

RESOLUTION NO. 2016-13

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FLAGSTAFF, ARIZONA, DECLARING AS A PUBLIC RECORD THAT CERTAIN DOCUMENT FILED WITH THE CITY CLERK AND ENTITLED "2016 AMENDMENTS TO CITY CODE TITLE 10, ZONING CODE, DIVISION 10-50.100, SIGN STANDARDS, AND OTHER RELATED DIVISIONS"

RECITALS:

WHEREAS, the City Council wishes to incorporate by reference amendments to the Flagstaff City Code, Title 10, The City of Flagstaff Zoning Code, Chapter 10-50, *Supplemental to Zones*, Division 10-50.100, *Sign Standards*, Chapter 10-20, *Administration, Procedures, and Enforcement*, Division 10-20.40, *Permits and Approvals*, and Chapter 10-80, *Definitions*, Division 10-80.20, *Definitions of Specialized Terms, Phrases, and Building Functions*, by first declaring said amendments to be a public record; and

WHEREAS, three copies of "2016 Amendments to City Code Title 10, Zoning Code, Division 10-50.100, Sign Standards, and Other Related Divisions" have been deposited in the office of the City Clerk and are available for public use and inspection.

ENACTMENTS:

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF FLAGSTAFF AS FOLLOWS:

The "2016 Amendments to City Code Title 10, Zoning Code, Division 10-50.100, Sign Standards, and Other Related Divisions," attached hereto, three complete copies of which are on file in the office of the City Clerk, is hereby declared to be a public record.

PASSED AND ADOPTED by the City Council of the City of Flagstaff this _____ day of _____, 2016.

MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

Division 10-50.100: Sign Standards

Sections:

- 10-50.100.010 Purpose
- 10-50.100.020 Applicability
- 10-50.100.030 Sign Permit Requirements
- 10-50.100.040 General Restrictions for All
- 10-50.100.050 General Requirements for All Signs
- 10-50.100.060 Permanent Signs
- 10-50.100.070 Comprehensive Sign Programs
- 10-50.100.080 Sign Design Performance Standards
- 10-50.100.090 Portable Signs
- 10-50.100.100 Sign Districts of Special Designation
- 10-50.100.110 Nonconforming Signs
- 10-50.100.120 Enforcement
- 10-50.100.130 Appeals
- 10-50.100.140 Severability

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

NOTE – This draft includes all sign amendments recommended for approval by P&Z in June 2015, additional staff amendments, and responses to 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:

- No portable signs will be permitted in public right-of-way (both City and ADOT).
- No permit will be required for portable signs, except temporary wall banner signs.
- 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”.
- 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.
- Temporary window signs will also not be included in the area allowance for portable signs.
- 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).

This document is a clean version (i.e. all of the amendments made in Track Changes have been accepted) of the amendments proposed to Division 10-50.100 (Sign Standards) of the Flagstaff Zoning Code. The Track Changes version of these amendments is available as a separate document. It includes detailed explanations for each of the amendments which may be easily identified as they are written in *italic* font.

The majority of the amendments included within this Division, especially in the Portable Signs Section, are proposed in response to the US Supreme Court’s decision in the *Reed v. Town of Gilbert* sign code case to ensure that the City’s sign provisions are content neutral. Additional amendments in the permanent signs section of this Division are also included based on suggestions by staff that was recommended for approval by the Planning and Zoning Commission in June 2015. The narrative below provides an overview of the more substantive amendments organized by Section and Subsection.

10-50.100.010 Purpose

- *B. Includes minor amendments to remove redundant language and improve readability.*
- *C. Table 10-50.100.010.A (Sign Types) has been deleted as it provided information of little value to readers of the Code.*

10-50.100.020 Applicability

- *A.4 The provision allowing for a traditional public forum has been moved from Section 10-50.100.040.A (Location Restrictions) to this Section where it is more appropriately placed.*
- *B. Interpretations. Includes additional language to provide that non-commercial speech may be substituted for commercial speech on a sign without the need for a permit.*
- *C. Exemptions*
 - *The following Subsections have been deleted or removed from this Subsection:*
 - *Display Board for Daily Specials*
 - *Political Signs*
 - *Neighborhood or District Signs (now included within Section 10-50.100.100.A (Flagstaff Central District))*
 - *Non-Structural Modifications and Maintenance (moved to the Section 10-50.100.030 (Sign Permit Requirements))*
 - *Real Estate Signs*
 - *Signs Required by Law (now included within governmental signs)*
 - *Vehicle Signs (Moved to Table 10-50.100.060.P (Standards for Other Sign Types))*
 - *Yard and Garage Sale Signs*
 - *The following Subsections have been updated to clarify standards and improve readability:*
 - *Flags*
 - *Governmental Signs (includes property address signs)*
 - *Internal Signs and Signs with City Recreation Facilities.*

10-50.100.030 Sign Permit Requirements

- A. *The requirement for Temporary Sign Permits for all temporary signs has been modified to only require a permit for Temporary Wall Banner Signs.*
- C. *The standards for Non-Structural Modifications and Maintenance have been moved from Subsection C. (Exemptions) to this Section where they more appropriately should be placed.*

10-50.100.040 General Restrictions for All Signs

- A. *Prohibited Signs. Includes minor amendments to remove redundant language and improve readability.
The provision allowing for a traditional public forum has been moved to Section 10-50.100.020.A (Applicability).
The standards for signs on vehicles have been moved to Table 10-50.100.060.P (Standards for Other Sign Types), except that the standard prohibiting a vehicle from being used as an advertising sign remains in this Subsection.*
- B. *Display Restrictions. Includes minor amendments to remove redundant language and improve readability.*

10-50.100.050 General Requirements for All Signs

- *No significant amendments are proposed in this Section except to include an additional photograph to better illustrate how to calculate sign area.*

10-50.100.060 Permanent Signs

- C.4.b.(2) *Building Mounted Signs. Includes minor amendments and an illustration to clarify and better explain the standards for sign placement.*
- C.4.b.(5) *Driveway Signs (formerly Directional Signs). Includes minor amendments to remove the requirement that these signs may only be approved as part of a Comprehensive Sign Program.*
- C.4.b.(7) *Freestanding Signs. Includes a new standard to allow for a freestanding sign to be mounted on two or more posts. A new standard specific to the post signs typically used to advertise a property or building for sale, rent or lease is also included.*
- C.4.b.(14) *Window Signs. Includes an amendment to accommodate open signs. Also, the combined area of permanent and temporary window signs has been increased from 25 to 40 percent of the window area.*
- C.4.b.(15) *Vehicle Signs (Formerly Other Sign Types). This Subsection now only applies to vehicle signs. The standards for fuel pump topper signs have been deleted as these are portable signs not permanent signs; the standards for open signs have been removed (inserted into Window Signs – see above); the standards for vehicle signs have been moved from the Exemptions Subsection into this table; and, the standards for vending machines have been deleted as they were hard to apply and enforce.*

10-50.100.070 Comprehensive Sign Programs

- C. *Review. Includes a minor amendment to also allow this Section to also apply to building mounted signs.*

10-50.100.080 Sign Design Performance Standards

- B. *Cumulative Adjustments. Includes a minor amendment to correct an error to ensure consistency with other applicable standards.*

10-50.100.090 Portable Signs

- *In order to ensure that the City's temporary sign regulations are consistent with the US Supreme Court's decision in the Reed v Town of Gilbert sign case, numerous and significant amendments are proposed in this Section to ensure that the City's sign provisions are content neutral.*
- *The Council directed staff to draft revisions to the Temporary Sign Section to allow temporary signs to be displayed for an indefinite period of time without the need for a permit, subject to various standards that, for example, limited the total area of the signs, their placement on private property, etc. This means that the signs are hardly "temporary", and staff has suggested instead that they be called "portable signs".*
- *A. Purpose. A minor amendment is proposed to eliminate redundant language.*
- *B. General to All.*
 - *Clarifies that a temporary sign permit is only required for a temporary wall banner sign. It has been renamed as a Temporary Wall Banner Sign Permit.*
 - *The redundant provisions stating that portable signs may not be illuminated (this standard may be found in Table 10-50.100.090.A) and the sign standard for events on City property approved under a Special Event Permit have been eliminated (See Section 10-50.100.090.B.3).*
 - *The provision allowing for a traditional public forum has been moved to Section 10-50.100.020.A.4 (Applicability) where it is more appropriately placed.*
 - *The provision that allows the removal of portable signs in public right-of-way and in clear view zones by City code enforcement staff when a hazard to pedestrian or vehicle traffic is present has been moved to Section 10-50.100.120 (Enforcement).*
 - *A new standard is proposed that establishes no limitations on the length of time that portable signs may be displayed except for temporary wall banners..*
- *C. Standards for Portable Signs. This Subsection has been significantly shortened and most of the former standards have been eliminated because they were content-based. This includes for example, the standards for various signs (e.g. temporary construction signs, signs for temporary uses, new occupancy or use signs, grand opening signs, directional signs, promotional signs, going-out-of-business signs, etc.). Furthermore, the standards for different sign types (e.g. A-frame or upright signs, feather or vertical banners, and wall banners) have been consolidated into one table (Table 10-50.100.090.B) to eliminate redundancy and to simplify the Code. This Section has also been reorganized as summarized below:*
 - *1. Time, Place and Manner Restrictions for Portable Signs.*
A new Table 10-50.100.090.A provides all the standards applicable to the placement of portable signs. It is divided into three sections: Applicable to All Zones (e.g. includes standards on what elements are prohibited on a portable sign and design and construction standards); Commercial, Industrial and Other Non-Residential Zones; and All Residential Zones (each of these subsections includes standards on period of use, hours of use, allowable sign area and number of signs). A content neutral standard is assured because the sign message is not regulated. However, the total area of portable signs in commercial etc. zones is limited to 24 sq. ft. per business while the total area of portable signs in residential zones is limited to 16 sq. ft. per lot or parcel. This maximum sign area limitation allows for an unlimited number of portable signs with a variety of messages (may be political, business advertising, or ideological) provided they do not exceed the area limitation. Consistent with Council's direction provided in the October 8th work session, the area of temporary window signs and temporary wall banners is not included in the total sign area for portable signs.

- 2. *Standards for Specific Portable Sign types.*
Table 10-50.100.090.B consolidates the area, height, width, and number of signs, etc. standards for various portable sign types, including A-frame or upright signs, feather or vertical banner signs, wall banner signs, and two new sign types, flags displaying a commercial message and yard signs. End Note #1 allows for various other types of portable signs such as fuel pump topper signs or balloon bobbers.
- 3. *Civic and Non-Profit Events Signs on City Approved Sign Support Structures.*
The standards in this Subsection are unchanged except that a purpose statement has been added that clarifies that signs advertising a community event may be placed on these sign structures rather than the current standard which requires them to be located on the sign structures.
- 4. *Sign Walkers.*
The existing standards have been updated and clarified to make them easier to apply.

10-50.100.100 Sign Districts of Special Designation

- A. *Flagstaff Central District. The standards for Neighborhood or District Signs have been moved into the freestanding sign section.*
- B. *Downtown Historic District. The standards for stanchion signs in former Table 10-50.100.090.E (Standards for Temporary Stanchion Signs) have been deleted consistent with the principle of prohibiting all temporary (portable) signs in the public right-of-way. Also, the former prohibition on A-frame and Upright Signs in this Downtown District has been removed, and only feather vertical banners are now proposed to be prohibited in this District.*
- E. *Flagstaff Sign Free Zone. This is a new Subsection included into the Zoning Code pursuant to A.R.S. §16-1019 which enables a municipality to establish a zone based on city rights-of-way in which no portable signs are permitted.*

10-50.100.110 Enforcement

- *The provisions allowing for the removal of portable signs in public right-of-way and in clear view zones by City code enforcement staff when a hazard to pedestrian or vehicle traffic is present has been moved from the Portable Signs Section.*

Needed Amendments to Other Zoning Code Chapters:

Chapter 10-20 Administration, Procedures, and Enforcement:

Division 10-20.40 Permits and Approvals

Section 10-20.40.130 Sign Permits – Temporary Wall Banner Sign Permits

- B. *Sign Permit Requirement. Includes minor amendments to state that a sign permit is only required for a temporary wall banner.*

Chapter 10-80 Definitions:

Division 10-80.20 Definition of Specialized Terms, Phrases, and Building Functions

- *Includes minor amendments to the following definitions:*
 - *Sign – includes signs for ideological and political purposes)*
 - *Sign, Balloon Bobber – includes a new definition for this sign type*
 - *Sign, Temporary– clarifies and simplifies the definition*
 - *Sign, Temporary A-frame – clarifies and simplifies the definition*
 - *Sign, Post – includes a new definition for this sign type*
 - *Sign, Temporary Yard – includes a new definition for this sign type.*

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 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;
 - 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;
 - 5. To prevent property damage, personal injury, and litter caused by signs that are improperly constructed or poorly maintained;
 - 6. To protect property values, the local economy, and quality of life by preserving and enhancing the appearance of the streetscape; and
 - 7. To provide consistent sign design standards that enables the fair and consistent enforcement of these sign regulations.

10-50.100.020 Applicability

A. Applicability

- 1. This Division applies to all signs within the City, regardless of their nature or location, unless specifically exempted.
- 2. Three levels of review standards are established in this Division, some or all of which may be applied to the sign depending on where it is located within the City:

- a. All signs within the City of Flagstaff shall be reviewed based on the standards established in this Division;
 - b. Signs in the Flagstaff Central District are reviewed based on the standards established in Section 10-50.100.100.A (Flagstaff Central District) as well as the standards and requirements otherwise established in this Division; and
 - 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 the standards in Section 10-50.100.100.B (Downtown Historic District), the Flagstaff Central District and the standards and requirements otherwise established in this Division.
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).
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.

B. 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.

C. Exemptions

The provisions of this Division do not apply to the following signs :

1. Building Identification Signs

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

2. Business Name and Address on an Entry Door

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

3. Community Bulletin Board Signs

Signs posted on a community bulletin board shall not exceed a dimension of 11 x 17 inches. 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 erected in public right-of-way, in a public space or on private property.

4. Flags

Any flag not containing a commercial message, official flags of national, state, or local government, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction may be displayed as provided under the law that adopts or regulates its use. No more than three flags shall be displayed per lot or parcel except on federal holidays. Flags shall be mounted on a single flagpole, or three separate flagpoles installed either on the building or adjacent to a building or use.

5. 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

6. Heritage Signs in Landmark Zones

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

7. Historic and Architectural Features

Historical plaques erected and maintained by non-profit organizations, building cornerstones, and date-constructed stones not exceeding four square feet in area.

8. Internal Signs and Signs within City Recreation Facilities

Includes;

- 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 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
- d. Temporary signs located within City Recreation Facilities.

9. 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.

10. Street Light Banner Sign

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

11. Vending Machine and Similar Facilities

Signs that constitute an integral part of a vending machine or similar facilities located outside of a business.

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. 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.

- B. No Sign Permit is 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
3. The normal repair and maintenance of conforming or legal non-conforming signs, except as identified in Section 10-50.100.050.E.

10-50.100.040 General Restrictions for All Signs

A. Prohibited Signs

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

1. No sign shall be placed within, on, or projecting over City right-of-way;
2. No sign shall be attached to or placed on public property, except for government signs and those approved as part of a Special Event Permit;
3. No sign shall 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 be confused with any authorized traffic signal or device;
5. No sign shall be constructed or placed in such a manner as to prevent or interfere with free ingress to or egress from any door, window, or any exit way required by the Building Code or Fire Department regulations currently in effect;
6. No commercial, advertising, or business sign shall be located off 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. 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.

8. No 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. No 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 is visible from a public way;
10. No sign shall cover the architectural features of a building, such as dormers, insignias, pilasters, soffits, transoms, trims, or other architectural feature;
11. Billboards; and
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. Lighting devices with intermittent, flashing, rotating, blinking or strobe light illumination, animation, motion picture, or laser or motion picture projection, or any lighting effect creating the illusion of motion, as well as laser or hologram lights;
- b. An exposed light source, except for neon incorporated into the design of the sign;
- c. Sound, odor or smoke;
- d. 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;

- e. Rotating or moving sign body or any other 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 displays;
- g. Any changeable copy LED 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;
- h. Stuffed or inflated animals; and
- 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

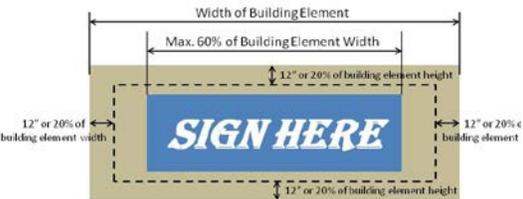
4. Standards for Specific Sign Types

- 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, subject to the following standards:</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 at least 12 inches or 20% of the width of the building element on which they are mounted, whichever is less, from the sides of the building element; (4) The width of the sign shall be no greater than 60% of the width of the building element on which it is displayed; (5) 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. <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>

Special Provisions	
<p>Additional Increases in Sign Area</p>	<p>Additional sign area may be sought under Section 10-50.100.080 (Sign Design Performance Standards)</p>

(5) Driveway Sign

- (a) Driveway signs are exempted from the total allowable sign area permitted for each use.
- (b) The standards provided in Table F (Standards for Driveway Signs) shall apply.

Table 10-50.100.060F: Standards for Driveway Signs

	Standard	Other Requirements
Sign Area	3 sq. ft. per face.	May be double-sided.
Mounting Height – Building Mounted Sign	Max. 8 feet from grade.	Flat against a wall of the building.
Mounting Height –	Max. 3 feet from grade.	

Table 10-50.100.060F: Standards for Driveway Signs

Freestanding Sign	
Number of Signs	Max. 1 at each driveway or drive through lane.
Illumination	Internal illumination only. May also be non-illuminated.
Permitting	Sign Permit is required.

(7) **Freestanding Signs**

Table 10-50.100.060.H: Standards for Freestanding Signs

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.

Special Provisions	Standard
Sign Width	The sign base must be a min. 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).

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

(15) **Vehicle Signs**

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

Table 10-50.100.060.P: Standards for Vehicle Signs

Standard	Other Requirements
Vehicle Signs	
Vehicle Sign	<p>May be:</p> <ul style="list-style-type: none"> (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	<p>The vehicle shall 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.</p> <p>Vehicle shall be operable and properly licensed.</p> <p>When not in use the vehicle shall 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.</p>

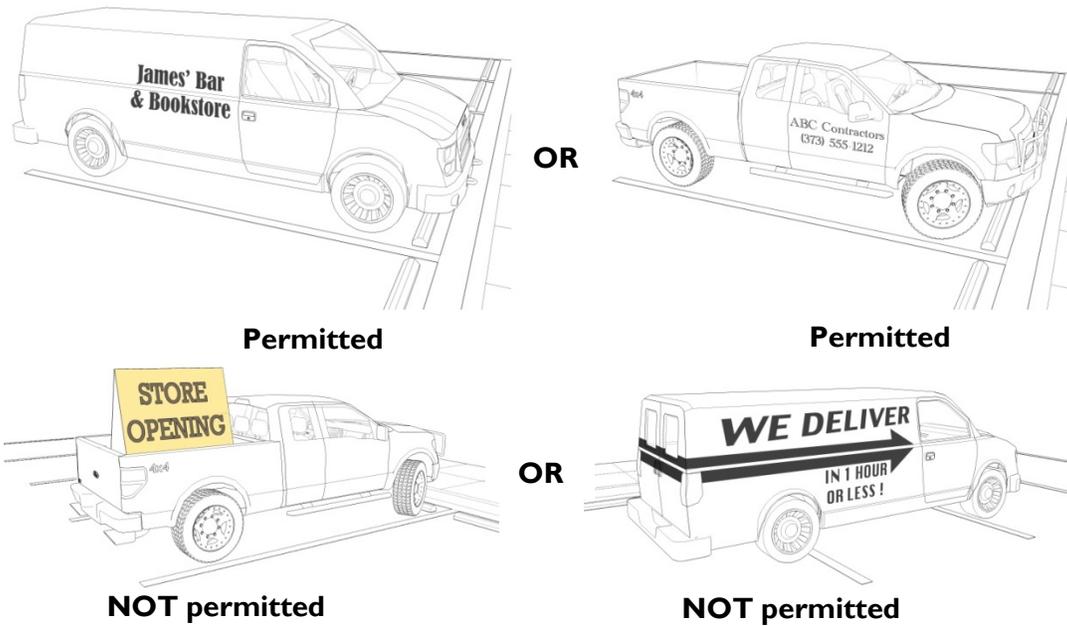


Figure O. Signs on Vehicles Used for Business Purposes

10-50.100.070 Comprehensive Sign Programs

- Page 50.100-43
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 or shopping centers.

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	50%	50%	50%	20%

End Notes

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

10-50.100.090 Portable Signs

A. Purpose

The Council finds that the proliferation of portable 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 portable signs do not create a distraction to the traveling public by eliminating the aesthetic blight and litter caused by portable signs.

B. General to All

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

1. A Permit is only required for temporary wall banner signs. See Section 10-20.40.130 (Temporary Wall Banner Sign Permits).
2. There is no limitation on the length of time that a portable sign may be displayed, except for temporary wall banner signs (See Table 10-50.100.090.B (Standards for Portable Signs)).
3. Portable signs must not be placed on or affixed to 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).

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

C. Standards for Portable Signs

Portable signs placed on the exterior of a structure or on private property are allowed in all Zones in compliance with the following standards:

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	
Applicable to All Zones	
Placement	Shall not create a hazard for pedestrian or vehicular traffic.
Height and width	Refer to Table 10-50.100.90.B for height and width standards for portable signs.
Prohibited elements	Any form of illumination, including flashing, blinking, or rotating lights. Animation. Reflective materials. Attachments, including, but not limited to, balloons, ribbons, loudspeakers, etc.
Design and construction	Professionally crafted. Of sufficient weight and durability to withstand wind gusts, storms, etc.
Commercial, Industrial and Other Non-Residential Zones	
Period of use	No limitation, except for wall banners. Refer to Table 10-50.100.090.B.
Area of all portable signs at any one time	Max. 24 sq. ft. per business; excludes the area of temporary window signs and wall banner signs. 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.
Number of Signs	Unlimited except that the total sign area of all portable signs not exceed 24 sq. ft. per business. 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.
Permitting	No Sign Permit required, except for temporary wall banner signs.
All Residential Zones	
Period of use	No limitation.
Area of all portable signs at any one time	Max. 16 sq. ft. per lot or parcel.
Number of Signs	Unlimited except that the total sign area of all portable signs shall not exceed 16 sq. ft.
Permitting	No Sign Permit required.

2. Types of Portable Signs

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

Table 10-50.100.090.B: Standards for Specific Portable Sign Types

Standard		Other Requirements		
Portable Sign Type ¹	Height (Max.)	Width (Max.)	Area (Max.)	
A-Frame or Upright Sign	4' from grade	3'	12 sq. ft.	Only permitted in non-residential zones.
Feather or Vertical Banner	8' from grade	2'	12 sq. ft.	Secure attachment to mounting pole required. Only permitted in non-residential zones.
Yard Sign	3'	2'	4 sq. ft.	Installed securely in the ground.
Number of Signs	See Table 10-50.100.090.A.			
Portable Sign Type ¹	Height (Max.)	Width (Max.)	Area (Max.)	
Flags displaying a commercial message	End Note ²	--	24 sq. ft.	Secure attachment to flag pole required. Permitted in all zones.
Wall Banner	--	--	24 sq. ft.	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. Mounting height – max. 25 feet to the top of the temporary wall banner sign. Only permitted in non-residential zones. May only be displayed for 30 days per 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 Note ³	Placed no higher than 1 st 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 Flag pole height is limited by the allowable building height of the zone in which it is located. Refer to the Building Form Standards in Chapter 10-40 (Specific to Zones).

³The 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.

3. Civic and Non-Profit Event Signs on City Approved Sign Support Structures

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. Signs 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 with the standards provided in Table C (Standards for Temporary Off-Premise Signs on City Approved Sign Support Structures).

Table 10-50.100.090.C: Standards for Temporary Off-Premise Signs on City-Approved Sign Support Structures

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).
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.3.b.

- 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.

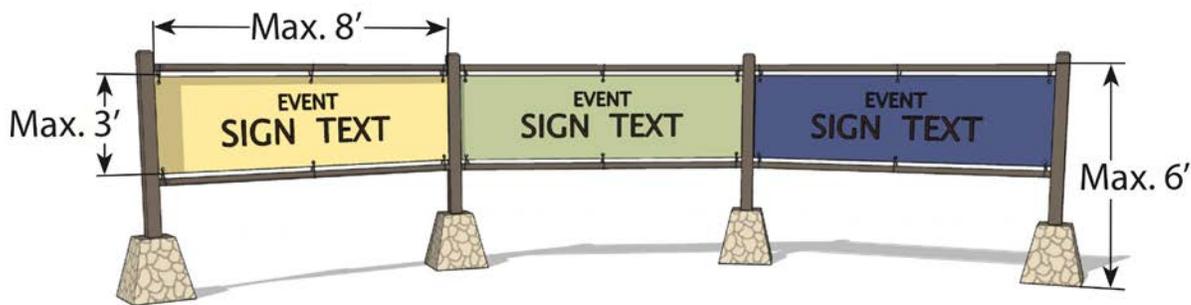


Figure A. Civic or Non-Profit Event Sign Structure

4. **Sign Walkers**

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, 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 with the property owner's or property manager's written approval or only on a public sidewalk, walkway or pedestrian thoroughfare immediately adjacent to the business premises;
- 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 not permitted in any of the following locations:
 - (1) 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; or

- d. Sign walkers may not interfere with traffic or block pedestrians or bicyclists;
- e. Sign walkers are only permitted to advertise during the hours of operation of the business they are advertising;
- f. Sign walker signs shall not exceed eight square feet in area; shall not exceed eight feet in height when held; and shall be professionally crafted;
- 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.
- h. No Sign Permit is required for a sign walker.

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.

Table 10-50.100.100.D: Standards for Freestanding Signs in Flagstaff Central District			
	Standard		Other Requirements
	Area¹	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	Sign structure shall consist of a vertical pole

	top of sign 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.

B. Downtown Historic District

5. Portable Signs

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

- a. No feather vertical banners shall be permitted in the Downtown Historic District.

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 this 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.

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, 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.

10-50.100.130 Appeals

[No amendments are proposed in this Section.]

10-50.100.140 Severability

[No amendments are proposed in this Section.]

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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 Wall Banner Sign Permits

A. Purpose

This Section establishes the permitting requirements for temporary wall banner signs as described in Section 10-50.100.090 (Portable Signs) to ensure compliance with the applicable provisions of this Zoning Code.

B. Sign Permit Requirement

It shall be unlawful for any person to erect, place, display, alter, maintain or relocate a temporary wall banner sign without first obtaining a Temporary Wall Banner Sign Permit from the Director.

C. Duration of Temporary Wall Banner Sign Permit

The Temporary Wall Banner Sign Permit will be valid for 30 days 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 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 10-50.100.090 (Portable 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 be stated in writing.

4. **Authorization**

Issuance of a Temporary Wall Banner Sign Permit authorizes the holder to install a temporary wall banner 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 for which a Temporary Wall Banner Sign Permit is required are subject to inspection to establish compliance with the provisions of Section 10-50.100.090 (Portable Signs) and any other applicable City codes.
2. A re-inspection fee (See Appendix 2 (Planning Fee Schedule)) will be charged if more than one inspection is made to determine compliance after issuance of a correction notice for an improperly displayed portable sign, or after issuance of any notice of violation. No fees will 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 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 sign until appropriate permits are obtained.

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

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.

Section 10-80.20.190 Definitions, "S."

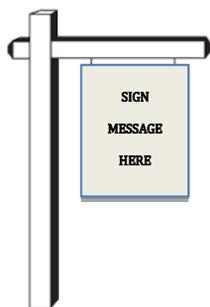
Sign: A structure, device, figure, display, message placard or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended or used to advertise, provide information in the nature of advertising, provide historical, cultural, archeological, ideological, 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.

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.

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.



Sign Standards

Sign, A-Frame: A portable and self-supporting 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).



Sign, Upright: A portable sign constructed to be taller than it is wide, which may be mounted on a weighted base or similar support.



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

Sign, Temporary Wall Banner: A sign constructed of cloth, bunting, plastic, paper or similar non-rigid material, and securely attached to the wall or support structure for which it is advertising. Flags are not considered temporary wall banners.

Sign, 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).



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 90.40-1.