

1. Planning & Zoning - Agenda

Documents: [2016\\_06\\_15\\_PZ\\_SP\\_AG.PDF](#)

2. Planning & Zoning - Packet

Documents: [2016\\_06\\_15\\_PZ\\_SP\\_PK.PDF](#)



**Town of Chino Valley**  
**MEETING NOTICE**  
**PLANNING AND ZONING COMMISSION**

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**SPECIAL MEETING**  
**June 15, 2016**  
**6:00 P.M.**

**Council Chambers**  
**202 N. State Route 89**  
**Chino Valley, Arizona**

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**AGENDA**

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **MINUTES**
5. **STAFF REPORTS**
6. **PUBLIC HEARING**
  - a. Hold a citizen review of the proposed agri-tourism standards, which will pertain to agricultural and residential zoning districts wherein the primary use of the property is agricultural.
  - b. Consideration and public hearing regarding possibly repealing Section 4.21 Sign Regulations, of the Unified Development Ordinance (UDO) and replacing it with the proposed revised regulations.
7. **NON-PUBLIC HEARING ACTION ITEMS**
8. **DISCUSSION ITEMS**
9. **PUBLIC COMMENTS**
10. **ADJOURN**

Dated this 9th day of June, 2016.

By: **James Gardner, Associate Planner**

A copy of the agenda and background material provided to the Commissioners is available for public inspection at the Marion Lassa/Chino Valley Library, 1020 W. Palomino Road, Chino Valley, Arizona. Further details may be obtained by contacting Development Services Department at 1982 Voss, Chino Valley, Arizona (928) 636-4427.

The Town endeavors to make all public meetings accessible to persons with disabilities. With 72 hours advance notice, special assistance can also be provided for sight and/or hearing impaired persons at public meetings. Please call 636-2646 (voice) or use 711 (Telecommunications Arizona Relay Service ) to request an accommodation to participate in this meeting.





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**Planning and Zoning Commission Regular**

**6. a.**

**Meeting Date:** 06/15/2016

Agribusiness Overlay District

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**CASE DESCRIPTION:**

Hold a citizen review of the proposed agri-tourism standards, which will pertain to agricultural and residential zoning districts wherein the primary use of the property is agricultural.

**LOCATION:**

N/A

**FACTS:**

1. Applicant:.....
2. Owner:.....
3. Parcel Number.....
4. Site Area.....
5. Existing zoning:.....
6. Intended Use.....

**ANALYSIS:**

This will be the citizen review, and first Planning and Zoning review of the agri-tourism standards, as proposed.

**TECHNICAL REVIEW:**

Not required.

**SITE PLAN**

N/A

**RECOMMENDATION**

Hold a citizen review of the proposed agri-tourism standards.

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**Attachments**

Agri-Tourism Standards Draft

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**Amendments to the Town of Chino Valley Unified Development Ordinance  
Related to Agritainment Uses  
\_\_\_\_\_, 2016**

The following Sections of the Town of Chino Valley Unified Development Ordinance are amended to read as follows (additions in ALL CAPS; deletions in ~~strikeout~~, \* \* \* indicate intervening provisions remain unchanged):

Chapter 2 Definitions, Section 2.1 Meanings of Words and Terms:

**2.1 Meanings of Words and Terms**

\* \* \*

Agritainment. An enterprise or activity located at a working farm, ranch, or other agricultural operation or facility, which is conducted for the enjoyment and education of visitors, guests, or clients, and that generates income for the owner/operator of the agricultural operation.

\* \* \*

Overnight Rental Unit: A facility or place offering temporary, sleeping units for overnight use to travelers and guests for a period of 30 days or less per visit including, but not limited to, rental cabins, country inns, bed and breakfast, camping, or Recreational Vehicle sites.

\* \* \*

Chapter 3 Zoning District, Sections 3.5.2 Permitted Uses (“AR-36” – Agricultural/Residential (36 Acre Minimum), 3.6.2 Permitted Uses (“AR-5” – Agricultural/Residential (5 Acre Minimum), and 3.7.2 Permitted Uses (“AR-4” – Agricultural/Residential (4 Acre Minimum)):

**3.5 “AR-36” – Agricultural/Residential (36 Acre Minimum)**

\* \* \*

**3.5.2 Permitted Uses**

\* \* \*

K. Agritainment. See Subsection 4.32 Agritainment Development Standards and Regulations.

**3.6 “AR-5” – Agricultural/Residential (5 Acre Minimum)**

\* \* \*

**3.6.2 Permitted Uses**

\* \* \*

J. Agritainment. See Subsection 4.32 Agritainment Development Standards and Regulations.

**3.7 “AR-4” – Agricultural/Residential (4 Acre Minimum)**

\* \* \*

3.7.2 Permitted Uses

\* \* \*

J. Agritainment. See Subsection 4.32 Agritainment Development Standards and Regulations.

Chapter 4 General Regulations, to add new Section 4.32 Agritainment Development Standards and Regulations:

**4.32 AGRITAINMENT DEVELOPMENT STANDARDS AND REGULATIONS**

A. Purpose: Agritainment uses preserve the agricultural history of Chino Valley; encourage activities that educate, foster interest in, and provide access to agricultural and agricultural businesses and endeavors in Chino Valley; and promote entrepreneurialism through agricultural tourism, entertainment, and production.

B. General Regulations:

1. Agritainment uses shall be developed in a manner and on a scale that compliments existing on-site structures and maintains the rural environment of Chino Valley.

2. Agriculture and agricultural production activities shall be the primary use of the land, with Agritainment uses being secondary or accessory uses to an established agricultural use.

3. No land shall be converted from agricultural to non-agricultural uses for purposes of or in connection with an Agritainment use.

4. Prior to commencing operations as an Agritainment use, the property owner or agent shall submit an application to the Development Services Department and obtain approval of, at a minimum, a site plan and dust control plan.

5. All structures with bathroom facilities shall be connected to the Town’s sewer system in compliance with Section \_\_\_\_\_ of the Chino Valley Town Code. If the Town’s sewer line is not available for connection the facilities shall be connected to a septic system approved by the Town of Chino Valley and the Yavapai County Environmental Services

6. Prior to beginning Agritainment operations, the owner or agent shall obtain a business license from the Town of Chino Valley and a Transaction Privilege Tax license and all other approvals required by state and local laws and regulations.

7. Minimum setback requirements for all structures, tent, and Recreational Vehicle sites is 50 feet from the side and rear property lines; front setbacks shall be as set forth in Section 4.28 of this Code.

8. Agritainment facilities shall be exempt from the paving requirements set forth in Section 4.22 Off-Street Parking and Loading when the following apply:

a. Paving or hard-surface would permanently remove agricultural lands out of production; and

b. A dust-control and ADA-compliant access plan has been approved by the Development Services Director or his/her designee.

9. Food service for guests of the facility shall be provided only in compliance with Arizona, Yavapai County, and local health, licensing, and inspection regulations.

10. Overnight Rental Units are permitted in compliance with the following regulations:

b. The total area, in any combination, occupied by overnight rental units on a parcel shall not exceed the maximum square footage of guest quarters otherwise permitted in the zoning district in which the Agritainment facility is located.

c. The Agritainment facility, including overnight rental units, shall not exceed the maximum lot coverage allowed for the zoning district.

d. Overnight Rental Units shall be limited to maximum occupancy of thirty (30) days per stay.

e. Overnight Rental Unit shall be at least 200 square feet under roof.

f. Each Overnight Rental Unit shall include, under one contiguous roof a bathroom and a bedroom. A kitchen may also be included.

11. Campgrounds and RV sites are permitted in compliance with the following:

a. Minimum tent site area is 900 square feet.

b. Minimum Recreational Vehicle site area is 1,200 square feet.

c. Tent sites and Recreational Vehicle sites shall comply with

Section 4.19 .B.

12. Overnight Rental Units, Campgrounds and Recreational Vehicle sites may be rented through online lodging marketplaces.

IS THE FOLLOWING LIST INTENDED TO BE A LIST OF PERMISSIBLE AGRITAINMENT FACILITIES/USES?

Bed and Breakfast

Arenas, Public and Private

Stables, Commercial and Private

Stands for the sale of farm produce when primarily grown on site (more than 50% grown on site)

Farmer's Markets

Farm kitchens and bakeries; cheese/soap/jellies/jam production (there is a name for this secondary/accessory production).

Educational, instructional, and interpretive seminars and classes

You-pick operations

Boutique wineries, micro-breweries, craft distilleries, and micro-breweries.

Short-term events such as food and wine festivals, art shows, weddings and similar temporary gatherings

Interactive displays and activities such as petting zoos



**Meeting Date:** 06/15/2016

Unified Development Ordinance Amendments Regarding Section 4.21, Sign Regulations

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**CASE DESCRIPTION:**

Consideration and public hearing regarding possibly repealing Section 4.21 Sign Regulations, of the Unified Development Ordinance (UDO) and replacing it with the proposed revised regulations.

**LOCATION:**

N/A

**FACTS:**

- 1. Applicant:.....
- 2. Owner:.....
- 3. Parcel Number.....
- 4. Site Area.....
- 5. Existing zoning:.....
- 6. Intended Use.....

**ANALYSIS:**

The proposed amendments to Section 4.21 of the Unified Development Ordinance (UDO) are the culmination of an effort that has had fits and starts since 2014. The first round of amendments began in 2014, and were brought to P&Z January 6, 2015. Within a week, the Supreme Court had heard arguments on what was to become a landmark case: Reed, et al v. Town of Gilbert, et al., more commonly known as Reed v. Gilbert. Upon advisement from legal counsel, the amendments to the sign code were put on hold, pending a decision in Reed v. Gilbert. That decision came June 18, 2015, and was groundbreaking in a couple of ways:

- 1. Its breadth. The decision seemed to make sweeping generalizations about the way that signage was regulated.
- 2. The implications for jurisdictions around the country: almost everyone was regulating signs in a way that was not "content neutral", and doing so without a "compelling government interest"; which is the strict scrutiny test for content-based regulations.

The process for Sign Code Amendments began again in January 2016, and public participation for this round of amendments began as in-office outreach to those applying for sign permits or renewing temporary sign permits. Emails were sent to all business license holders via our online permitting system, CitizenServe, on March 16th, 2016; and an ad hoc Sign Code Committee was formed. This committee met once monthly from April through June and comments and questions from the committee were addressed. During the same timeframe, a Survey was distributed via SurveyMonkey, an online survey platform. Concerns heard during this process range from: formatting, definitions, how we will address temporary signs, including flags and banners, off-premise signs, and sizes of wall signs, monument signs, and shingle signs. Attached is the public outreach summary.

The intent of the revisions of the Sign Code are threefold:

- 1. Compliance with Reed v. Gilbert
- 2. Allowance for more signage for businesses, and creating a proportional allowance for signs based upon speed limits and frontages.
- 3. To make a more easily understandable code that is easy to read for the public as well as easy to interpret for staff.

The revisions proposed address those specific intents by:

- 1. Creating content-neutral sign regulations
- 2. Increasing maximum sign sizes, increasing total aggregate signage allowances, creating matrices or tables for different types of signage which allow for more signage on buildings fronting roadways with speed limits greater than 35 MPH, at 35 MPH, and less than 35 MPH (see Table 4.21.5.B-1 and Table 4.21.5.B-2 for examples).
- 3. Creating a table-based format the spells out quantity, type, and placement of signage for each zoning district and reducing the number of pages of regulations from 22 to 11. This was achieved by creating a more compact format as well as removing provisions in the code which were written for a special purpose, provisions which conflicted with other

parts of the code, and provisions which conflicted with state statute and case law.

Attached herein are the amendments to Section 4.21 that have arisen from this process, amendments to Chapter 2 of the UDO , which are being drafted by legal counsel, will follow at next month's public hearing.

**TECHNICAL REVIEW:**

Technical review is not required for UDO amendments.

**SITE PLAN**

N/A

**RECOMMENDATION**

Hold public hearing on the proposed amendments to the Sign Regulations, Section 4.21 of the UDO.

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**Attachments**

Existing Sign Regulations

Public Participation Chart

Survey Results

Sign Ordinance Amendments as proposed

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## 4.21 Sign Regulations

### 4.21.1 Purpose

The purpose of this Ordinance is to establish comprehensive provisions that will promote public welfare and safety by safe placement and installation of appropriate signage; establish reasonable regulations to promote economic vitality for local businesses and services; and enhance the visual environment of the Town.

### 4.21.2 Intent

The intent of these provisions is to maximize establishment identification; balance sign function with the community's aesthetic standards, avoid over-proliferation of signs and maintain a high quality of signs throughout the Town.

### 4.21.3 General Sign Regulations

The regulations, requirements, and provisions set forth in this Ordinance shall apply to all signs erected, placed, or constructed within the Town.

- A. Sign permits shall be required for all signs except those signs specified in Section 4.21.10 below. The Zoning Administrator, or his/her designee, shall issue a sign permit only if the proposed sign, construction, alteration, re-erection, maintenance and location of the sign comply with these regulations.
- B. All signs shall be structurally designed, constructed, erected, and maintained in accordance with all applicable provisions and requirements of the Town Codes and Ordinances.
- C. Signs shall not be located in a manner that interferes with pedestrian or vehicular travel, poses a hazard to either pedestrians or vehicles, or within the specified "sight visibility triangle" as defined in the Section 4.7 of this Ordinance and further described in the Engineering Design Standards.

Signs shall be located a minimum of five feet (5') from property lines.

- D. Signs shall not be located within, on or projecting over any public street, right-of-way, or other public property, except for Town-approved residential kiosk sign structures, bus bay signs, shingle signs and projecting signs as permitted by this Ordinance. The Town may install signs on its own property to identify public buildings and uses, and to provide necessary traffic control.



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- E. All signs and sign structures, conforming and non-conforming, shall be maintained in good order, repair, and appearance at all times so as not to constitute a danger or hazard to the public safety or create visual blight as determined by the Zoning Administrator or his/her designee.
  - F. The source of the sign's illumination, except neon illumination, shall not be visible from any street, sidewalk, or adjacent property and the face of the sign (with the exception of lettering and logos) shall be opaque. This shall not preclude the use of neon sign elements within the commercial zoning districts, which are subject to staff review and approval through the Site Plan Review process.
  - G. Signage within an approved PAD may deviate from the requirements of this Ordinance provided the PAD has an approved comprehensive sign package and all proposed signage within the PAD is in compliance with that comprehensive sign package.
  - H. Signs and/or banners should not be placed in such a manner that they obstruct Town required informational, traffic, or safety signs.
  - I. Where there is conflict between these regulations and other Town regulations, the more restrictive shall apply.

#### 4.21.4 Sign Area

Sign Area is defined and shall be measured as follows.

- A. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured as that area within the outside dimensions of the background panel or surface. The base of a freestanding monument sign shall not be calculated as sign area unless the base contains signage (see definition of a sign).

Sign copy mounted as individual letters and/or graphics against a wall 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 rectangles that will enclose each word and each graphic in the total sign copy.

- B. Multi-face signs shall be measured as follows:

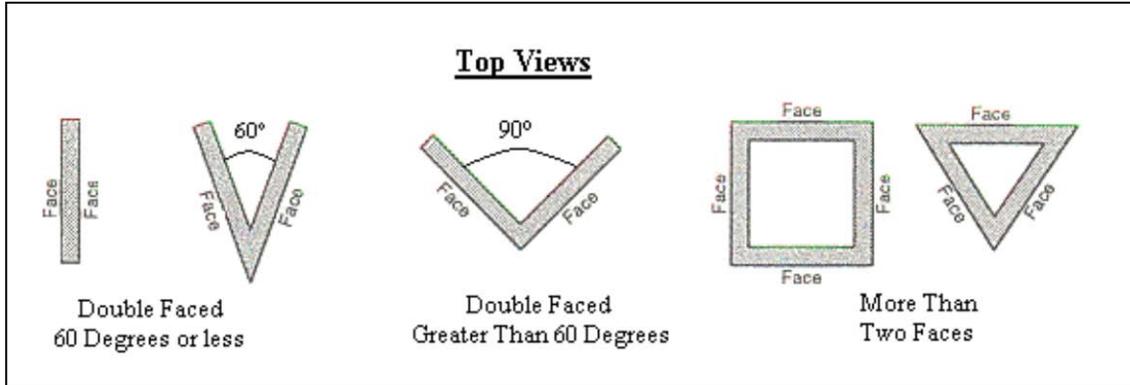
- 1. A two (2) faced sign shall be considered as one sign when determining the sign area, provided both faces are parallel and the distance between faces does not exceed four foot (4') or the interior angle between the two (2) sign faces is sixty degrees (60°) or less. If the interior angle is greater than sixty



degrees (60°), the sign area shall be the sum of the area of the two (2) faces.

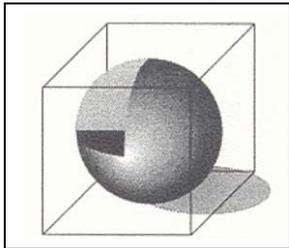
- Where a sign has three (3) or more faces: the area of the sign shall be calculated as fifty percent (50%) of the sum of the area of all faces.

### Multi-Face Signs



- Where a sign is a spherical, free form, sculptural, figurative or other non-planar sign, the sign area shall be fifty (50%) percent of the sum of the area of the sides of the smallest polygon that will encompass the sign structure.

### Non-Planar Signs



- The aggregate sign area of all signs on a lot or parcel shall be the sum of the areas of all the signs except the area for the following:

Directional signs, assisting in the flow of traffic, which do not exceed an area of six square feet (6 sq. ft.) or a height of three feet (3') and may include a maximum of twenty-five percent (25%) of the sign area devoted to the display of a business logo or identification.

Street address wall signs, which do not exceed an area of six square feet (6 sq. ft.).

Signs necessary for safety, which do not exceed an area of six square feet (6 sq. ft.) or height of three feet (3').



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One sign per lot, parcel or business which does not exceed an area of three square feet (3 sq. ft.) and is located near the entrance to such lot, parcel or business for the purpose of aiding pedestrian traffic.

#### 4.21.5 Sign Height

Sign height is defined and shall be measured as follows.

- A. Freestanding signs shall be measured as the vertical distance from the top of the highest element of the sign or sign structure to the top of the curb or crown of the nearest adjacent roadway 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.
- B. Wall or parapet-mounted sign height 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.

#### 4.21.6 Permitted Permanent Signs

- A. "Agricultural and Residential Districts": For all signs within "Agricultural and Residential Districts" (OS, AR-36, AR-4, SR-2, SR-1, SR-0.16, MR-1, and MHP-4) the following shall apply:
  - 1. Wall sign: May or may not be illuminated with a maximum height of ten feet (10') except where specifically noted.
    - a. Single Residence Uses: One or more identification signs may be permitted. Signs may include only the name of the residence or occupant, and the street address. Street address signs shall not exceed a total aggregate area of three square feet (3 sq. ft.). Within the "OS", "AR-36" and "AR-4" zoning districts a total aggregate area of eight square feet (8 sq. ft.) may be permitted.
    - b. Multiple Residence Uses (includes apartments, condominiums, Townhouses, a manufactured home park, recreational vehicle park, or similar such use): One or more identification sign per unit, not to exceed a total aggregate area of three square feet (3 sq. ft.), may be permitted. The maximum height of any identification sign, for multi-story buildings, shall be six feet (6') from the story floor level. The sign may include only the name of the residence or occupant, and the street address or unit number. Building number or letter signs for multiple building developments



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shall be in compliance with Fire Department requirements and shall not be counted as part of the aggregate sign area.

- c. Non-Residential Uses: (such as but not limited to churches, schools, group homes, farms, but not intended for home occupations). One or more identification sign per lot or parcel, not to exceed a total aggregate area of sixteen square feet (16 sq. ft.), may be permitted unless deviations are approved through a Conditional use permit. The sign may include the name and/or logo of the facility, organization or development and the street address.
2. Freestanding monument Sign: May or may not be illuminated with a maximum height of six feet (6').
    - a. Multiple Residence Uses (includes apartments, condominiums, Townhouses, a manufactured home park, recreational vehicle park, or similar such use). A maximum of two (2) freestanding monument signs with an aggregate area of thirty-two square feet (32 sq. ft.) may be permitted. The maximum height shall be six feet (6'). Signs should be located near the main entrance(s) and may include the name and/or logo of the development and shall include the street address. Street address numerals shall be provided on any freestanding monument sign located along the street to which the address numbering applies, in a contrasting color and/or material from the color and material used for the background for the numerals on the sign.
    - b. Non-Residential Uses (such as but not limited to churches, schools, group homes, farms, but not intended for home occupations): One (1) freestanding monument sign per lot, not exceeding thirty-two square feet (32 sq. ft.) in area nor a height of six feet (6'), may be permitted. The sign may include the name and/or logo of the facility, organization or development and shall include the street address.

3. Directional Signs:

Such signs are permitted for Multiple Residence Uses and Non-Residential Uses and shall not exceed an area of six square feet (6 sq. ft.) or a height of three feet (3'). These signs shall not be included in calculating the total aggregate area of signage allowed on a particular lot or for a particular business, and may include a maximum of twenty-five percent (25%) of the sign area devoted to the display of a business logo or identification. They shall not be located within the sight visibility triangle as described in Section 4.6, of any driveway. The use, number and location of such signs must be approved through the Site Plan Review process and comply with the requirements of this Ordinance.



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#### 4. Directory signs:

Such signs may be used for Multiple Residence Uses and Non-Residential Uses when required to identify the location of various buildings, offices or businesses within a complex. The use, number and location of such signs must be approved through the Site Plan Review process and comply with the requirements of this Ordinance. Each sign may be illuminated and have a maximum area of eighteen square feet (18 sq. ft.) and a maximum height of six feet (6'). These signs shall not be included in calculating the total aggregate area for signage allowed on a parcel or lot or for a particular business.

##### a. Total Signage:

- i. Single Residence Uses: A maximum aggregate area of three square feet (3 sq. ft.) per lot or parcel may be permitted.
- ii. Multiple Residence Uses (includes apartments, condominiums, Townhouses, a manufactured home park, recreational vehicle park, or similar such use): One (1) wall sign per individual unit or dwelling, not to exceed three square feet (3 sq. ft.), may be permitted.
- iii. A maximum of two (2) freestanding monument signs per development, with a total aggregate area of thirty-two square feet (32 sq. ft.), may be permitted.
- iv. Freestanding directional signs may be permitted through the Site Plan Review process.

Non-Residential Uses (such as but not limited to churches, schools, group homes, farms, but not intended for home occupations): A maximum of two (2) signs per lot or parcel may be permitted with the total aggregate sign area not to exceed forty-eight square feet (48 sq. ft.).

Freestanding directory signs may be permitted through the Site Plan Review process.

#### 5. Reader panel signs:

- a. Elementary and secondary schools may also have, in addition to above (5.Total Signage. (c), one (1) freestanding reader panel sign with an area not exceeding thirty-two square feet (32 sq. ft.) and a height not greater than fourteen feet (14').



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- b. Churches may use up to one-half ( $\frac{1}{2}$ ) of the allowed freestanding sign area for a reader panel.
- B. "Non-Agricultural and Residential": Signs within "Non-Agricultural and Residential Districts" (CL, CH, I, PL and OS) shall comply with the following applicable restrictions. Additionally, any complex of three (3) or more businesses shall be required to submit a comprehensive sign package to be reviewed and recommended by the Commission and approved by Council.
- 1. Wall signage: May or may not be illuminated.
    - a. Wall signs pertaining to any one (1) business within a complex, on a separate parcel or lot, or on a freestanding PAD shall be permitted on the exterior walls of the space occupied by the business in accordance with the following guidelines:
      - b. A wall sign may be permitted on the front building elevation and shall have a maximum area not to exceed one square foot (1 sq. ft.) for each linear foot of the building wall upon which the sign is displayed.
      - c. Wall signs may be permitted on each of its other exterior walls and shall have a maximum area not to exceed one-half ( $\frac{1}{2}$ ) square foot for each linear foot of the building frontage upon which each sign is displayed.
      - d. Under no circumstances may any business have an aggregate area for all wall signs exceeding two hundred square feet (200 sq. ft.), unless as otherwise approved with a comprehensive sign plan.
      - e. Signage shall not extend horizontally a distance greater than eighty percent (80%) of the width of the building wall on which it is displayed.
  - 2. Freestanding monument Signage: May or may not be illuminated.
    - a. One (1) freestanding monument sign for identification purposes shall be permitted per business, except as otherwise allowed.
    - b. Any freestanding sign shall not exceed eight feet (8') in height.
    - c. For a single tenant building the sign shall not exceed thirty-two square feet (32 sq. ft.) in area and may include the name and/or logo of the business and shall include the address.



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- d. For a single building development with multiple tenants the sign shall not exceed forty-eight square feet (48 sq. ft.) in area and may include the name and/or logo of the businesses and shall include the address.
  - e. For multiple building developments or commercial centers one (1) sign may be permitted for every three hundred thirty feet (330') of street frontage for the entire development with a maximum of two (2) signs per street frontage if applicable. The individual buildings within the development and/or the PAD sites within the commercial center shall not be considered as separate developments for signage purposes. The minimum distance between two signs on the same street frontage shall be three hundred thirty feet (330'). Each sign may be a maximum of forty-eight square feet (48 sq. ft.) in area and may be either a freestanding center identification sign or a multi-tenant identification sign.

3. Directional Signs:

Such signs shall not exceed an area of six square feet (6 sq. ft.) or a height of three feet (3'). These signs shall not be included in calculating the total aggregate area of signage allowed on a particular lot or for a particular business, and may include a maximum of twenty-five percent (25%) of the sign area devoted to the display of a business logo or identification. They shall not be located within the sight visibility triangle as described in Section 4.7, of any driveway. The use, number and location of such signs must be approved through the Site Plan Review process and comply with all other Ordinance requirements.

4. Directory signs:

Such signs may be used when required to identify the location of various buildings, offices or businesses within the complex. The use, number and location of such signs must be approved through the Site Plan review process and comply with all other Ordinance requirements. Each sign may be illuminated and have a maximum area of eighteen square feet (18 sq. ft.) and a maximum height of six feet (6'). These signs shall not be included in calculating the total aggregate area for signage allowed on a parcel or lot or for a particular business.

5. Drive-thru Restaurant Menu Boards:

- a. Each drive-thru restaurant may be permitted one (1) preview menu Board and one (1) ordering menu Board. These signs may be freestanding or wall-mounted and shall be located a minimum of forty-five feet (45') from the street property line and the front of the Board(s) shall not be visible from the public street. The maximum aggregate area for both



signs shall not exceed fifty square feet (50 sq. ft.) or a maximum height of eight feet (8') per sign. These signs shall not be included in calculating the total aggregate area for signage allowed on a parcel or lot or for a particular business.

- b. Freestanding menu Boards shall have a monument base of masonry construction and shall have a landscape area at the base of the sign equal to at least two square feet (2 sq. ft.) for each square foot of sign area.

6. Window signage:

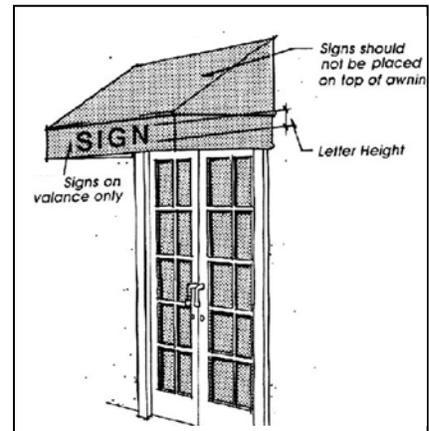
The total aggregate area of all window signs shall not exceed twenty-five percent (25%) of the total area of the windows through which they are visible.



7. Awning Signs:

A maximum of twenty-five percent (25%) of the front face area of the awning may be used for signage.

Awning signs may identify the name of the business. Logos may be used but not in such a way where it is the predominant element of the awning sign. Such signs shall not include any additional advertising copy.



8. Shingle signs and projecting signs:

- a. One (1) shingle sign or projecting sign that is designed and oriented primarily for the aid of pedestrians may be allowed per business and shall be located immediately adjacent to the business it identifies.

- b. Shingle signs and projecting signs shall have an eight-foot (8') minimum clearance between the bottom of the sign and the sidewalk.

- c. Shingle signs shall have a maximum area of three square feet (3 sq. ft.).

9. Projecting signs for each ground floor business on a street shall not exceed one square foot (1 sq. ft.) for each linear street frontage of the business, up to a maximum of fifteen square feet (15 sq. ft.).



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May identify the name and/or logo of the business, and such signs shall not include any additional advertising copy.

A wall or parapet sign is not permitted if a projecting sign is used to identify the business.

#### 10. Parapet Signs:

Parapet signs shall not project above the top of the building parapet.

- a. A maximum of twenty-five percent (25%) of the front face area of the parapet may be used for signage.
- b. Parapet signs may identify the name of the business. Logos may be used but not in such a way where it is the predominant element of the parapet sign. Such signs shall not include any additional advertising copy.

#### 11. Total Signage:

- a. The total maximum aggregate signage, inclusive of wall, freestanding monument, window, awning, shingle, projecting, or parapet signs, shall not exceed two hundred thirty-two square feet (232 sq. ft.) for a single-tenant development.
- b. The total maximum aggregate signage, inclusive of wall, freestanding monument, window, awning, shingle, projecting, or parapet signs, shall not exceed two hundred forty-eight square feet (248 sq. ft.) for a multi-tenant development.
- c. The freestanding monument sign(s) for multi-tenant, multi-building, or shopping center developments shall not be counted towards the individual businesses' or anchor tenant's allowed signage provided that the name of the businesses or anchor tenant is not part of the center identification name on the freestanding sign.
- d. In addition to above, drive-thru restaurants may be permitted one (1) freestanding or wall-mounted preview menu Board and one (1) ordering menu Board with a maximum aggregate area of fifty square feet (50 sq. ft.) for both signs.
- e. Freestanding directory signs may be permitted through the Site Plan Review process.



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- f. In addition to above (Total Signage), multiple building developments or commercial centers may be permitted additional freestanding center or multi-tenant identification signs with a maximum area of forty-eight square feet (48 sq. ft.) each in accordance with the provisions outlined in this Ordinance.
  - g. The provisions above shall apply unless such guidelines are addressed in an approved comprehensive sign plan.

12. Reader panel signs:

Theaters, municipal uses, commercial uses, religious and academic institutions, or quasi-government organizations may also have, in addition to above (Total Signage), one (1) freestanding reader panel sign not to exceed twenty-four square feet (24 sq. ft.) in area and six feet (6') in height approved as a Conditional use.

4.21.7 Temporary Signs

A. Banners, Pennants and Displays for Grand Openings and Special Events:

1. All businesses shall be permitted to display Grand Opening signs at the time of original opening or when reopened by a new owner or lessee for a maximum period of thirty (30) days. Approval of the time and location of display shall be obtained from the Development Services Director or his/her designee, on forms provided by the Town's Development Services Department.
2. Such signs may be allowed on-site, in commercial or industrial districts or public or institutional property. In residential districts, such signs may only be permitted for multiple residence uses and non-residential uses.
3. Banners, pennants, and other displays for special events may be allowed for a maximum period of ten (10) consecutive days on each occasion, with the exception of grand opening or reopening signs and such signs shall be reviewed on a case-by-case basis. Approval of the time and location of display shall be obtained from the Development Services Director or his/her designee, on forms provided by the Town's Development Services Department.
4. No pennant, banner or display shall be placed on or above the roof of any building.
5. A minimum of thirty (30) days shall pass between each such display.



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6. For special events, the maximum banner size shall be forty-eight square feet (48 sq. ft.), unless otherwise reviewed and approved, and shall be limited to one (1) per street frontage of the business. Application for and approval of the time and location of display shall be obtained from the Zoning Administrator, or his/her designee, on forms provided by the Town's Development Services Department.
  7. Banners and pennants shall be displayed on the building or within the parking area, perimeter landscape, or some other area of the development, as reviewed and approved by the Development Services Director or his/her designee.

#### B. Off-site Directional Signs

1. A sign plan shall be required in conjunction with the Special Event Permit or Temporary use Permit. The sign plan shall show the proposed location, placement, and size of all off-site directional signs.
2. Signs may be placed twenty-four (24) hours in advance of the event and shall be removed within twenty-four (24) hours after the conclusion of the event.
3. Signs shall not be placed or located within the public rights-of-way.
4. Prior to installation, approval shall be obtained from the owner of the property on which off-site directional signs will be placed.
5. Banners shall be made of cloth, nylon, or similar material.
6. Banners may be hung from streetlights that are specifically designed to accommodate banners and which advertise a Town-authorized special event or a community wide event or a community message but not for individual businesses.
7. Approval of the time and location of the banners shall be obtained from the Development Services Director, or his/her designee, and the Public Works Director, or his/her designee on forms provided by the Town's Development Services Department.

#### C. Political signs:

1. Signs pertaining to an election shall not be displayed earlier than sixty (60) days prior to an election and shall be removed within ten (10) days after the specific election to which they refer. The Town may impose a bond re-



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quirement for political signage to help insure the prompt removal of all political signage as required by this Ordinance.

2. Signs shall not be placed in any portion of the public right-of-way.

Prior to installation, approval shall be obtained from the owner of the property on which political signs will be placed.

D. Real estate signs:

Signs advertising the sale, lease or renting of a building, suite, dwelling or lot shall conform to the following regulations and are exempt from the total aggregate sign area.

1. In residential zoning districts one (1) non-illuminated sign, located on the subject property, shall be permitted. The sign shall not exceed six square feet (6 sq. ft.) in area or five feet (5') in height. Parcels or lots of five (5) or more acres shall be permitted one (1) sign with a maximum area of thirty-two square feet (32 sq. ft.) and a maximum height of eight feet (8') per street frontage.
2. For vacant property in commercial and industrial zoning districts one (1), non-illuminated sign, shall be permitted which shall not exceed thirty-two square feet (32 sq. ft.) in area nor eight feet (8') in height.
3. For developed property within the commercial and industrial zoning districts one (1) non-illuminated sign, pertaining only to the building upon which displayed shall be permitted. Such sign shall have a maximum area of twelve square feet (12 sq. ft.) and a maximum height of six feet (6').
4. A maximum of four (4) open house directional signs, including any such sign on the property of the home for sale, may be posted for each home provided they are not placed or located upon Town sidewalks or within the public rights-of-way. Each sign shall have a maximum height of three feet (3'). The signs may be posted only when a sales person is on duty at the home and for no longer than nine (9) hours during any twenty-four (24) hour period.

E. Construction or Development Signs:

1. One such sign may be posted on the lot or parcel where the construction or repair will be conducted. The sign shall have a maximum area of thirty-two square feet (32 sq. ft.) and a maximum height of eight feet (8').



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2. If construction plans have not been submitted to the Development Services Department for the parcel or lot within one hundred twenty (120) days after issuance of the construction or development sign permit, the sign shall be removed and will not be approved for replacement until after a building permit has been issued by the Town for the project.
  3. In all cases, such signs shall be removed within ten (10) days following the issuance of a certificate of occupancy for the project.

#### 4.21.8 Subdivision Signs

The following signs may be permissible after administrative review and approval by the Development Services Director or his/her designee.

##### A. Permanent Subdivision Entry / Identification Signs:

1. A wall sign or monument sign may be permitted at the entryway(s) of a subdivision. The signage shall be integrated to complement the streetscape and landscaping frontages. A maximum aggregate area of twenty-four square feet (24 sq. ft.) per subdivision or parcel/unit may be permitted.
2. The maximum height of any subdivision entry/identification sign shall be six feet (6'). The sign may include only the name of the development and the street address.

##### B. Temporary subdivision advertising and directional signs:

1. On-site sign: During the construction phase, each subdivision shall have one sign located at the subdivision (on-site) advertising the subdivision. Such sign shall have a maximum area of ninety-six square feet (96 sq. ft.) and may be single or double faced with a maximum height of thirteen feet (13') and boxed edges. The sign shall not be located within one hundred feet (100') of any property line of an existing residence. The sign must be removed when ninety-five percent (95%) of the lots within the subdivision are sold and/or the on-site sales office(s) closes. Additional on-site subdivision advertising and directional signs may be permitted in a PAD District if prior approval by the Commission and Town Council is obtained.
2. Residential kiosk Signs: Sign panels on a Town-approved kiosk structure may be authorized for the purpose of providing directional information to community facilities and residential developments, including manufactured home parks and apartment developments, which are offering the first time sale and/or lease of single-family subdivisions, multiple-family condominiums, or apartments that are located within the Town limits. Sign panels



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may be single or double-faced. Maximum sign height for a single sign structure (kiosk) shall be eight feet (8').

3. Sign panels shall be located on designated Town kiosk structures within the public right-of-way, or, upon finding that such location will not permit adequate directional information, kiosk structures may be approved on private property with the written permission of the property owner. Such permission shall include the consent of the property owners to allow the Town, in the event of non-compliance, to enter the property and remove the sign. A kiosk location plan shall be prepared showing the site of each kiosk and shall be submitted to and approved by the Development Services Director, or his/her designee, prior to the acceptance of a sign permit application.
4. Each temporary real estate directional sign panel may contain only the name of the subdivision or builder or new multiple-family development, the corporate logo, and a directional arrow. Community directional sign panels (Town Hall, library, medical facilities, parks, historic sites, etc.) may also be allowed on kiosk structures.
5. No temporary real estate kiosk sign shall be placed within three hundred feet (300') of another except when they are across the street from one another.
6. Directional sign panels shall conform to colors and design standards approved by the Development Services Director, or his/her designee.
7. Any sign panel approved for a particular development project within the Town shall not be changed to another project without prior approval of the Development Services Director or his/her designee.
8. Flags: Subdivision identification flags may be placed on, or behind, the property line of the subdivision. No more than six (6) such flags may be placed at any one subdivision. The flags shall have a maximum area of twelve square feet (12 sq. ft.), shall contain no lettering and may not be maintained higher than twenty-five feet (25') above the adjoining ground, and must be on an approved engineered footing. The flags must be removed when ninety-five percent (95%) of the lots in the subdivision are sold and/or the on-site sales office closes.
9. PAD directional signs:

A maximum number of three (3) homebuilder or marketing directional signs may be permitted within an approved PAD. Each sign shall have a maximum height of three feet (3') and six square feet (6 sq. ft.) in area.



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#### 4.21.9 Submittal and Permit Requirements

Sign permit approval is required for constructing or altering any non-exempt sign. A sign permit application shall be made in writing on forms provided by the Development Services Department. Depending on the sign and location, a building permit may also be required.

The following information will be required on all sign permit applications:

- A. Business owner's name, address and telephone number.
- B. Sign contractor's name, address and telephone number.
- C. Inventory of all existing signs on the property showing the type, dimensions, and location of each sign.
- D. Fully dimensioned plans and elevations showing the dimensions, design copy, and location of each proposed sign in relation to the property line(s) and public right-of-way.
- E. Plans indicating the scope and structural detail of the work to be done; including details of all connections, supports, footings, and materials to be used.
- F. Required information for an electrical permit for all signage illumination. Please contact the Building Safety Division for specific requirements and/or additional information.
- G. Comprehensive sign packages, if required by this Ordinance, shall provide information regarding the color(s), material, type, and letter samples that are for all tenant signage, freestanding center identification signage, directional signs, window signs and any other information deemed necessary by the Town to adequately review the comprehensive sign package.
- H. A "Planned Area Development" (PAD) must submit a comprehensive sign package and may, through the comprehensive sign package, request deviations from this Ordinance only if the deviations are reviewed and recommended by Commission and approved by Council.
- I. Two (2) copies of all information listed above shall be submitted with the application for each sign; one (1) copy being returned to the applicant at the time the Permit is issued.
- J. Before issuing any Sign Permit required by this Ordinance, the Town shall collect a fee in accordance with a fee schedule established by Council. If work, for which a permit is required by this Ordinance, is started before a permit has



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been issued, the fees specified above shall be doubled. The payment of such double fee shall not relieve any persons from complying fully with the requirements of this Ordinance in the execution of the work or from any penalties prescribed herein.

#### 4.21.10 Exceptions

- A. Permits Not Required: Sign permits are not required for the following signs provided that such signs are subject to all other provisions of this Ordinance. Note: Electric permit required for all exterior electric signs.
- B. Standard sign maintenance.
- C. Relocation as required by the Town.
- D. Garage sale signs not exceeding six square feet (6 sq. ft.). Such signs shall not be up longer than three (3) days. Signs may not be located upon Town sidewalks or within the public rights-of-way.
- E. Political signs.
- F. Messages painted directly on or adhesive vinyl film affixed to, the exterior surface of existing mineral glass windows; except that the aggregate square footage of such signs shall be calculated as window signage.
- G. Flags, pennants or insignia of any nation, state, County, Town, or other political unit, or any church or religious organization.
- H. Tablets, grave markers, headstones, statuary or remembrances of persons or events noncommercial in nature.
- I. Works of fine art, historic or cultural artifacts when not displayed in conjunction with a commercial enterprise that may derive direct commercial gain from such display.
- J. Temporary decorations or displays celebrating the occasion of traditionally accepted patriotic, religious or local holidays or events.
- K. Temporary signs less than thirty (30) days for events of a general Town, civic or public benefit.
- L. Signs not visible beyond the boundaries of the lot or parcel upon which they are located, or from any public right-of-way.



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- M. The placement and maintenance of official traffic, fire and police signs, signals and devices and markings of the State of Arizona and the Town or other authorized public agency, and the posting of public notices as required by law.
  - N. Non-illuminated directional or informational signs of a non-commercial public or quasi-public nature, including street, building or suite numbers which do not exceed six square feet (6 sq. ft.).
  - O. Signs displayed during recognized holidays, as identification of temporary sales areas for trees and similar holiday items in conjunction with an approved permit should one be required. Such signs shall be excepted only when displayed within thirty (30) days of the recognized holiday.
  - P. Signs displayed within the interior of a building.
  - Q. Identification signs for individual residences.
  - R. On-site directional and similar informational signs provided such signs are utilized only when necessary for traffic directional or similar informational purposes and do not display corporate colors, logos or other commercial messages. Such signs shall be wall mounted or, if detached, shall not exceed a height of three feet (3').

#### 4.21.11 Prohibited Signs

Any sign not specifically listed as permitted by this Ordinance is prohibited, including, but not limited to the following:

- A. Bill Boards are prohibited in the Town.
- B. Vehicle signs or signs mounted, attached, or painted on trailers, boats, or motor vehicles primarily or consistently parked, stored, or displayed in a manner intended to attract the attention of the public for advertising purposes.
- C. Signs attached to any utility pole, or structure, streetlight, traffic signal, tree, fence, fire hydrant, bridge, park bench or other location on public property unless otherwise specifically allowed in this article.
- D. The use of pennants, banners, fixed balloons, and similar displays except as permitted elsewhere in this article.
- E. Off-site signs, unless otherwise permitted by this Ordinance, more specifically signs that direct attention to a business, commodity, service or entertainment



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conducted, sold or offered at a location other than the premises on which the sign is located.

- F. Signs that are animated or audible, or rotate or have intermittent or flashing illumination or emit audible sound or visible matter; except time and/or temperature units or to drive-up menu boards, except as otherwise approved through the Conditional Use Permit processes, in a comprehensive sign plan.
- G. Roof signs.
- H. Signs displayed in a manner or location that prevent free ingress and egress from a door, window or other exit.
- I. Portable signs and/or temporary signs that advertise a business, commodity, service, entertainment, product or attraction.
- J. Signs displayed in a location prohibited by this Ordinance.
- K. Weekend directional signs.
- L. Projecting signs unless mounted entirely under an awning or roof hanging and designed primarily for the aid of pedestrian traffic. Such signs shall not interfere with the pedestrian traffic.
- M. Awning mounted signs, unless painted directly on the face of the awning.

#### 4.21.12 Non-conforming and Unsafe Signs

##### A. Legal Non-conforming signs:

1. Legal non-conforming sign(s) shall mean a sign that lawfully exists at the time of the enactment of this Ordinance that does not conform to the regulations as specified in this Ordinance.
2. A legal non-conforming sign may continue to be utilized in perpetuity only in the manner and to the extent that it existed at the time of the adoption of this Ordinance or any amendment thereto.
3. A legal non-conforming sign may not be altered in any manner not in conformance with this Ordinance. This does not apply to reasonable repair and maintenance of the sign or to a change of copy provided that by changing the copy structural alterations are not required.



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4. Any construction permit which invokes Certificate of Occupancy requirements shall specify and require that any non-conforming sign located within the boundaries of the development site, and within the limits of the applicant's control, authorized by the permit shall be brought into conformance with the provisions of this Ordinance, provided that if the non-conforming sign is a type of sign that is prohibited under this Ordinance, it shall be removed.
  5. Legal non-conforming signs that are located on a parcel of property which is severed from a larger parcel of property and acquired by a public entity for public use by condemnation, purchase or dedication may be relocated on the remaining parcel without extinguishing the legal non-conforming status of that sign provided that the non-conforming sign:
    - a. Is not increased in area or height to exceed the limits of the district in which it is located;
    - b. Remains structurally unchanged except for reasonable repairs or alterations;
    - c. Is placed in the most similar position on the remaining property that it occupied prior to the relocation; and
    - d. Is relocated in a manner so as to comply with all applicable safety requirements.
    - e. After relocation pursuant to this subsection, the legal non-conforming sign shall be subject to all provisions of this subsection in its new location.

#### B. Signs Rendered Non-conforming

Except as provided in this subsection, a non-conforming sign may continue in the manner and to the extent that it existed at the time of the Ordinance adoption, amendment or annexation that rendered the sign non-conforming. This subsection shall not prohibit reasonable repairs and alterations to non-conforming signs.

1. A sign approved by Zoning Administrator or comprehensive sign plan before the effective date of this Ordinance (date) shall not be considered non-conforming and shall not be subject to the regulations set forth in this subsection.
2. A non-conforming sign shall not be re-erected, relocated or replaced unless it is brought into compliance with the requirements of this Ordinance.



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3. If the structure of a non-conforming sign is changed, the height and area of the sign shall not be increased to exceed the height and area limits of the site on which it is located. If the sign exceeds the site's height and/or area limitations, the excess height and/or area shall be reduced a minimum of fifty percent (50%). Two such reductions shall be permitted; after the third structural change, the sign shall conform to current standards. Nothing in this subsection shall require a non-conforming sign to be reduced to a height or area less than that allowed on the site.
  4. If a non-conforming sign is located on a parcel that is experiencing development for which Site Plan Review is required, the height and area of the sign shall not be increased to exceed the height and area limitations of the site. If the sign exceeds the site's height and/or area limitations, the excess height and/or area shall be reduced a minimum of fifty percent (50%). Two such reductions shall be permitted; after the third structural change, the sign shall conform to current standards. Nothing in this subsection shall require a non-conforming sign to be reduced to a height or area less than that allowed on the site.
- C. Site Plan and/or Design Review required by one of the following types of development shall not cause reduction in a sign's non-conforming height and/or area:
1. An addition of less than two thousand square feet (2,000 sq. ft.) when the addition is less than fifty percent (50%) of the size of the usable space of the site which is the subject of review. A series of additions, which total more than fifty percent (50%) of the usable space of the site shall require reduction of nonconformities. Usable space shall not include areas such as restrooms and storage rooms.
  2. An addition of more than two thousand square feet (2,000 sq. ft.) when the addition is less than ten percent (10%) of the size of the usable space of the site which is the subject of review. A series of additions, which total more than ten percent (10%) of the usable space of the site shall require reduction of nonconformities. Usable space shall not include areas such as restrooms and storage rooms.
  3. A modification required by federal, state or local regulations or programs.
  4. Any non-conforming sign shall be removed or rebuilt in full conformity to the terms of this Ordinance if it is damaged or allowed to deteriorate to such an extent that the cost of repair or restoration is fifty percent (50%) or more of the cost of replacement of such sign.



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D. Signs For a Legal Non-conforming Use:

1. New or additional signs for a non-conforming use shall not be permitted.
2. A non-conforming sign for a non-conforming use which ceases to be used for a period of six (6) months or is suspended by a conforming use, shall be considered a prohibited sign and shall be removed or brought into conformance upon establishment of a conforming use.
3. Signs Rendered Discontinued: Sign structures which remain vacant, unoccupied, and devoid of any message for a period of six (6) months, or display a message pertaining to a time, event or purpose that no longer applies shall be deemed to be discontinued.
4. A sign whose use has been discontinued is prohibited and shall be removed by the owner of the sign or owner of the premises. Removal shall occur by no later than six (6) months after such use has been discontinued.
5. The owner/operator of a discontinued business shall cover the sign copy used to advertise the business.

E. Unsafe signs:

If the Zoning Administrator, or his/her designee, determines any sign or sign structure to be in an unsafe condition, he shall immediately notify, in writing, the owner of such sign who shall correct such condition within forty-eight (48) hours.

If the correction has not been made within forty-eight (48) hours, the Zoning Administrator, or his/her designee, may have the sign removed if it creates a danger to the public safety or have any necessary repairs or maintenance performed at the expense of the sign owner or owner or lessee of the property upon which the sign is located.

| <b>Sign Ordinance Outreach Plan and Review Schedule</b>             |   |   |
|---|---|---|
| <b>What</b>   | <b>Why</b>  | <b>When</b>   |
| In-Office Outreach With Business Owners                             | Expiration of Ord. 14-784, temporary banners and signs              | January 1, 2016 – ongoing   |
| Media Outreach – Daily Courier                                      | To invite involvement   | February 5, 2016  |
| Outreach to Chamber of Commerce                                     | To reach business-owners with signs                                 | February 1, 2016 – ongoing  |
| Introductory Meeting at P&Z   | To introduce topic to P&Z   | March 1, 2016   |
| Emails to all business license holders with an email address        | To invite participation and involvement in a Citizen Advisory Group | March 16, 2016  |
| Online Survey   | Seeking input on past experiences and desired changes               | By March 31, 2016   |
| Chamber of Commerce Online Survey                                   | Same as above   | By March 21, 2016   |
| 1 <sup>st</sup> Citizen Advisory Group Meeting                      | Introduce topic to group, discuss possible changes and limitations  | 10:30 AM on April 11, 2016 (Development Services Conference Room) |
| 1 <sup>st</sup> Update at P&Z                                       | To brief P&Z on input thus far                                      | April 13, 2016  |
| 2 <sup>nd</sup> Advisory Group Meeting                              | Continue discussion on sign code updates (after staff draft)        | May 2, 2016   |
| 2 <sup>nd</sup> Update at P&Z                                       | To brief P&Z on input thus far (present draft)                      | May 3, 2016   |
| Chamber of Commerce Luncheon  | Present draft plan to Chamber members, invite input                 | May 11, 2016  |
| 3 <sup>rd</sup> Advisory Group Meeting                              | Discuss draft, make final changes                                   | June 1, 2016  |
| 3 <sup>rd</sup> Update at P&Z/1 <sup>st</sup> Public Hearing at P&Z | Present Final Draft and Ordinance to P&Z                            | June 15, 2016   |
| Final Public Hearing at P&Z   | Present Final Draft and Ordinance to P&Z for vote                   | July 5, 2016  |
| Public Hearing at Town Council                                      | Hold public hearing at Town Council, adopt ordinance                | July 26, 2016   |

**Ongoing email/phone communication**





Healthcare | Mobile Intelligence

Market Research

Examples | Survey Services | Plans & Pricing

Non Profit

Events

Upgrade jgardner@chinoaz.net

+ Create Survey

meaningful results: View all your responses and get powerful analysis. [View Pricing](#) →

## Sign Ordinance Survey

Summary Design Survey Collect Responses **Analyze Results**

### CURRENT VIEW

+ FILTER + COMPARE + SHOW

### No rules applied

Rules allow you to **FILTER**, **COMPARE** and **SHOW** results to see trends and patterns. [Learn more](#) »

### SAVED VIEWS (1)

**Original View** (No rules applied)  
+ Save as...

### EXPORTS

### SHARED DATA (1)

**Shared Data 1:** Anyone with the Link

RESPONDENTS: 17 of 17

Export All Share All

Question Summaries Data Trends Individual Responses

All Pages

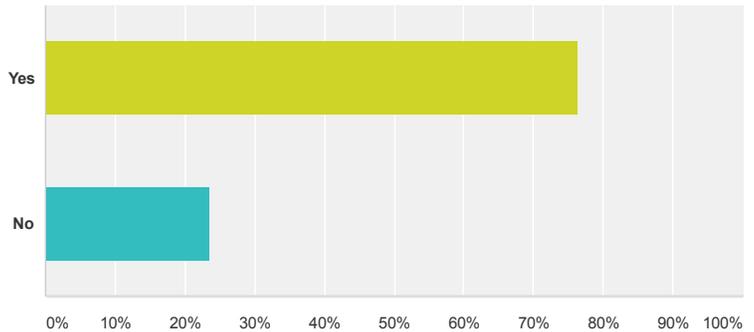
### PAGE 1

Q1

Customize Export

### Do you own a business in Chino Valley?

Answered: 17 Skipped: 0



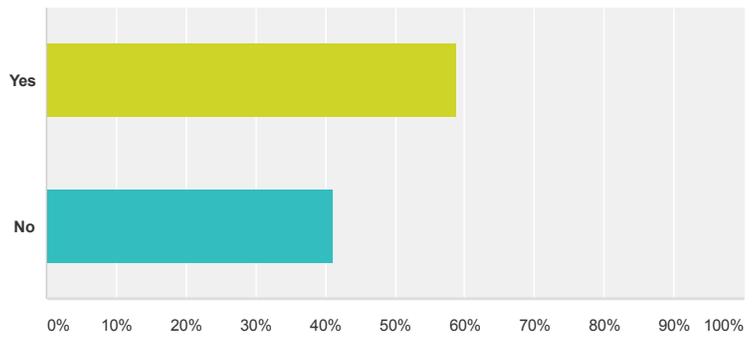
| Answer Choices | Responses |
|----------------|-----------|
| Yes            | 76.47% 13 |
| No             | 23.53% 4  |
| Total          | 17        |

Q2

Customize Export

### Is your business located on State Route 89?

Answered: 17 Skipped: 0



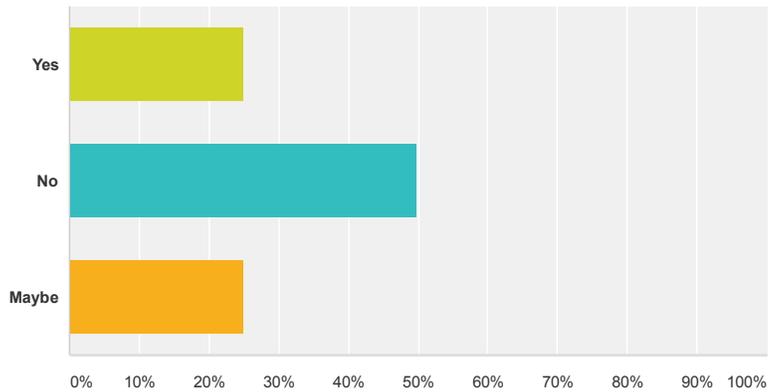
| Answer Choices | Responses |
|----------------|-----------|
| ▼ Yes          | 58.82% 10 |
| ▼ No           | 41.18% 7  |
| Total          | 17        |

Q3

Customize Export

**Would you pay a nominal fee to have a directional sign on State Route 89 indicating your business?**

Answered: 16 Skipped: 1



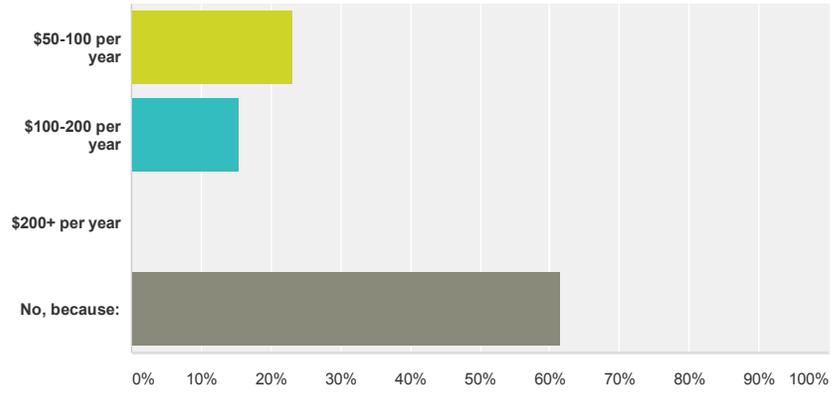
| Answer Choices | Responses |
|----------------|-----------|
| ▼ Yes          | 25.00% 4  |
| ▼ No           | 50.00% 8  |
| ▼ Maybe        | 25.00% 4  |
| Total          | 16        |

Q4

Customize Export

**If "Yes", which range would you consider fair? If "No", why not?**

Answered: 13 Skipped: 4



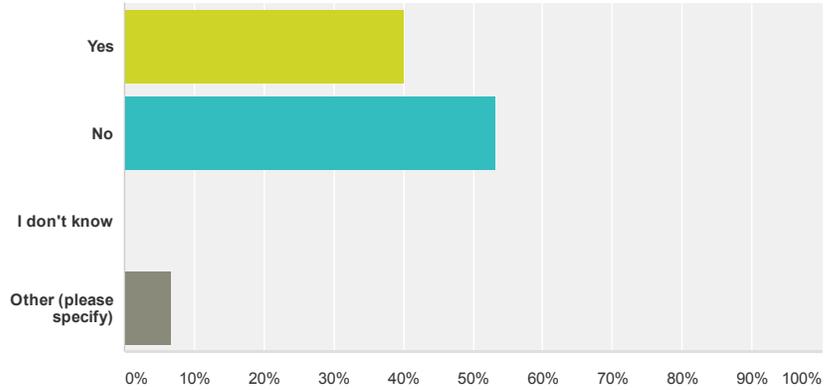
| Answer Choices   | Responses |    |
|--|-----------|----|
| ▼ \$50-100 per year  | 23.08%    | 3  |
| ▼ \$100-200 per year                                       | 15.38%    | 2  |
| ▼ \$200+ per year  | 0.00%     | 0  |
| ▼ No, because: <span style="color: teal;">Responses</span> | 61.54%    | 8  |
| Total  |           | 13 |

Q5

[Customize](#) [Export](#)

### Does your business rely on signage as your main source of advertisement?

Answered: 15 Skipped: 2



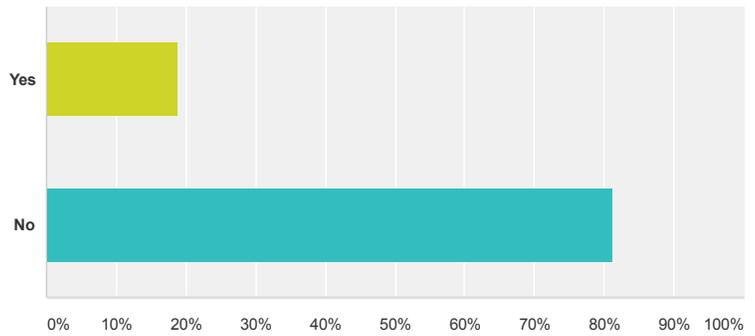
| Answer Choices   | Responses |    |
|--|-----------|----|
| ▼ Yes  | 40.00%    | 6  |
| ▼ No   | 53.33%    | 8  |
| ▼ I don't know   | 0.00%     | 0  |
| ▼ Other (please specify) <span style="color: teal;">Responses</span> | 6.67%     | 1  |
| Total  |           | 15 |

Q6

[Customize](#) [Export](#)

### Have you applied for a Town of Chino Valley Sign Permit within the last 12 months?

Answered: 16 Skipped: 1



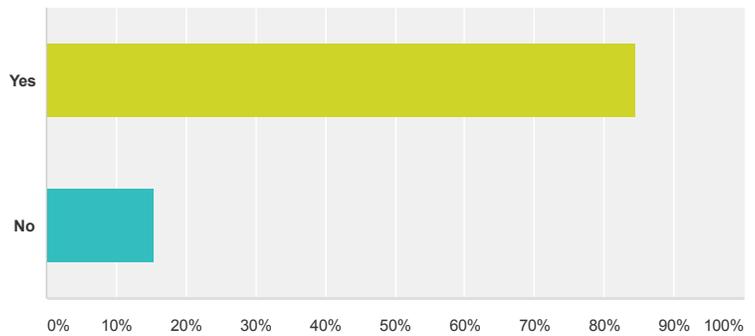
| Answer Choices | Responses |    |
|----------------|-----------|----|
| ▼ Yes          | 18.75%    | 3  |
| ▼ No           | 81.25%    | 13 |
| Total          |           | 16 |

Q7

[Customize](#) [Export](#)

### Would you support an increased maximum size for signs?

Answered: 13 Skipped: 4



| Answer Choices | Responses |    |
|----------------|-----------|----|
| ▼ Yes          | 84.62%    | 11 |
| ▼ No           | 15.38%    | 2  |
| Total          |           | 13 |

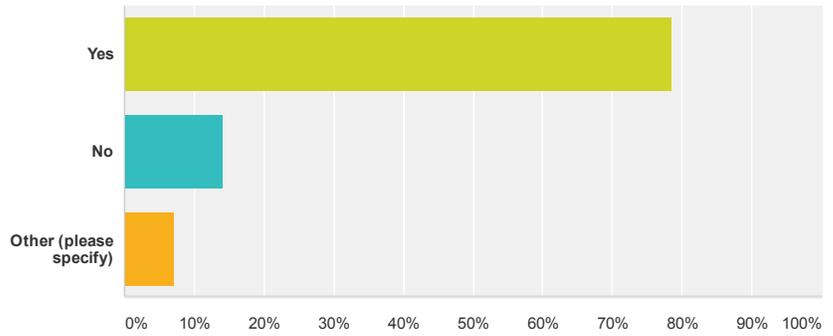
[Comments \(7\)](#)

Q8

[Customize](#) [Export](#)

### Would you support continued use of "temporary" banners for up to 1 year?

Answered: 14 Skipped: 3



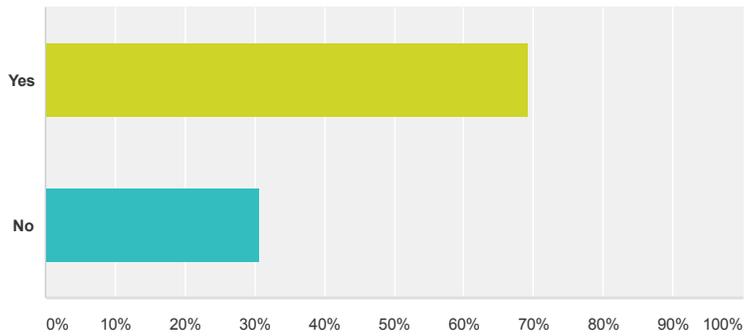
| Answer Choices         | Responses | Count |
|------------------------|-----------|-------|
| Yes                    | 78.57%    | 11    |
| No                     | 14.29%    | 2     |
| Other (please specify) | 7.14%     | 1     |
| Total                  |           | 14    |

Q9

[Customize](#) [Export](#)

### Would you support continued use of "A-Frame" signs?

Answered: 13 Skipped: 4



| Answer Choices | Responses | Count |
|----------------|-----------|-------|
| Yes            | 69.23%    | 9     |
| No             | 30.77%    | 4     |
| Total          |           | 13    |

[Comments \(8\)](#)

PAGE 2

Q10

[Export](#)

### Do you have any further comments regarding the Sign Ordinance Update?

Answered: 6 Skipped: 11

**Responses (6)** [Text Analysis](#) [My Categories](#)

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Search responses

Showing 6 responses

encourage people to purchase goods in Chino Valley hence bringing in more revenue for the town.  
3/21/2016 4:14 PM [View respondent's answers](#)

My Concern is: allowing--Larger Monument signs-according to the current guidelines as far as color goes-- would reduce our need to put our FLAGS--i wish we could lower speed limit on main hwy thru town to 35- mph not 45 mph----WAY too Many-accidents---TOO Many----WAY too Many---safety and organized appearance--instead of FLAGS and customers racing in and out of middle barriers trying to find the business- this should be an easy fix---  
3/21/2016 4:02 PM [View respondent's answers](#)

I am pleased that we are addressing this issue. Thank you. Pat Earle, Four Shoes.  
3/21/2016 3:26 PM [View respondent's answers](#)

I would like to be considered for the committee when it is being established.  
3/21/2016 2:43 PM [View respondent's answers](#)

No, but since I do not use signs, my comments are of limited value.  
3/21/2016 2:35 PM [View respondent's answers](#)

We are now currently on the highway but for 12 years we were not on the highway and this was an issue for our business.

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**Amendments to the Unified Development Ordinance of the Town Of Chino Valley, Arizona Related to Signs, Dated \_\_\_\_\_, 2016**

The Unified Development Ordinance of the Town of Chino Valley, Arizona, Chapter 4 General Regulations is hereby amended by deleting Section 4.21 Sign Regulations in its entirety and replacing it with the following:

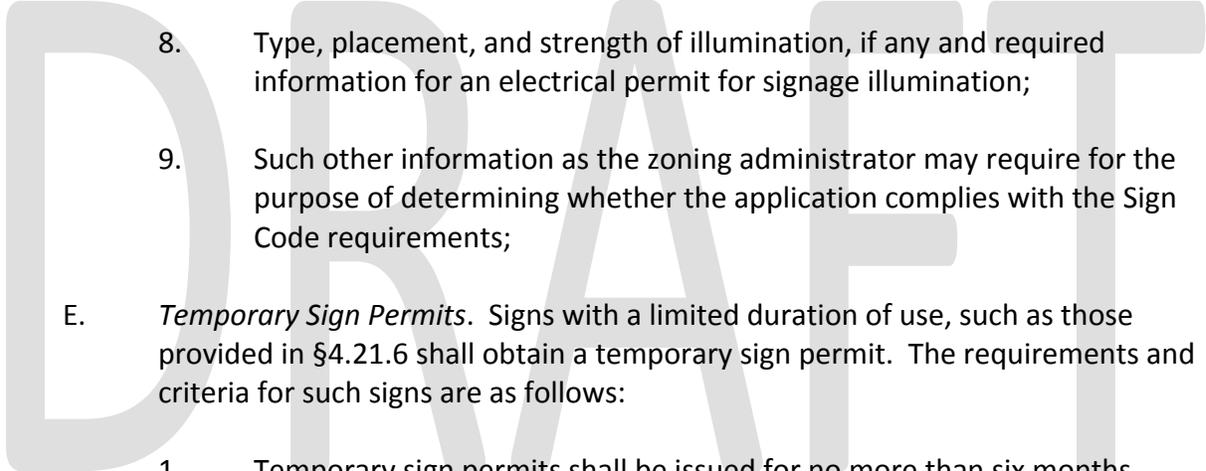
**4.21 Sign Regulations**

4.21.1 Purpose: The purposes of this Ordinance are to establish reasonable regulations that:

- A. promote the public welfare and safety through the safe placement and installation of signs; and
- B. promote economic vitality for local businesses and services; and
- C. protect and enhance the Town's aesthetic interests by preventing over-proliferation of signs and maintaining a high quality of signs throughout the Town.

4.21.2 Permits Required.

- A. *Permit Required*. Except as provided herein, it shall be unlawful for any person to construct, install, attach, place, paint, alter, relocate, or otherwise maintain any non-exempt sign in the Town without first obtaining a sign permit in conformance with this Sign Code.
- B. *Conflicts with other requirements*. If provisions of this Sign Code are conflict with any other Town Code or ordinance, the more restrictive requirement(s) shall apply. Signs maintained contrary to the provisions of this Sign Code are declared to be nuisances and may be abated as provided by law.
- C. *Fees*. Sign permit fees shall be as adopted by the Council by resolution.
- D. *Sign Permit Application*. No sign permit application shall be accepted if not submitted with full payment of all fees required. Application for a sign permit shall be made to the Development Services Department on forms provided by the Town and shall include at a minimum the following information:
  - 1. Yavapai County Assessor's parcel number identifying the property where the sign will be located;
  - 2. Street address, if any, legal description of the property, and dimensions thereof. If the parcel is not within a recorded subdivision, a metes and bounds legal description shall be submitted with the application;



3. Name, address and telephone number of the property owner and agent, if any;
4. Signature of applicant or agent;
5. Inventory of all existing signs on the property showing the type, dimensions, and location of each sign;
6. Fully dimensioned plans and elevations showing the dimensions, placement of copy, and location of each proposed sign in relation to the property line(s) and public right(s)-of-way;
7. Plans indicating the scope and structural detail of the work to be done, including all connections, supports, footings, and materials to be used;
8. Type, placement, and strength of illumination, if any and required information for an electrical permit for signage illumination;
9. Such other information as the zoning administrator may require for the purpose of determining whether the application complies with the Sign Code requirements;

E. *Temporary Sign Permits.* Signs with a limited duration of use, such as those provided in §4.21.6 shall obtain a temporary sign permit. The requirements and criteria for such signs are as follows:

1. Temporary sign permits shall be issued for no more than six months.
2. Temporary signs shall conform to all other requirements of this Code.

F. *Exempt Signs.* The following types of signs are exempt from the permitting requirements but shall comply with all other requirements and standards set forth in this Sign Code. No business shall have more than two (2) exempt signs and no more than two (2) exempt signs may be located on any residential lot, except as provided in the following table:

| Description   | Type                            | Number Permitted | Maximum Area and Height |
|---|---------------------------------|------------------|-------------------------|
| Official notices authorized by a court, public body or public safety official |                                 |                  | No limit                |
| Government Signs  | Wall or ground-mounted standard |                  | No limit                |

|   |                                 |                |  |
|---|---------------------------------|----------------|--|
| Posters   |                                 |                | No limit   |
| Flags   |                                 |                | No limit   |
| A-Frame Signs   |                                 | 2 per frontage | 12 Square feet total: See Table 4.21.6 for regulations |
| Signs located within structures in Commercial zoning districts          | Window Signs                    |                | No limit   |
| Signs on residentially zoned property                                   | Wall, window, or ground-mounted |                | No limit   |
| Signs required to be relocated by the Town or other governmental agency |                                 |                |  |

#### 4.21.3 General Sign Regulations

- A. The regulations, requirements, and provisions set forth in this Chapter shall apply to all signs erected, placed, or constructed within the Town.
- B. All signs shall be structurally designed, constructed, erected, and maintained in conformance with all applicable Technical Codes and regulations.
- C. Signs shall not be constructed or located in a manner that interferes with pedestrian or vehicular travel, obstructs free and clear vision of traffic, poses a hazard to either pedestrians or vehicles, or in such a manner to confuse, distract, or interfere with traffic and/or pedestrians.
- D. Signs shall be located a minimum of six feet (6') from property lines.
- E. All signs and sign structures, conforming and non-conforming, shall be maintained in good order, repair, and appearance at all times so as not to constitute a danger or hazard to the public safety or create visual blight as determined by the Zoning Administrator or his/her designee.
- F. All illuminated signs shall comply with §4.24 Outdoor Lighting including, but not limited to, Subsection 4.24.4 General Requirements, Sub-subsection (P).

#### 4.21.4 Measurement of Signs

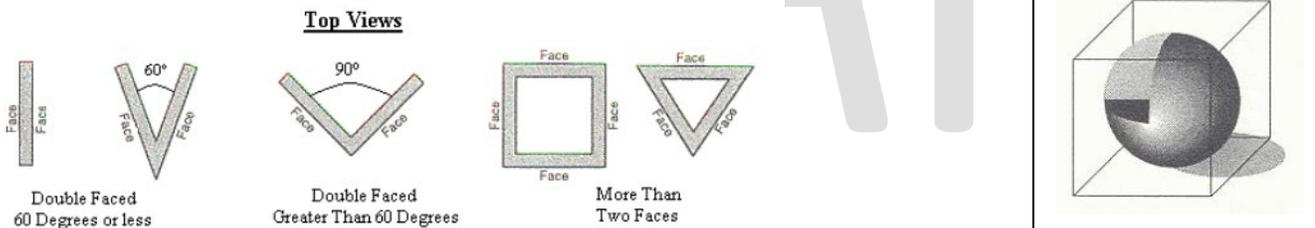
- A. Sign Area shall be measured as follows:

1. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured as that area within the outside dimensions of the background panel or surface.
2. Sign copy mounted as individual letters and/or graphics against a wall 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 rectangles that will enclose each word and each graphic in the total sign copy.
3. Multi-face signs shall be measured as follows:

- a. A two (2) faced sign shall be considered as one sign when determining the sign area, provided both faces are parallel or the interior angle between the two (2) sign faces is sixty degrees (60°) or less. If the interior angle is greater than sixty degrees (60°), the sign area shall be the sum of the area of the two (2) faces.
- b. Where a sign has three (3) or more faces: the area of the sign shall be calculated as fifty percent (50%) of the sum of the area of all faces.

#### Multi-Face Signs

#### Non-Planar Signs



- c. Where a sign is a spherical, free form, sculptural, figurative or other non-planar sign, the sign area shall be fifty (50%) percent of the sum of the area of the sides of the smallest polyhedron that will encompass the sign structure.

#### B. Sign Height

1. Sign height shall be measured as follows.
  - a. Freestanding sign height shall be the vertical distance from the top of the highest element of the sign or sign structure to ground level. The monument base or other structure erected to support or ornament the sign shall be included as part of the sign height.

- b. When a freestanding sign is located below the average grade of an adjacent roadway “ground level” shall be measured from the average grade of the adjacent roadway.
- c. Wall or parapet-mounted sign height shall be the vertical distance to the top of the sign or sign structure from the base of the wall on which the sign is located.

4.21.5 Sign Standards

A. *Wall Signs*

| Zoning District  | Maximum Area   | Maximum Height                 | Standards  |
|--|--|--------------------------------|--|
| SR-.16, SR-1, SR-1.6, SR-2.5                                       | 6 sq. feet   |                                | Not to exceed two (2) signs. May be illuminated.   |
| AR-36, AR-5, AR-4*   | 8 sq. feet   |                                | Not to exceed two (2) signs. May be illuminated.   |
| MR-1, MHP-4 Uses by Right*   | 3 sq. feet   | 6 feet above story floor level | May be illuminated.  |
| MR-1, MHP-4 Conditional Uses*                                      | As approved in Use Permit  | As approved in Use Permit      | As permitted in Use Permit   |
| SR-.16, SR-1, SR-1.6, SR-2, SR-2.5, AR-4, AR-5, AR-36, MR-1, MHP-4 | 16 sq. feet  |                                | Institutional facility uses allowed by right within residential zoning districts.  |
| CL, CH, I, PL and OS   | See Speed Limit Table 4.21.5.A-1<br><br>Aggregate sq. footage = 200 sq. feet |                                | Horizontal distance no greater than 80% of the width of the building<br><br>Wall signs pertaining to any one (1) business within a complex, on a separate parcel or lot, or on a freestanding PAD shall be permitted on the exterior walls of the space occupied by the business.<br><br>Where a building is situated on a corner of two roadways, the signage shall be calculated where the wall fronts each roadway.<br><br>Where a wall does not face an adjacent roadway, 1 sq. ft. per linear foot of shall be permitted. |

\*Not applicable to institutional facility uses allowed by right within residential zoning districts.

| <b>Speed Limit Table A-1</b>           |                             |                           |
|--|-----------------------------|---------------------------|
| <b>Speed Limit of Adjacent Roadway</b> |                             |                           |
| <b>&lt; 35 MPH</b>                     | <b>35 MPH</b>               | <b>&gt; 35 MPH</b>        |
| 1.25 sq. ft. per linear foot           | 1.5 sq. ft. per linear foot | 2 sq. ft. per linear foot |
|  |                             |                           |

**B. Freestanding Monument Signs**

| <b>Use</b>                                       | <b>Zoning District</b>   | <b>Maximum Area</b>              | <b>Maximum Height</b> | <b>Standards</b>  |
|--|--|----------------------------------|-----------------------|---|
| Allowed by Right                                 | OS, MR-1, MHP-4  | 32 sq. feet                      | 6 feet                | Maximum of 2 freestanding monument signs may be permitted.<br>May be illuminated.   |
| Subject to Conditional Use Permit                | OS, MR-1, MHP-4  | Per Use Permit                   | Per Use Permit        | Per Use Permit  |
| Institutional facility uses allowed by right in: | SR-.16, SR-1, SR-1.6, SR-2, SR-2.5, AR-4, AR-5, AR-36, MR-1, MHP-4 | 32 sq. feet                      | 6 feet                | May be illuminated.   |
| Single Tenant Building                           | CL, CH, I, PL and OS   | See Speed Limit Table 4.21.5.B-1 |                       | May be illuminated.   |
| Multiple Tenant Building                         | CL, CH, I, PL and OS   | See Speed Limit Table 4.21.5.B-2 |                       | May be illuminated.   |
| Shopping Centers or Commercial Centers           | CL, CH, I, PL and OS   | See Speed Limit Table 4.21.5.B-2 |                       | One sign may be permitted for every 500 ft. of street frontage;<br>Maximum of 2 signs per street frontage.<br><br>Individual buildings within the development and/or the PAD sites within the commercial center shall not be considered as separate developments for signage purposes.<br><br>May be illuminated. |
| Drive Through Services                           | CL, CH, I, PL, and OS  | 96 sq. feet                      | 8 feet                | Sign area to be distributed between up to 3 signs, the faces of which shall not be visible from the public right-of-way.  |

| <b>Speed Limit Table 4.21.5.B-1</b>    |   |   |   |
|--|---|---|---|
| <b>Speed Limit of Adjacent Roadway</b> |   |   |   |
|  | <b>&lt; 35 MPH</b>  | <b>35 MPH</b>   | <b>&gt; 35 MPH</b>  |
| <b>Maximum Area</b>                    | .5 sq. ft. per lineal ft. of lot frontage; not to exceed 32 sq. ft. | .5 sq. ft. per lineal ft. of lot frontage; not to exceed 48 sq. ft. | .5 sq. ft. per lineal ft. of lot frontage; not to exceed 48 sq. ft. |
| <b>Maximum Height</b>                  | 8 ft.   | 12 ft.  | 12 ft.  |

| <b>Speed Limit Table 4.21.5.B-2</b>    |                    |               |                    |
|--|--------------------|---------------|--------------------|
| <b>Speed Limit of Adjacent Roadway</b> |                    |               |                    |
|  | <b>&lt; 35 MPH</b> | <b>35 MPH</b> | <b>&gt; 35 MPH</b> |
| <b>Maximum Area</b>                    | 64 sq. ft.         | 72 sq. ft.    | 96 sq. ft.         |
| <b>Maximum Height</b>                  | 8 ft.              | 12 ft.        | 12 ft.             |

C. *Reader Panel and Electronic Signs*

| <b>Uses</b>                                  | <b>Zoning District</b>   | <b>Maximum Area</b>              | <b>Maximum Height</b>            | <b>Standards</b>  |
|--|--|----------------------------------|----------------------------------|---|
| Institutional facility uses allowed by right | SR-.16, SR-1, SR-1.6, SR-2, SR-2.5, AR-4, AR-5, AR-36, OS, MR-1, MHP-4 | 32 sq. ft.                       | 14 feet                          | 8 foot minimum height to bottom of sign panel.<br>No flashing messages permitted. |
|  | CL, CH, I, PL, and OS  | Electronic Signs: Per Use Permit | Electronic Signs: Per Use Permit | Electronic Signs: As conditioned in Use Permit.                                   |
|  | CL, CH, I, PL, and OS  | Reader Panel Signs: 32 sq. ft.   | Reader Panel Signs: 14 feet      | 8 foot minimum height to bottom of sign panel.                                    |

D. *Awning Signs*

| <b>Zoning District</b> | <b>Maximum Area</b>                            | <b>Maximum Height</b> | <b>Standards</b>                                     |
|------------------------|--|-----------------------|--|
| CL, CH, I, PL and OS   | 1 sq. ft. per lineal foot of building frontage |                       | Copy shall be placed on the face area of the awning. |

E. *Shingle Signs and Projecting Signs*

| <b>Sign Type</b> | <b>Zoning District</b> | <b>Maximum Area</b> | <b>Maximum Height</b> | <b>Standards</b>                |
|------------------|------------------------|---------------------|-----------------------|---------------------------------|
| Shingle Sign     | CL, CH, I, PL, and     | 6 sq. ft.           |                       | 8 ft. minimum clearance between |

|                 |                       |           |  |  |
|-----------------|-----------------------|-----------|--|--|
|                 | OS                    |           |  | bottom of sign and sidewalk.<br>One sign permitted per business.<br>Sign shall not encroach into public right-of-way, including sidewalk.                                |
| Projecting Sign | CL, CH, I, PL, and OS | 9 sq. ft. |  | 8 ft minimum clearance between bottom of sign and sidewalk.<br>One sign permitted per business.<br>Sign shall not encroach into public right-of-way, including sidewalk. |

F. *Parapet or Mansard Signs*

| Sign Type          | Zoning District | Maximum Area   | Maximum Height | Standards  |
|--------------------|-----------------|--|----------------|--|
| Parapet or Mansard | CL, CH, I       | 50% of the front face area of the parapet or mansard |                | Shall not project above the top of the parapet or mansard. |

G. *Aggregate Signage Limits*

1. The total maximum aggregate signage shall not exceed two-hundred ninety-six square feet (296 sq. feet) for a single-tenant development.
2. The total maximum aggregate signage shall not exceed three-hundred sixty square feet (360 sq. feet) for a multi-tenant development.
3. Comprehensive Sign Packages may be approved by Planning and Zoning Commission and Town Council for multi-tenant developments with up to a 50% increase in total aggregate area.
4. The provisions above shall apply unless such guidelines are addressed in an approved comprehensive sign package.
5. Signage whose manner and placement has not been listed herein may be approved at the discretion of the Zoning Administrator or his/her designee.

4.21.6 Temporary Signs

| Sign Type        | Zoning District | Maximum Area | Maximum Height | Standards     |
|------------------|-----------------|--------------|----------------|---------------|
| Banner, Pennant, | CL, CH, I,      | 48 sq. ft.   |                | On-site only. |

|                                |   |   |  |   |
|--------------------------------|---|---|--|---|
| Flag, Display                  | Public, Institutional Facility              | aggregate   |  | <p>Shall not be located above the roof of any building.</p> <p>Shall be maintained in good repair.</p>  |
| Banner, Pennant, Flag, Display | MR-1, MHP-4                                 | 24 sq. ft.  |  | <p>On-site only.</p> <p>Shall not be located above the roof of any building.</p> <p>Shall be maintained in good repair.</p>   |
| A-Frame                        | CL, CH, I, Public or Institutional Facility | <p>Sizes limited to:</p> <p>24" x 36" or 6 sq. ft. maximum.</p> |  | <p>May be made of wood, vinyl, metal, or other similar non-pliable material.</p> <p>Shall be on-site only.</p> <p>Up to two per frontage, not to exceed 12 sq. ft. total per parcel.</p> <p>Shall be maintained in good repair.</p> |

#### 4.21.7 Prohibited Signs

Any sign not specifically listed as permitted by this Chapter is prohibited, including, but not limited to the following:

- A. Off-site signs.
- B. Vehicle signs or signs mounted, attached, or painted on trailers, boats, or motor vehicles primarily or consistently parked, stored, or displayed in a manner intended to attract the attention of the public.
- C. Signs attached to any utility pole, or structure, streetlight, traffic signal, tree, fire hydrant, bridge, park bench or other location on public property.
- D. Signs that are animated, inflatable, or audible, or rotate or have intermittent or flashing illumination or emit audible sound or visible matter; except time and/or temperature units.
- E. Roof-mounted signs.
- F. Signs displayed in a manner or location that prevent free ingress and egress from a door, window or other exit.

#### 4.21.8 Non-conforming Signs

A. Legal Non-conforming signs. Legal non-conforming sign shall mean a sign that was lawfully established prior to the effective date of this Chapter or amendments thereto; or was lawfully established in another political jurisdiction prior to annexation to the Town; and that does not conform to the regulations for signs for the district in which it is located.

B. A legal non-conforming sign may continue to be utilized in perpetuity only in the manner and to the extent that it existed prior to the effective date of this Chapter or any amendments thereto.

C. A legal non-conforming sign may not be altered in any manner not in conformance with the sign regulations in effect at the time of the alteration, except for reasonable repair and maintenance of the sign or to change the copy provided that does not require structural alterations.

#### 4.21.9 Violations; Removal

A. Notice of Violation: Notice of violation of this chapter shall be provided by a Code Compliance Officer to the property owner, person in control, or authorized agent of the property. The time periods provided for correction of the violation shall be:

1. Permanent Signs. A 10 calendar day written notice shall be provided.
2. Temporary Signs. A 2 calendar day written notice shall be provided.
3. Portable Signs.
  - a. A 2 calendar day written notice shall be provided for Portable Signs other than those placed within the right-of-way.
  - b. A written notice is not required for Portable Signs placed within the right-of-way.

B. Authority to Remove

1. The Code Compliance Manager is authorized to require removal of any sign installed in violation of this Chapter. The Code Compliance Manager may remove or cause to be removed any Temporary Sign which is not removed by the owner.

2. The Building Official is authorized to remove or require the immediate removal or repair without written notice of any unsafe sign that creates an immediate hazard to persons or property.

C. *Removal by Town.* In the case of a sign code violation where the offending sign has been removed by the Code Compliance Officer, the notice shall state the reason for its removal.

D. *Recovery of Costs.* The costs of removal or repair of a sign by the Town shall be borne by the person who installed the sign, and, if unknown, the owner or lessee of the sign and of the property on which the sign is located. If the Town incurs costs in the removal or repair of a sign, the Town may bring an action in Municipal Court or Superior Court to recover its costs.

DRAFT