

Article 11 | Signage

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Sec. 11.1 - General

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11.1.1 Purpose

This Article establishes reasonable regulations for the design, placement, construction, and maintenance of all Signs within the City, to protect public safety and achieve the following community objectives:

- A. To minimize the risk of personal injury and property damage from unregulated and improper Sign placement, construction, and maintenance;
- B. To balance private and public interests by protecting equitable free speech, providing opportunities for adequate signage for business identification and wayfinding, and preserving and enhancing the unique character and qualities of the City;
- C. To promote the use of Signs that are well-designed, of appropriate scale, and appropriately integrated into the built environment; and
- D. To preserve and enhance the streetscape appearance throughout the City and the general appearance of business corridors.

11.1.2 Applicability

- A. No Sign shall be installed, placed, or maintained within the City except in conformance with this Article or as allowed by a state or federal law.
- B. Signs maintained contrary to the provisions of this Article are declared to be nuisances and may be abated as provided by this Article and the City Code.
- C. If provisions of this Article conflict with any other provision of the Code, the more restrictive requirement shall apply.
- D. Areas with special Sign regulations.

1. PAD Signage. Sign regulations approved as part of a Planned Area Development (“PAD”) supersede this Article. If the PAD is silent on any signage regulations addressed in this Article then the provisions of this Article shall apply.
 2. Master Sign Program. Sign regulations approved as part of a Master Sign Program, Section 11.5.2, supersede this Article. If a Master Sign Program is silent on any signage regulations addressed in this Article then the provisions of this Article shall apply.
- E. No content restrictions.
1. Any Sign allowed under this Article may contain, in lieu of any other copy, an otherwise lawful message that complies with this Article’s applicable size, lighting, dimension, design, spacing, and permitting requirements.
 2. This Article is intended to regulate Signs in a manner that does not favor commercial speech over non-commercial speech and does not regulate non-commercial speech by message content.
 3. Any regulation that distinguishes between on-site and off-site Signs applies only to commercial messages and is not intended to regulate non-commercial messages.

11.1.3 Permits Required

It shall be unlawful for any person or legal entity to construct, repair, alter, relocate or maintain within the City any Sign as defined in this Code, except as hereinafter provided, without first obtaining a Sign Permit pursuant to Section 11.5 of this Article and then obtaining a Building Permit.

11.1.4 Sign Types

The following Sign type definitions supplement the definitions found in Article 17. All other Sign-related terms used in this Article shall have the same meaning as defined in Article 17, Definitions.

- A. A-frame: A portable Sign typically constructed of wood or plastic that folds out to form the shape of an ‘A’.
- B. Awning Sign: A Sign displayed on or attached to the surface of an awning.
- C. Banner: A temporary Sign constructed of a flexible material on which copy or graphics may be displayed.
- D. Billboard: A Sign not associated with a business, use, occupancy, product, or activity located or occurring on the Sign Premises and with a Sign Area 24 square feet or larger.
- E. Commercial Sign: Any Sign that does not fit the definition of Non-commercial Sign.
- F. Development Activity Sign: A Temporary Sign consisting of a rigid, durable Sign face mounted on wood or metal posts embedded in the ground without the use of concrete or other permanent footing material, and conforming to the requirements of Section 11.4.3.B, Development Activity Signs.
- G. Directory Sign: A Freestanding Monument Sign that complies with the requirements of Section 11.3.3.B, Directory Sign.
- H. Drive-through Sign: A Sign that complies with the requirements of Section 11.3.3.C, Drive-Through Signs.
- I. Electronic Message Display: An electronically activated changeable message Sign, or portion of a Sign, that complies with Section 11.3.3.D, Electronic Message Displays.
- J. Flag: Fabric, vinyl, or similar flexible material typically attached at one edge to a staff.

- K. Freestanding Interstate Sign: A Freestanding Sign that complies with the requirements of Section 11.3.3.E, Freestanding Interstate Sign.
- L. Freestanding Monument Sign: A Freestanding Sign that complies with the requirements of Section 11.3.3.F, Freestanding Monument Sign.
- M. Freestanding Sign: A Sign erected or mounted on a self-supporting permanent base detached from supporting elements of a building.
- N. Fuel Service Pump Topper Sign: A Sign affixed to the top or side of an operable fuel dispensing pump.
- O. Government Sign: A Sign constructed, placed, or maintained by a government agency or a Sign that a government agency requires to be constructed, placed, or maintained.
- P. Illuminated Sign: A Sign that uses artificial light, either projecting through its surface (internal illumination) or reflecting off its surface (externally illuminated).
- Q. Non-commercial Sign: A Sign containing no message, statement, or expression related to commercial interests. Noncommercial Signs include, but are not limited to:
 - a. Government Signs;
 - b. Signs expressing political, religious, or ideological views or positions; and
 - c. Signs with information about or announcements of non-profit organizations.
- R. Portable Directional Sign: A portable Sign directing the traveling public to a real estate open house or to an event.
- S. Portable Sign: A freestanding, moveable Sign not permanently affixed to any building, Structure, or embedded into the ground. Examples include A-frames and T-frames.
- T. Projected Image Sign: A temporary Sign which is projected by an electronic device onto a building, Structure, sidewalk, or other surface.
- U. Quill Sign: A temporary Sign constructed as a banner, typically in the shape of a feather or sail, attached to a pole assembly embedded in the ground and designed to move in the wind.
- V. Roadway Construction Business Identification Banner: A Temporary Sign intended to provide wayfinding to a business located near or within an active roadway construction area.
- W. Shingle Sign: A wall mounted or hanging Sign, located under a covered porch, walkway, extended roof, or other similar Structure, that complies with Section 11.3.3.G, Shingle Sign.
- X. T-frame: A portable Sign typically constructed of wood or plastic with a Structure in the appearance of an inverted 'T'.
- Y. Temporary Sign: A portable Sign, a Sign not permanently embedded in the ground, or a Sign not permanently affixed to a Building or permanent Sign Structure, that complies with Section 11.4.
- Z. Vehicle Sign: A Sign mounted, painted, attached, or affixed to a truck, car, boat, trailer, or other vehicle or similar equipment.
- AA. Wall Sign: A permanent Sign fastened, attached, or connected to, or supported in whole or in part by, a Building or Structure.
- BB. Window Sign: A Sign affixed to the interior or exterior of a window, or placed immediately behind a window, and visible from outside of the building.

11.1.5 Exempt Signs

The following Signs shall be exempt from the application and Sign Permit requirements of this Article. Exempt Signs shall comply with all other applicable regulations of the Code.

- A. Flags that comply with the requirements of Section 11.3.1.A, Flags and Flag Poles.
- B. Fuel Service Pump Topper Sign.
- C. Government Signs.
- D. Grave markers, headstones, statues, historical markers, and cornerstones.
- E. Hazard warning and parking Signs measuring three square feet or less.
- F. Non-commercial murals.
- G. Portable Signs that comply with the requirements of Section 11.4.3.D, Portable Signs.
- H. Portable Directional Signs that comply with the requirements of Section 11.4.2, Portable Directional Signs.
- I. Roadway Construction Business Identification Banners that comply with the requirements of Section 11.4.3.A.7, Roadway Construction Business Identification Banners.
- J. Signs carried or displayed by a Sign Walker in compliance with the requirements of Section 11.3.1.D, Sign Walkers.
- K. Signs integrated into the design of an automated bank teller machine.
- L. Signs relocated as the result of City construction projects.
- M. Vehicle Signs that comply with the requirements of Section 11.3.1.C, Vehicle Signs.
- N. Window Signs that comply with the requirements of Section 11.3.3.I, Window Signs.
- O. Temporary Signs in residential areas that comply with the requirements of Section 11.4.1.I.
- P. Any Sign not exceeding two square feet and bearing only property numbers, post numbers, names of occupants, or other identification of a non-commercial premises.

11.1.6 Prohibited Signs

All Signs not expressly allowed under this Article are prohibited, including but not limited to:

- A. Billboards.
- B. Flashing, blinking, reflective, inflatable or animated Signs, including Signs with an intermittent or varying color or intensity of artificial illumination, whether deliberate or as a consequence of a defect in the Sign or illumination source, except as expressly allowed by the provisions of Section 11.3.3.D, Electronic Message Displays or Section 11.4.3.C, Inflatable Signs.
- C. Projected Image Signs.
- D. Ribbons, streamers, balloons, or flags, except as expressly allowed by the provisions of Section 11.4.3.C, Inflatable Signs.
- E. Searchlights.
- F. Signs emanating sound, except as expressly allowed by the provisions of Section 11.3.3.C, Drive-

Through Signs.

- G. Signs placed on any curb, sidewalk, post, pole, hydrant, bridge, tree or other surface located on public property or over or across any Street or public thoroughfare, or in the public Right-of-Way, except as expressly allowed by this Article.
- H. Signs projecting above the top of the wall parapet, or roofline, or mounted on a roof.
- I. Traffic Hazards. No Sign shall be erected, used, or maintained that:
 - 1. Obstructs the view of motor vehicle operators entering a public Right-of-Way from any private property;
 - 2. Due to its position, shape, color, format, or illumination, the Sign obstructs the view of, or may be confused with, an official City, Santa Cruz County or Arizona Department of Transportation traffic control Sign, signal or device;
 - 3. Displays lights that may be confused with flashing emergency lights;
 - 4. Is within a Sight Visibility Triangle, unless otherwise approved by the Director; or
 - 5. Creates any condition that is unsafe or causes a potential traffic hazard for motor vehicle operators.

11.1.7 Legal Nonconforming Signs

At the time of the Code's adoption or any subsequent amendment, or due to an annexation of territory into the City, any Sign or Sign Structure that was lawfully permitted, constructed and used at the time of installation and that now does not conform with the provisions of this Article shall be deemed a Legal Nonconforming Sign and allowed, pursuant to the requirements of this Article.

- A. Any Legal Nonconforming Sign shall be permitted to remain, so long as it:
 - 1. Is not increased in area or height and remains structurally unchanged, except for reasonable repairs or alterations, including change of copy; or
 - 2. Is not relocated, unless at the request or requirement of the City to comply with applicable safety requirements.
- B. A Legal Nonconforming Sign shall be rebuilt, repaired, or replaced only in conformance with the provisions of this Article if it is:
 - 1. Structurally changed, except for reasonable repairs or alterations;
 - 2. Damaged by half or more of the cost to replace the Sign because of fire, lack of maintenance, or other causes;
 - 3. Temporarily or permanently moved or removed by any means, including an act of God, except as provided in Section 11.1.7.A.2; or
 - 4. In the opinion of the Director, causes a traffic hazard or blocks a Sight Visibility Triangle.
- C. Legal Nonconforming Freestanding Signs: The Director may provide an area bonus for any conforming Freestanding Monument Sign that replaces a Legal Nonconforming Freestanding Sign, pursuant to Section 11.3.2.B.5 or Section 11.3.3.F.3.

Sec. 11.2 – Sign Measurement, Design, and Maintenance

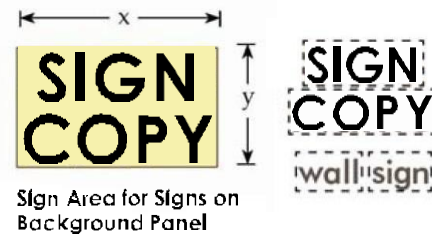
Paragraphs:

- 11.2.1 Sign Measurements**
- 11.2.2 Sign Illumination**
- 11.2.3 Design and Construction**
- 11.2.4 Maintenance**

11.2.1 Sign Measurements

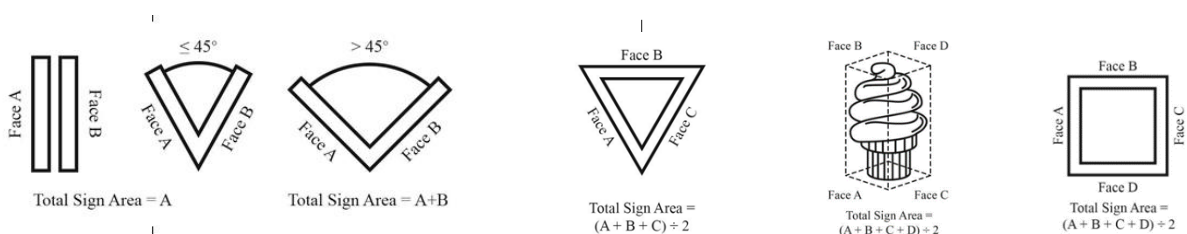
A. Sign Area shall be measured as follows:

1. Sign copy mounted on or affixed to a background panel or area distinctively painted, textured, or constructed as a background for the Sign copy shall be measured as that area contained within the sum of the smallest rectangles that will enclose both the Sign copy and the background.
2. Sign copy mounted on or cut from as individual letters or graphics a wall, fascia, mansard, or parapet of a Building or other Structure that has not been painted, textured, or otherwise altered to provide a distinctive background for the Sign copy shall be measured as a sum of the smallest polygon of not more than 12 sides that will enclose each word and each graphic in the total Sign.



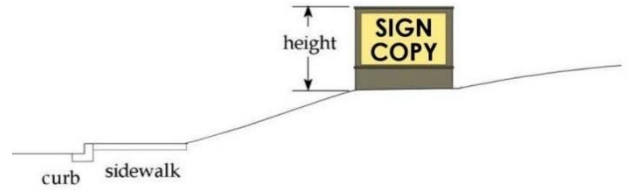
B. Signs with multiple faces shall be measured as follows:

1. The area of all faces shall be included in determining the area of the Sign, except that only one face of a double-faced Sign shall be considered in determining the Sign Area when both faces are parallel and the greatest distance between faces does not exceed five feet, or when the interior angle of the Sign faces does not exceed 45 degrees in the case of a 'V'-configured Sign. If the area of one Sign face exceeds the area of the Sign's opposing face, the area of the larger face shall be used to determine the Sign Area.
2. The area of a Sign that contains three or more faces shall be calculated as 50 percent of the sum of the area of all faces.
3. Spherical, free-form, sculptural, or other non-planar Sign Area is measured as 50 percent of the sum of the areas using only the four vertical faces of the smallest six-faced polyhedron that will encompass the Sign Structure.

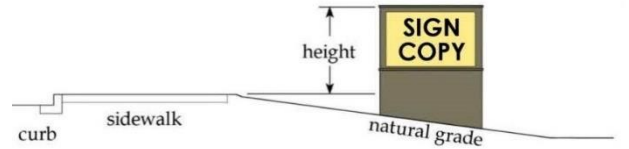
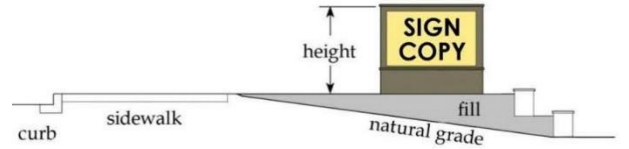


C. Sign height shall be measured as follows:

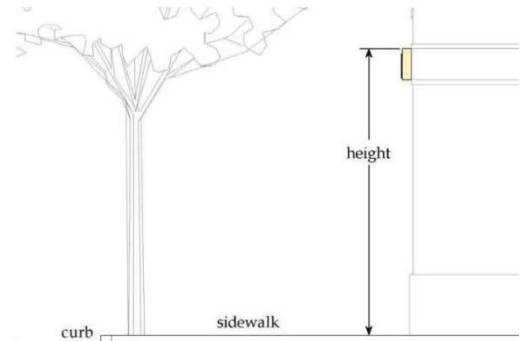
1. The height of a Freestanding Sign shall be measured as the vertical distance from the finished grade beneath the Sign, exclusive of any filling, berming, mounding or landscaping done solely for the purpose of locating the Sign, to the highest point of the Sign. If the Sign is proposed in a location in which the finished grade beneath the Sign is lower than the grade of the adjacent roadway surface, the Sign height shall be measured from the top of the curb, or crown of the adjacent roadway surface where no curb exists. The height of any monument base or other Structure erected to support or ornament the Sign shall be measured as part of the Sign height.
2. Wall fascia, mansard, and parapet-mounted Signs shall be measured as the vertical distance to the top of the Sign or Sign Structure from the base of the wall on which the Sign is located.



Freestanding Sign Height – Signs Higher than the Grade of an Adjacent Road



Freestanding Sign Height – Signs Lower than the Grade of an Adjacent Road



Building Mounted Sign Height

D. Multiple-Frontage Buildings: For Sign Premises with more than one Street frontage, the maximum number and/or area for Signage is allowed for the Street frontage in which the Building or tenant faces. Signage allowance shall not be transferred in whole or in part from one Street frontage to another frontage.

11.2.2 Sign Illumination

- A. Signs may be illuminated, except where expressly prohibited in this Article.
- B. The light source, direct or indirect, for a Sign(s) shall be oriented or shielded so the light source is not directly visible from any adjacent residential use, or from a public Right-of-Way.
- C. Direct illumination by incandescent sources shall:
 1. Incorporate a dimming and/or a screening device when using bulbs rated at greater than 11 watts, or equivalent measurement; and
 2. Not exceed a rating of 40 watts, or equivalent measurement, for any individual bulb.
- D. No illuminated Sign shall be placed or constructed on a vacant or undeveloped Lot or Parcel.
- E. The following types of Sign illumination are prohibited:

1. Flashing, blinking or rotating lights.
 2. Metal halide lighting.
 3. High or low-pressure sodium light bulbs.
 4. Mercury vapor light sources.
- F. The illumination of any Sign shall conform to the electrical Building Code.

11.2.3 Sign Design and Construction

- A. All Signs shall incorporate design elements consistent with the overall architectural character of buildings and other improvements on the Sign Premises.
- B. Electric raceways and transformers shall be located to minimize their visibility from the exterior of a Sign, Building or wall.
- C. All Signs shall be designed and constructed in conformance with current City Building codes.
- D. Any Sign that is installed shall have a life expectancy of at least ten years.
- E. All Temporary Signs shall be constructed using suitably durable materials.

11.2.4 Sign Maintenance

- A. All Signs shall be maintained in good condition.
- B. Any Sign or Sign component shall be promptly repaired or replaced if it:
 1. Is damaged or deteriorated;
 2. Constitutes a danger or hazard to public safety; or
 3. Is reasonably determined by the Director, by reason of its appearance as viewed at ground level from the public Right-of-Way or from neighboring properties, to:
 - a. Be detrimental to property value;
 - b. Be offensive to the senses; or
 - c. Reduce the aesthetic appearance of the area.
- C. Maintenance of a Sign shall include all of the following:
 1. Periodic cleaning.
 2. Replacement of defective light sources.
 3. Repair or replacement of any faded, peeled, cracked, or otherwise damaged or broken parts.
 4. Any other activity necessary to restore the Sign to compliance with the requirements of the Sign permit issued for its installation and the provisions of this Article.

Sec. 11.3 – Permanent Signs

Paragraphs:

11.3.1 Signs Permitted in All Zoning Districts

11.3.2 Residential District Signage

11.3.3 Non-Residential District Signage

11.3.1 Signs Permitted in All Zoning Districts

- A. Flags and Flag Poles.
1. Each Sign Premises may contain one flagpole bearing one or more Flags, except as otherwise permitted under Section 11.5.2, Master Sign Program.
 2. A flagpole shall not exceed a height of 25 feet when accessory to a residential use. In all other situations, a flagpole shall not exceed the higher of:
 - a. 30 feet; or
 - b. 1.25 times the height of any Building within 200 feet of where the flagpole is to be constructed, but in any event not to exceed 50 feet.
 3. The length of a Flag shall be no greater than one-fourth of the height of the flagpole.
 4. A Flag shall not encroach beyond the Sign Premises.
 5. A Flag shall not create a safety hazard.
- B. Sign Walkers. Sign Walkers are permitted subject to the following:
1. Sign Walkers are prohibited in parking aisles or stalls, in driving lanes or driveways, and in areas designated as construction zones.
 2. Sign Walkers are prohibited from operating in any manner that obstructs visibility or movement of pedestrians, motorists, or cyclists.
 3. Signs displayed by Sign Walkers shall not include any form of illumination, animation, or attachment.
 4. Signs displayed by Sign Walkers shall not exceed eight square feet in area.
- C. Vehicle Signs. Vehicle Signs may be displayed only when all of the following conditions are met:
1. Signs must be painted on or applied directly to the vehicle and may not extend beyond the horizontal or vertical profile of the vehicle.
 2. Signs shall not be mounted in the bed of a truck.
 3. The vehicle displaying the Sign must be operable, registered, licensed, and driven at least once a week.
 4. The vehicle displaying the Sign must be parked in a legal parking space.

11.3.2 Residential District Signs

The following Signs are permitted in Residential Districts:

- A. General Regulations. Signs permitted in Residential Districts are subject to the following requirements:

1. All Signs shall be displayed on the Sign Premises.
 2. Temporary Signs in residential areas are subject to the requirements of Section 11.5, Temporary Signs, and each Temporary Sign must be clearly labeled with the name and telephone number of the Sign owner.
 3. Signs shall not exceed six feet in height unless attached to a wall or Structure.
 4. Each single-family residential Sign Premises shall be allowed a cumulative Sign Area of six square feet with no limit on the number of Signs.
 5. For multi-family uses, each residential unit shall be allowed a cumulative Sign Area of five square feet with no limit on the number of Signs.
 6. Signs have no display period limitations.
 7. Signs may not advertise off-site commercial activities.
- B. Freestanding Monument Signs. Monument Signs are permitted in the MFR and MHR District, subject to the following:
1. Multi-family residential complex containing eight Dwelling Units or more, including apartments, condominiums, manufactured home parks, recreational vehicle parks, and similar uses, shall be allowed Freestanding Monument Signs.
 2. One Freestanding Monument Sign shall be allowed per Street frontage of the Sign Premises.
 3. Signs shall not exceed 32 square feet in area and 6 feet in height.
 4. Notwithstanding the requirements of this section, a Freestanding Monument Sign denoting the entrance to a Subdivision shall comply with the following:
 - a. The Sign shall be placed at the entrance of the Subdivision or complex.
 - b. The Sign shall be limited to two Signs at each entrance of the Subdivision.
 - c. The Sign Area of all signage at a Subdivision entrance shall not exceed 100 square feet.
 - d. The Sign shall be setback a minimum of one foot from any property line.
 - e. The Sign shall not include an Electronic Message Display.
 5. Replacement of Legal Nonconforming Sign: For any Freestanding Monument Sign that conforms to this Article and replaces an existing Legal Nonconforming Sign, the Director may grant an additional 20 percent of Sign Area for the conforming replacement Freestanding Sign.
- C. Wall Signs. Wall Signs are permitted in Residential Districts, subject to the following:
1. Wall Signs may be mounted flush, angled, bowed or perpendicular to the Wall.
 2. A single-family residence shall be allowed one Wall Sign, not to exceed three square feet.
 3. Wall Signs on single-family residences shall not be placed higher than 6 feet above finished grade.
 4. Multi-family residences shall be allowed one Sign per Dwelling Unit, not to exceed three

square feet.

5. A multi-family residential complex containing eight dwelling units or more shall be allowed a maximum of 32 square feet of wall signage per Street Frontage.
6. Illumination of signage shall be prohibited except for multi-family residential complexes containing eight Dwelling Units or more.
7. Notwithstanding the requirements of this section, a Wall Sign denoting the entrance to a Subdivision shall comply with the following:
 - a. The Sign may be mounted on a perimeter or landscape wall on both sides of a main entrance of the Subdivision or complex.
 - b. The cumulative area of the Wall Signs shall not exceed 100 square feet.
 - c. The Sign shall not include an Electronic Message Display.

11.3.3 Non-Residential District Signs

The following Signs are permitted in all Non-Residential Districts as described below.

A. Awning Signs.

1. An Awning Sign shall be allowed in lieu of, or in conjunction with, a Wall Sign.
2. Awning Sign Area shall be calculated as part of the allowable area for Wall Signage for any given elevation.

B. Directory Signs.

1. Each Sign Premise shall be allowed one Directory Sign at each entrance on each Street frontage.
2. Sign height shall not exceed eight feet.
3. Sign Area shall not exceed 40 square feet.
4. Signs shall be located at least 100 feet from any abutting Street Right-of-Way unless a Building or other Structure blocks the Sign's visibility from the Street.



C. Drive-Through Signs.

1. Drive-Through Signs may be freestanding or wall-mounted.
2. Drive-Through Signs shall be limited to two Signs per drive-through lane.
3. Each Drive-Through Sign shall be no greater than ten feet in height.
4. Each Drive-Through Sign shall be located adjacent to a drive-through lane.
5. Drive-Through Signs may include Electronic Message Displays subject to the requirements and limitations of Section 11.3.3.D (Electronic Message Displays), except that the display may occupy the entire area of the Sign face.
6. Sound emitted by drive-through Signs shall not be audible from any residential use in a Residential Zoning District.

D. Electronic Message Displays.

1. Electronic Message Displays are permitted as an integral component of either of the following:
 - a. A permitted Freestanding Sign.
 - b. A Sign type whose regulations refer to this Section, subject to any additional limitations on Electronic Message Displays set forth in that Sign type's regulations.
2. Except as provided Section 11.3.3.C, Drive-Through Signs, Electronic Message Displays may occupy up to 50 percent of the allowable area of a Sign face.
3. Electronic Message Displays may be full color and shall consist only of static messages that change not more frequently than once every 7.5 seconds.
4. Electronic Message Displays messages must transition by instant change method. Scrolling, travelling, flashing, full-motion video, use of sound, and similar operational effects are prohibited.
5. An Electronic Message Displays visible from an existing residential use in a Residential Zoning District shall be installed a minimum of 150 feet from the property line of that residential use.

E. Freestanding Interstate Signs.

1. Freestanding Interstate Signs shall be subject to the following:
 - a. A Freestanding Interstate Sign is allowed for a commercial Sign Premises that is:
 - i. A minimum of one acre in size, and
 - ii. Within 250 feet of the interstate Right-of-Way or within 250 feet of the railroad Right-of-Way.
2. One Freestanding Interstate Sign shall be allowed for each Sign Premises.
3. A Freestanding Interstate Sign shall not exceed a height of 60 feet.
4. A Freestanding Interstate Sign shall not exceed an area of 370 square feet.
5. A Freestanding Interstate Sign shall not be located within 600 feet of another Freestanding Sign.
6. A Freestanding Interstate Sign shall be a minimum of 500 feet from the property line of any existing residential use.
7. A Freestanding Interstate Sign may include an Electronic Message Displays component subject to Section 11.3.3.D, Electronic Message Displays.

F. Freestanding Monument Signs.

1. Number of Signs:
 - a. One Signs shall be allowed per Street frontage of Sign Premises provided that the Sign Premises has a minimum Street frontage of 100 feet.
 - b. Two Signs shall be allowed per Street frontage for Sign Premises with 600 feet or

more of Street frontage, and more than one entrance to the Sign Premises on that frontage. For streets over 600 feet, one additional Freestanding Monument Sign shall be permitted for each additional 300 feet of Street frontage.

2. Sign Location. All Freestanding Monument Signs shall be spaced at least 75 feet from another Freestanding Sign.
 3. Sign Area.
 - a. All Sign Premises: A Freestanding Monument Sign Area shall not exceed 40 square feet for a single tenant Sign Premises. The Sign Area for Sign Premises occupied by two or more tenants shall not exceed 80 square feet.
 - b. Sign Premises, Intermediate: A Sign Premises with at least 600 linear feet, but less than 1200 linear feet of Street frontage may have one Freestanding Monument Sign with up to 200 square feet of Sign Area
 - c. Sign Premises, Large: A Sign Premises with at least 1200 linear feet of Street frontage may have one Freestanding Monument Sign with up to 370 square feet of Sign Area.
 4. Sign Height.
 - a. All Sign Premises: A Freestanding Monument Sign Area shall not exceed ten feet in height.
 - b. Sign Premises, Intermediate: A Sign Premises with at least 600 linear feet, but less than 1200 linear feet of Street frontage may have one Freestanding Monument Sign with a height of 20 feet.
 - c. Sign Premises, Large: A Sign Premises with at least 1200 linear feet of Street frontage may have one Freestanding Monument Sign with a height of 35 feet.
 5. Signs shall be set back a minimum of five feet from any road Right-of-Way, and 30 feet from any residential area property line.
 6. Replacement of Legal Nonconforming Sign: For any Freestanding Monument Sign that conforms to this Article and replaces an existing Legal Nonconforming Sign, the Director may grant an additional 20 percent of Sign Area for the conforming replacement Freestanding Sign.
- G. Shingle Signs.
1. Shingle Signs shall be limited to one per tenant space frontage and shall be located at a point of public access.
 2. Shingle Sign Area shall not exceed six square feet.
 3. A Shingle Sign shall be located in front of the tenant space it advertises and shall be suspended from a covered porch, walkway, extended roof or similar Building architectural element.
 4. A minimum clearance of eight feet shall be maintained between the sidewalk grade and the bottom of a Shingle Sign.

H. Wall Signs.

1. General Design and Structural Guidelines

- a. Wall Signs may be mounted flush, angled, bowed, or perpendicular to the wall.
- b. Wall Signs shall not extend above the roofline or the wall at the top of the parapet, whichever is higher.
- c. Wall Sign lettering shall be proportionate to Building façade.
- d. Wall Sign components, such as junction boxes, disconnect switches and other utility connections, shall not be visible from the Buildings front façade.
- e. Locations. Wall Signs shall:
 - i. Be allowed on no more than three elevations of any building.
 - ii. Only be placed on the first and top stories of a multi-story building.

2. Wall Sign Area.

- a. The allowable Wall Sign Area shall be calculated at a rate of 2.5 square feet for each linear foot of a Building Elevation or tenant space Frontage.
- b. Any Building that is 500 feet or more from the principal City Right-of-Way that provides access to the Building may have a Wall Area calculated at a rate of 3 square feet for each linear foot of a Building Elevation or tenant space Frontage.
- c. Wall Sign Area shall not exceed 30 percent of the total area of the wall façade on which the Wall Sign is located.

I. Window Signs:

- 1. A Window Sign may be painted on, adhered to, or suspended behind a glass door or window surface, subject to the following:
 - a. Window Signs shall cover no more than 40 percent of the window upon which the Sign is displayed.
 - b. Window Signs shall only be displayed on first floor windows.
 - c. Window Signs shall only be internally illuminated.
 - d. Portions of Window Signs consisting of electronic message displays shall be limited to five square feet and shall be subject to the requirements of Section 11.3.3.D, Electronic Message Displays.

Sec. 11.4 – Temporary Signs

Paragraphs:

- 11.4.1** **General Requirements**
- 11.4.2** **Temporary Signs in All Districts**
- 11.4.3** **Temporary Signs in Non-Residential Districts**

11.4.1 General Requirements

The requirements set forth in this section apply to all Temporary Signs.

- A. Temporary Signs shall be constructed of fabric, plastic, wood, metal, or similar durable weather-resistant materials.
- B. Temporary Signs shall be maintained free of chipped paint, cracks, loss of text or graphics, or similar defects.
- C. No temporary Sign shall be placed upon any other Sign assembly, utility pole, authorized traffic control device, utility box, fence, freestanding wall, boulder, tree, planter, vehicle, or similar Structure.
- D. Temporary Signs shall be placed in a manner that prevents displacement during adverse weather conditions and does not result in a safety hazard to the public.
- E. Except as expressly allowed by this Section, Temporary Signs shall not be located within the public Right-of-Way.
- F. Temporary Signs shall not interfere with the free movement of pedestrians, bicycles, or vehicles.
- G. Temporary Signs shall not include amplified sound, animation, motion, or attachments such as balloons, flags, streamers, pinwheels, or ribbons, except as specifically authorized by Section 11.4.3.C, Inflatable Signs.
- H. Temporary Signs shall not be illuminated other than by ambient light present on the Premises or by existing illumination intended for other uses.
- I. Temporary Signs in Residential Districts are subject to the requirements of Section 11.5, Temporary Signs, and each Temporary Sign must be clearly labeled with the name and telephone number of the Sign owner, and subject to the following:
 - 1. Each single-family residential Sign Premises shall be allowed a cumulative Sign Area of six square feet with no limit on the number of Signs.
 - 2. For multi-family uses, each residential unit shall be allowed a cumulative Sign Area of five square feet with no limit on the number of Signs.
 - 3. Signs shall not exceed 6 feet in height unless attached to a wall or Structure.
 - 4. Signs shall not advertise offsite commercial activities.
- J. All temporary Signs require a Sign permit except Portable Signs, Section 11.4.3.D, Portable Direction Signs, Section 11.4.2.A, and Temporary Signs in residential areas (see Section 11.1.5, Exempt Signs).

11.4.2 Temporary Signs in All Districts

Portable Directional Signs are allowed in all Zoning Districts, subject to the regulations of Section 11.4.1, General Requirements and the following:

- A. Each Sign must be clearly labeled with the name and telephone number of the Sign owner.
- B. Each Sign may not exceed six square feet in area and 30 inches in height.
- C. No more than eight Signs may be placed:
 - 1. Directing the public to any particular location (e.g., real estate open house),
 - 2. Directing the public to any particular event, or
 - 3. With any particular non-commercial message.
- D. Signs directing the public to a property or event must be located within two miles of the property or event.
- E. All Signs with any particular non-commercial message must be located within a two-mile radius of one another.
- F. One Sign may be placed at each major change in travel direction along the route leading to the property or event.
- G. On routes with infrequent major changes in travel direction, Signs may be located at each Street intersection.
- H. No Sign shall be placed within a 20-foot radius of another Sign authorized by this section.
- I. Signs shall only be displayed between sunrise and sunset and must be removed daily.
- J. Signs shall not be displayed more than four days in any week.
- K. Signs shall not be placed within a median, sidewalk, multi-use path, or any location that would create an obstacle or safety hazard for pedestrians.
- L. Signs may be placed in the public Right-of-Way subject to the following additional requirements:
 - 1. On curbed roadways, Signs within the public Right-of-Way shall be placed at least two feet from the back side of the curb and at least two feet from a sidewalk or shared-use path.
 - 2. On roadways without curbs, Signs within the public Right-of-Way shall be placed at least six feet from the edge of the paved surface.
 - 3. Signs shall not be placed between a shared-use path and the paved surface of the roadway unless there is adequate distance to maintain a six-foot setback for the Sign from the edge of the roadway and a two-foot setback for the Sign from the edge of the path.
- M. For purposes of this section, an event is one of the following:
 - 1. A non-commercial assembly.
 - 2. A yard sale in a residential area.

11.4.3 Temporary Signs in Non-Residential Districts

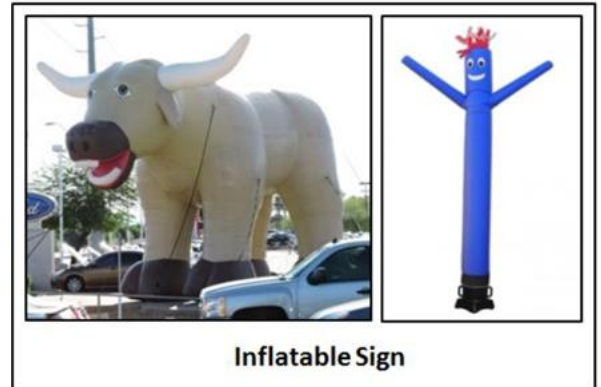
The following Temporary Signs are allowed in Non-Residential Districts subject to the regulations of Section 11.4.1, General Requirements, and the following:

- A. Banners.
 - 1. Shall be displayed on the Sign Premises.
 - 2. Shall be limited to one Temporary Sign per business.
 - 3. Building-mounted Banners shall not exceed a height of 25 feet or the top of the parapet, whichever is less.
 - 4. Freestanding Banners shall not exceed a height of ten feet above grade.
 - 5. Sign Area shall not exceed 40 square feet.
 - 6. May be displayed up to 21 days, four times per calendar year per business.
 - 7. Roadway Construction Business Identification Banner: An existing use within both a Non-Residential District and an area subject to long-term or substantial road construction activity performed by the City, other public entity, or utility company may display one Roadway Construction Business Identification Banner on each adjacent Street frontage of Sign Premises. The Banner may remain on the Sign Premises during the period of construction.
- B. Development Activity Signs.
 - 1. Shall be displayed on the Sign Premises.
 - 2. Signs may be displayed at the beginning of the duration of development activity and shall be removed within seven days after the completion of the duration of the activity. The duration of an activity is the period of time between any of the following:
 - a. From Site Plan approval to the earlier of:
 - i. The completion of the improvements shown on the Site Plan or Plat, or
 - ii. The second anniversary of the Site Plan approval.
 - b. From the issuance of a Building Permit for a development project to the earliest of:
 - i. The issuance of a Certificate of Occupancy,
 - ii. The final inspection approval, or
 - iii. The second anniversary of the issuance of the Building Permit.
 - c. From the date of listing a property for sale or lease to the earlier of:
 - i. The consummation of the sale or lease or
 - ii. The second anniversary of the listing date.
 - 3. The total area for Development Activity Signage shall not exceed 300 square feet, subject to the following:
 - a. No more than three Signs shall be allowed per Street frontage.
 - b. Each Sign shall not exceed eight feet in height.

c. Each Sign shall not exceed 32 square feet in area.

C. Inflatable Signs.

1. Shall be displayed on the Sign Premises.
2. May be displayed in conjunction with a special event or activity.
3. May be displayed for a period of up to three consecutive days and no more than two display periods shall be allowed per calendar year.
4. No more than two Signs may be displayed concurrently on a Sign Premises.
5. Shall be setback a distance equal to or greater than the height of the Sign from all property lines.
6. Shall maintain 18 feet of clearance from overhead utility lines.
7. Shall be placed and operated in accordance with applicable Building and fire codes including proper anchoring to the ground.
8. Shall not be placed on the roof of any Building or Structure.



D. Portable Signs.

1. Shall be limited in quantity to one per business.
2. Must be located within 30 feet of a Building entrance on the Sign Premises.
3. May only be displayed during hours of operation and must be removed at the end of each business day.
4. Sign Area shall not exceed 12 square feet.
5. Each Sign must be clearly labeled with the name and telephone number of the Sign owner.

E. Quill Signs.

1. Shall be displayed on the Sign Premises.
2. One Sign per 100 linear feet of Street frontage up to six Signs per Frontage.
3. A maximum of two Signs may be displayed for any business.
4. Each Sign shall not exceed ten feet in height.
5. Each Sign shall not exceed 20 square feet in area.
6. Each Sign shall be no closer than 50 feet to another quill Sign.
7. May be displayed up to 21 days, four times per calendar year per business.

Sec. 11.5 – Sign Permits

Paragraphs:

- 11.5.1 Sign Permit Process**
- 11.5.2 Master Sign Program**

11.5.1 Sign Permit Process

- A. General.
 - 1. The Sign Premises owner or the Sign Premises owner’s representative may apply for a Sign Permit.
 - 2. Except as provided in subparagraph 3 below, a Sign Permit is required prior to constructing, installing, placing, altering, or relocating any Sign within the City.
 - 3. A Sign permit is not required for any of the following:
 - a. Change of Sign Copy;
 - b. An exempt Sign as defined in this Article;
 - c. A Sign allowed by a state or federal law preemption of this Article; or
 - d. Sign maintenance that does not change the design of the Sign.
- B. Permit fees. Upon approval of an application for a Sign Permit, the applicant shall pay the applicable fee assessed in accordance with the City’s adopted fee schedule.
- C. Application.
 - 1. A Sign permit application shall be submitted to the PZD for all Signs requiring a permit.
 - 2. A Sign permit application must be accompanied by all items required by the Sign Permit application checklist.
- D. Approval.
 - 1. The Director or designee approves all Sign Permits, and approved plans shall be stamped, signed, and dated by the Director or designee.
 - 2. The applicant may appeal the Director’s decision to the Board of Adjustment, pursuant to Section 3.7.
- E. Indemnification. As a condition to the issuance of a Sign Permit as required by the Sign standards, all persons engaged in installing any Signs that involve, in whole or part, the erection, alteration, relocation, maintenance or other Sign work in, over or immediately adjacent to a public Right-of-Way or public property so that a portion of the public Right-of-Way or public property is used or encroached upon by the sign installer in the said Sign work, shall agree to hold harmless and indemnify the City, its officers, agents and employees from any and all claims of negligence resulting from said erection, alteration, relocation, maintenance or other Sign work.
- F. Permit suspension or revocation. The Director may suspend or revoke a Sign Permit issued as a result of the applicant’s material omission or misstatement of fact. The Director shall give notice of any suspension or revocation to the applicant and to the Sign Premises owner.

11.5.2 Master Sign Program

- A. Purpose.
 - 1. To allow flexibility in the standard provisions of this Article to respond to a unique physical condition or a special need, event, or activity relating to a Sign Premises in exchange for better design while still meeting the general intent of this Article.
 - 2. To promote:
 - a. A unifying, consistent and aesthetic design theme in the form of architectural style, shapes, textures, colors, and materials used on a scale from an individual Lot to a development complex;
 - b. A well-organized visual environment with Signs located and spaced or grouped together to reduce a disorganized appearance and improve the appearance of affected Street frontage;
 - c. Proportionality in Sign Area and height to integrate with the buildings, architecture, and landscape of the site; and
 - d. The use of high-quality materials.
 - 3. To maintain Sign legibility and promote traffic and pedestrian safety and wayfinding.
 - 4. To avoid obstructing significant scenic views from the Right-of-Way.
- B. Standards. The Director or its designee shall review and approve a Master Sign Program that contains or meets the following:
 - 1. Includes non-residential developments, multi-tenant buildings, or mixed-use developments.
 - 2. Provides for design compatibility of all Signs and establishes and maintains a consistent design theme within a development.
 - 3. Substantially conforms with the general intent of this Article but may establish reasonable and appropriate alternatives to the Sign provisions contained herein.
 - 4. Defines design standards, including but not limited to Sign types, placement and location, size, design, colors, materials, textures, and methods of illumination.
 - 5. Shall identify and describe the development project, including reasons for the alternative signage provisions.
- C. Application.
 - 1. The applicant shall submit a complete Master Sign Program request according to the PZD requirements and fees.
 - 2. Master Sign Program applications may include the number of Signs, the location of Signs, the time period of the Signs, the maximum height, and the maximum Sign Area.
 - 3. Through a Master Sign Program, the Director may approve Signs in the City Right-of-Way.

4. Applications shall not include Billboards or other Signs not otherwise permitted by this Article.

D. Review and Approval.

1. The Director or designee shall review a Master Sign Program submittal and may approve, approve with conditions, or deny the request based on this Section. An approved Master Sign Program shall be stamped, signed, and dated by the Director or designee.
2. If a Sign is proposed for location within the Right-of-Way, review and approval by the City Engineer shall be required.
3. Written permission by the property owner for any Sign on private property shall be required.
4. The applicant may appeal the Director's decision to the Board of Adjustment, pursuant to Section 3.7.

Sec. 11.6 – Enforcement

Paragraphs:

- 11.6.1 Classification and Enforcement**
- 11.6.2 Unsafe Signs**
- 11.6.3 Abandoned Signs**
- 11.6.4 Sign Removal and Disposal**

11.6.1 Classification and Enforcement

A violation of this Article is deemed a nuisance and is punishable as a civil infraction pursuant to the City Code, Chapter 12 and Section 16-26.a.

11.6.2 Unsafe Signs

- A. The Director, City Engineer, or Fire Marshall have the authority to determine when a Sign or Sign Structure is unsafe based on objective and recognizable elements of the Sign and/or its Structure.
- B. Any Sign and/or Sign Structure deemed unsafe is hereby deemed a nuisance and is punishable as a civil infraction and shall be enforced pursuant to the City Code, Chapter 12 and Section 16-26.a.
- C. The City may immediately remove unsafe Signs without notice to the Sign owner pursuant to Section 11.6.4, Sign Removal and Disposal.

11.6.3 Abandoned Signs

- A. The Director shall, upon determining that a Sign is an Abandoned Sign, give notice to the Sign owner that the Sign is deemed an Abandoned Sign.
- B. Within 30 days after the notice date, the Sign owner shall take one of the following actions:
 - 1. Remove the Sign and its supporting Structure;
 - 2. Remove the Sign Face and replace it with a blank Sign Face; or
 - 3. Reverse the Sign Face and not illuminate the Sign from the interior.

11.6.4 Sign Removal and Disposal

- A. Removal of Signs by City; Notice; Cost Recovery.
 - 1. Immediate Removal. The Director or its designee may immediately remove or cause the removal of a Sign without notice to the Sign owner in any of the following circumstances:
 - a. When the Sign poses an immediate threat to public safety.
 - b. The Sign is dangerous or defective.
 - c. The Sign is placed in the public Right-of-Way in violation of this Article.
 - d. The Sign is a prohibited or illegal Sign placed on public property.
 - 2. Notice, Immediate Removal. If possible, when exercising its right to immediately remove or cause the removal of a Sign, the City shall provide the Sign owner with verbal or written

notification of the removal at the time of the removal. The notice shall include the following:

- a. The reason or reasons for the removal.
 - b. The location where the Sign owner may claim the Sign.
 - c. Notification that if the Sign owner does not claim the Sign within 30 business days of the notice, the City may dispose of the Sign, pursuant to this Section.
3. Removal, General. If a Sign placed in violation of this Article does not require immediate removal, the Director or its designee shall provide written notice of violation to the Sign owner.
- a. The notice shall include the following:
 - i. The reason or reasons the Sign is in violation of this Article.
 - ii. Notification that if the Sign is not removed or remediated within five business days of the notice, the City may remove the Sign.
 - iii. The location where the Sign owner may claim the Sign if it is removed.
 - iv. Notification that if the Sign Owner does not claim the Sign within 30 calendar days of the notice date, the City shall dispose of the Sign pursuant to this Section.
 - b. The notice shall be delivered either by personal delivery or, if the City is unable to determine the owner of the Sign, by affixing it to the offending Sign.
 - c. If the offending Sign is not removed within the five-day period, the Director or designee may remove or cause the removal of the Sign.
4. The City may also file a civil complaint against the Sign owner to recover the costs of removing the sign.
5. Neither the suspension nor revocation of a Sign permit, nor the removal of a Sign by the City, shall be a defense against prosecution

B. Disposal of Signs.

1. A Sign removed in accordance with this Article may be impounded as evidence or disposed of as abandoned property unless claimed by the owner within 30 days.
2. Any Sign removed by the Director or designee, pursuant with the provisions of this Article, shall become the property of the City and may be disposed of or reused in any manner deemed appropriate by the City.
3. The cost of removal of the Sign by the City is considered a debt owed to the City by the Sign owner and/or the Sign Premises owner and is recoverable in civil action filed by the City against such owners. The cost of abatement or removal shall include any and all incidental expenses incurred by the City in connection with the Sign abatement or removal.