

ORDINANCE NO. 4300

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, TO AMEND THE CITY'S ZONING ORDINANCE (ORDINANCE NO. 455), ARTICLE VII. (GENERAL PROVISIONS), AND ARTICLE VIII. (SIGN REQUIREMENTS), FOR THE PURPOSES OF MODIFYING THE SIGN REQUIREMENTS FOR TEMPORARY AND SEMI-PERMANENT SIGNS, AND TO REMOVE SPECIAL EVENT SIGN REGULATIONS FROM THE ZONING ORDINANCE AS PROVIDED IN CASE NO. 2-TA-2016.

WHEREAS, the City of Scottsdale wishes to amend the Zoning Ordinance provisions regarding Article VII. (General Provisions) and Article VIII. (Sign Requirements), for the purposes of modifying the sign requirements for temporary and semi-permanent signs, and to remove special event sign regulations and related City-wide requirements; and

WHEREAS, the Planning Commission held a public hearing on February 22, 2017; and

WHEREAS, the City Council held a public hearing on May 23, 2017 and considered a text amendment to the Zoning Ordinance of the City of Scottsdale, Case No. 2-TA-2016; and

WHEREAS, the City Council has determined that the subject Zoning Ordinance amendment is in conformance with the General Plan.

BE IT ORDAINED by the Council of the City of Scottsdale as follows:

Section 1. That the Zoning Ordinance of the City of Scottsdale, is hereby amended as specified in that certain document entitled "2-TA-2016 – Sign Ordinance Update – Temporary Signs," declared to be a public record by Resolution No. 10727 of the City of Scottsdale, and hereby referred to, adopted and made a part hereof as if fully set out in this Ordinance.

Section 2. If any section, subsection, sentence, clause, phrase or portion of this ordinance or any part of the code adopted herein is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

PASSED AND ADOPTED by the City Council of the City of Scottsdale this 23<sup>rd</sup> day of May, 2017.

ATTEST:

By: Carolyn Jagger  
Carolyn Jagger, City Clerk

CITY OF SCOTTSDALE, an  
Arizona municipal corporation

By: W. J. "Jim" Lane  
W. J. "Jim" Lane, Mayor

APPROVED AS TO FORM:  
OFFICE OF THE CITY ATTORNEY

Patricia J. Boomsma  
Bruce Washburn, City Attorney  
By: Patricia J. Boomsma, Assistant City Attorney

RESOLUTION NO. 10727

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, DECLARING AS A PUBLIC RECORD THAT CERTAIN DOCUMENT FILED WITH THE CITY CLERK OF THE CITY OF SCOTTSDALE AND ENTITLED "2-TA-2016 – SIGN ORDINANCE UPDATE – TEMPORARY SIGNS."

WHEREAS, State Law permits cities to declare documents a public record for the purpose of incorporation into city ordinances; and

WHEREAS, the City of Scottsdale wishes to incorporate by reference amendments to the Zoning Ordinance, Ordinance No. 455, by first declaring said amendments to be a public record.

NOW, THEREFORE BE IT RESOLVED, by the Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

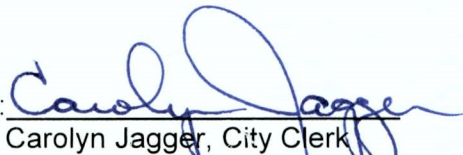
Section 1. That certain document entitled "2-TA-2016 – Sign Ordinance Update – Temporary Signs," attached as 'Exhibit A,' a paper and an electronic copy of which are on file in the office of the City Clerk, is hereby declared to be a public record. Said copies are ordered to remain on file with the City Clerk for public use and inspection.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 23<sup>rd</sup> day of May, 2017.

ATTEST:

CITY OF SCOTTSDALE, an  
Arizona municipal corporation

By:


  
Carolyn Jagger, City Clerk

By:

  
W. J. "Jim" Lane, Mayor

APPROVED AS TO FORM:

OFFICE OF THE CITY ATTORNEY

  
Bruce Washburn, City Attorney  
By: Patricia J. Boomsma, Assistant City Attorney

## ZONING ORDINANCE TEXT AMENDMENT

### 2-TA-2016 – Sign Ordinance Update (Temporary, Semi-Permanent, & Special Event Signs not addressed in Chapter 22)

#### HOW TO READ THIS DOCUMENT

Unless otherwise stated, provisions that are being deleted are shown with a strike-through, like this: ~~Provisions that are being deleted are shown with a strike through.~~

Provisions that are being added are shown as highlighted, like this: **Provisions that are being added are shown as highlighted.**

Section 1. Amend Section 7.706. – Signage and identification on temporary/security fencing., as follows:

#### **Section 7.706. Signage and identification on temporary/security fencing.**

- A. Individual single-family dwellings and/or associated improvements shall not contain signs attached to the temporary/security fencing.
- B. ~~Except as specified in Section 7.706.A, only on premises development signs, on premises contractor or subcontractor signs, on premises sale, lease, and rent signs, and no trespassing~~ **Temporary** signs ~~permitted under~~ **allowed in** Article VIII may be attached to the temporary/security fencing.
- C. Emergency access identification, traffic control identification, access identification, safety identification, and other identification as required by the Occupational Safety and Health Administration and/or the building code shall be provided on the temporary/security fencing in accordance with the temporary/security fencing design requirements.

Section 2. Amend Section 8.102. – Requirement of conformity., as follows:

#### **Section 8.102. Requirement of conformity.**

- ~~I.A.~~ No sign may be placed or maintained in the city except as provided herein. All signs maintained contrary to the provisions of this Article are declared to be nuisances, and as such may be abated as provided by law.
- ~~II.B.~~ Any noncommercial sign may be substituted for any **commercial** sign allowed by this ordinance. The substitution or addition of any noncommercial sign shall not increase or decrease the sign budget for the property on which the noncommercial sign is located.
- ~~III.~~ ~~Only the following signs erected or maintained by the city or other governmental entity shall be located in the right of way or on public property:~~
  - ~~A.~~ Signs for traffic management;
  - ~~B.~~ Signs identifying street names;
  - ~~C.~~ Qualifying directional event banners;
  - ~~D.~~ Signs in a community sign district created by City Council for all or part of the Downtown Area or redevelopment area; or
  - ~~E.~~ Signs erected by a governmental entity for a governmental purpose.
- C.** Only signs erected, maintained, or required by the City or other governmental entity shall be allowed in the public right-of-way or on public property, which include:
  - 1.** Signs for traffic management;

2. Signs identifying street names;
3. Qualifying event directional banners;
4. Signs in a community sign district created by City Council for all or part of the Downtown Area or redevelopment area;
5. Signs for a governmental purpose, including, but not limited to:
  - a. Signs required for public safety purposes as part of a Special Event Permit after the consultation required by Section 22-23 of the Scottsdale Revised Code;
  - b. Signs required as part of a City Valet License that the City Manager or designee, in consultation with the Police Chief, Fire Chief, or designees, are necessary for public safety.
6. In the event a Special Event Permit closes all or a portion of a right-of-way as part of the permitted area, signs within the special event area approved as part of a special event application in accordance with the Chapter 22 of the Scottsdale Revised Code; and
7. In the event a Valet License grants exclusive use of portions of a right-of-way to the Licensee, signs within the licensed area approved as part of a valet parking license application in accordance with the Chapter 16 of the Scottsdale Revised Code.

IV.D. No signs shall be placed:

- A. 1.  To interfere with the sight distance requirements of the Design Standards and Policies Manual; or
- B. 2.  To interfere with the requirements of the Americans with Disabilities Act (ADA), as amended.

V. E. Only the City may place a sign on a City structure.

F. The City may relocate a sign in the public right-of-way for a City construction project.

Section 3. Amend Section 8.200. – Definitions., to add the terms to the existing definitions in alphabetical order, to delete, and to amend existing definitions, as follows:

**Sec. 8.200. Definitions.**

~~*Banner.* A rectangular shape of fabric or other suitable material which is attached or suspended at two (2) ends or continuously across the long side. Attachment or suspension may be from buildings and/or poles.~~

~~*Banner, decorative.* A banner which contains no text.~~

~~*Banner, seasonal and special event.* A banner which displays graphics and limited text regarding a holiday, a season, or a special event.~~

~~*Banner, qualifying directional event.* A banner which displays graphics and limited text regarding a qualifying event, with the intent to direct pedestrians, motorists, and other passersby to a "qualifying event." A "qualifying event" is a City sponsored activity that results in the gathering of multiple persons for entertainment, meeting, social, educational, or other similar activities.~~

*Banner.* A sign composed of flexible material, such as fabric, pliable plastic, paper, or other lightweight material, not enclosed in a rigid frame.

~~*Contractor or subcontractor signs.* The temporary signs which identify the contractor or subcontractor engaged in the construction, reconstruction or repair of a building or buildings on a lot or parcel of property.~~

*Commercial sign.* A sign erected for a business transaction or advertising purpose. Any sign displaying the identification of or advertisement for a business, product, service or other commercial activity, but does not include any traffic management or street sign erected by any governmental entity, any flag or badge or insignia of the United States, State of Arizona, Maricopa County, City of Scottsdale, or official historic plaque of any governmental jurisdiction or agency, or any sign erected for a governmental use (including the posting of notices required by law).

~~*Development sign.* A sign used to identify an approved future development.~~

~~*Grand opening.* The introduction, promotion or announcement of a new business, store, shopping center or office, or the announcement, introduction or promotion of an established business changing ownership. A business qualifies for a grand opening sign when it has been closed to the public for a period of thirty (30) days (as indicated on a new Scottsdale Business License).~~

~~*Grand opening sign.* A temporary banner sign which calls attention to the opening of a new business.~~

~~*Logo.* A graphic symbol representing an activity, use or business. Permitted logos shall be registered trademarks or symbols commonly used by the applicant, and may include graphic designs in addition to lettering. Applicant shall provide stationery or other supporting documents illustrating use of logo.~~

*Lot.* The definition of Chapter 48 – Land Divisions, shall apply.

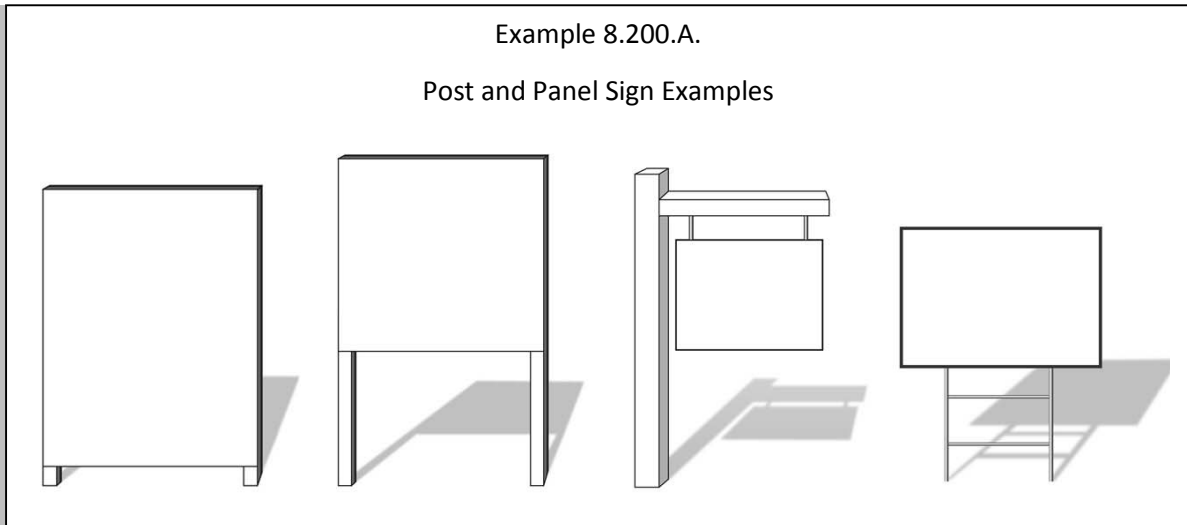
~~*Noncommercial sign.* Any sign that is not a commercial sign, including, but not limited to, any traffic management or street sign erected by any governmental entity; any flag or badge or insignia of the United States, State of Arizona, Maricopa County, City of Scottsdale, or official historic plaque of any governmental jurisdiction or agency; any sign erected for a governmental use (including the posting of notices required by law), or any sign pertaining to a candidate for public office, or it supports or opposes a ballot measure, a governmental issue, political party, or relating to views about social, economic, or governmental relationships.~~

*Off-premise Traffic Directional Sign.* A portable sign or yard sign that directs traffic to an event that occurs on a different lot than where the sign is located, excluding special events in accordance with Chapter 22 of the Scottsdale Revised Code.

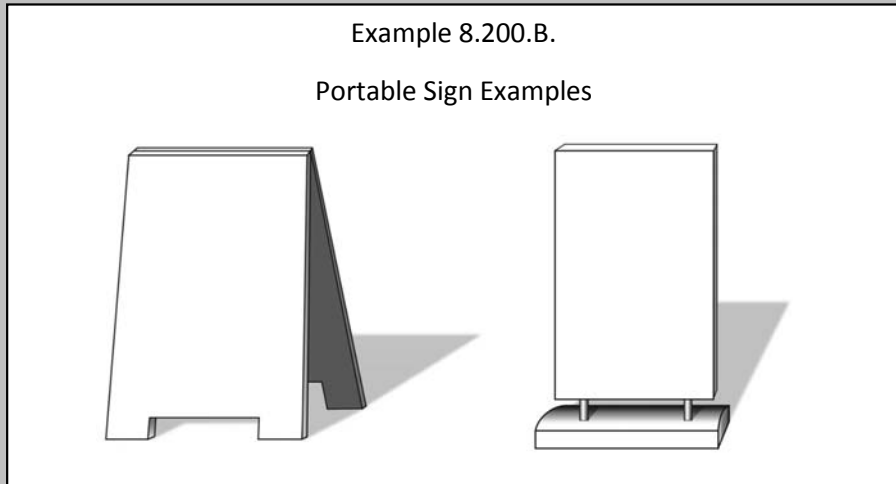
~~*On-premises development sign.* A development sign located on the property/parcel under development.~~

~~*Outdoor type business.* A business all or most of whose business is conducted, or items displayed, in an open area subject to the regulations of the Scottsdale zoning ordinance.~~

*Post and Panel Sign.* A sign that is freestanding and not portable, with a durable panel mounted on removable supporting posts that are embedded into the ground without the use of cement, concrete, or other permanent binding material.



*Portable Sign.* A sign that is freestanding, movable, and self-supported, and that is not permanently affixed to any building, structure, or embedded into ground.



*Right-of-way, public.* Land which by deed, conveyance, agreement, easement, dedication, usage or process of law is reserved for or dedicated to the general public for travelling purposes, including all roads, streets, alleys, sidewalks, trails, paths, utilities, drainage ways, shoulders, and the publicly-owned land immediately abutting and appurtenant to the travelled and drainage ways .

*Roof line.* The highest point of the main roof structure or the highest point on a parapet, but shall not include excluding: cupolas, pylons, projections, non-habitable towers and spires, or minor raised portions of the roof.

~~*Sales, lease and rent signs.* signs which indicate that a premises, building or vacant lot is currently for sale, lease or rent.~~

~~*Semi-permanent sign.* A sign constructed of material more permanent than cloth, canvas, cardboard, or other like materials, but which is not constructed of permanent materials such as masonry or metal. A semi-permanent sign is intended to be displayed for a period of time longer than that of a temporary sign and is displayed for a specified time.~~

~~*Special event.* A promotional event such as, but is not limited to; bazaars, street fairs, shows, exhibitions, sporting events, runs, bicycling events, and block parties. This does not include sidewalk sales occurring on private property where merchandise normally sold indoors, and is transferred from indoor to outdoor for sale.~~

~~*Temporary sign.* Any sign, banner, pennant, or valance constructed of cloth, canvas, light fabric, cardboard, wallboard or other like materials. Any sign not permanently attached to the ground, wall or building, intended to be displayed for a short period of time only. Any sign that is a banner, portable, post and panel sign, or yard sign.~~

~~*Window sign, temporary.* Any poster, cut-out letters, painted text or graphics, or other text or visual presentation affixed to or placed behind the inside or outside of a window pane which is placed to be read from the exterior of a building.~~

~~*Yard sign* is a freestanding sign constructed of canvas, cardboard, cloth, light fabric, paper, pliable plastic, wallboard, or other like material that is affixed to a disposable stake or frame that is embedded into ground.~~

Section 4. Amend Section 8.303. – Requirement of permit., as follows:

**Section 8.303. Requirement of permit.**

- ~~I.A.~~ Except as provided below, a sign permit shall be required before the erection, re-erection, construction, alteration, placing, or installation of all commercial signs regulated by this ordinance. ~~Where commercial or noncommercial signs are illuminated electrically, a separate electrical permit shall be obtained as required by the National Electrical Code of the City of Scottsdale.~~
- ~~II.B.~~ The following signs require approval, but may do not require a permit so long as they are otherwise authorized by this Code, unless a permit is required by Chapters 31 and 36 of the Scottsdale Revised Code:
  - ~~A.~~ Nameplate signs;
  - ~~B.~~ Any sign four (4) square feet or less in area not otherwise prohibited by this ordinance;
  - ~~C.~~ Signs erected during the Christmas holidays as identification of temporary sales areas for Christmas trees and other holiday oriented items shall not be erected before Thanksgiving Day and shall be removed prior to New Year's Day;
  - ~~D.~~ Temporary noncommercial signs
  - ~~E.~~ Signs not visible from off public or private property or business.
  - ~~F.~~ Window signs on the inside of the window;
  - ~~G.~~ Automated teller machine signs; and
  - ~~H.~~ Signs indicating address numbers, building numbers or building identifications that are required by Chapters 31 and 36 of the Scottsdale Revised Code, with a maximum height of twelve (12) inches.
    - 1. Signs not visible from a separate lot or street;
    - 2. Temporary window signs affixed to the window pane;

3. Any sign authorized by this Code that is equal to, or less than, six (6) square feet shall not require a sign permit unless a permit is otherwise required by Chapter 31 and 36 of the Scottsdale Revised Code;
4. Signs indicating address numbers, building numbers or building identifications that are required by Chapters 31 and 36 of the Scottsdale Revised Code, with a maximum height of twelve (12) inches;
5. Maintenance of a sign without changing wording, composition, or colors; and
6. The relocation of a sign when required by a City construction project.

~~III.C. Signs associated with an approved special event shall be permitted in accordance with Chapter 22 of the Scottsdale Revised Code.~~

~~III. The following may not require a permit unless required by Chapters 31 and 36 of the Scottsdale Revised Code:~~

- ~~A. Maintenance without changing wording, composition, or colors; or~~
- ~~B. The relocation of a sign when required by City.~~

~~IV.D. Nothing contained herein shall prevent the erection, construction, and maintenance of official traffic, fire and police signs, signals, devices and marking of the State of Arizona and the City of Scottsdale, or other competent public authorities, or the posting of notices required by law.~~

Section 5. Repeal Section 8.537. – Special events and theme amusement parks.

Section 6. Repeal and replace Section 8.600. – Temporary Signs Allowed., as follows:

**Sec. 8.600. Temporary Signs Allowed.**

~~I. Temporary Commercial Signs:~~

~~A. Auto Dealership Promotional Events.~~

~~1. Auto dealerships are allowed signs for promotional events as follows:~~

- ~~a. Miniature balloons (twelve (12) inches to twenty four (24) inches) may be placed outside of the public right of way commencing on Friday at 12:00 noon through Monday at 12:00 noon. The height of such balloons shall not exceed the height of the adjacent building.~~
- ~~b. Pennants may be individually placed outside of the public right of way commencing on Friday at 12:00 noon through Monday at 12:00 noon. The height of such pennants shall not exceed the height of the adjacent building.~~
- ~~c. Banners may be allowed on the site provided that they are not visible from off the property or installed in the public right of way. Such banners shall be limited to twenty four (24) square feet in size.~~

~~2. No permits will be required for these signs.~~

~~B. Grand Opening Signs.~~

- ~~1. Grand opening signs may be displayed for a period of calendar days not to exceed thirty (30) days.~~
- ~~2. The maximum number of grand opening signs for each business shall be one (1) sign.~~
- ~~3. Grand opening signs shall not be located in any public right of way or on public property.~~
- ~~4. A grand opening sign shall require a sign permit.~~



~~C. *Planned Regional Center (PRC) District.* In addition to temporary signs permitted in Section 8.600, seasonal and special event banners shall be allowed for multiple tenant commercial buildings as follows:~~

- ~~1. The design, location, and mounting method for such banners shall be as approved by the Development Review Board.~~
- ~~2. Such banners may contain both graphics and text.~~
- ~~3. The maximum area of such banners shall be thirty two (32) square feet.~~
- ~~4. Such banners shall be mounted at a minimum height of eight (8) feet as measured from grade to the lowest portion of the banner.~~
- ~~5. Banners shall be of a new material and shall be displayed a maximum of ninety (90) days.~~
- ~~6. Such banners shall be mounted securely and shall not be allowed to flap in the wind.~~
- ~~7. No rope, wire, or similar material shall be used to secure such banners.~~
- ~~8. Such banners shall be oriented to the interior of the project so that it is not visible from any public street or highway, and shall be set back a minimum of fifty (50) feet from the perimeter property lines of the project.~~
- ~~9. Seasonal and special event banners shall require a sign permit.~~

~~D. *Qualifying Directional Event Banner.*~~

- ~~1. Events/activities which will occur on a designated date, or during a limited period of time, shall be allowed to display qualifying directional event banner signage to identify the event/activity. The signage shall contain date, location, and the name of a specific agency or business sponsoring the event/activity. All signs associated with the event/activity are temporary and must be removed by the date specified in an approved qualifying event application.~~
- ~~2. The organization sponsoring the event/activity shall prepare and submit an application, consisting of a complete list and description of all signs, locations, and other features associated with the event/activity. The application will be reviewed and approved following the city's application process.~~
  - ~~a. The qualifying directional event banner sign locations are limited to streets in the following locations.
    - ~~i. Horizontal banners. At Scottsdale Road and Rancho Vista Drive, and at Scottsdale Road and Earll Drive.~~
    - ~~ii. Vertical banners. Along Drinkwater Boulevard; Goldwater Boulevard; along Frank Lloyd Wright Boulevard from Scottsdale Road to the west side of West Frontage Road of Loop 101; along the east side of Scottsdale Road from the south side of Loop 101 to Butherus Drive; along Greenway Hayden Loop from Scottsdale Road to Frank Lloyd Wright Boulevard; and along Bell Road from Thompson Peak Parkway to the east side of the East Frontage Road of Loop 101.~~~~
  - ~~b. Names and logos of sponsoring agency(ies) or business(es) shall be limited to twenty (20) percent of the total area of lettering that is utilized to identify the activity or event.~~
  - ~~c. The qualifying directional event banner shall be limited to the following size and grade clearance:~~

- ~~i. Horizontal orientation. No more than three hundred sixty (360) inches long and thirty two (32) inches wide. The banner placement must be a maximum of eighteen (18) feet above grade and a minimum of fourteen (14) feet above grade clearance.~~
- ~~ii. Vertical orientation. Not more than thirty (30) inches wide and ninety six (96) inches long. The minimum distance from ground level to the lowest edge of the banner must not be less than fourteen (14) feet.~~
- ~~d. Total number and location of such banners shall be approved by the City with the qualifying directional event banner application process.~~

**A. On-Premise Commercial Activity Post-and-Panel Signs.**

1. Allowed on a lot with the zoning district shown on Table 4.100.B. Commercial Districts, 4.100.C. Industrial Districts, and 4.100.D. Mixed Use Districts, or any portion of a Planned Community P-C with an underlying zoning district comparable to the districts shown on Table 4.100.B., 4.100.C., and 4.100.D.:
  - a. Sign(s) may be placed on a lot at the beginning of the duration of activity, and removed no more than seven (7) days upon completion of the duration of activity.
    - i. The duration of activity is the timeframe between any of the following:
      - (1) The approval of a Development Review Board application for a development project on the lot, and the expiration of the application;
      - (2) The issuance of a building permit for a development project on the lot and upon the issuance of a Certificate-of-Shell Building or Certificate-of-Occupancy, approval of a final inspection, or the expiration of a building permit; and
      - (3) The active marketing of the lot for sale or lease, and the completion of the active marketing of the lot for sale or lease.
  - b. Maximum Number:
    - i. Lots with a lot width of less than 1,200 feet abutting a street: one (1) sign;
    - ii. Lots with a lot width of 1,200 feet and greater abutting a street: two (2) signs;
      - (1) One (1) additional sign for each additional 600 feet of lot width above 1,200 feet; however,
      - (2) No more than a maximum of six (6) signs per street frontage.
  - c. Height:
    - i. Five (5) feet; or
    - ii. 10 feet behind a dedicated scenic corridor easement or adjacent to a property line abutting the Loop 101 Pima Freeway frontage road.
  - d. Maximum Area:
    - i. 16 square feet; or
    - ii. 32 square feet behind a dedicated scenic corridor easement or adjacent to a property line abutting the Loop 101 Pima Freeway frontage road.
  - e. Placement:
    - i. On private property.

- ii. Shall be placed in a manner that does not create a traffic hazard, obstruct a public or private sidewalk, trail, or pedestrian pathway.
      - f. Prohibited elements: No illumination, searchlights, amplified sound, animation, reflective materials, or attachments including, but not limited to, balloons, flags, pinwheels, ribbons, or speakers.
  - 2. Allowed on a lot with the zoning district shown on Table 4.100.A. Residential Districts, or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A.:
    - a. Sign(s) may be placed on a lot at the beginning of the duration of activity, and removed no more than seven (7) days upon completion of the duration of activity.
      - i. The duration of activity is the timeframe between any of the following:
        - (1) The approval of a Development Review Board application for a development project on the lot, and the expiration of the application;
        - (2) The issuance of a building permit for a development project on the lot and upon the issuance of a Certificate-of-Shell Building or Certificate-of-Occupancy, approval of a final inspection, or the expiration of a building permit; and
        - (3) The active marketing of the lot for sale or lease, and the completion of the active marketing of the lot for sale or lease.
    - b. Maximum Number:
      - i. Lots with a lot width of less than 1,200 feet abutting a street: one (1) sign;
      - ii. Lots with a lot width of 1,200 feet and greater abutting a street: two (2) signs;
        - (1) One (1) additional sign for each additional 600 feet of lot width above 1,200 feet; however,
        - (2) No more than a maximum of four (4) signs per street frontage.
    - c. Height: five (5) feet.
    - d. Maximum area:
      - i. Two (2) acres or less: six (6) square feet.
      - ii. Greater than two (2) acres, and less than (10) acres: nine (9) square feet.
      - iii. Greater than ten (10) acres: sixteen (16) square feet.
    - e. Placement:
      - i. On private property.
      - ii. Shall be placed in a manner that does not create a traffic hazard, obstruct a public or private sidewalk, trail, or pedestrian pathway.
    - f. Prohibited elements: No illumination, searchlights, amplified sound, animation, reflective materials, or attachments including, but not limited to balloons, flags, pinwheels, ribbons, or speakers.

## B. Governmental Agency Post-and-Panel Signs

- 1. Allowed on any lot when required by a governmental agency.

2. Shall be placed in a manner that does not create a traffic hazard, obstruct a public or private sidewalk, trail, or pedestrian pathway.

C. On-Premise Portable Signs.

1. Standards:

- a. Maximum area: six (6) square feet.
- b. Maximum height: three (3) feet.
- c. Shall not be attached or placed on a light pole, traffic control device, or similar devices or structure.
- d. Shall be placed in a manner that does not create a traffic hazard, or obstruct a public sidewalk, trail, or pedestrian pathway.
- e. Shall be placed in a manner that maintains a minimum six (6) foot wide unobstructed private sidewalk, trail, or pedestrian pathway.
- f. Shall be placed in a manner that maintains a minimum feet (10) foot wide distance from any pedestrian stairs or ramp.
- g. Prohibited elements: No illumination, searchlights, amplified sound, animation, reflective materials, or attachments including, but not limited to, balloons, flags, pinwheels, ribbons, or speakers.

2. On-premise portable signs on a development project are allowed within the zoning districts shown on Table 4.100.B. Commercial Districts, 4.100.C. Industrial Districts, and 4.100.D. Mixed Use Districts, or any portion of a Planned Community P-C with an underlying zoning district comparable to the districts shown on Table 4.100.B., 4.100.C., and 4.100.D, subject to the following:

- a. Unless separated by a structure and not visible from an abutting street, on-premise portable signs shall not be placed within 100 feet from the back of a curb of an abutting street, or within a scenic corridor.
- b. One (1) sign per:
  - i. Abutting street frontage; and
  - ii. Tenant suite.

(1) Portable signs for a tenant suite shall be within ten (10) feet of the primary pedestrian entrance to the suite;

3. On-premise portable signs on a lot are allowed within the zoning districts shown on Table 4.100.A. Residential Districts, or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A, subject to the following:

- a. One (1) sign per abutting street frontage.
- b. On private property.
- c. Period of use of sign:
  - i. Between the hours of 7am to 8pm.

D. Off-Premise Traffic Directional Signs (excluding special event signs).

1. Placement allowances:

- a. Allowed on private lots, excluding vacant sites, with the zoning district shown on Table 4.100.A. Residential Districts, or the residential portion of a Planned Community P-C, or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the districts shown on Table 4.100.A.
  - b. Shall be placed in a manner that does not create a traffic hazard, or obstruct a public or private sidewalk, trail, or pedestrian pathway.
  - c. Shall not be attached or placed on public structures.
  - d. Shall not be attached or placed on a light pole, directional sign or supports, traffic control device, utility cabinet, bridges, or other similar structures.
2. Period of use of sign:
    - a. Between 7am and 8pm.
  3. Maximum area per sign: six (6) square feet.
  4. Maximum height: three (3) feet.
  5. Maximum number of signs: six (6) signs.
  6. Maximum distance from the lot on which the activity occurs: ½ mile radius measured from the property line of the lot on which the activity occurs.
  7. Prohibited elements: No illumination, searchlights, amplified sound, animation, reflective materials, or attachments including, but not limited to, balloons, flags, pinwheels, ribbons, or speakers.
  8. Design and construction:
    - a. Signs shall have sufficient weight and durability to withstand wind gusts, storms, and other weather elements.
    - b. Text, graphics and colors shall not replicate or conflict with the United States Department of Transportation Federal Highway Administration's Manual on Uniform Traffic Control Devices.
    - c. Sign shall include a directional arrow that points toward the location of the lot on which the activity occurs.
      - i. Directional arrow shall be no less than 12 inches wide and six (6) inches tall.
      - ii. Directional arrow shall contrast with the background of the sign surface for readability.

#### E. Banners.

1. Allowed on a lot within the zoning districts shown on Table 4.100.B. Commercial Districts, 4.100.C. Industrial Districts, and 4.100.D. Mixed Use Districts, or any portion of a Planned Community P-C with an underlying zoning district comparable to the districts shown on Table 4.100.B., 4.100.C., and 4.100.D., not including the Service-Residential (S-R) district:
  - a. Maximum area: one (1) square foot per one (1) linear foot of building wall, not to exceed 250 square feet.
  - b. Maximum height: 36 feet, not to extend above the roof line.
  - c. Location: Building façade or wall.
  - d. Maximum number of signs: One per business or organization.

2. Allowed on a lot within the Service-Residential (S-R) district, or any portion of a Planned Community P-C with an underlying zoning district comparable to the Service-Residential (S-R) district:
  - a. Maximum area: 12 square feet.
  - b. Maximum height: not to extend above the roof line.
  - c. Location: Building façade or wall.
  - d. Maximum number of signs: One per business or organization.
3. Maximum duration: 35 consecutive days within a calendar year.
4. The banners shall be made of weather resistant material.
5. The perimeter of the banner sign shall be securely fastened to the building façade or wall.

F. On-premises temporary/security fencing banners.

1. Allowed on a lot within the zoning district shown on Table 4.100.B. Commercial Districts, 4.100.C. Industrial Districts, and 4.100.D. Mixed Use Districts, or any portion of a Planned Community P-C with an underlying zoning district comparable to the districts shown on Table 4.100.B., 4.100.C., and 4.100.D.
2. Maximum area: 32 square feet.
3. Maximum height: Not extend above the temporary/security fencing.
4. Location: On temporary/security fencing not in the right-of-way.
5. Maximum number of signs: One per street frontage.
6. Maximum duration: To be removed upon expiration of building permit or approval of final inspection.
7. The banners shall be made of weather resistant material.
8. The perimeter of the banner shall be securely fastened to the temporary/security fencing, or printed on to the temporary/security fencing screening.

G. Window Signs.

1. Allowed on a lot within the zoning district shown on Table 4.100.A. Residential Districts, Table 4.100.B. Commercial Districts, 4.100.C. Industrial Districts, and 4.100.D. Mixed Use Districts, or any portion of a Planned Community P-C with an underlying zoning district comparable to the districts shown on Table 4.100.A., 4.100.B., 4.100.C., and 4.100.D.
2. Placement: on the inside or outside surface of the window pane.
3. Maximum size per window pane:
  - a. 25 percent of any window pane that is greater than four (4) square feet.
  - b. 100 percent of any window pane that is equal to, or less than, four (4) square feet.
4. Maximum sign area of all window signs for any one (1) side of a building:
  - a. One (1) square foot for each one (1) linear foot of building wall.
  - b. Shall not exceed the sum total sign area allowed for permanent signs.

H. On-Premise Non-commercial Yard Sign.

1. Allowed on a lot with the zoning district shown on Table 4.100.A. Residential Districts, or the residential portion of a Planned Community P-C, or any portion of a Planned

Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A.:

- a. Maximum Number:
  - i. Lots with a lot width of less than 1,200 feet abutting a street: one (1) sign;
  - ii. Lots with a lot width of 1,200 feet and greater abutting a street: two (2) signs;  
(1) One (1) additional sign for each additional 600 feet of lot width above 1,200 feet; however,  
(2) No more than a maximum of four (4) signs per street frontage.
- b. Height: five (5) feet.
- c. Maximum area:
  - i. Adjacent to a property line abutting an unclassified street: six (6) square feet.
- d. Placement:
  - i. On private property.
  - ii. Shall be placed in a manner that does not create a traffic hazard, obstruct a public or private sidewalk, trail, or pedestrian pathway.
- e. Maximum Duration: 126 days
- f. Prohibited elements: No illumination, searchlights, amplified sound, animation, reflective materials, or attachments including, but not limited to balloons, ribbons, or speakers.

Section 7. Repeal Section 8.601. – Semi-permanent signs allowed.

Section 8. Renumber Section 8.602. – Sign free zone., to Section 8.601., as follows:

**Sec. ~~8.602.~~ 8.601. Sign free zone.**

**I.A.** Pursuant to A.R.S. 16-1019 as amended, the City Council by resolution may designate commercial tourism, commercial resorts and hotel sign-free zones, not more than two (2) zones may be identified within the City limits. The total area of each of those zones shall not be larger than three (3) square miles, and each zone shall be identified as a specific contiguous area. The City Council must find that based on a predominance of commercial tourism, resort and hotel uses within the zone, the placement of political signs within the rights-of-way in the zone will detract from the scenic and aesthetic appeal of the area within the zone and deter its appeal to tourists.