

CHAPTER 9 – SIGNS

Section 4-901 Purpose and Applicability.

- A. Purpose.** The *sign* regulations are designed to encourage proper use of signage throughout the city, while eliminating *signs* that may do not comply with the City Code. The regulations for *signs* have the following specific objectives:
1. To allow for adequate and effective *signs* in all zoning districts while preventing *signs* from dominating the appearance of the area;
 2. To require design, construction, installation, and proper *maintenance* so that the public safety and traffic safety are not compromised; and
 3. To provide standards for location, size, construction, type, and number of *signs*;
- B. Applicability.** The regulations in Chapter 9 are applicable to all *signs* in the city, except as noted in Section 4-902(D) and in the RCC district and all MU districts, except where otherwise noted herein. Standards for *signs* in the RCC district and all MU districts shall be established through *sign* criteria approved through a *Development Plan Review*, pursuant to Section 6-306.

Section 4-902 General Sign Standards.

- A. Definitions.** For definitions related to *signs*, refer to Section 7-120, “S” Definitions.
- B. Prohibited Signs.** Prohibited *signs* include:
1. *Signs* in public right-of-way that are not governed by State Law;
 2. *Signs* mounted on a *building roof*;

3. *Signs* that are mounted, attached, or painted on *trailers*, boats or vehicles when used as additional signage on or near the business premises; and similar *signs*. Business vehicles displaying signage or advertising shall be parked in an assigned *parking* space which is not immediately adjacent to a *street* frontage;
4. *Signs* having intermittent or flashing illumination, animated or moving parts, or that emit sound except as allowed under Section 4-903(C) and Section 4-903(E);
5. Freestanding changeable copy *signs*, except as allowed under Section 4-903(C), Section 4-903(F), and Section 4-903(I);
6. Banners, pennants, wind-driven spinners, streamers, balloons, flags, search lights, strobe lights, holographic projections, laser light displays, beacons, inflatable *signs*, except as otherwise provided in Section 4-903(K), and approved *banner signs* installed pursuant to the city's banner program;
7. *Signs* imitating official traffic control *signs*, or any *sign* or device obscuring such *signs* or devices;
8. *Signs* mounted on, or applied to trees, utility poles, rocks, or city owned property;
9. *Signs* placed on private property without the property owner's written approval;
10. *Portable signs*, except as permitted in Sections 4-903(J), Sections 4-903(K), Sections 4-903(L), Sections 4-903(O), Sections 4-903(P), Sections 4-903(Q), and

C. Unauthorized Signs. An *unauthorized sign* is one that is illegally displayed in the city right-of-way, on city property, on private property without the property owner's consent, or is not in compliance with the regulations of Chapter 9, Signs within this Code. City staff may remove such *signs*. *Unauthorized signs* removed by the city shall be disposed of after the Department provides notice to the establishment identified on the sign. A notice shall be sent within thirty (30) days of removal notifying the establishment to claim the unauthorized sign at a location specified on the notice no later than thirty (30) days after the date appearing on the notice. If unclaimed after the time period, the Department will dispose of the unauthorized sign in an appropriate manner. If an establishment is not identified, the sign will be disposed of no sooner than thirty (30) days after removal, subject to prior written claim and proof of ownership delivered to the Community Development Department.

D. Exempt Signs. The following *signs* are exempt from this Code:

1. Traffic or other governmental *street signs*, such as railroad crossing *signs* and notices, as may be authorized by the city and do not require permits; and

2. *Signs* of public utility companies indicating danger or that serve as an aid to public safety, or that show the location of underground facilities or public telephones and do not require permits.

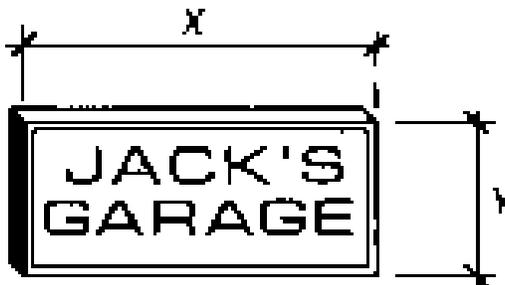
E. Ceased Non-Conforming Permanent Signs. The owner, agent, tenant or person having beneficial interest in the business, property or premises on which such *sign* is located shall remove ceased non-conforming *signs*, including freestanding support *structures*, within one (1) year upon cessation of such business or sale of such product, as long as the one (1) year period of non-use is attributable at least in part to the previously designated persons or entities.

F. Sign Height Measurement. *Sign* height measurements are as follows:

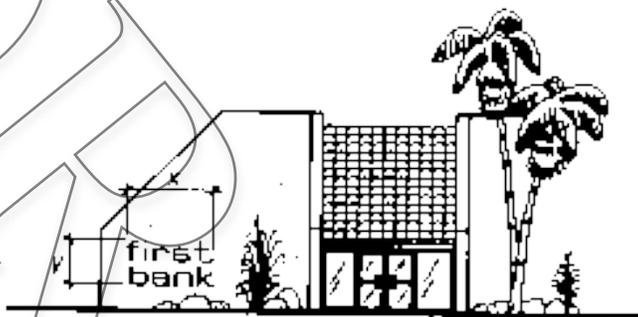
“Freestanding Sign”: Height is the distance from the top of the *sign structure* to the top of the adjacent street curb. The height of any monument base or other *structure* erected to support or ornament the *sign* shall be measured as part of the *sign* height.

G. Sign Area Measurement. *Sign* area measurements are as follows:

1. *Sign* area includes the areas of all the following *signs* on site that pertain to any one business:
 - a. *Awning Sign*;
 - b. *Building Mounted Sign*;
 - c. *Freeway Sign*;
 - d. *Service Station Sign*, excluding *freestanding sign*; and
 - e. *Marquee Sign*.
2. The maximum total area for the above *signs* on the premises for any one (1) business may be equal to forty (40) square feet plus one (1) square foot of *sign* area for every lineal foot of *business frontage* beyond forty (40) lineal feet, as measured by the *business frontage*. Businesses with freeway frontage may have additional *sign* area, see Section 4-903(E).
3. Internal businesses and brands contained within a host business are allowed exterior signage. *Sign* area utilized by the internal business/brand shall be deducted from the *sign* area allowed for the host business sign area.
4. One sign face: Area of the single face only;
 - a. *Sign* copy mounted or painted on a background panel or area distinctively painted, textured, illuminated, or constructed as a background for the *sign* copy, shall be measured as the area contained within the *geometric shape* of the background panel or surface; and



- b. *Sign copy mounted as individual letters or graphics against a wall or fascia of a building or other structure that has not been painted, textured or otherwise altered to provide a distinctive background for the sign copy, shall be measured as the area enclosed by the smallest geometric shape that will enclose all sign copy.*



5. Multiple *sign* faces:
- Two (2) faces: If the interior angle between the two (2) faces is forty-five (45) degrees or less, the area will be the area of one face only; if the angle between the two (2) *sign* faces is greater than forty-five (45) degrees, the *sign* area will be the sum of the areas of the two (2) faces;
 - Three (3) or more sides: *Sign* area will be calculated as fifty percent (50%) of the sum of all faces; and
 - Sign* area for a *sign* with more than one component will be measured as the area of the smallest *geometric shape* that encompasses the components of the *sign*.
6. Free form, spherical, sculptural and other non-planar signs:
- Sign* area is calculated as fifty percent (50%) of the sum of the area of the four (4) vertical sides of the smallest cube that will encompass the *sign*.



H. Sign Illumination. *Signs* may be illuminated internally or externally as provided by this Code (See also, Section 4-803 and 4-804, Lighting) and/or as specified by the applicable *sign* criteria:

1. *Sign* face shall function as a filter for an internally *illuminated sign*;
2. *Sign* illumination from above shall be fully shielded;
3. *Sign* illumination from below shall comply with Section 4-803(C)(5);
4. *Illuminated signs*, except *address signs*, shall require a *sign* permit and comply with the provisions of applicable electrical codes; and
5. Exposed electrical conduit or exposed raceways are allowed only with *Development Plan Review* approval.

I. Sign Maintenance. *Sign maintenance* requirements are as follows:

1. *Signs* on a property shall be maintained by the owner or person in possession of the property on which the *sign* is located. *Maintenance* shall be such that the signage continues to conform to the conditions imposed by the *sign* permit;
2. A damaged *sign*, including *signs* vandalized or subjected to graffiti, shall be repaired within sixty (60) days;
3. Metal pole covers and *sign* cabinets shall be kept free of rust and rust stains;
4. Internally *illuminated sign* cabinets or *sign* panels that have been damaged shall remain un-illuminated until repaired;
5. *Signs* that have been damaged to such extent that it may pose a hazard to passersby, as determined by the Development Services Manager, or designee, shall be repaired or removed immediately;

6. *Maintenance* of legal non-conforming *signs* shall be consistent with applicable Arizona law. A legal nonconforming *sign* that has been damaged to the extent of more than fifty percent (50%) of its reproduction value shall be removed or altered so as to conform to the provisions of Part 3, Chapter 5, Non-Conforming Use or Development; and
7. Failure to comply with these *sign maintenance* requirements shall constitute a violation of this Code.

J. Comprehensive Sign Package.

1. When a site is developed as a complex or center, a comprehensive *sign package* shall be provided for the property, and approved through *development plan* review.
2. For tenants of a complex or center, *sign* permits will only be issued for *signs* that comply with the previously approved comprehensive *sign package*, or receive approval through *development plan* review.