

https://www.municode.com/library/az/glendale/codes/code_of_ordinances?nodeId=PTIICOOR_ART7G_EDEST_S7.100SI

Section 7.100 - Signs.

7.101 - Purpose.

The purpose of this section is to regulate the number, type, location, physical dimensions, and design of signs within the City of Glendale in order to protect the public interest and achieve community objectives as follows:

- A. To balance public and private objectives by allowing adequate signage for business identification.
- B. To promote the free flow of traffic and protect pedestrians and motorists from injury and property damage which may be caused by cluttered, distracting, and illegible signage.
- C. To prevent property damage and personal injury resulting from signs which are improperly constructed or poorly maintained.
- D. To promote the use of signs which are well designed, of appropriate scale, and integrated with surrounding buildings and landscape in order to meet the community's desire for quality development.
- E. To protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the streetscape which affects the image of the City of Glendale.

(Ord. No. 1772, 6-23-93)

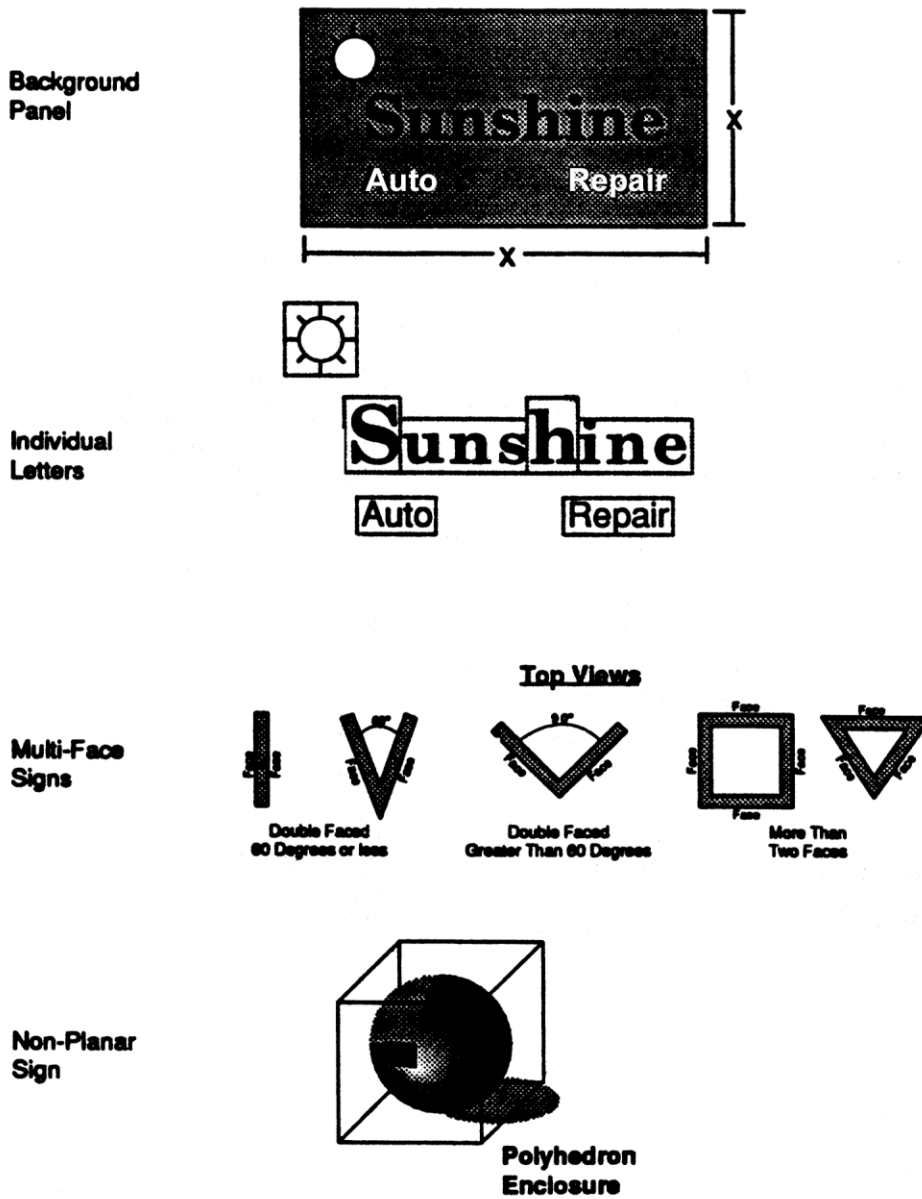
7.102 - General Provisions.

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

- A. All signs shall comply with the unobstructed view easement requirements of the City of Glendale, Design Guidelines for Site Development and Infrastructure Construction.
- B. All signs shall be structurally designed, constructed, erected, and maintained in accordance with all applicable provisions and requirements of the City of Glendale Building Codes.
- C. Signs shall not be located in a manner which interferes with pedestrian travel or poses a hazard to pedestrians.
- D. 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 a visual blight. If the Building Safety Director determines any sign or sign structure to be in an unsafe or unsightly condition, he shall immediately notify, in writing, the owner of such sign who shall correct such condition within forty-eight (48) hours. If the correction has not been made within forty-eight (48) hours, the Building Safety Director may have the sign removed if it creates a danger to the public safety or welfare, 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.
- E. Signs may be illuminated or non-illuminated, unless otherwise restricted in this ordinance. The source of the sign's illumination shall not be visible from any street, sidewalk, or adjacent property. This shall not preclude the use of neon sign elements.
- F. Sign area shall be measured as follows (See Figure SA-1):

Figure SA-1

Sign Area Measurements



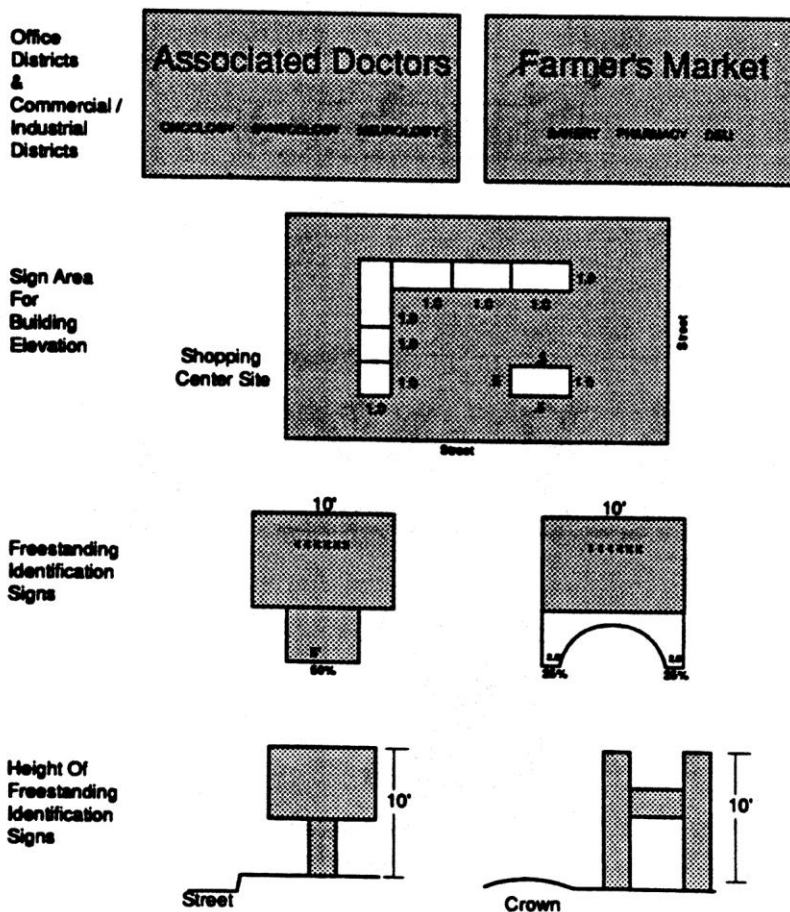
1. Sign copy mounted or painted on a background panel or area distinctively painted, textured, or constructed as a background for the sign copy shall be measured as that area contained within the sum of the smallest rectangles that will enclose both the sign copy and the background.
2. Sign copy mounted as individual letters or graphics against a wall, fascia, mansard, or parapet of a building or other structure that has not been painted, textured, or otherwise

altered to provide a distinctive background for the sign copy shall be measured as a sum of the smallest rectangles that will enclose each word and each graphic in the total sign.

3. Multi-face signs shall be measured as follows:
 - a. Two (2) face signs: If the interior angle between the two (2) sign faces is sixty (60) degrees or less, the area shall be of one (1) face only. If the angle between the two (2) sign faces is greater than sixty (60) degrees, the sign area will be the sum of the areas of the two (2) faces.
 - b. Three (3) or more face signs: The sign area will be fifty (50) percent of the sum of the areas of all faces.
 4. Spherical, free-form, sculptural, or other non-planar sign area shall be fifty (50) percent of the sum of the sides of the smallest four (4) sided polyhedron that will encompass the sign structure.
- G. Sign heights shall be measured as follows (See Figure SA-2):

Figure SA-2

Sign Dimensions and Descriptions



1. Freestanding sign: Height shall be the vertical distance from the top of the highest element of the sign or sign structure to the top of the curb or crown of the 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.

2. Wall fascia, mansard, and parapet mounted signs: Height shall be the vertical distance to the top of the sign or sign structure from the base of the wall on which the sign is located.

(Ord. No. 1772, 6-23-93)

7.103 - Prohibited signs.

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

- A. Signs located within, on, or projecting over any public street, right-of-way, or other public property, except shingle signs and projecting signs as provided in Sections 7.104 C and D. The City may install signs on its own property to identify public buildings and uses, to provide necessary traffic control, and to provide pedestrian directional signs and map directional signs in the PR Zoning District as outlined in Section 7.104 D.
- B. Roof signs.
- C. Projecting signs, except in the Pedestrian Retail (PR) and Glendale Centerline Overlay District (Overlay District) Zoning Districts as provided for in Section 7.104 D.
- D. Any sign which interferes with or confuses traffic, or presents a traffic hazard.
- E. Signs emitting sound. This shall not apply to drive-up menu boards provided for in Section 7.104 C.5.
- F. Signs with intermittent or flashing illumination, except Digital Billboard Signs, and animated or moving signs.
- G. Awning mounted signs, unless painted directly on the face of the awning.
- H. Signs mounted, attached, or painted on trailers, boats, or motor vehicles when parked, stored, or displayed in a manner intended to attract the attention of the public for advertising purposes.
- I. Pennants, banners, balloons, flags, and similar displays except as provided in Section 7.105.
- J. Temporary signs which advertise a business, commodity, service, entertainment, product, or attraction, except as permitted in Section 7.105.
- K. Reader panel signs except as specifically authorized herein. Any sign which permits the change of electronic or manual copy and is changed more frequently than on a daily basis which is not a Digital Billboard Sign shall be considered a reader panel sign.
- L. Portable signs except as provided in Section 7.105.
- M. Signs which extend below the bottom edge of a fascia board or mansard roof.

(Ord. No. 1772, 6-23-93; Ord. No. 1874, § 1, 3-12-96; Ord. No. 2773, § 2, 6-14-11; Ord. No. 2805, § 2, 6-26-12)

7.104 - Permitted Permanent Signs.

Permitted signs shall conform to the definitions in Section 2.300 and the specific provisions for each zoning district. The following signs are permitted:

- A. Agricultural and Residence Districts.
 1. General:

- a. This applies to all signs in the A-1, SR-30, SR-17, SR-12, R1-10, R1-8, R1-7, R1-6, R1-4, R-2, R-3, R-4, and R-5 zoning districts.
 - b. Freestanding signs shall not exceed a height of five (5) feet.
 - c. Wall signs shall not exceed a height of fifteen (15) feet.
 - d. The base of any freestanding sign shall have an aggregate width of at least fifty (50) percent of the width of the sign.
2. Identification Signs:
- a. Residence signs: one (1) or more wall signs not to exceed a total aggregate area of three (3) square feet shall be permitted. The sign may include only the name of the residence, the name of the occupant, and the street address.
 - b. Commercial farm or ranch signs: One (1) or more wall signs not to exceed a total aggregate area of eight (8) square feet shall be permitted. The sign may include only the name of the farm or ranch and a street address.
 - c. Multiple residence development, mobile home park, and subdivision entrance signs: a maximum of two (2) freestanding signs with an aggregate area of twenty-four (24) square feet shall be permitted at each main entrance. The sign may include only the name of the development and the street address.
 - d. Nonresidential uses:
 - (1) The maximum aggregate area of all identification signs shall not exceed forty-eight (48) square feet.
 - (2) One (1) freestanding sign shall be permitted with a maximum area of twenty-four (24) square feet.
 - (3) Wall, fascia, mansard, and parapet signs may identify the facility, building, or organization by name or by name and principal activity when the name alone does not identify the general nature of the use. The street address may also be included.
 - (4) A freestanding sign may include only the name of the facility, building, or organization it is intended to identify. Such sign shall not include any advertising copy. The sign must include the number of the street address, but the area of these numerals shall not be included in calculating the allowed sign area.
3. Reader Panel Signs:
- a. Churches may use up to one-half ($\frac{1}{2}$) of the allowed freestanding sign area for a reader panel.
 - b. Public and private, elementary and secondary schools, and community colleges may have one (1) freestanding reader panel sign not to exceed thirty-two (32) square feet in area and fourteen (14) feet in height.
4. Directional signs when required to assist the flow of traffic not to exceed six (6) square feet in area or a height of three (3) feet. Such signs may include identification wording or symbols on up to twenty-five (25) percent of the sign area.
5. Directory signs when required for multiple residence developments or other permitted facilities containing multiple tenants or building groups as follows:
- a. Each directory shall be illuminated with a maximum area of eighteen (18) square feet and a maximum height of six (6) feet.
 - b. The number and location of the signs must comply with fire department requirements.
6. Temporary signs in accordance with Section 7.105.

B. Office Districts.

1. General. This applies to all signs in the R-O, C-O, and G-O zoning districts.
2. Wall, fascia, mansard, and parapet identification signs.
 - a. These signs shall not exceed a height of fifteen (15) feet.
 - b. The maximum sign area permitted per building shall be twenty-four (24) square feet in the R-O and C-O districts and forty-eight (48) square feet in the G-O district.
 - c. Such sign may identify the individual businesses, building complex, or center, by name. The sign may show the name of the business and up to three (3) principal services when the name alone does not identify the general nature of the business. It may include the street address. Such sign shall not include advertising copy.
 - d. The maximum sign area permitted per building shall be one-hundred (100) square feet in the C-O and G-O districts for any office building which exceeds ten-thousand (10,000) square feet or more and is located on a site with three-hundred thirty (330) lineal feet or more of continuous frontage on an arterial street, and the sign face cannot be seen from residential districts. The maximum sign area per tenant shall not exceed forty (40) square feet on any building elevation.
 - e. Major medical center:
 - (1) Wall, fascia, mansard, parapet, and awning signs are allowed only on the exterior elevation of the space occupied by the business or service.
 - (2) The sign area shall not exceed one (1) square foot for each linear foot of the business wall elevation along the street frontage on which the sign is displayed.
 - (3) The maximum aggregate sign area is six hundred (600) square feet per major medical center.
 - (4) No more than two (2) of these signs shall be permitted per building or structure.
 - (5) These signs may identify the name of the major medical center and up to three (3) principal departments, businesses, offices, or services in the major medical center. Such sign shall not include any advertising copy.
3. Freestanding Identification Signs.
 - a. One (1) freestanding sign shall be permitted per project.
 - b. The sign shall not exceed a height of five (5) feet.
 - c. The sign shall not exceed a height of eight (8) feet in the C-O and G-O districts when the project includes a building of ten-thousand (10,000) square feet or more and the site has a minimum of three-hundred thirty (330) lineal feet of continuous frontage on an arterial street.
 - d. The base shall have an aggregate width at least fifty percent (50%) of the width of the sign.
 - e. The maximum sign area in the C-O and G-O districts is forty-eight (48) square feet when the project includes a building of ten-thousand (10,000) square feet or more and the site has a minimum of three-hundred thirty (330) lineal feet of continuous frontage on an arterial street.
 - f. The maximum sign area in the R-O district is twelve (12) square feet. The maximum sign area in the C-O and G-O districts is twenty-four (24) square feet on parcels up to two (2) acres and thirty-six (36) square feet for parcels over two (2) acres.
 - g. Single tenant buildings: The sign may include only the name of the business or building it is intended to identify. Such sign shall not include any advertising copy.

- h. Multi-tenant buildings and complexes: The sign may identify the name of the building or complex and the name of up to three (3) businesses within the building or complex. However, when a business name is included in the name of the complex, only two (2) additional businesses may be identified. Such sign shall not include any advertising copy.
 - i. The sign must include the number of the street address, but the area of these numerals shall not be included in calculating the allowed sign area.
 - j. Major medical center:
 - (1) One (1) freestanding sign shall be permitted per project, with the following exception for multiple street frontages:
 - (a) One (1) sign may be permitted for each street if the frontage adjacent to the site is at least three-hundred thirty (330) feet.
 - (b) Two (2) signs may be permitted for each street if the frontage adjacent to the site is at least eight hundred (800) feet. The minimum distance between two (2) signs on the same street frontage shall be three-hundred thirty (330) feet.
 - (2) The sign shall not exceed a height of twelve (12) feet. A maximum of two (2) additional feet may be devoted to architectural embellishments. The architectural embellishment cannot include any signage.
 - (3) The base shall have an aggregate width of at least fifty percent (50%) of the width of the sign.
 - (4) The maximum sign area for each sign is seventy-two (72) square feet.
 - (5) These signs may identify the name of the major medical center and up to three (3) principal departments, businesses, offices, or services in the major medical center. Such sign shall not include any advertising copy.
4. Reader Panel Signs: Churches may use up to one-half ($\frac{1}{2}$) of the allowed freestanding sign area for a reader panel.
 5. Directional signs when required to assist the flow of traffic not to exceed six (6) square feet in area or a height of three (3) feet. Such signs may include business identification by word or symbol on up to twenty-five percent (25%) of the sign area.
 6. Directory signs when required to identify the location of the various buildings or offices located within the complex as follows:
 - a. Each directory shall be illuminated with a maximum area of eighteen (18) square feet and a maximum height of six (6) feet.
 - b. The number and location of the signs must comply with Fire Department requirements.
 - c. Major medical center:
 - (1) The sign shall not exceed a height of eight (8) feet.
 - (2) The maximum sign area for each sign is thirty (30) square feet.
 - (3) Each sign shall be set back at least fifty (50) feet from a perimeter property line of the major medical center.
 7. Temporary signs in accordance with Section 7.105.
 8. Hospital Emergency Signs.
 - a. Freestanding identification signs:

- (1) Copy that identifies a hospital emergency facility is permitted on any of the freestanding identification signs permitted in Section 7.104 B.3.j above. This copy shall be in addition to any other departments, businesses, offices, or services identified on the sign.
 - (2) A maximum of two (2) freestanding signs shall be permitted for identification of a hospital emergency facility only. These signs are in addition to signs permitted in Section 7.104 B.3.j above.
 - (3) The sign shall not exceed a height of six (6) feet.
 - (4) The maximum sign area shall be ten (10) square feet.
- b. Wall signs:
- (1) Two (2) signs shall be permitted per hospital emergency facility.
 - (2) The maximum sign area for each wall sign is thirty (30) square feet.
 - (3) The signs may be located on a separate feature or structure.
- C. Commercial and Industrial Districts except Pedestrian Retail District (PR) and Glendale Centerline Overlay District (Overlay District).
1. General. This applies to all signs in the SC, C-1, NSC, C-2, CSC, C-3, B-P, M-1, and M-2 zoning districts unless otherwise restricted.
 - 1.5. For buildings with single retail use with a gross floor area less than one hundred fifty thousand (150,000) square feet.
 2. Wall, fascia, mansard, parapet, awning, and shingle identification signs.
 - a. Wall, fascia, mansard, parapet, and awning signs are allowed only on the exterior elevation of the space occupied by the business. A shingle sign must be located immediately adjacent to the business it identifies.
 - b. The sign area for each business shall not exceed one (1) square foot for each linear foot of the business wall elevation along the street frontage on which the sign is displayed.
 - c. Businesses on a separate parcel or lot, or on a pad site within a project of three (3) or more businesses, shall be permitted sign area as described in 2b above for any one (1) elevation, with sign area on all other elevations not to exceed one-half (½) square foot for each linear foot of elevation where the sign is displayed (see Figure SA-2).
 - d. The maximum aggregate sign area is two hundred (200) square feet per business.
 - e. Such sign may identify the individual businesses, building complex, or center by name. The sign may show the name of the business and up to three (3) principal services when the name alone does not identify the general nature of the business. It may also include the street address.

Such sign shall not include advertising copy.
 - f. Awning Signs:
 - (1) A maximum of twenty-five percent (25%) of the front face area of an awning may be used for signage.
 - (2) The sign area shall be measured according to Section 7.102 F.2. of this ordinance unless a distinctive background is provided.
 - (3) If letters or graphics are placed on the valance, they shall not be placed elsewhere on the awning.

- (4) Only the face area of the letters or graphics may be illuminated. Any illumination must be internal, behind the face of the awning.
 - g. Shingle Signs:
 - (1) One (1) shingle sign which is designed and oriented primarily for the aid of pedestrians may be allowed per business.
 - (2) The minimum clearance between the bottom of the sign and the nearest grade or sidewalk shall be seven (7) feet, six (6) inches.
- 2.5. For buildings with single retail uses with a gross floor area greater than one hundred fifty thousand (150,000) square feet:
- a. Wall, fascia, mansard, parapet, and awning signs are allowed only on the exterior elevations of the space occupied by the business on street frontages that access the property.
 - b. The sign area for each single retail use shall not exceed a maximum of four hundred fifty (450) square feet. The sign area shall include all wall parapet and awning signage.
 - c. The maximum size of any single wall sign shall not exceed two hundred (200) square feet.
 - d. When the wall on which a sign is to be placed is within one hundred fifty (150) feet of a residential zoning district, only non-illuminated signs shall be permitted.
 - e. Such signs may identify the individual businesses, building complex, or center by name. The sign may show the name of the business and up to five (5) principal services when the name alone does not identify the general nature of the business. It may also include the street address. Such signage shall not include advertising copy.
3. Freestanding Identification Signs.
- a. General.
 - (1) The sign must include the number of the street address. The minimum height of the numerals shall be six (6) inches and the maximum height shall be twelve (12) inches. The area of these numerals shall not be included in calculating the allowed sign area.
 - b. Single Tenant Buildings.
 - (1) One (1) freestanding sign shall be permitted per project, with the following exception for multiple street frontages:
 - a. One (1) sign may be permitted for each street if the frontage adjacent to the site is at least three hundred and thirty (330) feet.
 - b. Two (2) signs may be permitted for each street if the frontage adjacent to the site is at least eight hundred (800) feet. The minimum distance between two signs on the same street frontage shall be three hundred and thirty (330) feet.
 - (2) The sign shall not exceed a height of ten (10) feet.
 - (3) The base shall have an aggregate width of at least fifty (50) percent of the width of the sign.
 - (4) The maximum sign area for each sign is forty-eight (48) square feet on parcels up to twenty (20) acres and sixty (60) square feet for parcels over twenty (20) acres.

- (5) The sign may identify only the name of the business or building it is intended to identify. Such sign shall not include any advertising copy.
- c. Dual Tenant Buildings.
- (1) Dual tenant buildings on an independent site that is not part of a shopping center project shall be permitted one (1) freestanding sign, with the following exception for multiple street frontages:
 - a. One (1) sign may be permitted for each street if the frontage adjacent to the site is at least three hundred and thirty (330) feet.
 - b. Two (2) signs may be permitted for each street if the frontage adjacent to the site is at least eight hundred (800) feet. The minimum distance between two signs on the same street frontage shall be three hundred and thirty (330) feet.
 - (2) The sign shall not exceed a height of ten (10) feet.
 - (3) The base shall have an aggregate width of at least fifty (50) percent of the width of the sign.
 - (4) The maximum sign area for each sign is forty-eight (48) square feet on parcels up to twenty (20) acres and sixty (60) square feet for parcels over twenty (20) acres.
 - (5) The sign may identify only the name of the business or building it is intended to identify. Such sign shall not include any advertising copy.
 - (6) A fast food establishment within a convenience store must meet the following criteria to be considered a business for identification purposes:
 - a. The fast food establishment must have an outdoor service window, a drive-thru window, or inside service counter which is dedicated exclusively to that franchise.
 - b. The fast food establishment must have at least one (1) full-time employee.
 - c. The building floor area devoted exclusively to the fast food establishment shall not be less than one hundred (100) square feet.
- d. Multi-tenant buildings in the B-P, M-1, and M-2 zoning districts.
- (1) One (1) freestanding sign shall be permitted per project, with the following exception for multiple street frontages:
 - a. One (1) sign may be permitted for each street if the frontage adjacent to the site is at least three hundred and thirty (330) feet.
 - b. Two (2) signs may be permitted for each street if the frontage adjacent to the site is at least eight hundred (800) feet. The minimum distance between two signs on the same street frontage shall be three hundred and thirty (330) feet.
 - (2) The sign shall not exceed a height of ten (10) feet.
 - (3) The base shall have an aggregate width of at least fifty (50) percent of the width of the sign.
 - (4) The maximum sign area for each sign is forty-eight (48) square feet on parcels up to twenty (20) acres and sixty (60) square feet for parcels over twenty (20) acres.
 - (5) The sign may identify the name of the building, complex, or center and the name of up to three (3) businesses within the building or complex. However, when a

business name is included in the name of the complex, only two (2) additional businesses may be identified. Such sign shall not include any advertising copy.

e. Multi-tenant buildings and shopping centers in SC, C-1, NSC, C-2, CSC and C-3 zoning districts.

(1) One (1) freestanding sign shall be permitted per project with the following exception for multiple street frontages:

- a. One (1) sign may be permitted for each street if the frontage adjacent to the site is at least three hundred thirty (330) feet,
- b. Two (2) signs may be permitted for each street if the frontage adjacent to the site is at least eight hundred (800) feet. The minimum distance between two signs on the same street frontage shall be three hundred thirty (330) feet.

(2) The sign shall not exceed a height of twelve (12) feet. A maximum of two additional feet may be devoted to architectural embellishments. The architectural embellishment cannot include any signage.

(3) The base shall have an aggregate width of at least fifty (50) percent of the width of the sign.

(4) The maximum sign area for multi-tenant shopping centers on parcels up to twenty (20) acres is eighty (80) square feet and one hundred ten (110) square feet for parcels over twenty (20) acres.

(5) The sign may identify the name of the building complex, or center and the names of a maximum of ten (10) tenants within the complex. Such signs shall not include any advertising copy.

a. A fast food establishment within a convenience store must meet the following standards to be considered a business for identification purposes.

- (1) The fast food establishment must have an outdoor service window, a drive-thru window, or inside service counter dedicated exclusively to that franchise.
- (2) The fast food establishment must have at least one (1) full-time employee.
- (3) The building floor area devoted exclusively to the fast food franchise shall not be less than one hundred (100) square feet.

b. The height of letters used in identification of individual tenants shall be a minimum of four (4) inches.

(6) All multi-tenant signs shall be reviewed for compliance with the multi-tenant freestanding identification sign design guidelines.

4. Reader Panel Signs.

a. Churches may use up to one-half ($\frac{1}{2}$) of the allowed freestanding sign area for a reader panel.

b. Gasoline service stations may use up to one-half ($\frac{1}{2}$) 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 reader panel shall be twenty-four (24) square feet.

c. An automobile fueling station located in a shopping center project shall be permitted one (1) freestanding fuel reader panel sign, with the following exception for multiple street frontages. One (1) sign may be permitted for each street if the frontage adjacent to the site is at least three hundred and thirty (330) feet.

- (1) Each fuel price reader panel sign shall have a maximum of sixteen (16) square feet of sign area.
 - (2) The reader panel sign area shall include a maximum of one-third (1/3) devoted to fuel grade or type and two-thirds (2/3) to fuel prices. This shall not include brand or business identification.
 - (3) The sign shall not exceed a height of six (6) feet.
 - (4) The base shall have an aggregate width of at least fifty (50) percent of the width of the sign.
- d. Theaters.
- (1) One (1) wall, fascia, mansard, or parapet sign may contain a reader panel.
 - (2) The area of the reader panel shall not exceed seventy-five (75) square feet or the maximum wall sign area otherwise allowed, whichever is less.
 - (3) The reader panel shall be used exclusively for the purpose of identifying entertainment, motion pictures, or special events which occur on the premises.
5. Menu Boards for Drive-Thru Restaurants.
- a. One (1) preview menu board and one (1) ordering menu board is allowed per business. Such signs may be freestanding or wall mounted.
 - b. The maximum aggregate area for a preview menu board and an ordering board per business, shall not exceed forty-five (45) square feet.
 - c. The maximum sign height shall not exceed six (6) feet for freestanding signs.
6. Directional signs when required to assist the flow of traffic not to exceed six (6) square feet in area or a height of three (3) feet. Such sign may include business identification by word or symbol on up to twenty-five (25) percent of the sign area.
7. Directory signs when required to identify the location of the various buildings or businesses located within the center or complex as follows:
- a. Each directory shall be illuminated with a maximum area of eighteen (18) square feet and a maximum height of six (6) feet.
 - b. The number and location of the signs must comply with Fire Department requirements.
8. Temporary signs in accordance with Section 7.105.
- D. Pedestrian Retail and Glendale Centerline Overlay Districts.
1. General:
 - a. This applies to all signs in the PR and Overlay District Zoning Districts.
 - b. All permanent signs in the PR and Overlay District Zoning Districts are subject to design review as outlined in Section 3.600.
 - c. A wall, fascia, mansard, parapet, projecting, or window identification sign may identify the name of the business and up to three (3) principal services when the name alone does not identify the general nature of the business. It may also include the street address. Such signs shall not include advertising copy.
 - d. Awning and shingle signs may only identify the name of the business.
 2. Wall, Fascia, Mansard, and Parapet, Identification Signs:
 - a. A wall, fascia, mansard, or parapet sign is not permitted if a projecting sign is used to identify the business.

- b. A wall, fascia, mansard, or parapet sign is allowed only on the exterior elevation of the space occupied by the business.
 - c. No more than one (1) wall, fascia, mansard, or parapet sign per business is permitted on each street or alley frontage.
 - d. The sign area for each business shall be as follows:
 - (1) The sign area for each ground floor business on a street shall not exceed one (1) square foot for each linear foot of the business wall elevation along the street frontage on which the sign is displayed. If the business occupies the ground floor and an upper floor, the sign area shall be the same as for a ground floor only business.
 - (2) The sign area for each ground floor business on an alley shall not exceed one-half ($\frac{1}{2}$) square foot for each linear foot of the business wall elevation along the alley frontage on which the sign is displayed. If the business occupies the ground floor and an upper floor, the sign area shall be the same as for a ground floor only business.
 - (3) The sign area for a business located only on an upper floor shall not exceed one-half ($\frac{1}{2}$) square foot for each linear foot of the business wall elevation along the street or alley frontage on which the sign is displayed.
3. Projecting Identification Signs:
- a. A projecting sign is not permitted if any wall, fascia, mansard, or parapet sign is used to identify the business.
 - b. A projecting sign is allowed only for a ground floor business.
 - c. A projecting sign is allowed only on the exterior elevation of the space occupied by the business.
 - d. No more than one (1) projecting sign per business is permitted on each street or alley frontage.
 - e. The sign area for each business shall be as follows:
 - (1) The sign area for each ground floor business on a street shall not exceed one (1) square foot for each linear foot of the business wall elevation along the street frontage on which the sign is displayed, up to a maximum of fifteen (15) square feet. If the business occupies the ground floor and an upper floor, the sign area shall be the same as for a ground floor only business.
 - (2) The sign area for each business on an alley shall not exceed one-half ($\frac{1}{2}$) square foot for each linear foot of the business wall elevation along the alley frontage on which the sign is displayed, up to a maximum of six (6) square feet. If the business occupies the ground floor and an upper floor, the sign area shall be the same as for a ground floor only business.
 - f. The minimum separation between the sign and the face of the building shall be three (3) inches.
 - g. The maximum sign projection from the face of the building shall be five (5) feet. No sign shall project beyond the bracket on which it is hung.
 - h. On a one-story building, the top of the projecting sign and its supporting framework shall not be higher than the top of the cornice line. On a multiple story building, the top of the projecting sign and its supporting framework shall not be higher than the top of the second-story window sills of the building from which the sign projects.
 - i. The sign shall be perpendicular to the building and attached to the bracket on which it is hung so that it will not swing.

- j. The minimum clearance between the bottom of the sign and the nearest grade or sidewalk shall be seven (7) feet six (6) inches.
4. Window Identification Signs:
- a. The area covered by window signs shall not exceed fifty (50) percent of the exterior window area.
 - b. Window signs on required exit doors shall not exceed twenty-five (25) percent of the glass area of the door.
5. Awning Identification Signs:
- a. A maximum of fifty (50) percent of the valance area of the awning may be used for signage.
 - b. The sign area shall be measured according to Section 7.102-F-2 of this ordinance unless a distinctive background is provided.
6. Shingle Identification Signs:
- a. One (1) shingle sign which is designed and oriented for the aid of pedestrians is allowed per business. A shingle sign must be located immediately adjacent to the business it identifies.
 - b. The maximum area of a shingle sign shall be three (3) square feet.
 - c. The minimum clearance between the bottom of the sign and the nearest grade or sidewalk shall be seven (7) feet six (6) inches.
7. Directory Signs:
- a. A directory sign is permitted when used to:
 - (1) Direct pedestrians to businesses within a building or complex which do not have an exterior wall elevation along a street or alley frontage; or
 - (2) To direct pedestrians to multiple businesses that use a single entrance.
 - b. The directory sign shall have a maximum area of four (4) square feet.
 - c. The directory sign shall be located at the entrance to the building or complex.
8. Pedestrian Directional Signs:
- a. Directional signs for pedestrians indicating the type of businesses available in the immediate area are allowed subject to approval of a master directory sign plan by the city council. The master plan will address items such as the general design, location, and size of signs. Such signs shall not include advertising copy.
 - b. These signs shall be located on street corners in the public right-of-way and be designed at a pedestrian scale.
 - c. The specific design, location, and size of each sign will be determined through the design review process outlined in Section 3.600 based on the approved master directory sign plan.
9. Map Directory Signs:
- a. Map directory signs intended to show pedestrians the overall location of businesses, public buildings, recreational facilities, and other features in the PR and Overlay Districts are allowed, subject to approval of a master directory sign plan by the city council. The master plan will address items such as the general design, location, and size of signs. Such signs shall not include advertising copy.
 - b. These signs shall show a map of the area and the location of individual businesses and be designed at a pedestrian scale.

- c. The maximum sign area shall be twenty-four (24) square feet.
- d. The specific design, location, and size of each sign will be determined through the design review process outlined in Section 3.600 based on the approved master directory sign plan.

10. A-Frame Signs:

A-frame or sandwich board signs are permitted subject to the following conditions:

- a. Signs shall be located adjacent to the individual business for which they advertise.
- b. Shall provide a minimum five-foot clearance on the sidewalk.
- c. Are allowed to be a maximum of two (2) feet by three (3) feet.
- d. Cannot be placed in or on vehicles.

(Ord. No. 1772, 6-23-93; Ord. No. 1874, § 1, 3-12-96; Ord. No. 1901, 12-24-96; Ord. No. 1932, § 1, 3-25-97; Ord. No. 1935, § 1, 4-22-97; Ord. No. 1988, § 1, 2-10-98; Ord. No. 1999, § 1, 4-14-98; Ord. No. 2177, § 5, 12-19-00; Ord. No. 2254, § 1, 5-14-02; Ord. 2280, § 2, 10-22-02; Ord. No. 2372, § 1, 3-23-04; Ord. No. 2773, § 2, 6-14-11)

7.105 - Permitted Temporary Signs.

The following temporary signs are permitted in all zoning districts subject to the definitions in Section 2.300, the regulations in Section 7.102, and the following regulations:

A. Sale, Lease, or Rent Signs.

1. General.

- a. One (1) non-illuminated sign pertaining only to the property on which it is located shall be permitted for each street frontage.
- b. A maximum of two (2) signs shall be permitted per parcel.

2. Agricultural and Residence Districts.

a. Vacant land.

- (1) Less than five (5) acres: Each sign shall have a maximum area of six (6) square feet and a maximum height of five (5) feet.
- (2) Five (5) acres or more: Each sign shall have a maximum area of thirty-two (32) square feet and a maximum height of eight (8) feet.

- b. Buildings: Each sign shall have a maximum area of twelve (12) square feet and a maximum height of six (6) square feet.

3. Office, Commercial, and Industrial Districts.

- a. Vacant land: Each sign shall have a maximum area of thirty-two (32) square feet and a maximum height of eight (8) feet.
- b. Buildings: Each sign shall have a maximum area of twelve (12) square feet and a maximum height of six (6) feet.

B. Subdivision Advertising and Directional Signs.

- 1. General. A master sign package for each development including the type, number, size, location, materials, and colors of the various signs shall be approved by the Planning Department prior to the issuance of a permit for any sign authorized under this subsection.
- 2. On-Site Advertising Signs.

- a. One (1) sign shall be permitted at each major entry with a maximum of four (4) signs per subdivision.
 - b. The maximum aggregate area of all signs shall be one hundred sixty (160) square feet.
 - c. The maximum height shall be fifteen (15) feet.
 - d. The edges of the sign shall be boxed.
 - e. No sign permits shall be issued until a preliminary plat has been approved by the City.
 - f. Upon expiration of a preliminary plat, if no final plat is approved, all signs must be removed within ten (10) days.
 - g. Such signs may be maintained until ninety-five (95) percent of the lots in the subdivision are sold or the sales office closes, whichever occurs first.
 - h. Such signs shall not be located within fifty (50) feet of any property line of an existing residence.
3. Subdivision Identification Flags.
- a. A maximum of fifteen (15) flags per subdivision are allowed.
 - b. The area of each flag shall not exceed six (6) square feet.
 - c. The maximum height of any flag shall be twenty-five (25) feet.
 - d. There shall be a minimum distance of twenty (20) feet between flags.
 - e. All flags shall be placed within the boundaries of the subdivision with the permission of the property owner, if this is other than the developer.
 - f. The flags may be maintained until ninety-five (95) percent of the lots in the subdivision are sold or the sales office closes, whichever occurs first.
 - g. Lettering and logos are not allowed on the flags.
4. Off-Site Identification signs for subdivisions within the City of Glendale.
- a. Such sign must be located within one (1) mile of the subdivision, on vacant property, with the written permission of the property owner.
 - b. A maximum of two (2) signs are permitted for each subdivision located on an arterial street. Each sign shall have a maximum area of thirty-two (32) square feet and a maximum height of eight (8) feet.
 - c. Such signs may be maintained until ninety-five (95) percent of the lots in the subdivision are sold or the sales office closes, whichever occurs first.
5. Off-Site weekend directional signs for subdivisions within the City of Glendale.
- a. Sign permits are established for each subdivision on an annual basis. The applicant must submit a site plan showing all locations of proposed signs. Any changes to the location of the signs must be approved by the City.
 - b. A maximum of eight (8) signs per subdivision.
 - c. Signs shall not exceed a maximum sign area of four (4) square feet.
 - d. The copy content of each sign shall be directional instructions and must show subdivision name, directional arrows, and may also include the builders name.
 - e. Signs may not be installed before 4:00 p.m. on Friday, and must be removed before 8:00 a.m. on the following Monday, except when a legal holiday occurs on a Monday, signs must be removed by 8:00 a.m. on the following Tuesday.

- f. Signs will have the name and telephone number of the sign company, or if no sign company is designated by the builder/developer to distribute the signs, the builder/developer's, name shall be placed on the back side of the sign with a contact and telephone number.
 - g. No sign shall be allowed in any public right-of-way.
 - h. No sign shall be located within fifty (50) feet of another sign.
 - i. No sign shall be attached to any roadway or natural feature including light, signal poles, street or regulatory signs, bridges, trees, or other existing facilities.
 - j. Signs shall not exceed a vertical height of three (3) feet.
 - k. Signs must be limited to not more than one (1) mile from the subdivision identified.
 - l. Signs shall not be installed on private property unless written authorization of such installation is provided to the city at the time of permit application.
- C. Promotional Displays.
- 1. These displays may be used to advertise grand openings, a change of business ownership, special sales, new products or services, and other promotions.
 - 2. This includes pennants, banners, balloons, streamers, flags, inflatable structures, search lights, character or product likenesses, attention attracting media and devices, and other non-merchandise displays.
 - 3. Such displays shall be allowed for a maximum of ten (10) consecutive days, no more than three (3) times per year. One (1) grand opening promotional display is allowed per year for a period not to exceed thirty (30) days. The grand opening display requires a new business or change in business name.
 - 4. There shall be a minimum of thirty (30) days between each display.
- D. Special Events, Seasonal Sales. One (1) non-illuminated sign is allowed for the duration of the event.
- 1. In Agricultural, residence, and office districts, such signs shall have a maximum area of six (6) square feet and a maximum height of five (5) feet.
 - 2. In commercial and industrial districts, such signs shall have a maximum area of thirty-two (32) square feet and a maximum height of eight (8) feet.
- E. Non-Commercial Signs.
- 1. General. These signs may be placed for a period not to exceed one hundred eighty (180) days. After the one hundred eighty (180) day period, the sign must be removed and may not be replaced within or on the same parcel or lot for a period of ninety (90) days.
 - a. In agricultural, residence, and office districts, such signs shall have a maximum area of six (6) square feet and a maximum height of five (5) feet.
 - b. In commercial and industrial districts, such signs shall have a maximum area of thirty-two (32) square feet and a maximum height of eight (8) feet.
 - 2. Political Signs.
 - a. One (1) sign for each candidate or measure shall be permitted for each street frontage with no more than two (2) signs on any lot or parcel of land.
 - b. Within the agricultural and residence districts, the maximum sign area shall be six (6) square feet, and the maximum height shall be five (5) feet.
 - c. Within the office, commercial, and industrial districts, the maximum sign area shall be thirty-two (32) square feet, and the maximum height shall be eight (8) feet.

- d. The person, party, or organization responsible for the erection or distribution of such signs shall remove them within ten (10) days after the specific election to which they refer.
 - e. Such signs shall be placed only with the property owner's permission.
- F. Construction and Development Signs.
1. One (1) non-illuminated sign is allowed on the construction site with a maximum area of thirty-two (32) square feet and a maximum height of eight (8) feet.
 2. If building permits have not been issued within six (6) months after issuance of the sign permit, the sign shall be removed and any new construction and development sign for substantially the same project at the same location will be approved only after a building permit for the project has been issued by the City.
 3. Such sign shall be removed prior to the issuance of a Certificate of Occupancy for the site.
 4. The sign may identify the name of the project, the names of the developer, contractor, architect, subcontractor, and financier for the project, and the projected completion date.
- G. Open House Directional Signs:
1. There shall be a maximum of four (4) such signs for each home for sale, including any such sign at the property for sale.
 2. Each sign shall have a maximum area of three (3) square feet and a maximum height of three (3) feet.
 3. Such signs may be posted only when a salesperson is on duty at the home and shall not be allowed for more than nine (9) hours per day.
 4. Such signs shall not be placed in the public rights-of-way.
- H. Window Signs.
1. These signs may be used for business identification and advertising of any service, product, person, business, place, or activity on the premises.
 2. Such signs may include, but are not limited to, the business name, street address, phone number, business hours, meeting times, individual or specific products, services, or merchandise and related price information, slogans, and sale announcements.
 3. There are no limitations on sign area or window coverage except in the PR District where the total area of all permanent and temporary window signs shall not exceed fifty (50) percent of the exterior window area.
- I. Menu Signs.
1. A menu sign may be used to display the published menu and corresponding prices of a restaurant. The sign may indicate hours of operation and information regarding entertainment the restaurant provides.
 2. Only one (1) menu sign per restaurant is allowed.
 3. The area of a menu sign cannot exceed four (4) square feet.
 4. The sign shall be enclosed in a casing attached to the building and extending from the wall not more than five (5) inches.
- J. Downtown Promotional Banners.
1. These banners may be used only to identify city-authorized special events within the downtown. They shall not be used to identify or advertise individual businesses, sales, products, or services.

2. The special event shall be represented on the banner by decorative graphic. Only one graphic shall be used for each special event.
3. There shall be one banner permitted for each business. The banner shall be mounted on the building or within a display window.
4. The banner may be displayed from a pole located perpendicular to the building. The minimum clearance between the bottom of the pole and the nearest grade or sidewalk shall be seven (7) feet, six (6) inches.
5. The banners shall be made of cloth, nylon, or similar material.
6. The banner shall not exceed six (6) square feet in size.
7. The banners shall be allowed for a maximum of forty-five (45) consecutive days, no more than four (4) times per year.
8. There shall be a minimum of fifteen (15) days between each special event.
9. Downtown promotional banners shall be limited to the area described as follows: starting at the southeast corner of Myrtle Avenue extending south along 59th Avenue to Grand Avenue, then southeast along Grand Avenue to Lamar Road, then east along Lamar Road to 56th Avenue, then north along 56th Avenue to Palmyra Avenue, then west to the alley between 56th Avenue and 55th Avenue, then north to Myrtle Avenue, and then west to the southeast corner of 59th Avenue and Myrtle Avenue. (See Map #9, Downtown Promotional Banners.)

(Ord. No. 1772, 6-23-93; Ord. No. 1874, § 1, 3-12-96; Ord. No. 1947, §§ 2, 3, 6-24-97)

7.106 - Billboards.

- A. Billboards are permitted only in the M-1 and M-2 zoning districts.
- B. No billboard shall be erected within six hundred sixty (660) feet of the planned or existing freeway, expressway, parkway, right-of-way, or planned corridor, as officially designated by the Arizona Department of Transportation or the City of Glendale.
- C. No new billboards may be constructed within the city unless the person desiring to construct such a billboard submits evidence to the City that the person has removed an existing billboard. If evidence is submitted that a billboard has been removed after the effective date of this ordinance, the City shall issue building and sign permits for one (1) new billboard not to exceed the area of the sign which was removed or three hundred (300) square feet, whichever is less. However, if a person submits evidence that in excess of three hundred (300) square feet of billboard area has been removed, by the removal of four (4) or more billboards with an area of seventy-five (75) square feet or less, the City shall issue building permits for one (1) new billboard with a maximum area of three hundred (300) square feet. Any new billboard shall be erected, constructed, or placed within six (6) months after removal of the billboard(s) it is replacing.
- D. All billboards erected, placed, or altered within the city shall comply with the following requirements:
 1. The space between the newly erected, placed, constructed, or altered billboard and any existing billboard shall not be less than six hundred (600) feet.
 2. All billboards shall have landscaping around the base at a rate of fifteen (15) square feet per linear foot of sign.
 3. Off-site improvements or appropriate financial assurance as approved by the City shall be required along any abutting street for the full frontage of the property where the billboard is to be located.

4. No part of such sign structures shall be erected closer to a street than the front line of the nearest building which is within one hundred (100) feet of the sign and which fronts on that street; provided, however, that when a sign is erected between two (2) buildings which both front on the same street and which are both within one hundred (100) feet of the sign, then the sign shall not be erected closer to that street than a line drawn from the nearest front corner of each building.

If no building is located within one hundred (100) feet of the off-premise sign, the sign structure shall be set back in accordance with the setback requirements of the zoning district in which located, but shall not be less than ten (10) feet behind a front property line.
5. Notwithstanding any other provision in this section, no billboards shall be erected, placed, constructed, or altered within the city which have an area exceeding three hundred (300) square feet or a height exceeding twenty-five (25) feet.
6. The billboard's structure, not including the sign copy, shall be compatible with the color, reflectivity, and other qualities of its surrounding environment.
7. No billboard shall have more than one (1) support column.
8. Access ladders to maintenance platforms shall be constructed or maintained in such a position as not to project beyond a visual envelope established by structural elements or projections of the sign face and trim to the ground as viewed from a place parallel to the face of the sign.
9. Other than support columns, maintenance walkways, embellishments, ends, cross bracings, tops or bottoms, parallel or v-shaped signs, no back braces, torque arms, stringers, panel attachments, or similar structural elements or accessories shall be exposed. If such elements or accessories are not covered by a sign face, screening of such elements or accessories shall be colored similarly to the remaining portions of the sign back.

(Ord. No. 1772, 6-23-93; Ord. No. 2805, § 2, 6-26-12)

7.107 - Nonconforming Signs.

- A. Maintenance. Nonconforming signs shall be maintained in good condition pursuant to Section 7.102. Maintenance means replacing or repairing a worn or damaged part or portion of a sign in order to return it to its original state.
- B. Alterations. A nonconforming sign or sign structure shall not be altered, reconstructed, replaced, or relocated other than to comply with this article, except:
 1. Reasonable repair and maintenance limited to a maximum total of fifty (50) percent of the sign's or structure's reproduction cost as determined from an appraisal by a competent appraiser.
 2. Change of reader panel(s), face panel(s) or copy.
 3. See Subsection D. Improvements to Freestanding Signs.
- C. Removal. Nonconforming signs shall be removed or brought into conformance with this Ordinance when:
 1. More than fifty (50) percent of the reproduction cost of the sign or sign structure has been damaged or destroyed or by any means or taken down as determined from an appraisal by a competent appraiser;
 2. The condition of the sign has deteriorated to such an extent that the cost of repairs exceeds fifty (50) percent of the reproduction cost of the sign or sign structure as determined from an appraisal by a competent appraiser;

3. The property undergoes development or redevelopment in accordance with the design review section of this ordinance;
4. The use of this sign or the property on which it is located has ceased, become vacant or been unoccupied for a period of six (6) months or more. In the event any of these should occur, the sign shall be presumed to be abandoned and shall be removed by the owner of the property, his agent, or person having the beneficial use of the building or structure upon which said sign or sign structure is erected within thirty (30) days after written notification from the Planning Director or a designee.

D. Improvements to Freestanding Signs.

1. A legal non-conforming freestanding sign may be improved in the SC, C-1, C-2, C-3, M-1 and M-2 zoning districts subject to the approval of a conditional freestanding sign use permit by the planning commission. The conditional use permit procedures and appeal rights are defined in Section 3.900. For the purposes of this section, improvement of an existing non-conforming sign does not include routine repairs or maintenance.
2. The purpose of improving a legal non-conforming freestanding single tenant or multi-tenant sign is to significantly reduce the sign non-conformity while enhancing both the property and the community. Improvements may include refurbishing signs which are structurally sound or installation of a new sign.
3. Application Requirements. In addition to the application requirements outlined in Section 3.902 the following information shall be submitted:
 - a. Elevations and a description of the existing sign;
 - b. Elevations and a detailed description of improvements to the existing sign or new sign;
 - c. A written summary of reduction of nonconformity for the proposed sign; and
 - d. A statement of how the application will meet the required findings.
4. The planning commission or city council shall make the following findings before granting a freestanding sign use permit:
 - a. The freestanding sign is designed in a manner that improves the appearance of the property and enhances the surrounding area.
 - b. The new sign significantly reduces the nonconformity of the existing sign.
 - c. The sign improves the identification of both the site and the tenants.
 - d. The sign is consistent with the applicable sections of the city's multi-tenant freestanding identification sign design guidelines, including sign location and orientation, sign structure, and sign design.

- E. Improvements-Comprehensive Sign Overlay District (SOC). Legal nonconforming signs can be improved or enhanced as part of the comprehensive sign overlay district. See Section 6.700.

(Ord. No. 1772, 6-23-93; Ord. No. 1935, § 1, 4-22-97)

7.108 - Exempt Signs.

- A. Traffic signs or barricades erected or maintained by a governmental entity shall be exempt from the provisions of this article.
- B. Signs not visible beyond the boundaries of the property upon which they are located shall be exempt from the provisions of this article, except those public safety provisions contained in Section 7.102.

(Ord. No. 1772, 6-23-93)

7.109 - Required Permits and Fees.

- A. Building and sign permits shall be obtained prior to erecting, placing, constructing, altering, or changing the copy on any sign within the city except:
 - 1. The following temporary signs:
 - a. Open house direction signs;
 - b. Non-commercial signs;
 - c. Sale, lease, or rent signs;
 - d. Window signs;
 - e. Menu signs; and
 - f. Political signs.
 - 2. Residence and commercial, farm or ranch identification signs.
 - 3. Change of copy on reader panel signs or copy on any billboard.
- B. It shall be unlawful for any person to erect, place, construct, alter, or maintain any sign, except those exempt signs listed in Subsection A herein, when all required permits have not been issued for that sign or billboard. Each day such a sign is allowed to exist without having obtained the required permits, shall constitute a new offense.
- C. The permit fees shall be in the amount established by City Council resolution or pursuant to Glendale City Code Section 2-3.
- D. An application for a sign permit must be made in writing on forms provided by the Development Services Center. The following information will be required on all sign permit applications:
 - 1. Address of the property.
 - 2. Business name.
 - 3. Business owner's name, address and telephone number.
 - 4. Sign contractor's name, address, and telephone number.
 - 5. Glendale sales tax number and contractor's license number.
 - 6. Valuation of the sign(s).
 - 7. Inventory of all existing signs on the property showing the type, dimensions, and location of each sign.
 - 8. Fully dimensioned plans and elevations showing the dimensions, design copy, and location of each proposed sign.
 - 9. Plans indicating the scope and structural detail of the work to be done; including details of all connections, supports, footings, and materials to be used.
 - 10. Required information for an electrical permit for all electric signs.
 - 11. Color, material, and letter samples when the sign is subject to design review.Applications which do not include the required information shall not be accepted.
- E. Permits for copy changes only, shall be processed within one (1) business day of submittal of application.

(Ord. No. 1772, 6-23-93; Ord. No. 1874, § 1, 3-12-96; Ord. No. 2260, § 7, 6-11-02)

7.110. - Digital Billboard Signs.

Digital Billboard Signs are permitted subject to the regulations noted below.

- A. Placing a Digital Billboard Sign requires that the zoning of the lot on which the Digital Billboard Sign is located must be Planned Area Development (PAD).
- B. Placing a Digital Billboard Sign requires the approved Planned Area Development (PAD) to be located in Township 2 North, Range 1 East, Gila and Salt River Base and Meridian, and to have a minimum of one thousand (1,000) feet of lineal frontage adjacent to SR 101 (Agua Fria Freeway).
- C. The Digital Billboard Sign must be located within three hundred (300) feet of the freeway right-of-way.
- D. There shall be a minimum distance of one thousand seven hundred sixty (1,760) feet between all Digital Billboard Signs on any single Planned Area Development.
- E. All Digital Billboard Signs must be set back a minimum of three hundred thirty (330) feet from the property line of any adjacent property not a part of the same approved Planned Area Development having frontage on SR 101 (Agua Fria Freeway).
- F. Maximum sign height, including any supporting structures, for a Digital Billboard Sign must be no more than sixty (60) feet.
- G. Maximum Digital Billboard Sign width must be no more than fifty (50) feet.
- H. Maximum Digital Billboard Sign area must not exceed six hundred seventy-five (675) square feet.
- I. The message or image of the Digital Billboard Sign may be static or change at specific or programmed time intervals. The change in message or images shall occur no more frequently than once every eight (8) seconds and shall not have fade or dissolve transitions, or full animation or video, or similar subtle transitions or frame effects that have the appearance of moving text or images. A default black display shall be required in the event of malfunction.
- J. Message sequencing, the use of multiple Digital Billboards in a row to convey a message, shall be prohibited.
- K. Advertisements shall be limited to single frames.
- L. Provisions in this section supplement and do not supersede provisions of any PAD in existence before the effective date of this ordinance.
- M. Design Review approval is required to allow any Digital Billboard Sign.
- N. No Digital Billboard shall be located within one thousand (1000) feet of any single residence zoning district including RR-90, RR-45, SR-30, SR-17, SR-12, R1-10, R1-8, R1-7, R1-6, R1-4, R-2, R-3, or property within unincorporated Maricopa County for which a plat was filed and recorded prior to January 1, 2000.
- O. One Digital Billboard is permitted as a prelude to other development on a PAD. All additional Digital Billboard Signs shall be integrated into the PAD and have a relationship to the development, including common design elements such as styles and materials, and a functional relationship to the structures, parking, and open spaces in the development. The height, location, materials, color, texture, setbacks, and mass of the additional Digital Billboard Signs must be appropriate to the development, the neighborhood, and the community. The architectural character of the proposed additional Digital Billboard Sign shall be in harmony with, and compatible to, structures in the neighboring environment and the architectural character desired for the city, avoiding excessive variety or monotonous repetition. All additional Digital

Billboard Signs shall be reviewed only as part of the review of the Master Development Plan of the property and integrated with surrounding buildings and landscaping. Additional Digital Billboard Signs will be permitted only as part of a comprehensive sign package for the entire PAD which includes common design elements. Digital Billboards must be fully integrated into this comprehensive sign package.

- P. Digital Billboard Sign illumination must be extinguished between 11:00 p.m. and sunrise. The only exception to this will be for amber alerts and other governmental emergencies.
- Q. All illuminated Digital Billboard Signs shall be limited to a surface luminosity limit of 5,000 nits during daytime hours and a surface luminosity limit of 150 nits during nighttime hours.
- R. All Digital Billboard Signs shall provide for automatic dimming based upon ambient lighting conditions, including evening and overcast weather.
- S. It shall be unlawful for any Digital Billboard Sign to have an illuminance greater than 1.0 foot candle at the property line of any adjacent property.
- T. Any approved Digital Billboard Sign shall adhere to new safety requirements if conclusive research findings develop.
- U. Only one Digital Billboard Sign shall be erected prior to the first phase of development on a PAD.
- V. All Digital Billboard Signs shall receive all required licenses prior to approval.

(Ord. No. 2805, § 2, 6-26-12)