

ATTACHMENT 2

[The Draft 2 revisions to Draft 1 are shown in red.]

Chapter 18.79 - SIGN STANDARDS

18.79.010 – Purpose.

- A. It is the purpose of this chapter to authorize the use of signs that:
1. Provide opportunities for equitable free speech and identification and essential communication, enabling wayfinding, retaining businesses and promoting economic development;
  2. Encourage legibility of sign information along street frontages, reduce visual clutter, and encourage the clearest possible visual perception of existing uses and existing signs;
  3. Promote signs that are appropriate to the type of activity to which they pertain, well-designed, of appropriate scale, and appropriately integrated into the built and natural environment;
  4. Promote traffic and pedestrian safety: minimize risk of personal injury and property damage from unregulated and improper sign placement and construction;
  5. Protect astronomical observation by protecting dark skies and minimize light intrusion onto adjacent property; and,
  6. Encourage an aesthetic appearance compatible with the surrounding human and natural environment along street frontages, improving the quality of the visual appearance of the community, and the ~~clear~~ visibility of the natural environment.
- B. Whenever a conflict arises in the enforcement of this chapter or more than one interpretation is possible, the purpose shall serve as a guideline in reaching a decision.

18.79.020 - General.

- A. A sign shall comply with the Pima County building codes (Title 15).
- B. A permit is required for all signs unless otherwise stated.

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- C. No sign shall be installed, placed, or maintained within unincorporated Pima County except in conformance with this chapter or as allowed by a state or federal law preemption of this chapter.
- D. If provisions of this chapter are in conflict with any other provision of the code, the more restrictive requirement shall apply.
- E. No sign shall cause a safety hazard for pedestrians or vehicles.
- F. No content restrictions.
  - 1. Any sign allowed under this chapter may contain, in lieu of any other copy, any otherwise lawful message that complies with applicable dimension, lighting, design, spacing, and approval requirements of this chapter.
  - 2. This chapter 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 allows any non-commercial message.

### 18.79.030 - Definitions and sign types.

#### A. Definitions "A".

1. Abandoned sign: A sign which advertises, identifies or gives notice of a use which is no longer in operation or an activity which has already occurred. A permanent, on-site sign which applies to a temporarily-suspended use shall not be deemed to be abandoned unless the suspension exceeds one year.

2. A-frame sign: A portable sign typically constructed of wood or plastic that folds out to form the shape of an "A".

#### B. Definitions "B".

~~C. Balloon sign: An airtight bag filled with helium, hot air, or other gas, that is anchored to a building or structure with rope, cable or similar material.~~

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~~1D.~~ Banner: A temporary sign constructed of a flexible material hung or attached to a building, wall or fence on which copy or graphics may be displayed.

~~2E.~~ Billboard: An off-site sign displaying advertising sign copy that is pasted, painted or fastened in a manner to permit its periodic replacement and that does not pertain to the sign location.

~~3F.~~ Building frontage: The measurement between two straight lines projecting from the outermost edges of a building or tenant space wall that are perpendicular to a straight line running along the ground level of the front of the measured wall.

### C. Definitions "C".

~~1G.~~ Change of sign copy: A replacement or modification of the message or design of an existing sign face without modifying the size, shape, framework or structure of the sign. It allows the changing of messages by means of non-electronic sign copy.

~~2H.~~ Concealed sign: A permanent or temporary sign that is within the boundaries of a premises, not legible from adjacent public right-of-way. Examples: indoor sign and a sign located within an outdoor courtyard.

3. Correlated color temperature (CCT): A measurement of how yellow or white/blue emitted light is, as measured in kelvins. A low CCT is the amber end of the light spectrum. High CCT outdoor lighting causes light scattering, diminishing dark skies.

### D. Definitions "D".

~~1I.~~ Danger sign. A sign that is necessary to warn of danger.

~~2J.~~ Development complex: A site, having common vehicular access points, which is subject to the development plan requirements of Development Plan Standards (Chapter 18.71), including waiver.

~~3K.~~ Drive-through sign: An on-site sign of a drive-through or drive-in use.

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E. Definitions "E". Reserved.

F. Definitions "F".

1. Flag: A piece of cloth or similar material on a pole or rope used as a marker, symbol or emblem of a country or institution or as a decoration during an event.

2. Freestanding sign: An on-site sign erected or mounted on a self-supporting, permanent base detached from supporting elements of a building. Does not include a billboard sign.

3. Freestanding interstate style sign: A sign not supported by another structure and located along an interstate such as I-10 and I-19.

G. Definitions "G".

1. Governmental 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.

H. Definitions "H". Reserved.

I. Definitions "I".

1. Illuminated sign: A sign that uses any artificial light either projecting through its surface or reflecting off its surface.

a. Conventional internally illuminated sign: A sign made visible in darkness by a source of light, concealed or contained within the sign that shines through a translucent surface.

b. Electronic message display sign: An on-site sign with an electronically activated changeable message. Does not include a digital billboard.

c. Externally illuminated sign: A sign with illumination derived entirely from an external, artificial source.

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d4. Indirectly illuminated sign: A sign with a light source that is not seen directly.

2P. Inflatable or air activated signs: Structures which are inflated or activated by air and used for advertising purposes.

J. Definitions "J". Reserved.

K. Definitions "K". Reserved.

L. Definitions "L".

1Q. Landscape area: The square footage of a ground cover surrounding a sign creating an aesthetic effect by the use of plant material and inorganic material including but not limited to grass, trees, shrubs, planters, brick, stone, natural forms, water forms, aggregate and other landscape features, but not including the use of concrete, asphalt or outdoor carpeting.

2R. Landscaping ratio: The relationship between the landscape area surrounding a sign and the sign area.

3S. Legal nonconforming sign: A sign that was legally installed in conformance with all applicable sign regulations and ordinances in effect at the time of its installation, but that does not comply with current regulations.

M. Definitions "M".

1. Maximum luminous intensity: The maximum allowed of the measure of the amount of light that a point source radiates in a given direction. It is measured in candles or nits with one nit equivalent to one candela per square meter.

N. Definitions "N". Reserved.

1F. Neon sign: An electric sign lighted by long luminous gas-discharge tubes that contain rarefied neon or other gases, and that are bent to form letters, shapes, and other sign adornment.

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2U. Non-residential area: Areas with business and industrial zoning, and areas with residential or rural zoning with an approved development plan or conditional use permit. An approved subdivision plat in its entirety as a site, not as individual lots, may be considered non-residential.

### O. Definitions "O".

1V. Off-site sign: A sign that is not on the site of the subject use.

2W. On-site sign: A sign directing attention to a use, activity, facility, product or service existing at the property on which the sign is placed.

### P. Definitions "P".

1X. Political sign: A temporary sign relating to a political candidate, political party or issue in a public election, as allowed by Arizona Revised Statutes.

2Y. Portable sign: A freestanding, moveable sign not permanently affixed to any building, structure, or embedded into ground. Examples include A-frame signs and T-frame signs.

### Q. Definitions "Q". Reserved.

### R. Definitions "R".

1Z. Residential area: Areas with residential or rural zoning with no approved development plan or conditional use permit.

2AA. Roofline: The top edge of the roof or the top of the parapet, whichever forms the top line of the building silhouette.

3BB. Roof sign: A sign that projects above the roofline of a building to which it is attached.

### S. Definitions "S".

1CC. Sign: A name, identification, description, display or illustration affixed to or painted or represented directly or indirectly on a building or other outdoor surface that directs attention to or is designed or intended to direct attention to the sign

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face or to an object, product, place, activity, person, institution, organization, or use.

~~2DD~~. Sign area allotment: The allowed amount of identification sign area.

~~3EE~~. Sign copy: Any word, letter, logo, number, design, figure or other symbolic representation incorporated into a sign.

~~4FF~~. Street frontage: Measured as the length of a lot or development fronting on a public or private street.

~~5GG~~. Suspended sign: Signs hanging from an awning, from a canopy, a covered walkway, porch, roof overhang, or a sign projecting from a building.

### T. Definitions "T".

~~1HH~~. 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.

~~2II~~. Tenant space: The area or portion of a building leased by an individual or entity; may include the property owner.

~~3JJ~~. T-frame sign: A portable sign that stands creating the shape of two, joined "T"s.

### U. Definitions "U". Reserved.

### V. Definitions "V". Reserved.

### W. Definitions "W".

~~1KK~~. Wall sign: A permanent sign fastened, attached, or connected to, or supported in whole or in part by, a building or structure.

~~2LL~~. 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.

18.79.040 - Prohibited signs. No person shall erect, alter, or relocate any sign specified in this section, unless regulated elsewhere:

A. Sign types.

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1. Abandoned sign.

~~2. Balloon sign.~~

~~23.~~ Cloth or paper sign attached to the exterior surface of a window or a building except a private, temporary sign in a residential area or as allowed as a banner.

3. Digital billboard.

4. 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 signs with electronic message display components (Sections 18.79.080(B)(10), (D)(8)) or inflatable or air activated signs (Section 18.79.090(D)).

5. Off-site sign, except those specifically allowed.

6. Ribbons, streamers, balloons, or pin flags, except as expressly allowed by the provisions of inflatable or air activated signs (Section 18.79.090(D)).

7. Roof sign or signs projecting above the top of the wall parapet, or roofline, or mounted on a roof.

8. Searchlight.

9. Sound: A sign emitting sound (except a drive-through sign).

10. Statue used for advertising.

B. Signs that obstruct the free and clear vision of motor vehicle operators or signs placed in any location where by reason of position, shape, or color may interfere with, or be confused with, any authorized traffic sign, signal, or device. A sign that because of its intensity of light constitutes a nuisance or hazard to vehicular traffic, pedestrians, or adjacent properties.

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18.79.050 – Exempt signs. The following signs are exempt from the application, permit and fee regulations of this chapter, although the applicable development standards apply and an electrical or building permit may be required:

- A. Concealed sign.
- B. Danger sign: No greater height or size than is required to give the public adequate warning.
- C. Flags: ~~Six~~ Ten or fewer flags with poles no greater than twenty feet in height.
- D. Governmental sign.
- E. House numbers, nameplates and addresses as required by Address Standards (Chapter 18.83).
- F. Memorial signs, tablets or cornerstones, grave markers, headstones, statues, and historical markers or cornerstones, not exceeding eight square feet in area.
- G. Political sign as allowed by Arizona Revised Statutes.
- H. Portable “A” and “T”- frame signs.
- I. Signs on a single-family, residential property of a cumulative sign area of six square feet, not exceeding six feet in height unless attached to a wall or structure, and not illuminated.
- J. Signs attached to a service station pump or signs integrated into the design of an automated bank teller machine.
- K. Vehicle signs that are incidental to vehicle use. Exception: A vehicle that is regularly located for the primary purpose of displaying the sign.
- L. Window signs that comply with the requirements of Sections 18.79.080(E) or 18.79.090(G).

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18.79.060 – Legal nonconforming signs.

- A. Legal, nonconforming signs are allowed, subject to the requirements of this section.
- B. 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; or
  2. Is not relocated, unless at the request or requirement of Pima County so as to comply with applicable safety requirements.
- C. A legal, nonconforming sign shall be rebuilt, repaired, or replaced ~~only~~ in conformance with the provisions of this chapter 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 as a result of fire, lack of maintenance, or other causes; or
  3. Temporarily or permanently moved or removed by any means including an act of God, except as provided in subparagraphs 18.79.060(B)(2) above and 18.79.060(D) below.
- D. Exception: A freestanding ~~identification~~ sign remaining in the same location may be altered, subject to the following conditions:
1. Maximum sign area may be the greatest of:
    - a. That allowed in the residential or non-residential area;
    - b. Fifty percent of the area of the nonconforming sign.
  2. Maximum sign height may be the greatest of:
    - a. That allowed in the residential or non-residential area; or
    - b. Seventy-five percent of the height of the existing sign.

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3. All structural components and braces (such as pipes, angle iron, cables, internal or back framing) are concealed with a pole cover or architectural embellishment.

4. This exception does not apply to electronic message display signs.

18.79.070 – General regulations.

A. Each single-family, residential property is allowed an on-site, cumulative sign area of six square feet, not exceeding six feet in height unless attached to a wall or structure, with no limit on the number of signs. Illumination of signage is prohibited.

B. Measurement:

1. Sign area allotment is measured as the total area covered by the sign copy including a letter, logo, number, design, figure or other symbolic representation incorporated into a sign.



Example: The “sign area” is measured as the total area within the red outline.

2. Sign height is measured as the vertical distance from the average finished grade beneath the sign to the topmost feature of the sign; except that if the sign location has an average finished grade lower than the adjoining grade of the road, the sign height is measured from the top of the curb (or crown of the road nearest the property if no curb exists) to the topmost feature of the sign.

C. Multiple components: A sign which is subject to more than one classification shall meet the requirements for the classification to which each portion is subject.

D. Illumination.

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1. Signs may be illuminated, except where expressly prohibited in this chapter.
  2. A sign shall comply with the standards of the Outdoor Lighting Code (Chapter 15.12).
  3. Sign illumination shall be turned off at close of the use associated with the sign until at least sunrise.
  4. A light source of a sign shall not be visible from:
    - a. Above except as allowed in the Outdoor Lighting Code (Chapter 15.12), and,
    - b. An adjacent property or street.
- E. Permitting.
1. The sign-property owner or the sign-property owner's representative may apply for a sign permit. A sign-property owner's representative shall provide an authorization letter from the owner of the property on which the sign is to be installed.
  2. Except as provided in subparagraph 3 below, a sign permit is required prior to constructing, installing, placing, altering, or relocating any sign.
  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 chapter;
    - c. A sign allowed by a state or federal law preemption of this chapter;or,
    - d. Sign maintenance that does not change the design of the sign.
  4. Permit fees. In accordance with the fee schedule adopted by the Board of Supervisors.
  5. Application.

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a. A The sign permit portion of an application shall be submitted for all signs requiring a permit.

b. A The sign permit portion of an application must be accompanied by all items required by the sign permit portion of an application checklist.

6. Permit suspension or revocation. In addition to enforcement pursuant to Chapter 18.95 (COMPLIANCE AND ENFORCEMENT), the zoning inspector may suspend or revoke a sign permit issued as a result of the applicant's material omission or misstatement of fact. The planning official shall give notice of any suspension or revocation to the applicant and to the sign-property owner.

F. Address identification. A sign shall conform to the requirements of Chapter 18.83 (ADDRESSING STANDARDS) and the Official Address Guide for Pima County, Arizona.

18.79.080 – Regulations by permanent sign type.

A. Billboard. A billboard is allowed in the CB-2, CI-1, CI-2, and CI-3 zones subject to:

1. General:

a. Minimum clearance: Ten feet.

b. Maximum faces per sign: Two.

c. No illumination.

d. Maximum number of signs per site: None.

e. Landscaping ratio: None.

f. No on-site use sign shall be a part of or attached to a billboard.

g. No sign face area or object shall extend beyond the surface or rectangular perimeter of the billboard face.

h. All visible portions of the supporting structure shall be an earthtone shade of brown or green.

i. A billboard shall not be located:

i. Within 200 feet of a residential zone or 100 feet of a building erected prior to the issuance of the billboard permit.

ii. On a designated scenic route, excepting:

a) Interstate 10.

b) Interstate 19.

c) Those portions of State Highway 85 and 86 between the Tohono O'dham Reservation, the Pinal County line and the boundary of the Organ Pipe National Monument.

iii. On a lot or parcel with a building or structure. A billboard constructed after November 19, 1985, shall be removed prior to the issuance of a certificate of occupancy for a building on the same lot or parcel, subject to the requirements of ARS §11-812.

**j. Two-for-one (2 for 1) Replacement of Billboard Support Structure.**  
A billboard with a wooden support structure may be replaced with a metal support structure for a billboard of the same sign area provided it meets the following requirements:

i. Illumination: None;

ii. Maximum height: 24 feet;

iii. A second existing billboard with a wooden support structure is removed within 30 days of the issuance of a permit for the replacement support structure.

2. A billboard within 300 feet of a county road constructed after January 1, 1984, or a billboard within a CB-2 zone shall require a sign use permit issued by the board of supervisors. The permit shall may be: issued after a public hearing for which all owners of property within 600 feet of the proposed billboard have been notified by mail and subject to the requirements of 18.79.080(A)(1)(f) through (A)(1)(j), (A)(2),

(A)(3); and, in conformance with the following purpose statement which shall serve as a guideline in reaching a decision:

a. It is the purpose of this subsection to establish a framework of comprehensive sign standards for Pima County that reflect the community decision to preserve and enhance the natural, scenic desert environment of Pima County and to promote the health, safety and welfare of the community.

It is the intent of this subsection to authorize the use of signs that:

i. Encourage an aesthetic appearance compatible with the surrounding human and natural environment along street frontages;

ii. Encourage the clear visibility of the mountain and desert environment and improve the quality of the visual appearance of the community;

iii. Promote signs that are appropriate to the type of activity to which they pertain;

iv. Encourage legibility of sign information along street frontages;

v. Protect astronomical observation and minimize light intrusion onto adjacent property; and

vi. Reduce visual clutter and glare in order to promote traffic and pedestrian safety and encourage the clearest possible visual perception of existing adjacent businesses and existing signs.

b. The application fee for a public hearing before the board of supervisors concerning a CB-2 zone billboard sign use permit shall be in accordance with the development services fee schedule.

3. CB-2 and CI-1:

a. Maximum area per sign: 75 square feet;

b. Maximum height: 16 feet;

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- c. Minimum setback: 20 feet from any property line.
- d. Not located within 660 feet of another billboard.

4. CI-2 and CI-3:

- a. Maximum area per sign: 300 square feet;
- b. Maximum height: 24 feet;
- c. Minimum setbacks:
  - i. Billboard with an area of 75 square feet or less: 20 feet from any property line and shall not be within 660 feet of another billboard.
  - ii. Billboard with an area of more than 75 square feet: 30-foot front setback and shall not be within 1,320 feet of another billboard.

B. Freestanding. A freestanding sign is allowed subject to:

- 1. Location: On-site; non-residential areas only. Interstate style: a. Within 250 feet from the edge of the interstate right-of-way and within 1,000 feet parallel to the interstate (this area is measured toward the exit or entrance ramp from a point where the centerline of a ramp meets with the edge of the right-of-way of a contiguous road which is part of the interstate interchange); b. Not within 300 feet of another freestanding sign.
- 2. Maximum number of signs per site: One sign per approved access point. Limited access, high volume arterial roadways or roads with speed limits greater than 50 mph, with the exception of interstates: Up to two of the signs may be located on another frontage within the same site. Interstate style: One per site including any style of freestanding sign.
- 3. Maximum area per sign:
  - a. One sign: 81 square feet; or
  - b. Two or more signs: 64 square feet each;

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- c. Hospital: 100 square feet each.
  - d. Limited access, high volume arterial roadways or roads with speed limits greater than 50 mph, with the exception of interstates: 100 square feet each per access point.
  - e. Interstate style: 150 square feet.
4. Maximum height per sign:
    - a. 10 feet;
    - b. Hospital: 20 feet.
    - c. Limited access, high volume arterial roadways or roads with speed limits greater than 50 mph, with the exception of interstates: 15 feet.
    - d. Interstate style: 25 feet above the interstate grade.
  5. A 25 percent increase in the area and height of an illuminated sign is allowed, except a sign with an electronic message display component, if the illumination measures of the Dark Sky Protection Option in Section 18.79.100(A)(4) are met.
  6. Landscaping ratio per sign: 4:1.
  7. Minimum setback: Zero feet.
  8. May include a changeable copy component.
  9. May include additional drive-through signs subject to:
    - a. Maximum number of signs: Two; one additional for more than one drive-through lane;
    - b. Maximum area per sign: 36 square feet;
    - c. Sound emitted shall not be audible from any nearby residential property.
  10. May include an electronic message display component subject to:
    - a. Limited to 50 percent of the allowable area of a sign face;

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- b. Full color is allowed and shall consist only of static or slow fade messages that change not more frequently than once every 7.5 seconds. Scrolling, travelling, flashing, full-motion video, use of sound, and similar operational effects are prohibited;
- c. Light text on dark backgrounds only, where “dark” does not include white, off-white, light gray, cream or yellow colors;
- d. A maximum ~~luminance~~ luminous intensity of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12);
- e. If the sign is visible from an existing residential use and not separated by a street or alley, the sign is installed a minimum of 100 feet from the property line of the residential use.

11. Freestanding signs located along scenic routes shall be monument style as defined in Section 18.77.040(B)(2).

C. Suspended. A suspended sign is allowed subject to:

- 1. Location: On-site; non-residential areas only; near the tenant space.
- 2. Maximum number of signs: One per tenant space.
- 3. Maximum area: Calculated as part of the wall sign area allotment (reference 18.79.080(D)).
- 4. Maximum height: Building height.
- 5. Minimum clearance: Eight feet.
- 6. If a projection sign, maximum projection allowed: Five feet.

D. Wall. A wall sign is allowed subject to:

- 1. Location: On-site; non-residential areas only, with the exception of Section 18.79.070(A); located on tenant space with the multi-tenant building maximum sign area exception of Section 18.79.080(D)(3)(b).
- 2. Maximum number of signs per site: None.

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3. Maximum sign area per building:
  - a. Single tenant building:
    - i. 200 square feet per elevation for building frontages less than or equal to 500 feet;
    - ii. 300 square feet per elevation for building frontages greater than 500 feet.
  - b. Multi-tenant building: Thirty square feet plus 1.5 square feet for each linear foot of building frontage up to 200 square feet per tenant. Exception: If sign is not located on tenant space, maximum sign area is 30 square feet each.
4. Maximum height: First and top stories of a multi-story building; no projection above the roofline. Allowed on parapet walls that are structurally integrated into the original building design; not extensions added to an existing building.
5. A 25 percent increase in the area and height of a sign is allowed, except with an electronic message display component, if the illumination measures of the Dark Sky Protection Option in Section 18.79.100(A) are met.
6. May include a change of sign copy component.
7. May include a drive-through component subject to:
  - a. Maximum area: 36 square feet;
  - b. Maximum height: 8 feet;
  - c. Sound emitted must not be audible from any residential property.
8. May include an electronic message display component subject to:
  - a. Limited to 50 percent of the allowable area of a sign face;
  - b. Full color is allowed and shall consist only of static or slow fade messages that change not more frequently than once every 7.5 seconds.

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Scrolling, travelling, flashing, full-motion video, use of sound, and similar operational effects are prohibited;

c. Light text on dark backgrounds only, where “dark” does not include white, off-white, light gray, cream or yellow colors;

d. A maximum ~~luminance~~ luminous intensity of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12);

e. If the sign is visible from an existing residential use and not separated by a street or alley, the sign is installed a minimum of 100 feet from the property line of the residential use.

E. Window. A window sign is allowed subject to:

1. Location: On-site; non-residential areas only;

2. Maximum area per sign: No more than forty percent (40%) of the window on which the sign is displayed; ~~calculated as part of the wall sign allotment~~. Sign copy on a permanent window sign with letters or symbols no more than three inches high shall not be counted as part of the sign area allotment;

3. Maximum height: First and second floor building windows only;

4. If illuminated, window signs shall only be internally illuminated.

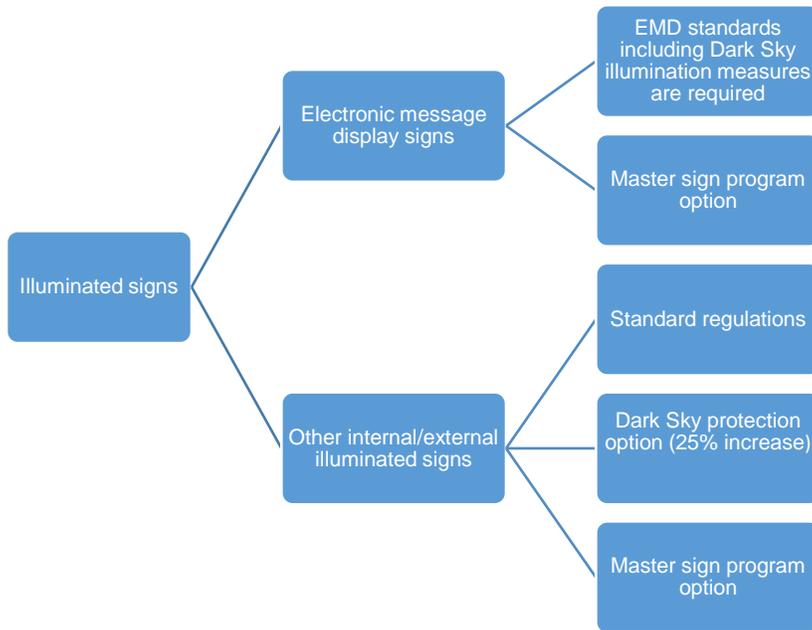


Figure 1.

18.79.090 – Regulations by temporary sign type.

- A. General requirements. Temporary sign types shall not:
1. Interfere with the free movement of pedestrians and vehicles.
  2. Be placed upon any other sign assembly, utility pole, authorized traffic control device, utility box, boulder, tree, planter, or similar structure.
  3. Be placed in a manner that allows displacement during adverse weather conditions and results in a safety hazard to the public.
  4. Include amplified sound, animation, motion or attachments such as balloons, flags, streamers, pinwheels, or ribbons, except as authorized by inflatable or air activated signs (Section 18.79.090(D)).
  5. Be illuminated other than by ambient light present on the property or by existing illumination intended for other uses.
  6. Be off-site, except as expressly allowed by this chapter.

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7. Advertise off-site commercial activities, except as expressly allowed by this chapter.
- B. Temporary signs must be clearly labeled with the name and telephone number of the sign owner.
- C. Banner sign. A temporary banner sign is allowed subject to:
1. Location: On-site;
  2. Maximum number per site: One per street frontage within site;
  3. Maximum area: 60 square feet;
  4. Maximum height: Below the roofline for building-mounted banners;
  5. The maximum, cumulative display time for a banner sign attached to an existing building is 6 months per year; all others are ~~is~~ 120 days per year.
- D. Inflatable or air activated signs. A temporary inflatable or air activated sign is allowed in conjunction with a special event or activity subject to:
1. Location: On-site; non-residential areas only;
  2. Maximum number per site: No more than two inflatable or air activated signs may be displayed concurrently;
  3. Maximum area: None;
  4. Maximum height: 24 feet. Shall not be placed on the roof of any building or structure. Maintain 18 feet of clearance from overhead utility lines;
  5. Minimum setback: A distance equal to or greater than the height of the sign from all property lines;
  6. Placed and operated in accordance with applicable building and fire codes including proper anchoring to the ground;
  7. May be displayed for a period of up to three consecutive days and no more than two display periods per calendar year.
- E. Political signs: Reference Arizona Revised Statutes.

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- F. Portable “A” and “T” – frame signs:
1. Location: On-site; non-residential areas only; within 30 feet of the building entrance;
  2. Maximum number per site: One sign per tenant;
  3. Maximum area: 12 square feet;
  4. Displayed typically on a daily basis but may not exceed 72 hours.
- G. Window sign. A temporary window sign is allowed subject to:
1. Location: On-site; first and second floor windows;
  2. Maximum area: 40 percent of window.

18.79.100 – ~~Flexible option~~ Dark sky protection option and master sign program.

- A. Dark sky protection option.
1. Purpose: To allow increased sign area and height and promote the use of illumination measures to protect dark skies.
  2. Application: Applies to illuminated signs with the exception of electronic message display signs. Does not include billboard signs.
  3. Incentives: A 25 percent increase in the area and height of a sign is allowed subject to meeting the requirements of this section. Submittals are reviewed by and subject to approval, approval with conditions, or denial by the planning official.
  4. Illumination measures. ~~If sign is allowed to be illuminated,~~ in addition to meeting the Outdoor Lighting Code, ~~the a~~ sign shall meet the following:
    - a. An illuminated sign shall be turned off by 9 PM;
    - b. Only the sign copy letters shall be illuminated;
    - c. Externally illuminated signs:
      - i. Full shielding of luminaires;
      - ii. Top-down illumination only;

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- iii. A maximum correlated color temperature (CCT) of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12) for the illumination source;
  - iv. Sign surface contains all of the light;
  - v. Light trespass onto any other property prohibited;
  - vi. A maximum ~~luminance~~ luminous intensity of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12).
- d. Conventional internally illuminated signs:
- i. Light text on dark backgrounds only, where “dark” does not include white, off-white, light gray, cream or yellow colors;
  - ii. A maximum correlated color temperature (CCT) of 30 percent less than allowed by the Outdoor Lighting Code (Ch. 15.12) for the illumination source.
- B. Master sign program.
- 1. Purpose:
    - a. To allow flexibility in the standard provisions of this chapter to respond to a special need, event, or activity in exchange for better design while still meeting the general intent of the chapter;
    - b. To promote:
      - i. 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;
      - ii. 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;

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- iii. Proportionality in sign area and height to integrate with the buildings, architecture, and landscape of the site;
    - iv. The use of high quality materials.
  - c. To protect Dark Skies through the use of illumination measures (Section 18.79.100(A)(4));
  - d. To maintain sign legibility and promote traffic and pedestrian safety;
  - e. To avoid obstructing significant scenic views from the right-of-way.
2. Application: May apply to on-site and off-site signs, and all signs in the right-of-way. The request may include the number of signs, the location of signs, the time period of the signs, the maximum height, and the maximum sign area. Does not include billboard signs. Does not allow sign types not otherwise allowed by the chapter.
3. The planning official shall review the submittal and may approve, approve with conditions, or deny the request based on this section. The applicant may appeal the planning official's decision to the applicable board of adjustment.
4. The applicant shall submit a complete master sign program request according to departmental requirements and fees.
5. If a sign is proposed for location within the right-of-way, review and approval by the Department of Transportation shall be required.
6. Written permission by the property owner for any sign on private property shall be required.
7. Each sign must be clearly labeled with the permit number and the name and contact information of the sign permit applicant.