premise sign shall be approved if it is in compliance with the criteria listed in [Sec. 19-6-320\(a\)\(3\)](#). Those criteria, and staff’s evaluation of each, are detailed below:

- a. **The off-premise sign would not harm the public and would not impair the purpose and intent of this Article**

Criteria met: Staff believes that the proposed sign would not harm the public nor impair the purpose and intent of this Article (i.e., the Fraser sign code).

- b. The property to which the sign pertains is in an obscure location and not directly visible from U.S. 40, such that the off-premise sign is necessary to direct the public to the subject property**
Criteria met: The sign is intended to advertise the Fraser Valley Arts property (future location of the Fraser Center for the Creative Arts) which is not directly visible from US 40. Events that the sign would likely advertise are generally held in locations that are not necessarily visible from US 40.

- c. The property to which the sign pertains is located in the Town**

Criteria met: The Fraser Valley Arts property is located north of the intersection of Fraser Avenue and Clayton Court and is located within the Town. Events that the sign would likely advertise are generally held in locations that are within the Town of Fraser.

- d. The off-premise sign is counted against the sign allowance of the parcel on which it is displayed and is counted against the sign allowance of the property to which it pertains**

Criteria met: Both the Fraser Post Office and the Fraser Valley Arts property are zoned Riverwalk, which is a non-residential / mixed use zone district. Therefore, sign standards in Table 6.2 of [Sec. 19-6-310](#) apply to both properties. Properties are allowed 1 pole sign per street frontage of the principal building / access point. Approval of this off-premise sign as proposed means that the FVA property will not be allowed to have a pole sign.

- e. The written consent of the off-premise property owner is obtained**

Criteria partially met: Fraser Valley Arts has received approval from the property owner of 520 Zerex Street (Deborah Culig of Zerex40, LLC) to construct and operate the proposed sign. However, in reviewing the location of the existing pole sign, Town staff has determined that it is located in the right-of-way for Park Avenue. If the existing pole structure is to be used, the Board of Trustees must approve a license agreement so that the sign can remain in its current location.

- f. The off-premise sign is limited to one (1) sign not to exceed twenty (20) square feet**

Criteria met: The sign is proposed to measure 5 feet wide by 4 feet tall, for a total sign area of 20 square feet.

- g. The off-premise sign would be subject to all other sign requirements of this Article.**

Criteria partially met: The changeable electronic message portion of the sign is proposed to comprise of 50% of the sign area, in compliance with Sec. 19-6-320(b)(1). Other requirements for changeable electronic message signs would be evaluated when final design details are provided. Per Sec. 19-6-320(g)(1), no portion of any pole sign shall encroach or project into the public right-of-way. As noted in criteria e, Town staff has determined that the existing pole sign is located within the right-of-way for Park Avenue.

Staff determined that the existing sign is located off the property of 520 Zerex Street by reviewing two site plans on file in the Town's records, both of which are provided in the packet for reference. The most recent site plan dates from 2017, which is when the Verizon cell tower in the rear (eastern) portion of the property was approved. This site plan shows that the existing sign is approximately two and a half

feet north of the property line within the Park Avenue right-of-way. The site plan for the Post Office's initial use of the building, which dates from 1989, shows the sign in the same approximate location as the 2017 plans. Therefore, the sign has existed in the Town's right-of-way for at least ~37 years.

CONCLUSION AND RECOMMENDATION

As noted in the evaluation of the off-premise sign criteria, the location of the existing sign within the Park Avenue right-of-way presents the main barrier to a straightforward approval of this off-premise sign. Staff presents two possible approval pathways for the Board to consider:

1. Remove the existing pole sign and construct a new sign that is wholly on the property of 520 Zerex Street and meets all other applicable provisions of the Town's sign code.
2. Allow for the existing pole sign structure to be utilized for the proposed sign through approval of a license agreement that is subject to annual renewals.

Either option will require further, formal approval by the Board of a resolution approving the off-premise sign, as well as a license agreement in the event that option 2 is pursued. At this time, staff is requesting that the Board make a motion that documents the Board's conceptual approval of the sign proposal and directs the applicant as to which option should be pursued. If the Board makes this motion indicating their conceptual approval of the sign proposal, it would allow the Board to approve the Business Enhancement Grant request related to this sign, if the Board chooses. The applicant could then proceed to finalize the details of their proposal and return for final approval of the off-premise sign from the Board.

Given that all off-premise sign criteria are met except for those that relate to the sign's existing location, staff recommends that the **Board provide their conceptual approval of the off-premise sign and do so by directing the applicant to construct a new sign on their property (i.e., Option 1)**. This will prevent the need for a license agreement and annual renewals of said agreement, as well as mitigate any potential conflicts from the sign being located within the Town's right-of-way. Staff recommends that the Board also direct the applicant to utilize the schematic designs that have been produced as part of the Winter Park – Fraser Signage and Wayfinding Plan as they work to finalize the design of their proposed sign. These schematic designs are provided in the packet for reference. The Board may also provide additional direction to the applicant as they see fit.

Attachments:

- 01 Sign Permit Application Materials
- 02 Verizon Cell Tower Site Plan (2017)
- 03 Fraser Post Office Site Plan (1989)
- 04 Selected pages from the Signage and Wayfinding Schematic Design