

The text on pages 7-33 through 7-40 is in effect from 12/15/2010 through 12/31/2012. Please replace these pages (7-33 through 7-40) with the pages found at the end of Article 7 on January 1, 2013.

ARTICLE 7 SIGN REGULATIONS

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ARTICLE 7-1 PURPOSE.

- A. The purpose of this Article regulating signs of all types is: to establish comprehensive provisions that will promote public welfare and safety by safe placement and installation of appropriate signage; to establish reasonable regulations to promote economic vitality for local businesses and services; and to enhance the visual environment of the City of Goodyear. The regulation of signs within the City of Goodyear is necessary and in the public interest for the following reasons:
 - 1. To promote and aid the public and private sectors in identification, location and advertisement of goods and services.
 - 2. To balance sign function with the community's aesthetic standards.
 - 3. To allow for adequate and effective signs in all zoning districts while preventing signs from dominating the appearance of the area.
 - 4. To maintain a high quality of signs throughout the City.

ARTICLE 7-2 REQUIREMENT OF PERMIT

- A. Except as provided in Section 7-4 (Exceptions), it shall be unlawful for any person to construct, install, attach, place, paint, alter, relocate or otherwise maintain any sign in the City without first obtaining a sign permit in accordance with this Article. Application for a sign permit shall be made on forms provided by the Community Development Department.
- B. Before issuing any sign permit required by this Ordinance, the City shall collect a fee in accordance with a fee schedule established by the City Council. If work for which a permit

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is required by this Ordinance is started before a permit has 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.

- C. All signs for which a permit is required shall be subject to inspections during various stages of construction as prescribed by the City of Goodyear Building Safety Division.

ARTICLE 7-3 REQUIREMENT OF CONFORMITY

- A. Signs shall not be installed, placed, or maintained in the City except in conformance with this Article. If provisions of this Article are in conflict with any other City code, the more restrictive requirement(s) shall apply. Signs maintained contrary to the provisions of this Article are declared to be nuisances and may be abated as provided by law.

ARTICLE 7-4 EXCEPTIONS

- A. **PERMITS NOT REQUIRED.** Permits are not required for the following signs provided that such signs are subject to all other provisions of this Ordinance.
1. Signs installed by governmental jurisdictions when acting in their governmental capacity.
 2. Any sign not exceeding six (6) square feet in area and not otherwise prohibited by this Ordinance.
 3. Standard sign maintenance. Maintenance of legal signs does not include changing the color, size, design or style of signs.
 4. Sign panel replacement. Replacement of a panel containing the same color, size, design and style as the original panel on an approved sign structure with removable panels.
 5. The relocation of any sign as required by the City.
 6. 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 (6) square feet.
 7. Special Events and Temporary Use signs, in compliance with Article 7-9-B-8.
 8. On-site directional and similar informational signage for the purpose of directing vehicle traffic or pedestrian travel.

9. Real Estate signs in residential zoning districts, in compliance with Article 7-9-B-5.
10. Residential Open House Directional signs, in compliance with Article 7-9-B-6.
11. Garage, Yard and Estate Sale signs, in compliance with Article 7-9-B-4.
12. Political signs, in compliance with Article 7-9-B-1.
13. Ideological signs, in compliance with Article 7-9-B-2.
14. Window signs, in compliance with Article 7-9-B-3.
15. Signs carried by sign walkers, in compliance with Article 7-9-B-7.

B. EXCEPTED SIGNAGE. The provisions of this Ordinance shall not apply to the following (Note: Permits may be required for some signs).

1. Flags, pennants or insignia of any nation, state, county, city or other political unit or any place of worship or religious organization.
2. Tablets, grave markers, headstones, statuary or remembrances of persons or events noncommercial in nature.
3. Works of fine art and historic or cultural artifacts when not displayed in conjunction with a commercial enterprise which may derive direct commercial gain from such display.
4. Temporary decorations or displays celebrating the occasion of traditionally accepted patriotic, religious or local holidays or events.
5. Temporary signs less than thirty (30) days for events of a general citywide, civic or public benefit.
6. The placement and maintenance of official traffic, fire and police signs, signals and devices and markings of the State of Arizona and the City of Goodyear or other authorized public agency, and the posting of notices as required by law.
7. Signs displayed within the interior of a building.

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ARTICLE 7-5 DEFINITIONS. For the purpose of this Article the following words, terms and phrases are defined herein as prescribed in Article 2 (Definitions) of this Ordinance:

Abandoned sign. A sign that pertains to a business, use, time or event which no longer exists or the purpose for which the permit for the sign was approved has been fulfilled or no longer exists.

Animated sign. Any sign or part of a sign which changes physical position by any movement, rotation or undulation or by the movement of any light used in conjunction with a sign such as blinking, traveling, flashing or changing degree of intensity of any light movement other than burning continuously.

Awning or Canopy or Marquee sign. A sign that is mounted or painted on, or attached to an awning, canopy, or marquee that is otherwise permitted by this Ordinance. A marquee is defined as a canopy constructed of rigid materials which projects over an entrance to a building.



Banner. A temporary sign of fabric, plastic, paper or other light pliable material not enclosed in a rigid frame.



Billboard. A sign or structure, other than a temporary sign as allowed in Article 7-9 (Temporary Signs), which directs attention to a business, commodity, service, entertainment, product or attraction sold, offered or existing elsewhere than upon the property where the sign is located.

Cabinet sign. A three-dimensional structure which includes a frame, borders and sign panel face and which may include internal lighting.

Comprehensive Sign Package. A submittal required for any commercial or industrial development that contains three (3) or more businesses, for a master planned residential or mixed-use community, and for all Planned Area Developments (PADs), to provide complementary and unified signage throughout the proposed development.

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Construction sign. A temporary sign, limited to the period of construction, erected on a premises of an existing construction project, and designating the architect, contractor, designer, engineer, financier or name and nature of the project.

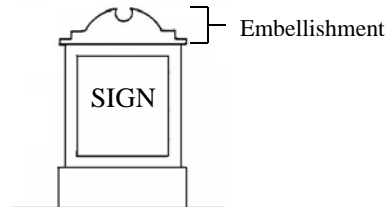
Digital Marquee signs. A sign or structure, other than a temporary sign as allowed in Article 7-9 (Temporary Signs), which is capable of displaying words, symbols, figures or images that can be electronically changed by remote or automatic means, for the purpose of directing attention to a business, commodity, service, entertainment, product or attraction sold, offered or existing elsewhere than upon the property where the sign is located.

Directional sign. A sign containing information for the purpose of directing traffic or pedestrian travel and placed on the property to which or on which the public is directed.

Directory sign. A sign listing the names, uses and/or locations of the various businesses or activities conducted within a building or group of buildings, but not for the purpose of advertising products, goods or services.

Electronic Message Display. A sign capable of displaying words, symbols, figures or images that can be electronically changed by remote or automatic means. Such signs can include, but are not limited to, the following modes of operations: dissolving, fading, scrolling, static and traveling.

Embellishment. Letters, figures, characters or representations in cutouts or irregular forms or similar ornamentation, whether or not attached to, affixed to, or imposed upon advertising signs.



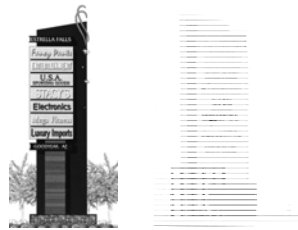
Figurative sign. A sign that advertises the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. Figurative signs may be incorporated into any of the allowable sign types identified in this Ordinance.



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Fixed Balloon. Any lighter than air or gas filled inflatable object attached by a tether to a fixed place.

Freeway Pylon sign. A freestanding identification sign located on property abutting a freeway, or part of a complex or center abutting a freeway, that is oriented to and intended to be read from the freeway for the purpose of identifying an associated commercial, industrial or mixed-use development and tenants within that development.



Freestanding Monument sign. An identification sign on its own self-supporting permanent structure, detached from supportive elements of a building.

Future Development sign. A temporary sign providing information about future development of a real property and designating the name(s) of the project architect, developer and contractor.

Garage Sale sign. A temporary off-site sign advertising the occasional sale of goods from a residential use.

Grand Opening sign. A temporary sign announcing the introduction, promotion or announcement of a new business, store, shopping center or office, or the announcement or introduction or promotion of an established business changing ownership or location.

Ideological sign. A sign which expresses, conveys or advocates a non-commercial message.

Illuminated sign. A sign with the surface artificially lighted, either internally or externally.

Interim Business Identification Banner. Banners used for temporary business identification in commercial and industrial districts while in the process of obtaining a sign permit.

Maintenance. The replacement or repair of a part or portion of a sign required by ordinary wear, tear or damage, with like material, color and design.

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Menu Board sign. A sign displaying items for sale at a drive-in or drive-through restaurant, with or without ordering capability.



Nonconforming sign. A sign lawfully erected and maintained prior to the adoption of this Ordinance which does not conform with the requirements of this Ordinance.

Off-Site Sign: A sign that directs attention to a business, commodity, service, entertainment, product or attraction sold, offered, or existing elsewhere than upon the property where the sign is located except for signs approved as part of a Comprehensive Sign Package, temporary signs as allowed in Article 7-9 (Temporary Signs), signs as allowed in Section 7-6(B)(3), and digital marquee signs as allowed in Section 7-8 (E).

Open House Directional sign. An off-site sign used to advertise the sale of a house which is open and available for inspection.

Pennant. Any piece of lightweight plastic, fabric or other material suspended from a rope, wire or string, displayed in series and capable of movement in the wind.

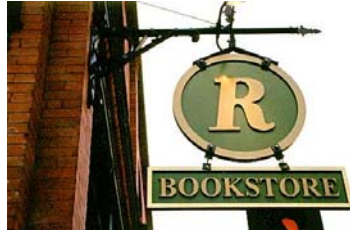
Political sign. A temporary sign which supports any candidate for public office or urges action for or against any other matter on the ballot of primary, general and special elections relating to any national, state or local election.

Portable sign. A temporary sign not affixed to a structure or ground-mounted on a site.



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Projecting sign. A sign attached to a building or other structure and extending in whole or in part more than twelve (12) inches beyond the building or other structure.



Raceway. A structure used for wall-mounted signage with individual letters or characters located upon the exterior wall surface between the wall and the letters or sign characters. Raceways contain wiring, conduit, transformers and other electrical components.

Reader Panel sign. An on-site sign which is designed to permit immediate change of copy.



Real Estate sign. A sign advertising the sale, lease or rent of the property or building upon which it is located.

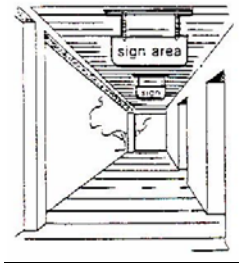
Residential Kiosk sign. A City-provided, informational sign indicating direction to multiple residential developments and community facilities.



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Roof sign. A sign erected on, above or over the roof so that it projects above the highest point of the roofline, parapet or fascia.

Shingle (Under-Canopy) sign. A sign suspended from, and located entirely under a covered porch, covered walkway or an awning and is anchored or rigidly hung to prevent the sign from swinging due to wind movement.



Sign. Any identification, description, illustration, symbol or device which is affixed directly or indirectly upon a building, vehicle, structure or land and which identifies or directs attention to a product, place, activity, person, institution or business.

Sign Walker. Any person who wears, holds or balances a sign.

Special Event sign. A temporary sign pertaining to any special event as set forth in Article 7-9-B-8.

Temporary sign. A sign not permanently attached to the ground, a wall or building and not intended for permanent display.

Vehicle sign. A sign mounted, painted or otherwise placed on a truck, bus, car, boat, trailer or other vehicle or equipment and used in such a manner that the sign is visible from a public street or right-of-way and the primary purpose of such vehicle or equipment is for the display of such signage. The primary purpose of such vehicle or equipment shall be presumed to be for the display of such signage if the vehicle/equipment is:

- (a) Not in operating condition;
- (b) Not currently registered or licensed to operate on public streets;
- (c) Not actively used in the daily function of the business to which the signs relate;
- (d) Not properly parked in a designated parking space, except that a passenger vehicle with a curb vehicle weight of less than 6,500 lbs. may be parked on private property on a hard, paved surface outside of a designated parking space, provided it does not interfere with the circulation of traffic into, out of, or within said property and displays one or more signs that are magnetic, decals, or painted upon an integral part of the vehicle as originally designed by the manufacturer and do not break the silhouette of the vehicle; or,

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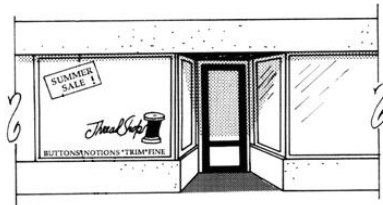
- (e) Used primarily as a static display for the display of such signage, except as otherwise authorized in subparagraph (d) in this section.

Vehicles and equipment engaged in active construction projects and the on-premise storage of equipment and vehicles offered to the general public for rent or lease shall not be considered to be vehicle signs.

Wall sign. A sign fastened to or painted on the exterior wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.



Window sign. Any poster, cut-out letters, painted text or graphic, or other text or visual presentation affixed to the interior or exterior of a window, or placed within six (6) feet behind a window pane, and is placed to be read from the exterior of a building. This does not include any item of merchandise normally displayed within a store window of a merchant.



ARTICLE 7-6 GENERAL SIGN REGULATIONS.

- A. **DESIGN AND CONSTRUCTION OF PERMANENT SIGNS.** All signs shall be structurally designed, constructed, erected and maintained in accordance with all applicable provisions and requirements of the City of Goodyear codes and ordinances. Signage shall comply with the City of Goodyear Design Standards adopted by the City on February 26, 2001, as amended from time to time.
 - 1. All signs and sign structures, conforming and nonconforming, 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 Building Official or his designee.

2. There shall be no visible angle iron supports, guy wires, braces or secondary supports, except in the case of projecting signs. All sign supports shall be an integral part of the design.
3. The source of the sign's illumination, except neon illumination, shall not be visible from any street, sidewalk, or adjacent property. 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 Design Review process. Illumination of signs shall meet all regulations as set forth in Article 10 (Outdoor Lighting Standards) of this Ordinance.

B. PLACEMENT OF SIGNS.

1. 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 Engineering Design Standards & Policies Manual, adopted November 2007, as amended from time to time.
2. Except as otherwise expressly permitted by this Ordinance, signs shall be located a minimum of five (5) feet from City rights-of-way, and freeway pylon signs shall be located a minimum of fifteen (15) feet from freeway rights-of-way.
3. Signs shall not be located within, on or projecting over any public street right-of-way or other public property owned by the City ("City Property"), except as follows:
 - a. The City may locate, or the City may grant a license to another party to locate, within, on or projecting over any public street right-of-way or other public property owned by the City, City-approved residential kiosk signs, City monument signs, bus bay signs, shingle (under-canopy) signs, projecting signs, signs to identify public buildings and uses, and signs to provide necessary traffic control, as otherwise permitted by this Ordinance.
 - b. The City may grant a license to an abutting property owner for use of City Property that abuts the owner's property for the placement of signs that would otherwise be permitted by this Ordinance were such signs to be constructed on the owner's property if the Zoning Administrator makes a written determination that: (1) there are unique circumstances or conditions of the lot, building or traffic pattern such that the existing sign regulations create an undue hardship for the property owner; (2) the unique circumstances or conditions were not self-created or self imposed in connection with the development of the property or properties being benefitted by the license; (3) the granting of the license compensates for those unique circumstances and/or conditions in a manner equitable with other property owners

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and is thus not a special privilege; (4) the license granted is the minimum necessary to compensate for the unique circumstances and/or conditions; (5) any sign constructed pursuant to a license being granted will not interfere with pedestrian or vehicular travel, pose a hazard to either pedestrians or vehicles or be located within the specified "sign visibility triangle" as defined in the Engineering Design Standards & Policies Manual adopted November 2007, as amended from time to time, and will not interfere with the use of the City-owned property for the purposes for which it was obtained; and (6) any sign constructed pursuant to a license being granted will not obstruct City required informational, traffic or safety signs.

Except as expressly provided otherwise, nothing in this Section exempts any person or entity from complying with all other applicable provisions of this Article, including the submission of a Comprehensive Sign Package if applicable.

4. Signs and/or banners should not be placed in such a manner that they obstruct City required informational, traffic or safety equipment or signs.

C. **COMPREHENSIVE SIGN PACKAGES.** Any commercial, industrial or mixed-use development containing three (3) or more businesses and all Planned Area Developments (PADs) shall be required to prepare and submit a Comprehensive Sign Package for review and approval prior to the issuance of individual sign permits.

1. A Comprehensive Sign Package that is in compliance with all of the requirements provided in this Article [or sign regulations within Article 9 \(Special Districts\)](#) may be approved by the **Zoning Administrator** after review and approval by the Development Review Committee. The **Zoning Administrator**, or designee, shall process an application for a Comprehensive Sign Package in accordance with the procedures and timeframes outlined in the City of Goodyear **Administrative Process Manual**.
2. A Comprehensive Sign Package that proposes a deviation from any of the requirements provided in this Article shall be reviewed and recommended by the Planning and Zoning Commission and approved by City Council. The **Zoning Administrator**, or designee, shall process an application for a Comprehensive Sign Package that deviates from any of the requirements provided in this Article in accordance with the procedures and timeframes outlined in the City of Goodyear **Administrative Process Manual**.
3. All required Comprehensive Sign Packages shall provide for unified signage throughout the planned development that is complementary to and integrated with the architectural design and character of the buildings within the development. The Comprehensive Sign Package shall describe and illustrate the locations, heights, sizes, colors, function, materials, design, illumination and all other elements of all proposed signs within the development.
4. Comprehensive Sign Packages shall be evaluated based upon the following criteria:

Commented [KW1]: Allow CSPs in conformance with the new McDowell Road Corridor overlay district to follow same procedures as those in conformance with Article 7.

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- a. **Size and Height:** All proposed signage shall be no larger than necessary or allowed for sufficient visibility and legibility. Factors to be considered in determining appropriate size and height may include, but are not limited to, topography, traffic volumes, traffic speeds, visibility ranges, impact on adjacent property and copy size.
 - b. **Location and Orientation:** All proposed signage shall respect both the developed and undeveloped surrounding environment. Signs should be located and oriented appropriately to allow sufficient visibility and legibility. Factors that may be considered in reviewing the appropriateness of the sign location and orientation may include, but are not limited to, location relative to the surrounding streets, traffic volumes and access points, visibility angles and topographic features.
 - c. **Colors and Materials:** Signs proposed under the Comprehensive Sign Package shall be compatible with the architecture and theme of the specific development in which the signs are located. Compatibility with the specific development shall include color, materials and architectural style. Signage should complement and enhance the character of the project.
5. All amendments to an approved Comprehensive Sign Package shall be processed in accordance with the following procedures:
- a. **Minor Amendments:** Minor amendments shall include any change which does not increase the number of signs nor increase the size or height of any sign beyond what was approved under the original Comprehensive Sign Package approval, unless the proposed change is consistent with all the requirements of this Article or Article 9 (Special Districts). All changes processed under the minor amendment procedures shall comply with all provisions of this section and shall not deviate from the information provided in the original approval. Minor amendments shall be approved administratively by staff.
 - b. **Major Amendments:** Major amendments shall be defined as those amendments not meeting the criteria set forth above to qualify as a minor Comprehensive Sign Package amendment. Major amendments shall be processed and approved in the same manner as the initial Comprehensive Sign Package submittal.

Commented [KW2]: Clarify that amendments that adhere to the Zoning Ordinance may also be approved administratively.

ARTICLE 7-7 SIGN AREA AND HEIGHT

- A. **SIGN AREA.** Sign area is defined and 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. The base of a

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freestanding monument sign shall not be calculated as sign area unless said base contains signage (see definition of a sign).

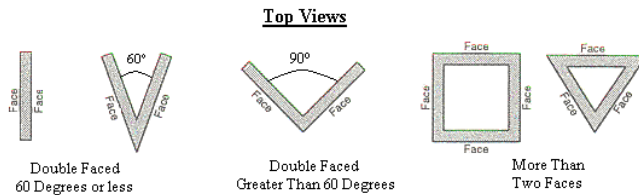


2. Sign copy mounted as individual letters and/or graphics against a wall or parapet of a building or other structure that has not been painted, textured or otherwise altered to provide a distinctive background for the sign copy shall be measured as a sum of the smallest rectangles that will enclose each word and each graphic in the total sign copy.



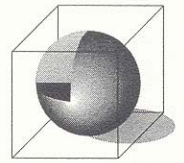
SIGN AREA

3. 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. Multi-face signs shall be measured as follows:
 - a. Where a sign has two (2) or more faces, if the distance between the two (2) parallel faces does not exceed four (4) feet or the interior angle between the two (2) non-parallel sign faces is sixty (60) degrees or less, the area of the sign will be the area of one (1) face only. If the distance between the two (2) parallel faces exceeds four (4) feet or the interior angle is greater than sixty (60) degrees, 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 (50) percent of the sum of the area of all faces.



MULTI-FACE SIGNS

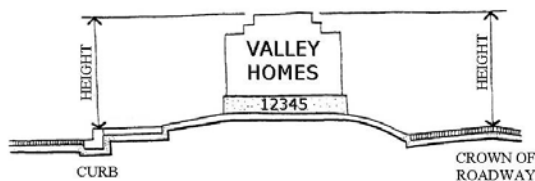
- c. Where a sign is a spherical, free-form, sculptural, figurative or other non-planar sign, the sign area shall be calculated as fifty (50) percent of the sum of the areas using only the four (4) vertical sides of the smallest four-sided polyhedron that will encompass the sign structure.



NON-PLANAR SIGNS

- B. **SIGN HEIGHT.** Sign height is defined and shall be measured as follows.

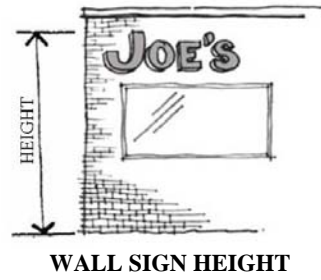
1. The height of freestanding monument signs shall be measured as the vertical distance from the top of the highest element of the sign structure to the top of the curb or crown of the nearest adjacent roadway where no curb exists. The height of any monument base or other structure erected to support or ornament the sign shall be measured as part of the sign height.



FREESTANDING MONUMENT SIGN HEIGHT

2. The height of a wall sign shall be measured as the vertical distance to the top of the sign structure from the base of the wall on which the sign is located.

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ARTICLE 7-8 PERMITTED PERMANENT SIGNS.

- A. RESIDENTIAL DISTRICTS: For all signs within Residential Districts (AG, AP, AU, R1-10, R1-7, R1-6, R2, MF-18, MHS, MH/RVP and Residential PADs) the following shall apply:
1. Wall Signs (may or may not be illuminated):
 - a. Single Residence Uses:
 - (1) One (1) or more identification signs may be permitted.
 - (2) Signs may include only the name of the residence or occupant, and the street address.
 - (3) Street address signs shall not exceed a total aggregate area of three (3) square feet. Within the “AG” and “AP” zoning districts a total aggregate area of eight (8) square feet may be permitted.
 - (4) The maximum height of any identification sign shall be ten (10) feet, measured as the vertical distance to the top of the sign from the base of the wall on which the sign is located.
 - b. Multiple Residence Uses (includes apartments, condominiums, townhouses, manufactured home parks, recreational vehicle parks or similar such uses):
 - (1) One (1) or more identification signs per unit may be permitted.
 - (2) The sign may include only the name of the residence or occupant, and the street address or unit number.
 - (3) Signs shall not to exceed a total aggregate area of three (3) square feet.
 - (4) For single story buildings, the maximum height of any identification sign shall be ten (10) feet, measured as the vertical distance to the top of the sign structure from the base of the wall on which the sign is located.

- (5) For multi-story buildings, the maximum height of any identification sign shall be six (6) feet from the story floor level.
 - (6) Building number or letter signs for multiple building developments shall be in compliance with Fire Department requirements.
 - c. Non-Residential Uses (such as but not limited to places of worship, schools, group homes and farms):
 - (1) One (1) or more identification signs per lot or parcel may be permitted, unless deviations are approved through a Special Use Permit.
 - (2) The signs may include the name and/or logo of the facility, organization or development and the street address.
 - (3) Signs shall not exceed a total aggregate area of sixteen (16) square feet, unless deviations are approved through a Special Use Permit.
 - (4) The maximum height of any identification sign shall be ten (10) feet, 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.
- 2. Freestanding Monument Signs (may or may not be illuminated):
 - a. Multiple Residence Uses (includes apartments, condominiums, townhouses, manufactured home parks, recreational vehicle parks or similar such uses):
 - (1) A maximum of two (2) freestanding monument signs may be permitted.
 - (2) Freestanding monument signs with an aggregate area of thirty-two (32) square feet and a maximum height shall be six (6) feet may be permitted.
 - (3) The base of any freestanding monument sign shall have an aggregate width of at least fifty (50) percent of the width of the sign.
 - (4) Signs shall be located near the main entrance(s) and may include the name and/or logo of the development.
 - (5) 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 places of worship, schools, group homes and farms):

- (1) One (1) freestanding monument sign per lot may be permitted.
- (2) Freestanding monument signs shall not exceed thirty-two (32) square feet in area or a height of six (6) feet.
- (3) The base of any freestanding monument sign shall have an aggregate width of at least fifty (50) percent of the width of the sign.
- (4) 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.
- (5) The sign may include the name and/or logo of the facility, organization or development and shall include the street address.

3. Reader Panel Signs:

- a. Reader panel signs are prohibited unless specifically authorized by this Section.
- b. Any reader panel sign using plastic zip track or other method of replaceable lettering shall have a secured, clear plastic or lexan cover.
- c. All electronic message displays shall be static. Video screens, animation and special effects such as traveling, scrolling, fading, dissolving and bursting shall not be permitted.
- d. Static electronic message displays shall not be changed more than once every fifteen (15) seconds.
- e. Elementary and secondary schools:
 - (1) One (1) freestanding reader panel sign shall be permitted in addition to any allowed freestanding monument sign.

- (2) The reader panel sign shall not exceed thirty-two (32) square feet in area and a maximum height of fourteen (14) feet may be permitted.

f. Places of worship:

- (1) Up to fifty (50) percent of the sign area of an allowed freestanding monument sign may be used for a reader panel.

4. Directional Signs:

- a. Directional signs are permitted for multiple residence uses and non-residential uses for the purpose of directing traffic or pedestrian travel.
- b. Directional signs shall not exceed an area of six (6) square feet or a height of three (3) feet.
- c. Directional signs shall not be located within the sight visibility triangle of any driveway.
- d. The use, number and location of such signs must be approved through the Site Plan Review process and comply with all other code requirements.
- e. Directional signs may include a maximum of twenty-five (25) percent of the sign area devoted to the display of a business logo or identification.

5. Directory Signs:

- a. Directory signs may be used for multiple residence uses and non-residential uses for the purpose of listing the names, uses and/or locations of the various businesses or activities conducted within a building or group of buildings, but not for the purpose of advertising products, goods or services.
- b. Directory signs shall not exceed an area of eighteen (18) square feet or a maximum height of six (6) feet.
- c. Directory signs may be illuminated.
- d. The use, number and location of directory signs must be approved through the Site Plan Review process and comply with all other code requirements.

- B. COMMERCIAL DISTRICTS: Signs within Commercial Districts (C-O, C-1, C-2, CBD and Commercial PADs) shall comply with the following applicable restrictions. Additionally, any complex of three (3) or more businesses shall be required to submit a Comprehensive

The text on pages 7-33 through 7-40 is in effect from 12/15/2010 through 12/31/2012. Please replace these pages (7-33 through 7-40) with the pages found at the end of Article 7 on January 1, 2013.

Sign Package for review and approval subject to the provisions of Article 7-6 (General Sign Regulations) of this Ordinance.

1. Wall Signs (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:
 - (1) One (1) wall sign may be permitted on the front building elevation and shall have a maximum area not to exceed one (1) square foot for each linear foot of the building wall of the space occupied by the business upon which the sign is displayed.
 - (2) One (1) wall sign may be permitted on each of its other exterior walls and shall have a maximum area not to exceed one-half (1/2) square foot for each linear foot of the building frontage of the space occupied by the business upon which each sign is displayed.
 - b. Under no circumstances may any business have an aggregate area for all wall signs exceeding two hundred (200) square feet, unless as otherwise approved with a Comprehensive Sign Package.
 - c. Signage shall not extend horizontally a distance greater than eighty (80) percent of the width of the building wall on which it is displayed.
 - d. Wall-mounted cabinet signs exceeding ten (10) square feet in area are prohibited, unless such sign:
 - (1) Utilizes a cabinet that is stylized in shape, rather than rectangular, to reflect the shape of the image printed on the sign face, or
 - (2) Utilizes a molded sign face, with embossed copy or sign copy or sign copy in relief, or
 - (3) Utilizes a nationally registered trademark.
2. Freestanding Monument Signs (may or may not be illuminated):
 - a. Freestanding monument signs shall not exceed eight (8) feet in height, unless otherwise noted below.

Commented [KW3]: Point of clarification

The text on pages 7-33 through 7-40 is in effect from 12/15/2010 through 12/31/2012. Please replace these pages (7-33 through 7-40) with the pages found at the end of Article 7 on January 1, 2013.

- (1) A maximum of two (2) additional feet above the maximum allowed height may be devoted to architectural embellishments. The architectural embellishment cannot include any signage.
- b. The base of any freestanding monument sign shall have an aggregate width of at least fifty (50) percent of the width of the sign.
- c. Street address numerals shall be provided on all freestanding monument signs 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.
- d. For a single building development with a single tenant/user:
 - (1) One (1) freestanding monument sign for identification purposes shall be permitted.
 - (2) The freestanding monument sign shall not exceed thirty-two (32) square feet in area and may include the name and/or logo of the business.
 - (3) If the single building development with a single tenant/user is located on a corner lot or parcel, two (2) freestanding monument signs of thirty-two (32) square feet each may be permitted. Where two (2) signs are permitted, there shall be a minimum distance of three hundred thirty (330) feet between the freestanding monument signs, unless the signs are placed on the corner and at entrances to the site.-
- e. For a single building development with multiple tenants/users:
 - (1) One (1) freestanding monument sign for identification purposes shall be permitted.
 - (2) The freestanding monument sign shall not exceed forty-eight (48) square feet in area and may include the name and/or logo of the businesses.
 - (3) A freestanding monument sign that is used as a multi-tenant sign and is located on an arterial roadway may be permitted twelve (12) feet in height.

Commented [KW4]: Allow corner monument signs or signs that are at an entrance to the commercial facility to break the 330-foot distance regulation. This will allow signs to still be separated and visible while allowing for the placement of corner monument signage and signs at the commercial entrances.

The text on pages 7-33 through 7-40 is in effect from 12/15/2010 through 12/31/2012. Please replace these pages (7-33 through 7-40) with the pages found at the end of Article 7 on January 1, 2013.

- (34) If the single building development with multiple tenants/users is located on a corner lot or parcel, two (2) freestanding monument signs of thirty-two (32) square feet each may be permitted. Where two (2) signs are permitted, there shall be a minimum distance of three hundred thirty (330) feet between the freestanding monument signs, unless the signs are placed on the corner and at entrances to the site.

Commented [KW5]: Allow corner monument signs or signs that are at an entrance to the commercial facility to break the 330-foot distance regulation. This will allow signs to still be separated and visible while allowing for the placement of corner monument signage and signs at the commercial entrances.

f. For multiple building developments or commercial centers:

- (1) ~~(1)~~ One (1) freestanding monument sign may be permitted for every three hundred thirty (330) feet of street frontage for the entire development with a maximum of two (2) signs per street frontage if applicable.

- (2) A freestanding monument sign used as a multi-tenant sign may be permitted twelve (12) feet in height.

Commented [KW6]: Cities in the Valley allow anywhere from 5-feet to 14-feet in height. 12 feet tall monument signs are common in the City of Goodyear.

- (23) The minimum distance between two (2) freestanding monument signs on the same street frontage shall be three hundred thirty (330) feet, unless the signs are placed on the corner and at entrances to the site.

- (34) Each freestanding monument sign may be a maximum of forty-eight (48) square feet in area and may be either a freestanding center identification sign or a multi-tenant identification sign.

- (5) For developments located on a corner lot or parcel, one (1) corner monument sign may be permitted advertising the name of the development or commercial center. The sign shall be a maximum of thirty-two (32) square feet in area and eight (8) feet in height.

Commented [KW7]: Allow corner identification signs and provide development regulations for them.

- (46) 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.

3. Directional Signs:

- a. Directional signs are permitted for the purpose of directing traffic or pedestrian travel.
- b. Directional signs shall not exceed an area of six (6) square feet or a height of three (3) feet.

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- c. Directional signs shall not be located within the sight visibility triangle of any driveway.
- d. The use, number and location of such signs must be approved through the Site Plan Review process [or Sign Permit process](#) and comply with all other code requirements.
- e. Directional signs may include a maximum of twenty-five (25) percent of the sign area devoted to the display of a business logo or identification.

Commented [KW8]: Allowing review during sign permit process will allow existing centers to take advantage of these signs without a site plan amendment.

4. Directory Signs:

- a. Directory signs may be used for the purpose of listing the names, uses and/or locations for the various businesses or activities conducted within a building or group of buildings, but not for the purpose of advertising products, goods or services.
- b. Directory signs shall not exceed an area of eighteen (18) square feet or a height of six (6) feet.
- c. Directory signs may be illuminated.
- d. The use, number and location of directory signs must be approved through the Site Plan Review process [or Sign Permit process](#) and comply with other code requirements.

5. Drive-Through Restaurant Menu Boards:

- a. Each drive-through restaurant may be permitted one (1) preview menu board and one (1) ordering menu board.
- b. Drive-through restaurant and menu board signs may be freestanding or wall-mounted and shall be located a minimum of forty-five (45) feet from the street property line.
- c. The front of the drive-through restaurant and menu board(s) shall not be visible from the public street.
- d. The maximum aggregate area for both signs shall not exceed fifty (50) square feet or a maximum height of eight (8) feet per sign.
- e. Freestanding drive-through and menu boards shall have a monument base

with an aggregate width of at least fifty (50) percent the width of the sign of masonry construction and shall have a landscape area at the base of the sign(s) equal to at least two (2) square feet for each square foot of sign area.

6. Awning, Canopy or Marquee Signs:

- a. A maximum of twenty-five (25) percent of the front face area of the awning may be used for signage.
- b. Awning or Canopy 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.

7. Shingle (Under-Canopy) Signs and Projecting Signs:

- a. One (1) shingle (under-canopy) sign or projecting sign which 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 (under-canopy) signs and projecting signs shall have an eight (8) foot minimum clearance between the bottom of the sign and the sidewalk.
- c. Shingle (under-canopy) signs shall have a maximum area of three (3) square feet.
- d. Projecting signs for each ground floor business shall not exceed a maximum of fifteen (15) square feet.
- e. Shingle (under-canopy) signs and projecting signs may identify the name and/or logo of the business, and such signs shall not include any additional advertising copy.
- f. A wall sign is not permitted on the same building elevation if a projecting sign is used to identify the business.

8. Reader Panel Signs:

- a. Reader panel signs are prohibited unless specifically authorized by this Section.
- b. Any sign using plastic zip track or other method of replaceable lettering shall have a secured, clear plastic or lexan cover.

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- c. Electronic message displays may be permitted as a reader panel sign with the following conditions:

(1)

~~d.~~ All electronic message displays shall be static. Video screens, animation and special effects such as traveling, scrolling, fading, dissolving and bursting shall not be permitted.

(2)

~~(1)~~ Static electronic message displays shall not be changed more than once every fifteen (15) seconds.

(3) The electronic message display shall include photocell technology to control and vary the intensity of lighting depending on the amount of ambient light that is present (e.g. daytime, nighttime, cloudy conditions). The intensity of the lighting shall not exceed three hundred (300) nits from dusk until dawn unless the sign is turned off.

(4) The sign shall not be illuminated between 11:00 p.m. and sunrise when (a) located within one hundred fifty (150) feet of Single Family Residential use and (b) visible from such development or property

- ~~ed.~~ Theatres, municipal uses, religious and academic institutions, or quasi-government organizations:

- (1) One (1) freestanding reader panel sign shall be permitted in addition to any allowed freestanding monument signs.
- (2) The reader panel sign shall not exceed twenty-four (24) square feet in area and a maximum height of six (6) feet in height may be permitted.

9. Gasoline Service Station Signs:

- a. Electronic Message Displays:

- (1) Gasoline service stations may use up to one-half (1/2) of the allowed freestanding sign area for a reader panel only to identify the current price of fuel being sold. The maximum sign area used for the electronic message display shall be twenty-four (24) square feet.
- (2) A gasoline service station located in a shopping center project shall be permitted one (1) freestanding fuel reader panel sign, in addition to other permitted freestanding signage, with the following exception for multiple street frontages: One (1) sign may be

Commented [KW9]: Clarify the electronic message display regulations. These are already permitted on reader panels (for uses such as gas stations, schools, and churches).

permitted for each street if the frontage adjacent to the site is at least three hundred and thirty (330) feet.

- i. Each fuel price reader panel sign shall have a maximum of sixteen (16) square feet of sign area.
- ii. The sign shall not exceed a height of six (6) feet.
- iii. The base of any gasoline service station sign shall have an aggregate width of at least fifty (50) percent of the width of the sign.

b. Service Station Canopy Signs:

- (1) Service station canopy signs shall display only the business name and/or company logo.
- (2) The maximum number of signs attached to a canopy shall be two (2).
- (3) Each service station canopy sign shall not exceed six (6) square feet in area.

C. INDUSTRIAL DISTRICTS: Signs within Industrial Districts (I-1, I-2 and Industrial PADs) shall comply with the following applicable restrictions. Additionally, any development of three (3) or more businesses shall be required to submit a Comprehensive Sign Package for review and approval subject to the provisions of Article 7-6 (General Sign Regulations) of this Ordinance.

1. Wall Signs (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:
 - (1) One (1) wall sign may be permitted on the front building elevation and shall have a maximum area not to exceed one (1) square foot for each linear foot of the building wall of the space occupied by the business upon which the sign is displayed.
 - (2) One (1) wall sign may be permitted on each of its other exterior walls and shall have a maximum area not to exceed one-half (1/2) square foot for each linear foot of the building frontage of the space

occupied by the business upon which each sign is displayed.

- b. Under no circumstances may any business have an aggregate area for all wall signs exceeding two hundred (200) square feet, unless as otherwise approved with a Comprehensive Sign Package.
 - c. Signage shall not extend horizontally a distance greater than eighty (80) percent of the width of the building wall on which it is displayed.
 - d. Wall-mounted cabinet signs exceeding ten (10) square feet in area are prohibited, unless such sign:
 - (1) Utilizes a cabinet that is stylized in shape, rather than rectangular, to reflect the shape of the image printed on the sign face, or
 - (2) Utilizes a molded sign face, with embossed copy or sign copy or sign copy in relief, or
 - (3) Utilizes a nationally registered trademark.
2. **Freestanding Monument Signs (may or may not be illuminated):**
- a. Freestanding monument signs shall not exceed eight (8) feet in height unless otherwise noted below.
 - (1) A maximum of two (2) additional feet above the maximum allowed height may be devoted to architectural embellishments. The architectural embellishment cannot include any signage.
 - b. The base of any freestanding monument sign shall have an aggregate width of at least fifty (50) percent of the width of the sign.
 - c. Street address numerals shall be provided on all freestanding monument signs 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.
 - d. For a single building development with a single tenant/user:
 - (1) One (1) freestanding monument sign for identification purposes shall be permitted.

Commented [KW10]: Changes to this section mirror the changes to the same section in the Commercial Districts section.

- (2) The freestanding monument sign shall not exceed thirty-two (32) square feet in area and may include the name and/or logo of the business.
 - (3) If the single building development with a single tenant/user is located on a corner lot or parcel, two (2) freestanding monument signs of thirty-two (32) square feet each may be permitted. Where two (2) signs are permitted, there shall be a minimum distance of three hundred thirty (330) feet between the freestanding monument signs, unless the signs are placed on the corner and at entrances to the site.
- e. For a single building development with multiple tenants/users:
 - (1) One (1) freestanding monument sign for identification purposes shall be permitted.
 - (2) The freestanding monument sign shall not exceed forty-eight (48) square feet in area and may include the name and/or logo of the business.
 - ~~(2)~~(3) A freestanding monument sign that is used as a multi-tenant sign and is located on an arterial roadway may be permitted twelve (12) feet in height.
 - ~~(3)~~(4) If the single building development with multiple tenants/users is located on a corner lot or parcel, two (2) freestanding monument signs of forty-eight (48) square feet each may be permitted. Where two (2) signs are permitted, there shall be a minimum distance of three hundred thirty (330) feet between the freestanding monument signs, unless the signs are placed on the corner and at entrances to the site.
- f. For multiple building developments or industrial centers:
 - (1) One (1) freestanding monument sign for shall be permitted for every three hundred thirty (330) feet of street frontage for the entire development with a maximum of two (2) signs per street frontage, if applicable.
 - (2) The minimum distance between two (2) freestanding monument signs on the same street frontage shall be three hundred thirty (330) feet, unless the signs are placed on the corner and at entrances to the site.

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- (3) Each freestanding monument sign may be a maximum of forty-eight (48) square feet in area and may be either a freestanding center identification sign or a multi-tenant identification sign.

(4) A freestanding monument sign used as a multi-tenant sign may be permitted twelve (12) feet in height.

- ~~(45)~~ The individual buildings within the development and/or the pad sites within the industrial center shall not be considered as separate developments for signage purposes.

(6) For developments located on a corner lot or parcel, one (1) corner monument sign may be permitted advertising the name of the development or commercial center. The sign shall be a maximum of thirty-two (32) square feet in area and eight (8) feet in height.

3. Directional Signs for Passenger Vehicles:

- a. Directional signs are permitted for the purpose of directing traffic or pedestrian travel.
- b. Directional signs shall not exceed an area of six (6) square feet or a height of three (3) feet.
- c. Directional signs shall not be located within the sight visibility triangle of any driveway.
- d. The use, number and location of such signs must be approved through the Site Plan Review process or Sign Permit process and comply with all other code requirements.
- e. Directional signs may include a maximum of twenty-five (25) percent of the sign area devoted to the display of a business logo or identification.

4. Directional Signs for Trucks/Commercial Vehicles:

- a. Directional signs are permitted for the purpose of directing trucks accessing industrial sites.
- b. Directional signs shall not exceed an area of twelve (12) square feet or a height of six (6) feet.

Commented [KW11]: Adding regulations for direction signage for trucks. This issue has come up with a local business recently and the need for these types of signs became apparent.

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- c. Directional signs shall not be located within the sight visibility triangle of any driveway.
- d. The use, number and location of such signs must be approved through the Site Plan Review process or Sign Permit process and comply with all other code requirements.
- e. Directional signs may include a maximum of twenty-five (25) percent of the sign area devoted to the display of a business logo or identification.
- f. Directional signs shall be monument signs. The base of a freestanding monument sign shall have an aggregate width of at least 50% of the width of the sign.
- g. The monument base does not count towards the maximum area of the sign. The monument base does count toward the maximum height of the sign.
- h. Directional signs shall be architecturally compatible with the design guidelines applicable to the project /building.

5. Directory Signs:

- a. Directory signs may be used for the purpose of listing the names, uses and/or locations of the various businesses or activities conducted within a building or group of buildings, but not for the purpose of advertising products, goods or services.
- b. Directory signs shall not exceed an area of eighteen (18) square feet or a height of six (6) feet.
- c. Directory signs may be illuminated.
- d. The use, number and location of such signs must be approved through the Site Plan review process or Sign Permit process and comply with all other code requirements.

D. FREEWAY PYLON SIGNS.

- 1. A freeway pylon sign may be permitted on property that is zoned for commercial, industrial or mixed-use developments subject to the approval of a Use Permit in accordance with the provisions of Article 1-2-6 (Use Permits). The City Council may impose specific additional conditions or requirements in connection with any

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Use Permit as deemed necessary or appropriate in order to fully carry out the provisions and intent of this Section and Article 4, Section 4-2-9.

2. In addition to the findings required for approval of a Use Permit as specified in Section 1-2-6, a freeway pylon sign may be approved only upon a finding by the City Council that such freeway pylon sign is consistent with the purpose and intent of this Section and the design guidelines specified for freeway pylon signs as contained in Article 4, Section 4-2-9.
3. A freeway pylon sign may be approved only as a component of a Comprehensive Sign Package for the planned commercial, industrial or mixed-use development within which it will be located.
4. An existing freeway pylon sign shall not be modified, altered, or enlarged, unless a Use Permit has been approved in accordance with the procedures set forth in this Section.

E. DIGITAL MARQUEE SIGNS.

1. A digital marquee sign may be permitted by the City Council on city-owned or leased property that is zoned agricultural, commercial, industrial, public facilities or planned area development pursuant to an agreement or license if the City Council determines that the digital marquee meets a public purpose and serves a City interest.

ARTICLE 7-9 TEMPORARY SIGNS.

- A. PERMITTED TEMPORARY SIGNS. Any temporary sign not specifically listed as being permitted is prohibited.
- B. TEMPORARY SIGNS ALLOWED WITHOUT A SIGN PERMIT:
 1. Political Signs:
 - a. Political signs with a maximum sign area of sixteen (16) square feet are permitted on property zoned for residential use.
 - b. Political signs with a maximum sign area of thirty-two (32) square feet are permitted on property zoned for non-residential use and undeveloped property.
 - c. Political signs shall not exceed six (6) feet in height.
 - d. Signs pertaining to an election shall be removed within ten (10) days after the specific election to which they refer.

- e. Political signs shall not be placed in any portion of the public right-of-way or block visibility to any roadway or property.
 - f. Prior to installation, approval shall be obtained from the owner of the property on which the political signs will be placed.
- 2. Ideological Signs:
 - a. Ideological signs with a maximum sign area of sixteen (16) square feet are permitted on property zoned for residential use.
 - b. Ideological signs with a maximum sign area of thirty-two (32) square feet are permitted on property zoned for non-residential use and undeveloped property.
 - c. Ideological signs shall not exceed six (6) feet in height.
 - d. One (1) ideological sign shall be allowed per lot or parcel.
 - e. Ideological signs may be displayed for up to sixty (60) consecutive days on any lot or parcel. The minimum period between displays shall be ninety (90) days.
- 3. Window Signs:
 - a. Temporary window signs are permitted in all commercial and industrial zoning districts.
 - b. The total aggregate area of all window signs shall not exceed twenty-five (25) percent of the total area of the windows through which they are visible.
- 4. Garage, Yard and Estate Sale Signs:
 - a. Temporary signs for individual garage, yard and estate sales are permitted in all zoning districts.
 - b. The maximum sign area shall be four (4) square feet and the maximum height shall be three (3) feet.
 - c. Garage, yard and estate sale signs may be located onsite or placed offsite in the immediate area.

- d. Garage, yard and estate sale signs shall not be placed or located upon City sidewalks or within the public rights-of-way.
 - e. Garage, yard and estate sale signs shall not be displayed more than twenty-four (24) hours before the start of the sale and shall be removed at the end of each day.
 - f. Garage, yard and estate sale signs shall comply with all other code requirements.
5. Residential Real Estate Signs:
- a. In residential zoning districts, parcels or lots of five (5) acres or less shall be permitted one (1) non-illuminated sign, located on the subject property for sale, lease or rent.
 - b. Such residential real estate signs shall not exceed six (6) square feet in area nor five (5) feet in height.
 - c. Residential real estate signs shall be removed from the site no later than five (5) days after the sale or lease of the property.
 - d. For parcels or lots of five (5) or more acres in residential zoning districts and those in commercial and industrial districts, see Section 7-9-C-4.
6. Open House Directional Signs:
- a. 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.
 - b. Open house directional signs shall not be placed or located upon City sidewalks or within the public rights-of-way.
 - c. Open house directional signs shall have a maximum height of three (3) feet.
 - d. Open house directional 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 hour (24) period.
7. Sign Walkers:
- a. Sign walkers are permitted in all non-residential zoning districts.
 - b. Sign walkers shall be located only at grade level and five (5) feet from the

street, as measured from the back of curb or edge of pavement if no curb exists.

- (1) From a street driveway or intersection, sign walkers shall be located thirty (30) feet from the intersection as measured from the back of curb or edge of pavement, if no curb exists.
- c. Sign walkers shall not be located in raised or painted medians, in parking aisles or stalls, in driving lanes, on equestrian or multi-use trails or on fences, boulders, plants, other signs, vehicles, utility facilities or any structure. Additionally, sign walkers shall not be located:
 - (1) So that less than a minimum of four (4) feet is clear for pedestrian passage on all sidewalks and walkways, or so as to cause a hazard to pedestrian traffic.
 - (2) Within a minimum distance of twenty (20) feet from any other sign walker.
 - (3) In a manner that results in sign walkers physically interacting with motorists, pedestrians or bicyclists.
 - (4) Sign walkers shall yield right-of-way to pedestrians, bicycles and all others traveling or located on the sidewalks.
- d. Signs shall be displayed only during the hours the business is open to conduct business and shall be held, worn or balanced at all times.
- e. Any form of illumination (including flashing, blinking or rotating lights), animation of the sign itself, mirrors or other reflective materials or attachments (including, but not limited to, balloons, ribbons, speakers, etc.) are prohibited.

8. Special Events and Temporary Use Signs:

- a. Special events and temporary uses include, but are not limited to pumpkin and Christmas tree sales, haunted houses, carnivals (major and minor), festivals and church bazaars.
- b. A sign plan shall be required in conjunction with the Special Event Permit or Temporary Use Permit, available from the City Clerk. Said sign plan shall show the proposed location, placement, and size of all on-site and off-site directional signs.
- c. Special event 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.

- d. Special event signs shall not be placed or located within the public rights-of-way, except as provided in Article 7-4 (Exceptions).
- e. Prior to installation, approval shall be obtained from the owner of the property on which off-site special events directional signs will be placed.

C. TEMPORARY SIGNS ALLOWED ONLY BY SIGN PERMIT:

1. Grand Opening and Special Promotion Signs:

- a. Temporary signs may be used to advertise grand openings and special promotions on properties zoned for commercial, industrial, public facility, or institutional uses. In residential districts, such signs may only be permitted for multiple residence uses and otherwise permitted non-residential uses.
- b. 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 Zoning Administrator.
- c. The maximum banner size for grand openings and special promotions shall be forty-eight (48) square feet. The number of signs shall be limited to one (1) per building face of the business and shall be securely attached to the building or other appurtenance, such as a screen wall or fence. In lieu of the banner being attached to the building, the banner may be displayed in a parking or landscaping area on the site, but the number of banners displayed on the building or in the parking or landscaping area on the same street frontage shall not be more than one (1) per street frontage. Where multiple businesses are located on the same property, the maximum number of freestanding banners shall be limited to one (1) per street frontage at a time. The Zoning Administrator may review and approve additional displays that are similar in size and number, and assess additional fees, where the size of the property justifies the placement of additional displays.
- d. A permit which approves the time and location of the display shall be obtained from the Zoning Administrator on forms provided by the City's Community Development Department.

(1) For business and non-residential uses:

- i. Grand opening signs, including banners, pennants,

- streamers, balloons, searchlights, and inflatable signs are permitted at the time of original opening or when reopened by a new owner or lessee for a maximum period of forty-five (45) days.
 - ii. Special promotion signs, including banners, balloons, and inflatable signs shall be allowed for a maximum of fifteen (15) consecutive days on each occasion. A minimum of thirty (30) days shall pass between each display.
 - (2) For multiple residence uses:
 - i. Grand opening signs are permitted at the time of original opening or when reopened by a new owner or lessee for a maximum period of forty-five (45) days.
 - ii. Special promotion signs, including banners, pennants and other displays shall be allowed for a maximum period of thirty (30) consecutive days on each occasion, no more than three (3) times each calendar year.
 - iii. Multiple residence uses shall be allowed identification flags that may be placed on, or behind, the property line of the site. The flags shall have a maximum area of twelve (12) square feet, shall contain no lettering and may not be maintained higher than the building height or thirty (30) feet above the adjoining ground, whichever is less. The flags must be removed after one (1) year upon the issuance of the first Certificate of Occupancy or when ninety-five (95) percent of the units in the complex are rented, whichever comes first.
- e. Grand openings and special promotions are subject to the following limitations:
 - (1) Displays shall not be animated by mechanical or other means, with the exception of sign walkers as outlined in Section 7-9-B-7. Flying banner signs and animated inflatable signs are not permitted.
 - (2) Displays shall not be illuminated with the exception of searchlights.
 - (3) No pennant, banner or display shall be placed on or above the roof of any building.
 - (4) All balloons and inflatable structures shall be tethered.
 - (5) Balloons shall not exceed the allowed building height for the zoning district in which the business is located, and shall not occupy any required parking spaces.
 - (6) Searchlights may be permitted for grand openings, but shall be limited to a maximum of three (3) days and their placement and use shall not interfere with air traffic in the area.

The text on pages 7-33 through 7-40 is in effect from 12/15/2010 through 12/31/2012. Please replace these pages (7-33 through 7-40) with the pages found at the end of Article 7 on January 1, 2013.

2. Vertical Streetlight Banners:

- a. Banners shall be made of cloth, nylon, or similar material as approved by the Zoning Administrator.
- b. Banners may be hung from street lights that are specifically designed to accommodate banners and which advertise a city-authorized special event or a community wide event or a community message but not for individual businesses.
- c. Approval of the time and location of the banners shall be obtained from the Zoning Administrator and the Public Works Director, or his designee on forms provided by the City's Community Development Department.

3. Real Estate Signs:

- a. For parcels or lots of five (5) or more acres in residential zoning districts:
 - (1) One (1) non-illuminated real estate sign, located on the subject property for sale, rent or lease, shall be permitted per street frontage.
 - (2) Such real estate signs shall not exceed a maximum area of thirty-two (32) square feet nor eight (8) feet in height.
 - (3) Such real estate signs shall be removed from the site no later than five (5) days after the sale or lease of the property.
- b. **For undeveloped property in non-residential zoning districts:**
 - (1) One (1) non-illuminated real estate sign per street frontage, located on the subject property for sale, rent or lease, shall be permitted.
 - (2) Real estate signs shall not exceed thirty-two (32) square feet in area nor eight (8) feet in height.
 - (3) For parcels that are 30 acres in size or larger, are located in an industrial zoning district, and where the sign will not face a residential zoning district, real estate signs shall not exceed sixty-four (64) square feet in area nor ten (10) feet in height.
 - (34) Such real estate signs shall be removed from the site no later than five (5) days after the sale or lease of the property.
- c. For developed property within commercial and industrial zoning districts:
 - (1) One (1) non-illuminated real estate sign, pertaining only to the property or building for sale, lease or rent upon which the sign displayed shall be permitted.
 - (2) Real estate signs shall have a maximum area of twelve (12) square feet and a maximum height of six (6) feet.
 - (3) Real estate signs shall be removed prior to the issuance of a Certificate of Occupancy for the business to which the sign pertains.

Commented [KW12]: Allow larger real estate signs for larger properties.

The text on pages 7-33 through 7-40 is in effect from 12/15/2010 through 12/31/2012. Please replace these pages (7-33 through 7-40) with the pages found at the end of Article 7 on January 1, 2013.

In the case of a real estate sign advertising more than one business in a development, the sign shall be removed upon issuance of a Certificate of Occupancy for the entire development.

4. **Future Development Signs:**

a. ~~a.~~ Future development signs are allowed on undeveloped parcels zoned for commercial or industrial use.

b. For parcels that are under 30 acres in size:

(1) ~~b.~~ One (1) future development sign may be erected on the lot or parcel of the development.

(2) ~~c.~~ Future development signs shall have a maximum area of thirty-two (32) square feet and a maximum height of eight (8) feet.

c. For parcels that are 30 acres in size or larger:

(1) One (1) future development sign may be erected on the lot or parcel of the development.

(2) If the parcel is on a corner lot or parcel, two (2) future development signs may be permitted.

(3) Future development signs shall have a maximum area of sixty-four (64) square feet and a maximum height of ten (10) feet.

d. For parcels that are 100 acres in size or larger or parcels that are 30 acres in size or larger and are located in an industrial or commerce park zoning district:

(1) One (1) future development sign may be erected on the lot or parcel of the development.

(2) If the parcel is on a corner lot or parcel, two (2) future development signs may be permitted.

Commented [KW13]: Change in regulations to allow larger "coming soon" signs that advertise businesses and developments that are planned but still in City review or construction phases of development.

The text on pages 7-33 through 7-40 is in effect from 12/15/2010 through 12/31/2012. Please replace these pages (7-33 through 7-40) with the pages found at the end of Article 7 on January 1, 2013.

(3) Future development signs shall have a maximum area of one hundred and twenty (120) square feet and a maximum height of ten (10) feet.

~~de.~~ A sign permit may be issued upon receipt of an application for rezone, use permit, site plan, or building plans. ~~shall not be issued prior to site plan approval, except as required as a condition of rezoning or with Zoning Administrator's approval.~~

~~ef.~~ If construction plans have not been submitted to the City for the parcel or lot within one hundred twenty (120) days after issuance of the future 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 City for the project. The Zoning Administrator may permit a future development sign to remain on the property if the project is still planned and the sign provides a community benefit as determined by the Zoning Administrator.

~~fg.~~ In all cases, future development signs shall be removed within ten (10) days following the issuance of a Certificate of Occupancy for the project.

5. Construction Signs:

- a. Construction signs are permitted in all zoning districts.
- b. One (1) construction sign may be posted on the lot or parcel where the construction or repair will be conducted.
- c. Construction signs shall have a maximum area of thirty-two (32) square feet and a maximum height of eight (8) feet.
- d. A sign permit shall not be issued prior to the issuance of a building permit.
- e. In all cases, construction signs shall be removed within ten (10) days following the issuance of a Certificate of Occupancy for the project.

6. Interim Business Identification Banners:

- a. A sign permit for a permanent wall sign must be approved and the applicant must be diligently pursuing the manufacture and installation of the permanent sign as a condition to the approval of a sign permit for an interim business identification banner.
- b. The area of the banner shall not exceed the area permitted for the permanent wall sign.

The text on pages 7-33 through 7-40 is in effect from 12/15/2010 through 12/31/2012. Please replace these pages (7-33 through 7-40) with the pages found at the end of Article 7 on January 1, 2013.

- c. The banner shall only be placed on the wall of the tenant space occupied by the business.
 - d. Interim business identification banners may be displayed only from the date a Certificate of Occupancy is issued until the date the permanent sign is installed, subject to the following limitations:
 - (1) The initial display period shall not exceed thirty (30) days, but may be extended by the Zoning Administrator if the applicant demonstrates reasonable progress toward installation of the permanent sign. All extension requests and approval shall be in writing.
 - (2) The total display period shall not exceed ninety (90) days under any circumstances.
7. A-Frame Signs:
- a. The purpose of A-Frame signs is to allow businesses in a pedestrian-oriented environment to identify their business name and/or service on an A-Frame sign at a defined location.
 - b. A-Frame signs are allowed on all properties zoned for commercial, industrial, public facility, or institutional use in conformance with the standards contained herein.
 - c. A-Frame signs shall be subject to the following regulations:
 - 1) Placement of the A-Frame sign must allow for a minimum three (3) foot clear pedestrian pathway to and from all building entrances or exits;
 - 2) The A-Frame sign shall be located within three (3) feet of the building face and within ten (10) feet of the business entry. Businesses located in a center that does not have a multi-tenant monument sign may be allowed to place an A-frame sign along the street frontage of the development as approved by the Zoning Administrator. An over proliferation of A-frame signs will not be permitted. -Alternate locations may be approved by the Zoning Administrator.
 - 3) A-Frame signs shall be a maximum of six (6) square feet in area and shall not exceed three (3) feet in height.
 - 4) A-Frame signs shall be constructed of durable materials with a stable base and shall be white in color or a color that complements the existing signage for the business.
 - 5) The number of A-Frame signs shall be limited to one (1) per business.
 - 6) The A-Frame signs shall not be illuminated or animated in any way.
 - 7) The A-Frame sign shall only be displayed during normal hours of operation for the business.
 - 8) A-Frame signs shall not be affixed or attached to objects such as light poles, trees, traffic signals, benches, street signs, fencing or bike racks and shall not be allowed within the public right-of-way unless that is the only location

Commented [KW14]: Assist businesses located in centers without a multi-tenant sign, where an a-frame becomes more critical.

that otherwise conforms with these standards and only after first obtaining a license from the City for such location.

- 9) A permit shall be obtained for the A-Frame sign before it is displayed.

ARTICLE 7-10 SUBDIVISION SIGNS. The following signs may be permissible after administrative review and approval by the Zoning Administrator.

A. PERMANENT SUBDIVISION ENTRY / IDENTIFICATION SIGNS:

1. A wall sign or freestanding monument sign may be permitted at the entryway(s) of a subdivision. The signage shall be integrated to complement the streetscape and landscaping frontages per "Neighborhood Entries" as denoted in Chapter II, Section 9, of the City of Goodyear Design Guidelines. A maximum aggregate area of twenty-four (24) square feet per subdivision or parcel/unit may be permitted.



2. The maximum height of any subdivision entry/identification sign shall be six (6) feet. 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 may have:
 - a. One (1) sign located on-site at the subdivision advertising the subdivision.
 - b. Such sign shall have a maximum area of ninety-six (96) square feet and may be single or double-faced with a maximum height of thirteen (13) feet and boxed edges.
 - c. The sign shall not be located within one hundred (100) feet of any property line of an existing residence.
 - d. The sign must be removed when ninety-five (95) percent of the lots within the subdivision are sold and/or the on-site sales office(s) closes.
 - e. Additional on-site subdivision advertising and directional signs may be permitted in a PAD district if prior approval by the Planning Commission and City Council is obtained.
2. Residential kiosk signs: Sign panels on a City-approved residential kiosk structure may be authorized for the primary 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, multi-family condominiums, or apartments that are located within the City limits, and to other uses on a secondary, space-available basis.

- a. Sign panels may be single or double-faced.
- b. Maximum sign height for a single sign structure (residential kiosk) shall be thirteen (13) feet.
- c. Sign panels shall be located on designated City residential kiosk structures within the public right-of-way, or, upon finding that such location will not permit adequate directional information, residential 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 City, in the event of non-compliance, to enter said property and remove the sign. A residential kiosk sign location plan shall be prepared showing the site of each residential kiosk sign and shall be submitted to and approved by the Zoning Administrator, prior to the acceptance of a sign permit application.
- d. Each temporary residential kiosk sign panel may contain only the name of the subdivision or builder or new multi-family development, the corporate logo, mileage, and a directional arrow. Community directional sign panels (City Hall, library, medical facilities, parks, historic sites, etc.) may also be allowed on residential kiosk structures. Kiosk sign panels also may be used to direct motorists to nearby businesses, but only if space is available on the sign. Kiosk sign panels used by businesses may contain only the name of the business or development, the corporate logo, and a directional arrow and their use shall be subject to any other terms and conditions that may be established by the City.
- e. No residential kiosk sign shall be placed within three hundred (300) feet of another except when they are across the street from one another.
- f. Directional sign panels shall conform to colors and design standards approved by the Zoning Administrator.
- g. Any residential kiosk sign panel approved for a particular development project within the City shall not be changed to another project without prior approval of the Zoning Administrator.

3. Subdivision Identification Flags:

- a. Subdivision identification flags may be placed on, or behind, the property line of the subdivision.
- b. Up to four (4) subdivision identification flags per each model home may be placed at any one subdivision, but the total number of such signs shall not exceed eight (8).
- c. Subdivision identification flags shall have a maximum area of twelve (12)

square feet shall contain no lettering and may not be maintained higher than twenty-five (25) feet above the adjoining ground.

- d. Subdivision identification flags must be removed when ninety-five (95) percent of the lots in the subdivision are sold and/or the on-site sales office closes.

4. Residential Directional Signs:

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



ARTICLE 7-11 PROHIBITED SIGNS. Any sign not specifically listed as being permitted by this Ordinance is prohibited, including, but not limited to the following:

1. Billboards.
2. 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.
3. Signs attached to any utility pole, or structure, street light, traffic signal, tree, fence, fire hydrant, bridge, park bench or other location on public property unless otherwise specifically allowed in this Article.
4. The use of pennants, banners, balloons, and similar displays except as permitted elsewhere in this Article.
5. Off-site signs, unless otherwise permitted by this Article, more specifically signs which direct attention to a business, commodity, service or entertainment conducted, sold or offered at a location other than the premises on which the sign is located.
6. Electronic message displays and 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-through menu boards, and except as otherwise approved in a Comprehensive Sign Package.

7. Banners, pennants, wind-driven spinners, streamers, balloons, flags, search lights, strobe lights, holographic projections, laser light displays, beacons, and inflatable signs, except as otherwise provided in Article 7-9 (Temporary Signs).
8. Roof signs.
9. Signs displayed in a manner or location that prevent free ingress and egress from a door, window or other exit.
10. Portable signs and/or temporary signs which advertise a business, commodity, service, entertainment, product or attraction, except as otherwise provided in Article 7-9 (Temporary Signs).
11. Signs displayed in a location prohibited by this Ordinance.
12. Weekend directional signs, except as otherwise provided for in Article 7-9 (Temporary Signs).
13. Awning-mounted signs, unless painted directly on the face of the awning.

ARTICLE 7-12 NONCONFORMING AND UNSAFE SIGNS.

A. LEGAL NONCONFORMING SIGNS:

1. Legal nonconforming sign(s) shall mean signs that lawfully exist at the time of the enactment of this Ordinance that do not conform to the regulations as specified in this Ordinance.
2. A legal nonconforming 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 thereof.
3. A legal nonconforming 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.
4. Any construction permit which invokes Certificate of Occupancy requirements shall specify and require that any nonconforming sign located within the boundaries of the development site, and within the limits of the applicant's control, authorized by said permit shall be brought into conformance with the provisions of this Ordinance, provided that if the nonconforming sign is a type of sign that is prohibited under Article 7-11 (Prohibited Signs) of this Ordinance, it shall be removed.
5. Legal nonconforming 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 nonconforming status of that sign provided that the nonconforming 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.

After relocation pursuant to this subsection, the legal nonconforming sign shall be subject to all provisions of this section in its new location.

B. SIGNS RENDERED NONCONFORMING:

1. Except as provided in this Section, a nonconforming sign may continue in the manner and to the extent that it existed at the time of the Ordinance adoption, amendment or annexation which rendered the sign nonconforming. This Section shall not prohibit reasonable repairs and alterations to nonconforming signs.
2. A sign approved by variance or Comprehensive Sign Package before the effective date of this Ordinance or any amendment thereof shall not be considered nonconforming and shall not be subject to the regulations set forth in this Section.
3. A nonconforming sign shall not be re-erected, relocated or replaced unless it is brought into compliance with the requirements of this Ordinance.
4. If the structure of a nonconforming 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 (50) percent. Two (2) such reductions shall be permitted; after the third structural change, the sign shall conform to current standards. Nothing in this Section shall require a nonconforming sign to be reduced to a height or area less than that allowed on the site.
5. If a nonconforming sign is located on a parcel which is experiencing development for which Site Plan and/or Design 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 (50) percent. Two (2) such reductions shall be permitted; after the third structural change, the sign shall conform to current standards. Nothing in this Section shall require a nonconforming sign to be reduced to a height or area less than that allowed on the site.

Site Plan and/or Design Review required by one of the following types of development shall not cause reduction in a sign's nonconforming height and/or area:

- a. An addition of less than two thousand (2,000) square feet when the addition is less than fifty (50) percent of the size of the usable space of the site which is the subject of design review. A series of additions, which total more than fifty (50) percent of the usable space of the site shall require reduction of nonconformities. Usable space shall not include areas such as restrooms and storage rooms.
- b. An addition of more than two thousand (2,000) square feet when the addition is less than ten (10) percent of the size of the usable space of the site which is the subject of design review. A series of additions, which total

more than ten (10) percent of the usable space of the site shall require reduction of nonconformities. Usable space shall not include areas such as restrooms and storage rooms.

c. A modification required by federal, state or local regulations or programs.

6. Any nonconforming 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 (50) percent or more of the cost of replacement of such sign.

C. SIGNS FOR A LEGAL NONCONFORMING USE:

1. New or additional signs for a nonconforming use shall not be permitted.
2. A nonconforming sign for a nonconforming use which ceases to be used for a period of three hundred sixty-five (365) consecutive days 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.

D. SIGNS RENDERED ABANDONED:

1. Sign structures which remain vacant, unoccupied or 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 abandoned.
2. A sign whose use has been abandoned is prohibited.
3. Within six (6) months after a use has been abandoned, it shall be the responsibility of the property owner or the property owner's authorized leasing agent to remove the message or copy of an abandoned sign and to patch and conceal any and all damage to the structure resulting from removal of the sign in a neat and professional manner. Legally existing cabinet signs and panels on freestanding monument or pylon signs shall be replaced with a blank panel, consistent with sign panel replacement as outlined in Article 7-4-A-4 (Exceptions).

E. UNSAFE SIGNS:

1. If the Building Official, or his 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.
2. If the correction has not been made within forty-eight (48) hours, the Building Official, or his 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.

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