

Division 10-50.100: Sign Standards

Sections:

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(Entire Division amended by Ord. 2014-27, adopted November 18, 2014)

10-50.100.010 Purpose

- A. The Council finds that the natural surroundings, climate, history, and people of the City provide the Flagstaff community with its unique charm and beauty. This Division has been adopted to ensure that all signs installed in the City are compatible with the unique character and environment of the community, and in compliance with the General Plan.
- B. The purpose of this Division is to promote public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and requirements, including the following specific purposes:
 - 1. To promote and accomplish the goals, policies, and objectives of the General Plan;
 - 2. To balance public and private objectives by allowing adequate avenues for both commercial and non-commercial messages;
 - ~~3. To recognize free speech rights by regulating signs in a content-neutral manner;~~

This paragraph may be deleted as it is already stated above in Subsection B.

- 4.3. To improve pedestrian and traffic safety by promoting the free flow of traffic and the protection of pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;
- 5.4. To protect the aesthetic beauty of the City’s natural and built environment for the citizens of and visitors to the City, and to protect prominent view sheds within the community;
- 6.5. To prevent property damage, personal injury, and litter ~~caused by from~~ signs ~~that which~~ are improperly constructed ~~or~~ poorly maintained, ~~or~~ ~~made of flimsy materials~~;
- 7.6. To protect property values, the local economy, and ~~the~~ quality of life by preserving and enhancing the appearance of the streetscape; and
- 8.7. To provide consistent sign design standards that enables the fair and consistent enforcement of these sign regulations.

~~C. A summary of sign types addressed within this Division are listed in Table A (Sign Types). Table A also identifies the permitted uses of each sign type and whether it may be located in a walkable urban environment (Urban) or drivable suburban environment (Suburban), or both, as further defined and explained in the Preamble to this Zoning Code.~~

Table 10-50.100.010.A: Sign Types						
Sign Type and Description	Urban	Sub-urban	Uses		Permit?	Zoning Code Section
Permanent Signs (See Table 10-50.100.060.A (Standards for Permanent Signs by Use))						
Awning Sign	P	P	SFR	COM	Yes	10-50.100.060.C.4.b.(1)
			MFR	IND		
Building Identification Sign	P	-	SFR	COM	Yes	10-50.100.100.A.5.a.(3)
			MFR	IND		
Building Mounted Sign	P	P	SFR	COM	Yes/No ⁺	10-50.100.060.C.4.b.(2)
			MFR	IND		
Canopy Sign	P	P	SFR	COM	Yes	10-50.100.060.C.4.b.(3)
			MFR	IND		
Changeable Copy Sign	P	P	SFR	COM	Yes	10-50.100.060.C.4.b.(4)
			MFR	IND		
Directional Sign	-	P	SFR	COM	Yes	10-50.100.060.C.4.b.(5)
			MFR	IND		
Directory Sign	P ²	P	SFR	COM	Yes	10-50.100.060.C.4.b.(6)
			MFR	IND		
			SFR	COM		10-50.100.060.C.4.b.(7)
			MFR	IND		

Sign Standards

Freestanding Sign	p ²	p	SFR	COM	Yes	10-50.100.060.C.4.b.(7)
			MFR	IND		
			SFR	COM		10-50.100.060.C.4.b.(7)
			MFR	IND		
Interpretative Sign	p	p	SFR	COM	Yes	10-50.100.060.C.4.b.(8)
			MFR	IND		
Landscape Wall Sign	p ²	p	SFR	COM	Yes	10-50.100.060.C.4.b.(9)
			MFR	IND		
			SFR	COM		10-50.100.060.C.4.b.(7)
			MFR	IND		
			SFR	COM		10-50.100.060.C.4.b.(7)
			MFR	IND		
Painted Wall Sign	p	p	SFR	COM	Yes	Table 10-50.100.060.C
			MFR	IND		
Projecting Sign	p ²	p	SFR	COM	Yes	10-50.100.060.C.4.b.(10)
			MFR	IND		
Roof Mounted Sign	-	p	SFR	COM	Yes	10-50.100.060.C.4.b.(11)
			MFR	IND		
Service Island Canopy Sign	--	p	SFR	COM	Yes	10-50.100.060.C.4.b.(12)
			MFR	IND		
Suspended Sign	p	p	SFR	COM	Yes	10-50.100.060.C.4.b.(13)
			MFR	IND		
Window Sign	p	p	SFR	COM	Yes	10-50.100.060.C.4.b.(14)
			MFR	IND		
Temporary Signs (See Section 10-50.100.090.-(Temporary Signs))						
Sign Walker	p	p	SFR	COM	No	10-50.100.090.C.6
			MFR	IND		
Temporary A-frame Sign	p ³	p	SFR	COM	Yes/No ⁴	10-50.100.090.C.4.c.(1)
			MFR	IND		
Temporary Civic or Non-Profit Event Sign	p	p	SFR	COM	No	10-50.100.090.C.2
			MFR	IND		
Temporary Directional Signs for Special Events, Recreation Events, and Approved Temporary Uses	p	p	SFR	COM	No	10-50.100.090.C.3
			MFR	IND		
Temporary New Development/ Construction Sign	p	p	SFR	COM	No	10-50.100.090.C.5
			MFR	IND		
Temporary Sign for Approved Temporary Uses	p	p	SFR	COM	No	10-50.100.090.C.1
			MFR	IND		
Temporary Stanchion Sign	p	-	SFR	COM	No	10-50.100.100.B.5.b
			MFR	IND		
Temporary Upright Sign:	p ³	p	SFR	COM	Yes/No ⁴	10-50.100.090.C.4.c.(1)
			MFR	IND		

- c. Signs in the Downtown Historic District, which have the highest standards of review in keeping with the historic character and urban scale of this district, are reviewed based on, ~~T~~ the standards in Section 10-50.100.100.B (Downtown Historic District), ~~shall be applied in addition to the standards established for~~ the Flagstaff Central District, and ~~as well as~~ the standards and requirements otherwise established in this Division.

2.3. **Applicable to Transect Zones**

Signs proposed in the transect zones shall comply with the standards established in the following Sections:

- a. Transect Zone T6: Section 10-50.100.100.A (Flagstaff Central District) and Section 10-50.100.100.B (Downtown Historic District).
- b. Transect Zone T5 and T5-O: Section 10-50.100.100.A (Flagstaff Central District) and Section 10-50.100.100.B (Downtown Historic District), where applicable.
- c. Transect Zone T4N.1 and T4N.1-O: Section 10-50.100.100.A (Flagstaff Central District).
- d. Transect Zone T3N.1: Section 10-50.100.100.A (Flagstaff Central District).

3.4. Nothing in this Division shall be construed to prohibit a person from holding a sign while located on City property so long as the person holding the sign is located on public property determined to be a traditional public forum and does not block ingress and egress from buildings or create a safety hazard by impeding travel on sidewalks, bike and vehicle lanes, and trails.

The text in paragraph 4. has been moved from Section 10-50.100.040.A. (Location Restrictions) as it should more logically be included in the Applicability section of the Code.

BC. **Interpretations**

This Division is not intended to, and does not restrict speech on the basis of its content, viewpoint, or message. Any classification of signs in this Division that permits speech by reason of the type of sign, identity of the sign user, or otherwise, shall also be interpreted to allow non-commercial speech on the sign. No part of this Division shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial message displayed on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different non-commercial message, without the need for any approval or permit, provided that the size of the sign is not altered. To the extent any provision of this Division is ambiguous, the term shall be interpreted not to regulate on the basis of the content of the message.

The purpose of this amendment is to clarify and prevent any inadvertent favoring of commercial speech, or favoring of any particular non-commercial message over any other non-commercial message. This provision would prevail over any more specific provision to the contrary

D. C. Exemptions

~~Unless specifically provided within~~ The provisions of this Division ~~do not apply to,~~ the following signs ~~provisions of this Division do not apply to:~~ [ARRANGE THIS SUBSECTION ALPHABETICALLY AND CHECK CROSS-REFERENCES]

1.5. Building Identification Signs

Building identification signs not exceeding one square feet in area ~~are permitted~~ for residential buildings and two square feet in area for nonresidential buildings.

2.6. Business Name and Address on an Entry Door

Name of a business, address information, and/or contact information displayed on an entry door, not ~~to~~ exceeding two square feet in area. Sign ~~must~~ shall not include any commercial advertising.

3.7. Community Bulletin Board Signs

~~A maximum of one community bulletin board per property is allowed. Signs posted on a community bulletin board shall not exceed a dimension of 11 x 17 inches. If the-~~ No more than one community bulletin board per property and per block with a maximum size of 32 square feet is allowed. A community bulletin board ~~may be~~ is erected in public right-of-way, ~~or in a public space, or on private property. a maximum of one community bulletin board per block is allowed. The maximum size of a community bulletin board shall be 32 square feet. Signs posted on a community bulletin board shall not exceed a dimension of 11 x 17 inches.~~

Display Board for Daily Specials

~~Display board such as a white board, chalk board, or black board, on which daily specials are advertised. The display board may be mounted on an easel or similar support structure, or the wall of a building, and measure up to four square feet in area, provided it is not located within a public right of way and is not a hazard to pedestrians.~~

This paragraph should be deleted as it is unnecessary.

4. Flags

~~Official flags of national, state, or local governments, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction. The length of the flag shall not exceed one fourth the height of the flag pole. No more than three flags shall be displayed per lot or parcel. Flags shall be mounted on a single flagpole, or three separate flagpoles installed either on the building or adjacent to a building or use. No flag bearing an explicit commercial message shall be considered an exempt flag.~~

To ensure consistency with the US Supreme Court's decision in the Reed case, staff recommends that flags should not be included as exempt signs.

~~5. Governmental Signs~~

~~Signs installed by the City, County, or a Federal or State governmental agency for the protection of public health, safety, and general welfare, including, but not limited to, the following:~~

- ~~a. Emergency and warning signs necessary for public safety or civil defense;~~
- ~~b. Traffic signs erected and maintained by an authorized public agency;~~
- ~~c. Signs required to be displayed by law;~~
- ~~d. Signs showing the location of public facilities;~~
- ~~e. Signs advertising temporary events organized by the Flagstaff Unified School District and its schools, charter schools, Northern Arizona University, Coconino Community College, Coconino County, or the City, provided no more than one sign is displayed on any business premises. The signs shall be no larger than 24 square feet in area, mounted no more than six feet in height on a wall or similar surface (signs mounted on stakes are not permitted), installed a maximum of seven days before an event, and removed no more than one day after the event. Illuminated signs are not permitted. The location restrictions listed in Section 10-50.100.040.A below shall apply to all signs falling under this exemption, except for paragraphs 6 and 9; and~~
- ~~f. Any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect the public health, safety, and general welfare.~~

This paragraph has been moved with minor revisions to Page 50.100-10 of this draft.

6.8. Heritage Signs in Landmark Zones

Heritage signs ~~are~~shall be governed by the ordinance designating the Landmark Overlay and its related guidelines (Refer to Division 10-30.30 (Heritage Preservation)).

7.9. Historic and Architectural Features

Historical plaques erected and maintained by non-profit organizations, ~~memorials,~~ building cornerstones, and date-constructed stones ~~not exceeding; provided that none of these exceed~~ not exceeding four square feet in area.

10. Internal Signs and Signs within City Recreation Facilities

- a. Signs or displays located entirely inside of a building ~~and not visible from the building's exterior;~~

b. ~~Signs intended to be readable from within a parking area but not readable visible~~ beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way;

c. ~~Signs placed on the walkway directly in front of a store provided such sign does not interfere with pedestrian travel or encroach upon a required accessible path;~~ and

~~8.d.~~ Temporary signs located within City Recreation Facilities.

This paragraph has been amended to provide clarification to these provisions and it has been expanded to include more signs as exempt signs when they are placed outside of a building or business and are not readable from off the property.

~~a. **Neighborhood or District Sign**~~

~~Signs used to identify a unique neighborhood or district. Such signs may be placed in a public right-of-way with approval of a Right-of-Way Encroachment Permit (See City Code Section 8-03-002-0005 (Other Permitted Encroachments)), provided such signs are not illuminated, and no larger than 20 square feet in area and eight feet in height.~~

This paragraph has been moved to the freestanding sign Section of the Flagstaff Central District (Section 10-50.100.100.A (Flagstaff Central District) as this is a more appropriate location for this sign type.

~~9.~~

~~10. **Nonstructural Modifications and Maintenance**~~

~~a. Changes to the face or copy of changeable copy signs;~~

~~b. Changes to the face or copy of an existing multi-tenant freestanding non-illuminated sign from one business to another with no structural or lighting modifications to the sign; and~~

~~c. The normal repair and maintenance of conforming or legal non-conforming signs, except as identified in Section 10-50.100.050.E.~~

This paragraph has been moved to the Applicability Section (10-50.100.020.A) where it should have been more appropriately placed.

~~11. **Political Signs**~~

~~Political signs are permitted in compliance with ARS § 16-1019.~~

This standard has been removed because it is a content-based regulation.

~~12. **Real Estate Signs**~~

a.—All Residential Zones.

~~(1) One real estate sign per street frontage is permitted. Signs must be non-illuminated, constructed of durable materials, placed only on the property for sale, rent, or lease, be no more than six feet in height, and be no larger than eight square feet in area in single-family residential zones and no larger than 12 square feet in area in multi-family residential zones.~~

~~(2) Open house/auction directional signs are permitted within one mile of the residence as measured along the streets used to drive to it. Such signs must be no larger than four square feet in area, a maximum of three feet in height, and only one sign is allowed for each turning movement beginning at the residence for sale. Signs may be placed in a public right way or on off-site private property for the duration of the open house only while a sales person is present, provided such signs do not constitute a hazard to pedestrians or vehicular traffic, are not placed on medians, and they are removed no later than one hour after the conclusion of the open house.~~

~~b. **All Commercial, Industrial, and Non-residential Zones:** One real estate sign per street frontage is permitted. Signs must be non-illuminated, constructed of durable materials, placed only on the property for sale, rent, or lease, be no more than six feet in height, and be no larger than 24 square feet in area.~~

These standards have been removed because they are a content-based regulation.

13.11. Seasonal Decorations

Temporary, non-commercial decorations or displays that are incidental to and commonly associated with national, local, or religious celebration, provided that such decorations and displays are only displayed during the appropriate time of year, are maintained in an attractive condition, and do not constitute a fire hazard.

14. Signs Required by Law

15.12. Street Light Banner Sign

Street light banner signs as permitted by the City on light poles in certain areas within the City.

16. Vehicle Signs

~~Signs indicating the name of the owner or business that are permanently painted or wrapped on the surface of a vehicle, adhesive vinyl film affixed to the interior or exterior surface of a vehicle window, or signs magnetically attached to a vehicle or rolling stock, so long as the vehicle is being regularly and consistently used in the normal daily conduct of the business, e.g., when a company vehicle is being used for transporting~~

~~and delivering goods or providing services related to the business (see also Section 10-50.100.040.A.7).~~

The text referring to vehicle signs has been moved to Table 10-50.100.060.P (Standards for Other Sign Types).

~~17.13. **Vending Machine and Similar Facilities**~~

~~Signs that constitute an integral part of a vending machine or similar facilities located outside of a business. Such signs are included in the total allowable building-mounted sign area.~~

Staff recommends that the last sentence of this paragraph should be deleted as it is hard to apply, unnecessarily restrictive, and difficult to enforce.

~~**Yard or Garage Sale Signs**~~

~~Signs advertising a yard or garage sale, provided they are not displayed more than one day prior to the yard or garage sale and removed when the sale has concluded.~~

This standard has been removed because it is a content-based regulation.

14. Governmental Signs

Any sign, posting, notice or similar signs placed, installed or required by law by a city, county, or a federal or state governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including, but not limited to, the following:

- (1) Emergency and warning signs necessary for public safety or civil defense;
- (2) Traffic signs erected and maintained by an authorized public agency;
- (3) Signs required to be displayed by law;
- (4) Signs directing the public to points of interest; and
- (5) Signs showing the location of public facilities.

This paragraph includes the “signs required by law” paragraph in the current code (#14) and would also include street address signs that are required by law for public safety purposes.

10-50.100.030 Sign Permit Requirements

- A. The procedures for submittal, review and approval of Permanent Signs are provided in Section 10-20.40.120 (Sign Permit - Permanent Signs) and Temporary Wall Banner Sign Permits are provided in Section 10-20.40.130 (Sign Permit - Temporary Wall Banner Sign Permits), including any required

fees, ~~are provided in Section 10-20.40.120 (Sign Permit – Permanent Signs) and Section 10-20.40.130 (Sign Permit – Temporary Signs), except that~~ Signs associated with and/or advertising a special event on City property shall be approved as part of the Special Event Permit from the City. All signs not approved in the Special Event Permit are prohibited.

This amendment establishes the correct citation for Temporary Wall Banner Sign Permits. These are the only type of temporary sign for which a permit is required.

B. No Sign Permit ~~is~~ ~~shall be~~ required for a sign on property used exclusively for a single-family residence or duplex that complies with this Division and is limited to one sign per street frontage.

C. Nonstructural Modifications and Maintenance

No Sign Permit is required for the following non-structural modifications to and maintenance of existing signs:

1. Changes to the face or copy of changeable copy signs;

2. Changes to the face or copy of an existing single-tenant or multi-tenant freestanding or building mounted non-illuminated sign from one business to another with no structural or lighting modifications to the sign; and

~~B.3.~~ The normal repair and maintenance of conforming or legal non-conforming signs, except as identified in Section 10-50.100.050.E.

This text (C. Nonstructural Modifications and Maintenance) has been moved from Subsection D. (Exemptions) as it should more logically be included in the Permitting section of the Code. Two minor amendments to this standard were recommended by the Planning and Zoning Commission to include existing signs on single tenant buildings as well as building mounted signs.

10-50.100.040 General Restrictions for All Signs

A. Prohibited Signs ~~Location Restrictions~~

Except where specifically authorized in this Division, the following signs are prohibited ~~in the following locations:~~

1. ~~No~~ Any sign shall be placed ~~located~~ within, on, or projecting over a City right-of-way;

~~2. Any sign located within, on, or projecting over a property line which borders a public or private street, highway, alley, lane, avenue, road, sidewalk, or other right-of-way, except as specifically provided in this Division;~~

This paragraph may be deleted as it duplicates the standard in paragraph #1 above.

~~3.2. No Any sign shall be attached to or placed any public utility pole, structure or street light, tree, fence, fire hydrant, bridge, curb, sidewalk, park bench, statue, memorial, or other location on public property, except for government signs and those signs approved as part of a Special Event permit on City property. Nothing in this Section shall be construed to prohibit a person from holding a sign while located on City property so long as the person holding the sign is located on public property determined to be a traditional public forum and does not block ingress and egress from buildings or create a safety hazard by impeding travel on sidewalks, bike and vehicle lanes, and trails;~~

The text in paragraph 2. has been moved to the Applicability section of the Code.

3. ~~No Any sign shall, which by reason of its location, will~~ obstruct the view of any authorized traffic sign, signal, or other traffic control device;
4. ~~No sign shall be constructed or placed in such a way as to or which by reason of shape, color, or position interferes with or could~~ be confused with any authorized traffic signal or device;
5. ~~No Any sign shall be which is constructed or placed in such as manner so~~ as to prevent ~~or interfere with or inhibit~~ free ingress to or egress from any door, window, or any exit way required by the Building Code ~~currently in effect,~~ or by Fire Department regulations currently in effect;
6. ~~No Any~~ commercial, advertising, or business sign shall be that is not located ~~off on~~ the premises of the business to which it refers;
7. ~~Any sign mounted, attached, or painted on a trailer, boat, or motor vehicle parked to provide advertising visible from the public right-of-way or parked on public property to clearly provide advertising close to the public right-of-way when the principal use of the vehicle at the time of the display is for the display of the sign and the vehicle is parked, stored, or displayed conspicuously on public or private property for the purpose of exhibiting commercial advertising, advertising an on-site or off-site business, or supplying directional information to an off-site business or service. This provision excludes: vehicles and equipment engaged in active construction projects, and the on-premise storage of equipment and vehicles offered to the general public for rent or lease.~~
 - a. ~~Signs that are permanently painted or wrapped on the surface of a vehicle, adhesive vinyl film affixed to the interior or exterior surface of a vehicle window, or signs magnetically attached to a vehicle or rolling stock, so long as the vehicle is being regularly and consistently used in the normal daily conduct of the business, e.g., when a company vehicle is being used for transporting and delivering goods or providing services~~

~~related to the business. Such vehicles shall be operable, properly licensed, and when not being used to conduct daily business, parked or stored in a lawful and authorized manner on the business property so as not to be visible from the public right of way. Where parking limitations on the business property prevent the business owner from parking the vehicle in a manner not to be visible from the public right of way, the vehicle shall be parked as far from the public right of way as possible; and~~

~~b. Vehicles and equipment engaged in active construction projects, and the on-premise storage of equipment and vehicles offered to the general public for rent or lease.~~



Figure A. Signs on Vehicles Used for Business Purposes

The standards for vehicle signs have been simplified and consolidated. The text above ensures that a vehicle may not be parked to as a sign to provide advertising for a business, while the regulations governing signs on vehicles used in the daily conduct of the business have been moved to Table 10-50.100.060.P.

~~8.7. No Any~~ sign shall be painted, attached or mounted on fuel tanks, storage containers and/or solid waste receptacles or their enclosures, except for a manufacturer's or installer's identification, appropriate warning signs and placards, and information required by law;

~~9. Any sign tacked, painted, burned, cut, pasted or otherwise affixed to the walls of any building, barn, shed, accessory structure, or other structures that are visible from a public way;~~

This paragraph may be deleted as it duplicates the standard in paragraph #9 below.

~~10.8. No Any~~ sign shall be tacked, painted, burned, cut, pasted or otherwise affixed to trees, rocks, light and utility poles, posts, fences, ladders, benches, or similar supports that ~~are~~ visible from a public way;

~~9. No Any~~ sign shall ~~that~~ covers the architectural features of a building, such as dormers, insignias, pilasters, soffits, transoms, trims, or other architectural feature;

~~11.10. No sign shall be placed on the roof of a building, except as permitted in Section 10-50.100.060.C.4.b.(11) (Roof Signs);~~

This amendment ensures that no signs, including portable signs, may be placed on the roof of a building.

~~12.11.~~ 11. Billboards; and

~~13.12.~~ 12. Bandit signs.

B. Display Restrictions

1. Purpose

The purpose of this Subsection is to regulate the manner in which signs convey their messages by specifying prohibited display features that create distractions to the traveling public and create visual clutter that mar the natural and architectural aesthetics of the City.

2. Applicability

Signs with the following display features are prohibited:

- a. ~~Any sign or lighting devices, whether on the exterior of a building or on the inside of a window which is visible beyond the boundaries of the lot or parcel, or from any public right-of-way,~~ with intermittent, flashing, rotating, blinking or strobe light illumination, animation, motion picture, or laser or motion picture projection, or any lighting effect device creating the illusion of motion, as well as laser or hologram lights;

The text from Paragraph c. below referring to laser or hologram lights has been moved into Paragraph a.

- b. ~~Any sign with an~~ exposed light source, except for neon that is incorporated into the design of the sign;
- c. ~~Any sign which emits s~~ Sound, odor, or smoke, ~~laser or hologram lights, or other visible matter, including any sign that uses motion picture projection;~~
- d. ~~Any sign animated by any means, including fixed aerial displays, balloons, spinners, strings of flags and pennants, streamers, tubes, or other devices affected by the movement of the air or other atmospheric or mechanical means;~~ Inflatable balloons, spinners, strings of flags and pennants, fixed aerial displays, streamers, tubes, or other devices affected by the movement of the air or other atmospheric or mechanical means either attached to a sign or to vehicles, structures, poles, trees and other vegetation, or similar support structures;

This amendment clarifies this standard to eliminate the confusion with balloons being attached to vehicles and other structures, trees, vegetation, etc. This amendment also makes a distinction between "inflatable balloons" and rigid "balloon bobbers" - see Page 50.100-34.

- e. ~~Rotating or moving sign body~~ Any sign or any other portion of the sign in which the sign body or any portion of the sign rotates, moves up and down, or any other type of action involving a change in position of the sign body or any portion of the sign, whether by mechanical or any other means. Barber poles no larger than three feet high and 10 inches in diameter, and clocks, are excepted from this restriction;
- f. Electronic ~~D~~ displays signs;
- g. Any changeable copy LED ~~or similar~~ signs, except fixed illumination display signs used to indicate that a business is "open", display prices, or to confirm an order placed in a drive through lane; ~~and~~
- ~~h. Animated signs or costumed character (except as permitted in Section 10-50.100.090.C.6 (Sign Walkers), s~~ Stuffed or inflated animals, vehicle(s) used as a sign or sign structure (except as permitted in Sections 10-50.100.020.D.17 (Vehicle Signs) and 10-50.100.040.A.7), ~~and s; and~~

The reference to the Sign Walker standards in Section 10-50.100.090.C is not necessary in this paragraph and is, therefore, proposed to be deleted.

- ~~h.i.~~ Strings of lights arranged in the shape of a product, arrow, or any commercial message.

10-50.100.050 General Requirements for All Signs

[No amendments are proposed in this Section other than to include an additional graphic (see below) on Page 50.100-15 to better explain how sign area is calculated when a symbol is included within a sign.]



10-50.100.060 Permanent Signs

C. Signs for All Non-residential Uses in All Zones

4. Standards for Specific Sign Types

b. The following sign types are permitted, subject to the criteria listed under each sign type.

(2) Building Mounted Signs

The standards provided in Table C (Standards for Building Mounted Signs) shall apply to all building mounted sign in all zones where allowed by Table 10-50.100.060.A (Standards for Permanent Signs by Use).

Table 10-50.100.060.C: Standards for Building Mounted Signs

	Standard
<p>Sign Placement</p>	<p>The total sign area for signs on single-tenant or multi-tenant buildings may be placed on any building elevation, except <u>subject to the following standards:</u></p> <ol style="list-style-type: none"> (1) At least 1 sign shall be associated with the building entry zone¹ (may be wall mounted, projecting, awning, etc.). (2) No sign shall face an adjoining residential zone. (3) Signs shall be placed <u>at least the lesser of 12 inches or 20% of the width and height of the building element on which they are mounted, whichever is less, from the sides of the building element;</u> (4) The width of the sign shall <u>be not be</u> greater than 60% of the width of the building element on which it is displayed. (3)(5) <u>Signs shall be placed at least 12 inches or 20% of the height of the building element on which they are mounted, whichever is less, from the top and bottom edge of the building element.</u> <p>Individual tenants in multi-tenant buildings are permitted building-mounted signs only on the primary entrance elevation of the space occupied by the business.</p> <p>If vertically placed on a mansard roof, structural supports shall be minimized, and secondary supports (angle irons, guy wires, braces) shall be enclosed/ hidden from view.</p>
<p>Special Provisions</p> <p>Additional Increases in Sign Area (Section 10-50.100.080 (Sign Design Performance Standards))</p>	<p>Additional sign area may be sought under Section 10-50.100.080 (Sign Design Performance Standards), but is limited to a max. sign area of 100 sq. ft.</p>

The Planning and Zoning Commission recommended the clarifying amendments in the “Sign Placement” row, paragraph (3) as there has been confusion on whether this means that the 12 inches or 20% of the width and height of the building element is applied to both the top and the bottom of the building element, or if it means that half of these dimensions is applied to the top and the bottom of the building element to give a total of 12 inches or 20%. As originally conceived, this rule was intended to apply the 12 inches or 20% standard to both the top and the bottom of the sign, and to each of the two sides of the sign on the building element. Also, insert the illustration and renumber all following illustrations throughout the Code.

This standard in the “Sign Placement” row was included in this table in error and may be deleted because the intent of the amendments to the Sign Standards adopted last year was to allow business owners to place their signs on the building where they desired.

The text shown in the bottom row under “Special Provisions” may be deleted as it is unnecessary and it conflicts with the standard for allowable building mounted sign area in Table 10-50.100.060.A which already establishes a cap of 100 sq. ft. for building mounted sign area. No additional limit to the additional sign area permitted if the sign design performance standards of Table 10-50.100.060.A are applied is necessary, as these are already in place in Table 10-50.100.080.B (Cumulative Adjustments).

(5) **Driveway Directional Sign**

- (a) **Driveway Directional** signs are ~~only permitted as part of a Comprehensive Sign Program, and are~~ exempted from the total allowable sign area permitted for each use.
- (b) The standards provided in Table F (Standards for **Driveway Directional** Signs) shall apply.

Table 10-50.100.060F: Standards for Driveway Directional Signs		
	Standard	Other Requirements
Sign Area	3 sq. ft. per face.	May be double-sided. Included in the total allowable sign area for building mounted signs.
Mounting Height – Building Mounted Sign	Max. 8 feet <u>from grade</u> .	Flat against a wall of the building.
Mounting Height – Freestanding Sign	Max. 3 feet from grade.	
Number of Signs	Max. 1 at each driveway or drive through <u>lane</u> .	
Illumination	Internal illumination only.	May also be non-illuminated.
Permitting	Sign Permit is required.	

The term “directional sign” has been changed to “driveway sign” to better describe the sign’s function. Staff recommends that the requirement for a driveway sign to be included only as part of a Comprehensive Sign Program should be removed as it is overly limiting. There are many dozens of directory signs installed in the City either with or without a permit and many were not approved as

part of a Comprehensive Sign Program (except perhaps for some recent examples such as The Trax or The Village at Aspen Place). Staff also recommends that directional signs (a freestanding sign type) should not be included in the total allowable sign area standards for building mounted signs. Staff further recommends that directional signs should also not count against total freestanding sign area.

(7) Freestanding Signs

Table 10-50.100.060.H: Standards for Freestanding Signs

Non-Residential Use in Commercial or Industrial Zone – Live/Work, Single-Tenant Building, Multi-Tenant Buildings, Development Sites, Shopping Centers, and Detached Buildings within a Multi-Tenant Development or Shopping Center

Standard

Sign Height See this Section and Table A (Standards for Permanent Signs by Use). Elements to enhance the design of a sign structure may extend above the sign to a max. of 20% of the sign’s allowed height, or 12 inches whichever is greater.

This amendment, suggested by a local sign contractor and recommended by the Planning and Zoning Commission, allows for meaningful embellishments to a low freestanding sign, i.e. one that is less than 5 feet in height. For example, if a 4-foot high sign is proposed, 20% of 4’ or 48” = 9.6 inches for sign embellishments. This amendment would allow a slight increase in the height of an embellishment.

Special Provisions

Standard

Sign Width The sign base ~~must be~~ shall have a min. ~~aggregate width~~ of 60% of the width of the sign cabinet or face. A freestanding sign may be mounted on 2 or more posts with a min. diameter/dimension of 8” if the sign complies with the standards of Section 10-50.100.080 (Sign Design Performance Standards).

This amendment allows for the installation of a freestanding sign on two or more poles or posts provided that compliance with the enhanced design standards of Section 10-50.100.080 is achieved.

Insert a new row between “Additional Increases in Sign Area” and “Landscaping”.

Post Sign

Max. 1 post sign per frontage.
Sign Permit is required unless the post sign advertises property or a portion of the property for sale, rent or lease, in which case no Sign Permit is required and the sign area will be included in the allowable area for portable signs. See Table 10-50.100.090.A.

This amendment provides for real estate signs which do not cleanly fall into the definition of a temporary sign. Under Reed v. Town of Gilbert it is best not to describe this type of sign as a “realtor sign” because this description would no longer allow this sign type to be content neutral. Staff recommends that these signs be included in the freestanding sign section as they are a type of freestanding sign, except that if they are only used to advertise the sale, lease or rent of property or a

portion of the property then no sign permit is required and the sign area is counted against the total allowed sign area for all temporary signs for the property. By setting up this provision in this manner, a business may elect to use a post sign as their permanent freestanding sign (this is already allowed in the Flagstaff Central District), but then it would be subject to a Sign Permit and the sign's area would count toward the total available freestanding sign area for the property.

(14) Window Sign

The standards provided in Table O (Standards for Permanent Window Signs) shall apply.

Table 10-50.100.060.O: Standards for Permanent Window Signs		
	Standard	Other Requirements
Sign Area	<u>Combined</u> Area of temporary and permanent window signs combined shall not exceed 25 <u>40</u> % of the area of the window on or within which they are displayed.	Combined window coverage shall not exceed 25% of the area of any window. Signs constructed of perforated vinyl or painted on the window shall be included as part of the 40 <u>25</u> % area calculation. Permanent window signs are included in the total allowable sign area for building mounted signs.
Sign Placement	No higher than 1 st story windows.	Inside mounting required <u>preferred</u> .
Illumination	Neon illumination only.	<u>Fixed copy or display only – no flashing, blinking, or moving text or images are permitted.</u>
Permitting	Sign Permit is required.	
<u>Open Signs</u>	<u>Max. 2 sq. ft.</u> <u>Max. 1 per business.</u>	<u>Excluded from the total allowable building mounted sign area.</u> <u>No Sign Permit required.</u>

The amendments in the first row of this table increase the allowed sign area for temporary and permanent window signs combined from 25 percent to 40 percent. This recommendation is based on the acknowledgement that there are already many businesses in the City with window sign area meeting or exceeding this standard, and given there have been no complaints about them, they do not appear to be a concern to City residents.

Sign placement row – the change to making window signs required on the inside of a window is based on typical practice in the City for these signs. The standards for open signs have been moved from Table 10-50.100.060.P (below) and added to this table because open signs are typically mounted in windows.

(15) Vehicle Other Signs Types

The standards provided in Table P (Standards for Vehicle Other Signs Types) shall apply.

Table 10-50.100.060.P: Standards for <u>Vehicle Other Signs Types</u>		
	Standard	Other Requirements
Drive Through Menu Board and Confirmation Signs		
Sign Area	Menu Board = Max. 40 sq. ft. Order Confirmation Board = Max. 2 sq. ft.	If the sign area for both signs combined is greater than 42 sq. ft., the sign area is included in the total allowable building-mounted sign area.
Sign Placement	One each per drive through lane	
Illumination	Internally illuminated only.	
Permitting	No Sign Permit required.	
Fuel Pump Signs		
Sign Dimensions	Max. 1.5 ft. high and ≤ the width of the fuel pump.	Sign area is excluded from the total allowable building sign area.
Sign Placement	Max one fuel pump sign per fuel pump.	1 fuel pump topper sign, max. 2 sq. ft., per fuel pump also permitted.
Illumination	Internally illuminated only.	
Permitting	No Sign Permit required.	
Menu Display Box		
Sign Area	4 sq. ft.	If > 4 sq. ft., area is included in the total allowable building-mounted sign area.
Sign Placement	On a wall or within a window of the bar or restaurant it serves.	Designed to be architecturally compatible with the building.
Illumination	Non-illuminated or externally illuminated with down-directed, fully shielded fixtures only.	
Permitting	No Sign Permit required for menu display box ≤ 4 sq. ft.	Sign Permit required for menu display box > 4 sq. ft.
Open Sign		
Sign Area	Max. 2 sq. ft.	Not included in the total allowable building-mounted sign area.
Sign Placement	Max. 1 sign per business.	
Illumination and Display	Fixed copy or display only—no flashing, scrolling, blinking, or moving text or images.	
Permitting	No Sign Permit required.	
Vehicle Signs		
<u>Vehicle Sign</u>	<u>May be:</u>	<u>May only indicate the name of the</u>

- (1) Permanently painted or wrapped on the surface of a vehicle;
- (2) Adhesive vinyl film affixed to a window; or
- (3) Magnetically attached to a vehicle.

Vehicle Use The vehicle must be regularly and consistently used in the normal daily conduct of the business, e.g. used for delivering or transporting goods or providing services related to the business.
Vehicle must be operable and properly licensed.
When not in use the vehicle must be parked in a lawful manner on the business property so as not to be visible from the public right-of-way, or if this is not possible, as far from the public right-of-way as possible.

Vending Machine and Similar Facilities

Sign Area ~~When placed outside of a business, signs that are an integral part of such machines shall be included in total allowable building mounted sign area.~~

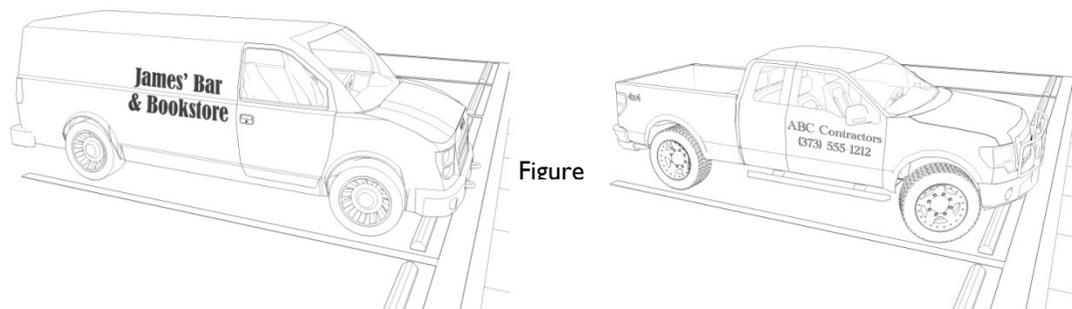
Permitting ~~No Sign Permit required.~~

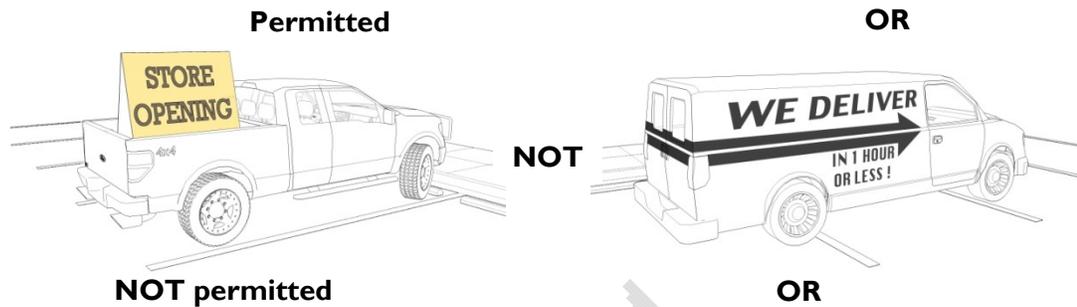
After careful consideration staff proposes that the standards added to the Sign Code with the 2011 Zoning Code update proposed for deleted in this table should be removed from the Code. Since 2011 these standards have not had to be applied or enforced, and staff recommends that it is better to allow these sign types to be regulated by market forces than to include them in the Code where they are really unnecessary. Further, removal of these sign types helps to ensure that the City's sign standards are in better alignment with the Reed sign code case.

The text referring to vehicle signs has been moved without amendment from Section 10-50.100.020.D (Exemptions) as it more appropriately fits in this Section of the Code. Insert illustrations for each of these signs.

“Vending machines and Similar Facilities” – this standard was recommended for deletion by the Planning and Zoning Commission because they are not necessary, add an overly restrictive level of sign control, and are very difficult to enforce.

Figure X. Signs on Vehicles Used for Business Purposes





10-50.100.070 Comprehensive Sign Programs

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C. Review

3. The Planning Commission shall review all Comprehensive Sign Programs that request an increase in allowable sign height and area beyond the limits established in Section 10-50.100.080 (Sign Design Performance Standards) for freestanding and building mounted signs for multi-tenant buildings and shopping centers.

This amendment allows the Planning Commission to also consider increasing the area of building mounted signs as part of a Comprehensive Sign Program.

10-50.100.080 Sign Design Performance Standards

B. Cumulative Adjustments

Table 10-50.100.080.B: Cumulative Adjustments				
# of Features Used	Freestanding Signs		Building Mounted Sign	
	Area	Height	Area	Height
2	30%	20-30% ¹	20%	10%
3	45%	35-40% ¹	30%	15%
4	60%	50%	40%	20%
Standard #5 w/ Standards 1-4	Not to exceed 75% of original max. permitted sign area		N/A	N/A
Cumulative Maximum Sign Area Increase Allowed	75 50%	50%	50%	20%

End Notes

¹ This percentage varies depending on which design features listed in Table A are utilized.

The amendment in the last row of this table changing 75% to 50% is necessary because the 75% value is incorrect. This amendment ensures consistency with the standards in Table 10-50.100.060.H (Standards for Freestanding Signs) and the standards in the former Land Development Code.

10-50.100.090 PortableTemporary Signs

A. Purpose

The Council finds that the proliferation of portabletemporary signs is a distraction to the traveling public and creates aesthetic blight and litter that threatens the public's health, safety, and welfare. The purpose of these regulations is to ensure that portabletemporary signs ~~do~~are not ~~used to continuously advertise goods, services, or other events, and to limit~~ create a ~~the~~distractions to the traveling public by eliminating the aesthetic blight and litter caused by portabletemporary signs ~~by allowing them only in the time, place, and manner specified in this Section.~~

In the October 8th work session a majority of Council members agreed that temporary signs should be allowed without a permit and without a time limitation. Ass this means temporary signs may be in place for extended period times, they become in a manner, permanent signs and the term "temporary" no longer is meaningful. For this reason throughout this Section "temporary sign" has been changed to "portable sign". Also, unnecessary language is eliminated in this Subsection.

B. General to All

PortableTemporary signs are allowed only in compliance with the provisions of this Section;

1. A Permit is only required for temporary wall banner signs. Unless specifically indicated, a Temporary Sign Permit is required for all temporary signs in accordance with Section 10-20.40.130 (Temporary Sign Permits). The applicable fee for a Temporary Sign Permit is established in Appendix 2 (Planning Fee Schedule). See Section 10-20.40.130 (Temporary Wall Banner Sign Permits).

This amendment establishes that a Sign Permit is only required for wall banners and no Sign Permit is needed all other temporary signs. Refer also to the policy discussion on the following page.

- ~~2. Temporary signs shall not be illuminated;~~

This standard has been moved to Table 10-50.100.090.A (Standards for Temporary Signs on Private Property).

- ~~3. Temporary signs associated with events restricted to a City park or other City-owned or operated public property, including streets, vacant land, and parking lots, shall be reviewed and approved by the Recreation Services Section in compliance with the Special Event Permit Policy;~~

This paragraph may be deleted because a cross reference to the Special Event section of City Code has been added to paragraphs #5. below.

- ~~4. The following elements shall be prohibited on temporary signs:~~
- ~~a. Any form of illumination, including flashing, blinking, or rotating lights;~~
 - ~~b. Animation;~~
 - ~~c. Reflective materials; and~~
 - ~~d. Attachments, including, but not limited to, balloons, ribbons, loud speakers, etc.~~

These standards have been moved into Table 10-50.100.090.A (Standards for Temporary Signs).

- 5.2. There is no limitation on the length of time that a portable sign may be displayed except for temporary wall banners (See Table 10-50.100.090.B (Standards for Portable Signs)).

This amendment is based on Council direction provided at the December 8th Council work session with specific reference to Section 10-50.100.090 (Portable Signs – formerly called Temporary Signs) including the following key decision points:

- o *No portable signs will be permitted in public right-of-way (both City and ADOT).*
- o *No permit will be required for portable signs, except temporary wall banner signs.*
- o *It was agreed that all portable signs may be displayed for an unlimited period of time and will not be required to be removed at the close of business as originally proposed by staff. An exception is that temporary wall banner signs may only be displayed for 30 days. For this reason as these signs could be in place for extended periods of time and, therefore, are not really “temporary”, they have been called “portable signs”.*
- o *An area limitation will be established to determine the maximum area of portable signs permitted in residential zones (16 sq. ft.) and non-residential zones (originally proposed as 32 sq. ft. and reduced to 24 sq. ft.). Staff has proposed that the area of temporary wall banners (max. 24 sq. ft.) should not be included in this area limitation.*
- o *Temporary window signs will not be included in the area allowance for portable signs.*
- o *The Flagstaff Sign Free Zone as authorized under ARS § 16.1019 is included in the proposed amendments.*

The following options may be considered by the Council:

OPTION 1: *Require a permit for all temporary signs and limit the display time that temporary signs may be displayed (may be anywhere from 60 days to 5 months). Under this option there would be no need for the proposed “portable sign” amendments as the length of time that they would be displayed will be limited. Enforcement and permitting of this option will be challenging and may be burdensome on staff. All temporary signs (except wall banners) could be required to be removed at the*

close of business (current code standard) or permitted to remain in place overnight (staff's preferred approach). Note that as all temporary signs would require a permit, this would include political, ideological, real estate, commercial advertising signs, etc.

OPTION 2: Do not require a permit for all temporary signs and limit the display time that temporary signs may be displayed (may be anywhere from 60 days to 5 months), Under this option there would also be no need for the proposed "portable sign" amendments. However, it would rely on an honor system with business owners and others placing signs on their property, similar to the approach used for civic/non-profit event banner signs on the City's sign structures to inform the City when a temporary sign would be displayed and removed within the time frame determined by the Council. Enforcement and management of this option will be challenging and may be burdensome on staff. All temporary signs (except wall banners) could be required to be removed at the close of business (current code standard) or permitted to remain in place overnight (staff's preferred approach).

~~6.3. Portable Temporary signs must not be placed on or affixed to allowed on any City property, including City rights-of-way, except as specifically authorized in connection with a special event permitted under City Code Chapter 8-12 (Special Events) and permitted by the City. This prohibition does not apply to temporary signs held by individuals and not affixed to or placed on City property, so long as the individual holding the sign is on property determined to be a traditional public forum and the individual is not blocking ingress or egress from buildings or creating a safety hazard by impeding travel on sidewalks, bicycle and vehicle lanes, or trails;~~

7. ~~The last sentence of this paragraph has been moved to a new Paragraph 4. in Section 10-50.100.020.A (Applicability) where it is more logically and correctly placed.~~

~~4. Portable Temporary signs shall not be placed in the clear view zones at street intersections or driveways (Refer to Section 10-50.100.050.F (Sign Placement at Intersection)).~~

~~8. and are not allowed within the public right of way, including, but not limited to, travel lanes, bicycle lanes, street shoulders, parkway strips, medians, curbs, sidewalks, and trails; and~~

~~This standard may be deleted because it duplicates an existing standard in Section 10-50.100.040.A (Prohibited Signs).~~

~~9. The Director may remove or cause to be removed any temporary or portable sign erected or displayed upon, or projecting into public property.~~

~~This standard has been moved to Section 10-50.100.120 (Enforcement).~~

C. ~~Standards for Portable Signs Specific to Commercial and Industrial Zones, Transect Zones T5 and T6, and Multi-family Residential Zones~~
~~A summary of permitted temporary sign types permitted in this Section are listed in Table A (Summary of Permitted Temporary Sign Types) below.~~

Table A also identifies whether temporary directional off-premise signs, temporary off-premise signs, or temporary on-premise signs are permitted.

Table 10-50.100.090.A- Summary of Permitted Temporary Sign Types

Temporary Sign Type	Off-premise Directional Sign	Off-premise Sign	On-site Sign	Section 10-50.100.090
Approved Temporary Uses	P	P ¹	P	C.1
Civic or Non-Profit Events	P	P ¹	P	C.2
City Special Event or Recreation Event	P	P ¹	P ²	C.3
On-Premises Business Signs	--	--	P	C.4
Temporary Development/ Construction Signs	--	--	P	C.5
Sign Walkers	--	P ³	P	C.6

End Notes

¹ Permitted only on the City's approved sign support structures.

² Such signs are permitted subject to the standards applicable to City Special Events.

³ Only allowed on private property or on a public sidewalk immediately adjacent to the business or use being advertised.

Key

P — Permitted Sign

-- — Sign Not Allowed

This table may be removed because it is not content neutral and new standards for temporary signs consistent with Reed v. Town of Gilbert are now being proposed.

Portable Temporary signs placed on the exterior of a structure or on private property are allowed in all Zones ~~property zoned commercial, industrial, or transect zones T5 and T6~~ in compliance with the following standards:

The amendments to the Temporary Sign Section include standards for all zones within the City. Refer to Table 10-50.100.090.A (Standards for Temporary Signs).

Signs for Approved Temporary Uses

1. ~~Signs displayed in connection with an approved temporary use as established in Section 10-20.40.150 (Temporary Use Permits) shall comply with the standards provided in Table B (Standards for Approved Temporary Uses at the Location of the Event).~~

Table 10-50.100.090.B: Standards for Approved Temporary Uses at the Location of the Event

	Standard	Other Requirements
Sign Area	Max. 24 sq. ft.	
Placement	Only on the site for which the temporary use is authorized. Securely attached to a stationary structure, canopy, fence or vehicle associated with the temporary use.	Not in public right-of-way or on public property. Shall not create a hazard for pedestrian or vehicular traffic. See Section 10-50.100.090.B.
Period of Use	Max. 7 days before an event.	
Removal	Within 1 day after event.	
Number of Signs	Max. 1 per street frontage for the approved temporary use. If the temporary use has multiple vendors, each vendor may have 1 sign, max. 12 sq. ft., and it must be located at the vendor's booth.	
Directional Signs	See Table 10-50.100.090.E	
Material	Rigid materials only.	Banners, balloons and pennants prohibited.
Illumination	Not permitted.	
Permitting	No Sign Permit required – reviewed as a part of the Temporary Use Permit for the use.	

The standards in this table have been removed because they were not content neutral and new standards for temporary signs consistent with Reed v. Town of Gilbert are now being proposed.

1. Time, Place, and Manner Restrictions for Portable Signs

Portable signs shall comply with the standards provided in Table A (Standards for All Portable Signs).

Table 10-50.100.090.A: Standards for All Portable Signs

	Standard
<u>Applicable to All Zones</u>	
<u>Placement</u>	<u>Shall not create a hazard for pedestrian or vehicular traffic.</u>
<u>Height and width</u>	<u>Refer to Table 10-50.100.90.B. for height and width standards for individual portable signs.</u>
<u>Prohibited elements</u>	<u>Any form of illumination, including flashing, blinking, or rotating lights.</u> <u>Animation.</u> <u>Reflective materials.</u> <u>Attachments, including, but not limited to, any balloons, ribbons, loudspeakers, etc.</u>

<u>Design and construction</u>	<u>Professionally crafted.</u> <u>Of sufficient weight and durability to withstand wind gusts, storms, etc.</u>
Commercial, Industrial, and Other Non-Residential Zones	
<u>Period of use</u>	<u>No limitation, except for wall banners. Refer to Table 10-50.100.090.B.</u>
<u>Area of all portable signs at any one time</u>	<u>Max. 24 sq. ft. per business; excludes the area of temporary window signs and wall banner signs.</u> <u>Exception: In the Flagstaff Central District, max. 12 sq. ft. per business; excludes the area of temporary window signs and wall banner signs. Refer to Section 10-50.100.100.A.</u>
<u>Number of Signs</u>	<u>Unlimited except that the total sign area of all portable signs not exceed 24 sq. ft. per business.</u> <u>Exception: Multi-tenant shopping centers or offices – Max. 2 portable signs per 150 linear feet of property frontage not to exceed 24 sq. ft. combined.</u>
<u>Permitting</u>	<u>No Sign Permit required, except for temporary wall banner signs.</u>
All Residential Zones	
<u>Period of use</u>	<u>No limitation.</u>
<u>Area of all portable signs at any one time</u>	<u>Max. 16 sq. ft. per lot or parcel.</u>
<u>Number of Signs</u>	<u>Unlimited except that the total sign area of all portable signs shall not exceed 16 sq. ft.</u>
<u>Permitting</u>	<u>No Sign Permit required.</u>

*This new table provides the general standards for any type of temporary sign placed on private property. It is organized to provide standards applicable generally to all zones, standards for commercial, industrial and other non-residential zones, and all residential zones. Most of the standards are consistent with those in the current code (e.g. the standards for prohibited elements, illumination and design and construction), but new standards have also been added. These include a new approach to establishing a limit on the area and number of temporary signs permitted on a property or for a business (e.g. in commercial zones a max. of 32 sq. ft. of temporary sign area is allowed regardless of the content of the sign, i.e. ideological, commercial, or political). **The new highlighted amendment ensures that portable signs may only be mounted on or in the ground or on the wall of a building.***

2.—Civic and Non-Profit Event Signs on City Approved Sign Support Structures [Move this section after Types of Temporary Signs - to become new Subsection 3.]

a. Purpose

The City has installed banner sign support structures at certain locations within the community where temporary banners used to advertise civic and non-profit organizations and events for which a Special Event Permit has been approved may be placed. The purpose of these banner sign support structures, therefore, is to provide a convenient, highly visible and safe location for the display of these temporary banners to minimize their proliferation within the community which causes visual blight.

b. All sSigns advertising events organized and implemented by civic and non-profit organizations, or events for which a Special Event Permit has been approved by the Recreation Services Section, may be installed on City approved sign support structures in compliance shall comply with the standards provided in ~~Table C (Standards for Temporary Civic or Non-Profit Event Signs at the Location of the Event)~~ and Table CD (Standards for Temporary Off-Premise Signs on City Approved Sign Support Structures ~~for City Special and Recreation Events, and Civic or Non-Profit Events~~).

The current code required all temporary banner signs used to advertise civic and non-profit events to be placed on the City's sign structures. However, following the decision in the Reed case, while it is preferred that these banners should only be placed on the sign structures, the City may no longer make this a requirement. Note that any such banner would count against the temporary sign area limitation proposed in Table A which may be enough of an incentive for a business owner to not grant permission for the display of the event banner on their property. Staff expects, therefore, that most banners will continue to be displayed on the City sign support structures.

Table 10-50.100.090.C: Standards for Temporary Civic or Non-Profit Event Signs at the Location of the Event

	Standard
Period of Use	Max. 7 days before an event.
Removal	Shall be removed within 1 day after an event.
Sign Placement	Only on the property where the event will be held. Not in public right-of-way, street medians, or FUTS trails. Shall not create a hazard for pedestrian or vehicular traffic. See Section 10-50.100.090.B.
Mounting Height	Max. 6 feet.
Sign Area	Max. 24 sq. ft.
Number of Signs	Max. 1 per frontage.

Illumination	Not permitted.
Permitting	No Sign Permit required.
Table 10-50.100.090.C.D: Standards for Temporary Off-Premise Signs on City-Approved Sign Support Structures for City-Special or Recreation Events, and Civic and Non-Profit Events	
Number of Events	No more than 3 events per organization per year may be advertised on City-approved sign support structures.
Period of Use	Max. 7 days before an event.
Sign Placement	Only at approved locations (See b. below).
Mounting Height	Max. 6 ft.
Sign Size and Area	Max. 3' by 8'; Max. 24 sq. ft.
Banner Details	Grommets shall be placed at each of the corners of the banner for secure attachment to the support structure. Banners shall not have brand identification, such as "Sponsored by XYZ Corporation", or a product brand across the face of the banner as a background. Logos for sponsors of the event or the banner shall be limited to max. 20% of the area of the banner.
Number of Signs	1 sign for each event per support structure, to a max. of 3 sign support structures.
Removal	Within 1 day after the event.
Illumination	Not permitted.
Permitting	No Sign Permit required – a reservation is needed for placement of a banner on a support structure. See Section 10-50.100.090.C.32.b.

The standards in the upper portion of this table have been removed because they are not content neutral and new standards for temporary signs consistent with Reed v. Town of Gilbert are now being proposed.

- b. An application may be submitted to the Director for the placement of up to three banners on City-approved sign support structures (illustrated in Figure A) for the purpose of promoting a forthcoming civic or non-profit event, a City Recreation Services event, or an event for which a Special Event Permit has been approved by the Recreation Services Section. Placement on these structures is reserved on a first come, first serve basis up to three-months in advance of the event. The locations of the City’s approved sign support structures are available on a map on file with the Planning Section.



Permitted

3. Temporary Directional Signs for City Special Events, Parks and Recreation Events, and Approved Temporary Uses

The standards provided in Table E (Standards for Temporary Directional Signs for City Special Events, Recreation Events, Civic and Non-Profit Events, and Approved Temporary Uses) shall apply.

Table 10-50.100.090.E- Standards for Temporary Directional Signs for City Special Events, Recreation Events, Civic and Non-Profit Events, and Approved Temporary Uses

	Standard	Other Requirements
Area	Max. 6 sq. ft.	
Height	Max. 4 feet.	
Placement	Private property only. Only allowed 1 day prior to an event.	Not in public right-of-way or on public property. Shall not create a hazard for pedestrian or vehicular traffic. See Section 10-50.100.090.B.
Removal	Within 1 day after an event.	
Number of Signs	No limit.	
Illumination	Not permitted.	
Permitting	No Sign Permit required—reviewed as part of Special Event Permit.	

The standards in this table have been removed because they are not content neutral and new standards for temporary signs consistent with *Reed v. Town of Gilbert* are now being proposed.

4. Temporary On-Premises Business Signs

Temporary signs related to an on-premises business use shall be allowed, subject to the following requirements and limitations:

a. Applicability

Temporary business signs shall not be used to continually advertise goods, services, or events on a site. Temporary signs shall only be used

~~for short term advertising of promotional or seasonal sales events, and for a new occupancy or use, grand opening, going out of business, or a temporary event such as a farmers market or flea market.~~

~~b. Standards for Specific Temporary Business Signs~~

~~Standards for specific types of temporary business signs are established in Table F (Standards for Specific Temporary Business Signs). Only one of the following temporary business signs may be displayed per 150 linear feet of property frontage or part thereof at any one time, and for no longer than the maximum time allowed for temporary business signs.~~

~~Table 10-50.100-090.F- Standards for Specific Temporary Business Signs (Includes Temporary A-Frame, Wall Banner, Vertical Banner, and Temporary Window Signs)~~

	Maximum Duration	Other Requirements
New Occupancy or Use Sign	45 consecutive days within the first 6 months of establishment of a new occupancy or use.	Max. 1 sign per business. May not be combined with a grand opening sign. Sign to be removed when permanent sign is installed.
Grand Opening Sign	30 consecutive days.	Max. 1 sign per business. May not be displayed at the same time as a new occupancy or use sign.
Promotional or Seasonal Sales Sign[†]	Max. of 1 sign for no more than 10 consecutive days, max. 6 times per calendar year.	Only 1 permit is required per calendar year.
Going Out of Business Sign	30 consecutive days.	Max. 1 sign per business. Sign to be removed when business finally closes.
A-Frame Sign used as Secondary Signage in a Multi-Tenant Shopping Center	No limitation on the number of days they may be used	Only on the walkway directly in front of the store. Shall not interfere with pedestrian travel or encroach upon a required accessible path. Not in public right-of-way, sidewalks, parking areas, driveways, or landscape areas. No Temporary Sign Permit required.

The standards in this table and the text above it have been deleted because they are not content neutral and new standards for temporary signs consistent with Reed v. Town of Gilbert are now being proposed.

~~D. Types of Portable Temporary Signs (Becomes new #2 - renumber subparagraphs)~~

1. Portable signs shall comply with the standards provided in Table B (Standards for Specific Portable Sign Types).

~~e. Wall banners are preferred as the best option for business owners desiring to place temporary business signs. Where the placement of a wall banner is not practical due to limited visibility from a public right-of-way or other constraints a vertical banner may be permitted as an alternative to the wall banner.~~

Staff recommends that wall banners should only be installed for a maximum of 30 days and that they should be subject to a permit. They are, therefore, not the most desired temporary sign type, and as a result this paragraph may be deleted.

~~Temporary A-Frame or Upright Signs~~

~~Temporary A-frame signs including upright signs shall comply with the standards provided in Table G (Standards for Temporary A-Frame or Upright Signs).~~

~~Figure A. Civic or Non-Profit Event Sign Structure~~

~~Figure B. Upright Sign~~

<u>Table 10-50.100.090.B: Standards for Specific Portable Sign Types</u>				
	<u>Standard</u>			<u>Other Requirements</u>
<u>Portable Sign Type¹</u>	<u>Height (Max.)</u>	<u>Width (Max.)</u>	<u>Area (Max.)</u>	
<u>A-Frame or Upright Sign</u>	<u>4' from grade</u>	<u>3'</u>	<u>12 sq. ft.</u>	<u>Only permitted in non-residential zones.</u>
<u>Feather or Vertical Banner</u>	<u>8' from grade</u>	<u>2'</u>	<u>12 sq. ft.</u>	<u>Secure attachment to mounting pole required.</u> <u>Only permitted in non-residential zones.</u>
<u>Yard Sign</u>	<u>3'</u>	<u>2'</u>	<u>4 sq. ft.</u>	<u>Installed securely in the ground.</u>
<u>Number of Signs</u>	<u>See Table 10-50.100.090.A.</u>			
<u>Portable Sign Type¹</u>	<u>Height (Max.)</u>	<u>Width (Max.)</u>	<u>Area (Max.)</u>	
<u>Wall Banner</u>	<u>--</u>	<u>--</u>	<u>24 sq. ft.</u>	<u>May only be mounted on a building wall or on T-posts or stakes installed ≤ 6" from a wall on which the temporary wall banner sign would be hung.</u> <u>Mounting height – max. 25 feet to the top of the temporary wall banner sign.</u> <u>Only permitted in non-residential zones.</u> <u>May only be displayed for 30 days per</u>

				calendar year and shall not be used as permanent signs. Not included in the total sign area for all portable signs. Temporary Wall Banner Sign Permit required.
Window Sign	--	--	Refer to End Note³	Placed no higher than 1st story windows. Inside mounting required. Not included in the total sign area for all portable signs.
Number of Signs	See Table 10-50.100.090.A.			

End Notes

- ¹ [Other portable sign types may be allowed \(e.g. fuel pump topper signs wraps around waste receptacles, or balloon bobbers\) provided the max area limitation for all portable signs is not exceeded.](#)
- ² [The area of temporary and permanent window signs combined \(including signs constructed of perforated vinyl or painted on the window\) shall not exceed 40% of the area of the window on or within which they are displayed.](#)

This table consolidates all the standards for temporary signs in one place which, therefore, eliminates the redundancy in standards and tables found in the current Code. These standards also apply to temporary signs regardless of the message displayed on them to ensuring consistency with the content neutral standard for temporary signs resulting from with Reed v. Town of Gilbert decision. For this reason the standards on the following pages that were specific to various temporary sign types are proposed to be deleted. The row regarding flags has been removed consistent with the US Supreme Court's decision in the Reed case. Finally, a new type of temporary sign (balloon bobbers) has been added as an alternative to inflatable balloons, used frequently by car dealerships, as an example.

~~(1) **Vertical Banners**~~

~~Temporary vertical banners shall comply with the standards provided in Table H (Standards for Temporary Vertical Banners).~~

~~Table 10-50.100.090.H: Standards for Temporary Vertical Banners~~

	Standard	Other Requirements
Placement	Private property only at the business location. Securely fastened to the ground.	Not in public right-of-way or on public property. Shall not create a hazard for pedestrian or vehicular traffic. See Section 10-

50.100.090.B.		
Mounting	Secure attachment to mounting pole required.	
Hours of use	Business hours only.	Removal at the close of business required.
Duration of use	See Table 10-50.100.090.F.	
Height	Max. 10 feet.	Measured from grade to the top of the vertical banner.
Width	Max. 2 feet.	
Number of Signs	Max. 1 per business.	
Illumination	Not permitted.	
Permitting	Temporary Sign Permit required.	
Design and construction	Professionally crafted.	

Figure C. A-Frame Sign

~~(2) Temporary Wall Banners~~

~~Temporary wall banners are permitted in all commercial and industrial zones in compliance with the standards provided in Table I (Standards for Temporary Wall Banners).~~

~~Table 10-50.100.090.I: Standards for Temporary Wall Banners~~

	Standard	Other Requirements
Placement	Private property only.	Not in public right-of-way. Not attached to a vehicle.
Mounting	Attached to a primary structure only, and not to any part of a roof or the supports for the roof.	Secure attachment to building required.
Duration of use	See Table 10-50.100.090.F.	
Mounting Height	Max. 25 feet to top of sign.	
Area	Max. 24 sq. ft.	
Number of Signs	Max. 1 per business.	
Illumination	Not permitted.	
Permitting	Temporary Sign Permit required.	Wall banners shall not be used as permanent signs.
Design and construction	Professionally crafted.	

Figure D. Temporary Vertical Banner

~~(4) Window Signs~~

~~Temporary window signs shall comply with the standards provided in Table J (Standards for Temporary Window Signs).~~

~~Table 10-50.100.090.J: Standards for Temporary Window Signs~~

	Standard	Other Requirements
Sign Area	Area of temporary and permanent window signs combined (including signs constructed of perforated vinyl or painted on the window) shall not exceed 25% of the area of the window on or within which they are displayed.	Not included in the total allowable sign area.
Sign Placement	No higher than 1st story windows.	Inside mounting preferred.
Illumination	Not permitted.	
Permitting	No Sign Permit required.	

~~Temporary New Development/Construction Signs~~

~~Temporary signs announcing new development or construction shall comply with the standards provided in Table K (Standards for Temporary New Development/Construction Signs).~~

~~Table 10-50.100.090.K: Standards for Temporary New Development/Construction Signs~~

Sign Area	Max. 32 sq. ft.	
Sign Placement	Max. 1 sign per street frontage. Only on the site where the new development is proposed.	Only after Site Plan Approval has been granted.
Sign Removal	Prior to issuance of a Certificate of Occupancy.	
Illumination	Not permitted.	
Permitting	No Sign Permit required.	

~~5.3. Sign Walkers~~ **(Becomes a new Subsection #4)**

~~This Subsection provides time, place and manner restrictions pertaining to sign walkers, i.e. a person who holds a sign to convey a commercial message, are allowed,~~ subject to the following standards:

- a. Sign walkers shall only be allowed in commercial and industrial zones, and Transect Zones T5 and T6;

- b. Sign walkers shall only be located on the premises of the business they are advertising, ~~private property~~ with the property owner's or property manager's written approval, or only on a public sidewalk, ~~or~~ walkway or pedestrian thoroughfare immediately adjacent to the ~~property for which the use, activity,~~ business premises, ~~sale, or advertising is being conducted~~;
- c. Sign walkers shall not be located ~~within a minimum of~~ 30 feet from a street or driveway intersection measured from the back of the curb or edge of pavement if no curb exists, and are shall not permitted be located in any of the following locations:
 - (1) ~~On any public property or within any public right-of-way except as specified in paragraph b;~~ In parking aisles or stalls;
 - (2) In driving lanes; or
 - (3) On fences, walls, boulders, planters, other signs, vehicles, utility facilities or any other structure.
 - ~~(4) Within 30 feet from any other sign walker; or,~~
 - ~~(5) In a manner that results in sign walkers physically interacting with motorists, pedestrians, or bicyclists;~~
- d. Sign walkers may not interfere with traffic or block pedestrians or bicyclists.
- ~~d.e.~~ Sign walkers are only permitted to advertise during ~~shall be limited to~~ the hours of operation of the business they are advertising;
- ~~e.f.~~ Sign walker signs shall not exceed eight square feet in area; shall not exceed eight feet in height when held; ~~or in place~~, and shall be professionally crafted;
- ~~f.g.~~ Sign walker signs that include any of the following are prohibited:
 - (1) Any form of illumination, including flashing, blinking or rotating lights;
 - (2) Animation on the sign itself; or
 - (3) Spinning, waving, throwing the sign in the air or any other such erratic movement intended to attract attention.
- ~~g.h.~~ _____ No Sign Permit is required for a sign walkers.

The amendments proposed in this Subsection are intended to clarify and improve the former standards. No new standards are proposed.

10-50.100.100 Sign Districts of Special Designation

A. Flagstaff Central District

5. Standards

b. Freestanding Signs

Two styles of freestanding signs are permitted within the Flagstaff Central District: either a low profile freestanding sign, or a freestanding suspended sign, [either of which may also be used as a Neighborhood or District Sign](#). The standards provided in Table D (Standards for Freestanding Signs in Flagstaff Central District) shall apply.

	Standard		Other Requirements
	Area ¹	Height	
Low Profile Freestanding Sign – Single Tenant Use	24 sq. ft.	6 feet	Shall be mounted on 2 poles placed at the outermost sides of the sign face, or on a low profile sign base.
Low Profile Freestanding Sign – Multiple Tenant Use	32 sq. ft.	8 feet	Shall be mounted on 2 poles placed at the outermost sides of the sign face, or on a low profile sign base.
Freestanding Suspended Sign	18 sq. ft.	10 feet to top of sign pole	Sign structure shall consist of a vertical pole and horizontal decorative sign support, and shall be constructed of wood or metal.
Number of Signs	1 sign permitted per business.		
Illumination	See Section 10-50.100.050.C.	Externally illuminated with down-directed and shielded fixtures only. Neighborhood or District Sign shall not be illuminated.	
Permitting	Sign Permit is required.		

End Note:

¹ [The area of a Neighborhood or District Sign shall not be counted against the permitted sign area applicable to the use\(s\) existing on the property where the Neighborhood or District Sign will be erected.](#)

The Neighborhood or District Signs standards formerly located within Section 10-50.100.020.D (Exemptions) have been moved to this table. The reasons for this are to reduce the number of exempt signs as much as possible and because a Neighborhood or District Sign would only be installed within the Flagstaff Central District where the historic districts in the City are located. Furthermore, the standards for freestanding signs in this district match those for a Neighborhood or District Sign. Under the current code these signs were permitted in the public right-of-way. As they are not considered government signs, and the amendments are set up to prohibit

any signs except government signs or those required by law in a public right-of-way, they must be placed on private property. The new End Note is intended to ensure that the property owner where the Neighborhood or District Sign will be placed may also have freestanding signage to advertise their business.

B. Downtown Historic District

5. ~~Portable Temporary~~ **Signs**

~~Portable Temporary~~ signs proposed within the Downtown Historic District shall comply with the standards established in Section 10-50.100.090 (~~Portable Temporary~~ Signs), except as provided below:

- a. No ~~A-frame, upright signs, or feather~~ vertical banners shall be permitted in the Downtown Historic District.

This amendment would allow A-frame and Upright Signs in the Downtown Historic District but would continue to preclude the use of feather vertical banners which are more appropriate in suburban areas of the City with greater traffic speed and volume.

- ~~b. Temporary stanchion signs shall comply with the standards provided in Table 10.50.100.100.E (Standards for Temporary Stanchion Signs).~~

Table 10.50.100.100.E: Standards for Temporary Stanchion Signs		
	Standard	Other Requirements
Placement	Only within the Downtown Historic District.	Only within the amenity zone on the sidewalk directly in front of the store.
Hours of use	Business hours only.	Removal at the close of business required.
Height	Max. 4 feet.	
Width	Max. 12 inches.	
Number of Signs	Max. 1 per business.	
Illumination	Not permitted.	
Permitting	No Sign Permit required.	
Design and construction	Professionally crafted. Shall be compatible with the architectural character of the Downtown District.	

~~Figure E. Temporary Wall Banner~~

The standards in this table have been deleted because they are not content neutral and new standards for temporary signs consistent with Reed v. Town of Gilbert are

now being proposed. These amendments explicitly state that no temporary signs may be placed in City right-of-way regardless of what message they may be conveying.

F. Flagstaff Sign Free Zone

1. Purpose

This Section establishes a commercial tourism, commercial resort and hotel sign-free zone pursuant to A.R.S. §16-1019.

2. Applicability

The Flagstaff Sign Free Zone illustrated on Map 10-90.40.010 (Flagstaff Sign Free Zone) has been determined based on the location of a predominance of commercial tourism, resort and hotel uses within the Zone.

3. Standards

a. Within the Flagstaff Sign Free Zone all portable signs, including political signs, are prohibited within the public rights-of-way as they detract from the scenic and aesthetic appeal of the area adjacent to the Zone and deter its appeal to tourists. However, portable signs are permitted on private property adjacent to the Flagstaff Sign Free Zone.

b. The Director may remove or cause to be removed any portable sign erected or displayed in the public right-of-way in the Flagstaff Sign Free Zone.

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Arizona Revised Statutes (A.R.S. §6-1019) allow municipalities to establish up to two sign free zones the total area of which is limited to a maximum of three square miles. These sign free zones must however, be based on a determination that “the municipality has determined that based on a predominance of commercial tourism, resort and hotel uses within the zone the placement of political signs within the rights-of-way in the zone will detract from the scenic and aesthetic appeal of the area within the zone and deter its appeal to tourists”. Staff has created a Flagstaff Sign Free Zone Map (attached) to be inserted in Chapter 10-90 (Maps). The sign free zone includes City and state rights-of-way (note that no temporary signs may be placed within ADOT right-of-way) in areas of the City where there are a predominance of hotels and resorts. This includes parts of West Route 66 and Woodlands Village Boulevard, S. Milton Road, East Route 66, parts of the downtown and Southside, and portions of Soliere Avenue and Country Club Drive. Within this sign free zone no temporary signs, regardless of the message conveyed, will be permitted.

10-50.100.110 Nonconforming Signs

[No amendments are proposed in this Section.]

10-50.100.120 Enforcement

A. It shall be unlawful for any person, firm or corporation to erect, construct, enlarge, alter, repair, display, ~~maintain~~ or use a sign within the City contrary

to, or in violation of, any provision of this Division. The requirements of this Division shall be enforced in compliance with the enforcement provisions of Division 10-20.110 (Enforcement).

B. The Director may remove or cause to be removed any portable sign erected or displayed upon a public sidewalk, walkway or pedestrian thoroughfare within public right-of-way or within a clear view zone that creates a hazard to pedestrian or vehicular traffic.

This text has been moved from the former Location Restrictions standards (Section 10-50.100.040.A) to the Enforcement Section where it is more appropriately located.

10-50.100.130 Appeals

[No amendments are proposed in this Section.]

10-50.100.140 Severability

[No amendments are proposed in this Section.]

Needed Amendments to Other Chapters of the Zoning Code:

Chapter 10-20 Administration, Procedures, and Enforcement:

Division 10-20.40 Permits and Approvals

Section 10-20.40.130 Sign Permits - Temporary Signs

A. Purpose

This Section establishes the permitting requirements for temporary wall banner signs as described in Section 10-50.100.0970 (Portable Temporary Signs) to ensure compliance with the applicable provisions of this Zoning Code.

B. Sign Permit Requirement

- ~~1. Except as provided in Section 10-50.100.020 (Applicability), it shall be unlawful for any person to erect, place, display, alter, repair, maintain or relocate a temporary wall banner sign without first obtaining approval for a Temporary Wall Banner Sign Permit from the Director.~~
- ~~2. A Temporary Sign Permit is not required to place a civic or non-profit event sign on the City's approved civic or non-profit event support structures as described in Section 10-50.100.090.C.1. However, a reservation for the use of these support structures may be submitted to the Director up to three months in advance of an event, approval of which shall be granted on a first come, first served basis.~~

The amendment in paragraph #1. explicitly requires a Temporary Sign Permit for wall banners. The text in paragraph #2. has been deleted as it is redundant and is already included in Table 10-50.100.090.C (Standards for Temporary Off-Premise Signs on Civic and Non-Profit Event Signs on City Approved Sign Support Structures).

C. Duration of Temporary Wall Banner Sign Permit

The Temporary Wall Banner Sign Permit will be valid for 30 days ~~the use for which it has been issued and for the duration established for each temporary sign type in Table 10-50.100.090.C (Standards for Specific Temporary Business Signs)~~ beginning with the date of issuance.

D. Review and Approval

1. Application

- a. An application for a Temporary Wall Banner Sign Permit for a business located in a multi-tenant development or shopping center shall be made by the property manager or property owner as the applicant on behalf of a business(s) requesting a Temporary Wall Banner Sign Permit for temporary wall banner sign ~~a seasonal or promotional sales event~~. A business owner who is also the property owner (e.g. in a single-tenant building) is considered the applicant for the purposes of this Section, and may submit an application for a Temporary Wall Banner Sign Permit for the business.
- b. No more than one temporary wall banner sign per 150 linear feet of property frontage or part thereof shall be permitted at any one time. The property manager or

property owner shall be responsible for determining which of the tenants in a multi-tenant development or shopping center ~~will~~ be entitled to a temporary wall banner sign in accordance with this Section.

2. Review

The Director shall review the Temporary Wall Banner Sign Permit application and supporting documentation required by Section 10-20.30.020 (Application Process) for compliance with the standards of Section 10-50.100.09~~70~~ (Portable Temporary Signs).

3. Determination

The Director in compliance with the Review Schedule on file with the Planning Section shall determine whether the Temporary Wall Banner Sign Permit may be issued or if additional information is required from the applicant to complete the permit application. If the Temporary Wall Banner Sign Permit application is denied, the reason ~~will~~ shall be stated in writing.

4. Authorization

Issuance of a Temporary Wall Banner Sign Permit authorizes the holder to install a temporary wall banner sign(s) in compliance with the terms of the permit. At any time after a Temporary Wall Banner Sign Permit is issued, a new owner, tenant or lessee of record, may be substituted for the original applicant, if a record of the new interest is made with the City and the new interest assumes all obligations he or she would have had in compliance with the original permit. The change of interest shall not imply that any fees paid for the permit will be returned to either the interest which has been replaced or the substitute.

E. Inspections

1. All wall banners~~signs~~ for which a Temporary Wall Banner Sign Permit is required are subject to inspection to establish compliance with the provisions of Section 10-50.100.09~~70~~ (Portable Temporary Signs), and any other applicable City codes.
2. A re-inspection fee (See Appendix 2 (Planning Fee Schedule)) ~~will~~ shall be charged if more than one inspection is made to determine compliance after issuance of a correction notice for an improperly displayed portable~~temporary~~ sign, or after issuance of any notice of violation. No fees ~~will~~ shall be charged for an inspection establishing that a violation exists, or for the first inspection following the issuance of a notice of violation. The re-inspection charge ~~will~~ shall be imposed if any subsequent inspection is required to determine compliance.

F. Violations

Any temporary wall banner signs installed or displayed without a Temporary Wall Banner Sign Permit are in violation of this Division and ~~will be~~ grounds for the Director to issue a correction notice and/or to cause removal of the portable~~temporary~~ sign until appropriate permits are obtained.

(Section 10-20.40.130 amended by Ord. 2014-27, adopted Nov. 18, 2014)

Renumber all following Sections and check cross-references.

Chapter 10-80 Definitions:**Division 10-80.20 Definition of Specialized Terms, Phrases, and Building Functions****Section 10-80.20.010. Definitions, "A."**

[ADOT: Arizona Department of Transportation.](#)

Section 10-80.20.160. Definitions, "P."

[Parkway: The area between the back of a curb and a sidewalk that is usually landscaped.](#)

This term is used in the Zoning Code, and thus a definition to clarify its meaning is proposed.

Section 10-80.20.190 Definitions, "S."

Sign: A structure, device, figure, display, message placard or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended or used to advertise, provide information in the nature of advertising, provide historical, cultural, archeological, [ideological](#), [political](#), or social information, or direct or attract attention to an object, person, institution, business, product, service, [message](#), event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, [or illumination](#), ~~or projected images.~~

This amendment clarifies and expands the definition of a sign.

[Sign, Balloon Bobber: A reusable pre-formed balloon filled with regular air made of a durable PVC vinyl that does not need to be inflated, and typically attached to a short pole.](#)

This amendment ensures that the new term "balloon bobber" is defined.

~~**Sign, Temporary Directional:** A temporary sign which is designed and erected to serve as a public convenience in directing pedestrian and vehicular traffic to approved temporary uses, City Special Events, or City Recreation Events, and not used for the purpose of advertising goods, uses, and activities on site.~~

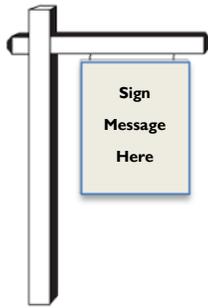
~~**Sign, Menu Display Board:** A sign advertising the menus for a restaurant, bar, or lounge.~~

Sign, Permanent: A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

[Sign, Portable:](#) A sign that is capable of being moved and not designed to be permanently attached to a building or permanently anchored to the ground that is constructed of paper, cloth, canvas, light fabric, cardboard, plywood, light plastic or other similar materials.

[Sign, Post:](#) A sign mounted on either a single post or two or more posts as illustrated below.

This term is used in the Zoning Code, and thus a definition to clarify its meaning is proposed.



~~**Sign, Real Estate:** A sign pertaining to the sale, or lease of the premises, or a portion of the premises, on which the sign is located.~~

~~**Sign, Real Estate Directional:** A temporary sign used to direct traffic to a real estate sale such as an open house or auction.~~

~~**Sign, Stanchion:** A temporary narrow upright sign that is easily moved used for advertising purposes.~~

~~**Sign, Temporary:** Any sign advertising an event, special promotion, or sale for a limited period of time that is constructed of paper, cloth, canvas, light fabric, wallboard, light plastic or other light, non-rigid, flimsy material.~~

~~**Sign, Temporary A-Frame:** A temporary portable, and self-supporting "sandwich board" sign used for advertising purposes, constructed in such a manner as to form an "A" or a tent-like shape, hinged or not hinged at the top. ([Syn. Sandwich Board Sign](#)).~~



These amendments clarify the definitions of a temporary signs and an A-Frame sign.

~~**Sign, Temporary Directional:** A temporary sign which is designed and erected to serve as a public convenience in directing pedestrian and vehicular traffic to approved temporary uses, City Special Events, or City Recreation Events, and not used for the purpose of advertising goods, uses, and activities on-site.~~

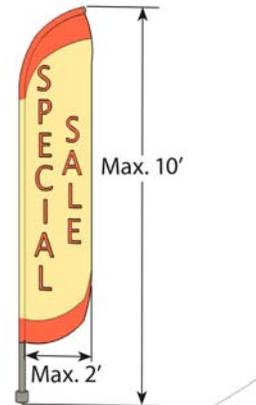
~~**Sign, Temporary Events:** A sign associated with a temporary use authorized by a Temporary Use Permit.~~

~~**Sign, Temporary New Development/Construction:** A temporary sign used to identify a future development that is, or will be, under construction.~~

Sign, Temporary Upright: A portable ~~temporary~~ sign ~~that may be used in lieu of an A-frame sign for advertising purposes,~~ constructed to be taller than it is wide, which may be ~~and~~ mounted on a weighted base or similar support.

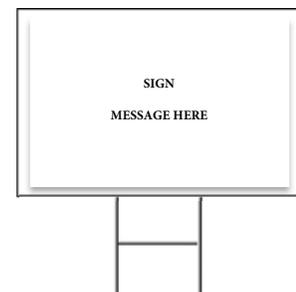


Sign, Temporary Feather or Vertical Banner: A portable ~~temporary~~ sign ~~type~~ typically constructed of cloth, bunting, plastic, paper or similar non-rigid material, ~~used for advertising purposes,~~ and attached to a vertically mounted pole that is securely fastened to the ground.



Sign, Temporary Wall Banner: A portable ~~temporary~~ sign ~~type~~ constructed of cloth, bunting, plastic, paper or similar non-rigid material, ~~used for advertising purposes,~~ and securely attached to the wall or support ~~primary~~ structure for which it is advertising, ~~not including official flags.~~ Flags are not considered temporary wall banners of the United States, the state of Arizona, and other states of the nation, counties, municipalities and official flags of foreign nations.

Sign, Temporary Yard: A small portable sign used for advertising by local businesses that are also popular in election campaigns, typically constructed of corrugated plastic and supported on an H-shaped wire frame (Syn: Lawn Sign).



This term is used in the Zoning Code, and thus a definition to clarify its meaning is proposed.

**Chapter 10-90 Maps:
Division 10-90.40 Subject Specific Maps**

[Section 10-90.40.010 Flagstaff Sign Free Zone Map](#)

Insert this new map on new Page 90.50-1.

