

CHAPTER 9 – SIGNS

Section 4-901 Purpose and Applicability.

- A. Purpose.** The *sign* regulations are designed to encourage the creation of an attractive appearance throughout the city, while eliminating *signs* that may contribute to visual clutter. The regulations for *signs* have the following specific objectives:
1. To reflect and support the desired character and *development* patterns of the various zoning districts;
 2. To allow for adequate and effective *signs* in all zoning districts while preventing *signs* from dominating the appearance of the area;
 3. To distinguish between *signs* that require visibility from automobiles and those that are oriented to pedestrians;
 4. To require design, construction, installation, and proper *maintenance* so that the public safety and traffic safety are not compromised;
 5. To provide standards for location, size, construction, type, and number of *signs*; and
 6. To provide reasonable limits on the magnitude and extent of graphic communication presented to the public.
- B. Applicability.** The regulations in Chapter 9 are applicable to all *signs* in the city, except as noted in Section 4-902(D) and in the RCC district and all MU districts. Standards for business *signs* in the RCC district and all MU districts shall be established through *sign* criteria approved through a *Development Plan Review*, pursuant to Section 6-306.
- C. Non-Commercial Speech.** *Signs* authorized in this chapter are allowed to contain non-commercial copy in lieu of any other copy.

Section 4-902 General Sign Standards.

- A. Definitions.** For definitions related to *signs*, refer to Section 7-120, “S” Definitions.
- B. Prohibited Signs.** Prohibited *signs* include:
1. Non-public *signs* in public right-of-way or on public property;
 2. *Signs* mounted on a *building roof*;

3. *Signs* that are mounted, attached, or painted on *trailers*, boats or vehicles when used as additional signage on or near the business premises; and similar *signs*. Business vehicles displaying signage or advertising shall be parked in an assigned *parking* space which is not immediately adjacent to a *street* frontage;
 4. *Signs* having intermittent or flashing illumination, animated or moving parts, or that emit sound except as allowed under Section 4-903(N) (Menu Board) and Section 4-903(U) (Marquee Sign);
 5. Freestanding changeable copy *signs*, except as allowed under Section 4-903(N) (Menu Board), Section 4-903(Q) (Service Station Sign), and Section 4-903(U) (Marquee Sign);
 6. Banners, pennants, wind-driven spinners, streamers, balloons, flags, search lights, strobe lights, holographic projections, laser light displays, beacons, inflatable *signs*, except as otherwise provided in Section 4-903(R) (Special Events Sign), Section 4-903(C) (Boutique Directional Sign) and approved *banner signs* installed pursuant to the city's banner program;
 7. *Signs* imitating official traffic control *signs*, or any *sign* or device obscuring such *signs* or devices;
 8. *Signs* mounted on, or applied to trees, utility poles, rocks, or city owned property;
 9. *Signs* placed on private property without the property owner's written approval;
 10. *Off-premise/off-site signs* and *portable signs*, except as permitted in Sections 4-903(C) (Boutique Directional Sign), Section 4-903(M) (Lead-In Sign), Section 4-903(O) (Political Sign), or Section 4-903(S) (Subdivision/Apartment Community Advertising Sign); and
 11. Business identification/*advertising signs* in single-family zoning districts.
- C. Unauthorized Signs.** An *unauthorized sign* is one that is illegally displayed in the city right-of-way, on city property, or on private property without the property owner's consent. City staff may remove such *signs*. These *signs* may be disposed of, as per Sections 26-51 through 26-59 of the Tempe City Code, if unclaimed within thirty (30) days.
- D. Exempt Signs.** The following *signs* are exempt from this Code:
1. Traffic or other governmental *street signs*, such as railroad crossing *signs* and notices, as may be authorized by the city and do not require permits; and
 2. *Signs* of public utility companies indicating danger or that serve as an aid to public safety, or that show the location of underground facilities or public telephones and do not require permits.

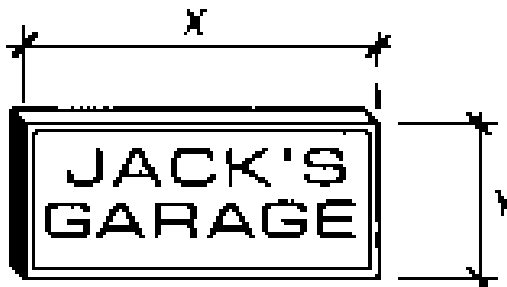
E. Ceased Non-Conforming Signs. The owner, agent, tenant or person having beneficial interest in the business, property or premises on which such *sign* is located shall remove ceased non-conforming *signs*, including freestanding support *structures*, within one (1) year upon cessation of such business or sale of such product, as long as the one (1) year period of non-use is attributable at least in part to the previously designated persons or entities.

F. Sign Height Measurement. *Sign* height measurements are as follows:

“*Freestanding Sign*”: Height is the distance from the top of the *sign structure* to the top of the adjacent street curb. 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.

G. Sign Area Measurement. *Sign* area measurements are as follows:

1. *Sign* area includes the areas of all the following *signs* on site that pertain to any one business:
 - a. *Awning Sign*;
 - b. *Building Mounted Sign*;
 - c. Freeway Sign;
 - d. *Service Station Sign*, excluding *freestanding sign*; and
 - e. Marquee Sign.
2. The maximum total area for the above *signs* on the premises for any one (1) business may be equal to forty (40) square feet plus one (1) square foot of *sign* area for every lineal foot of *business frontage* beyond forty (40) lineal feet, as measured by the *business frontage*. Businesses with freeway frontage may have additional *sign* area, see Section 4-903(J) (Freeway Sign).
3. Internal businesses and brands contained within a host business are allowed exterior signage. *Sign* area utilized by the internal business/brand shall be deducted from the *sign* area allowed for the host business sign area.
4. One sign face: Area of the single face only;
 - a. *Sign* copy mounted or painted on a background panel or area distinctively painted, textured, illuminated, or constructed as a background for the *sign* copy, shall be measured as the area contained within the *geometric shape* of the background panel or surface; and



- b. *Sign copy* mounted as individual letters or graphics against a wall or fascia 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 the area enclosed by the smallest *geometric shape* that will enclose all *sign copy*.



5. Multiple *sign* faces:
- Two (2) faces: If the interior angle between the two (2) faces is forty-five (45) degrees or less, the area will be the area of one face only; if the angle between the two (2) *sign* faces is greater than forty-five (45) degrees, the *sign* area will be the sum of the areas of the two (2) faces;
 - Three (3) or more sides: *Sign* area will be calculated as fifty percent (50%) of the sum of all faces; and
 - Sign* area for a *sign* with more than one component (e.g., a service station identification/price *sign* combination on a monument base, mounted on the same surface) will be measured as the area of the smallest *geometric shape* that encompasses the components of the *sign*.
6. Free form, spherical, sculptural and other non-planar signs:
- Sign* area is calculated as fifty percent (50%) of the sum of the area of the four (4) vertical sides of the smallest cube that will encompass the *sign*.



H. Sign Illumination. *Signs* may be illuminated internally or externally as provided by this Code (See also, Section 4-803 and 4-804, Lighting) and/or as specified by the applicable *sign* criteria:

1. *Sign* face shall function as a filter for an internally *illuminated sign*;
2. *Sign* illumination from above shall be fully shielded;
3. *Sign* illumination from below shall comply with Section 4-803(C)(5);
4. *Illuminated signs*, except *address signs*, shall require a *sign* permit and comply with the provisions of applicable electrical codes; and
5. Exposed electrical conduit or exposed raceways are allowed only with *Development Plan Review* approval.

I. Sign Maintenance. *Sign maintenance* requirements are as follows:

1. *Signs* on a property shall be maintained by the owner or person in possession of the property on which the *sign* is located. *Maintenance* shall be such that the signage continues to conform to the conditions imposed by the *sign* permit;
2. A damaged *sign*, including *signs* vandalized or subjected to graffiti, shall be repaired within sixty (60) days;
3. Metal pole covers and *sign* cabinets shall be kept free of rust and rust stains;
4. Internally *illuminated sign* cabinets or *sign* panels that have been damaged shall remain un-illuminated until repaired;
5. *Signs* that have been damaged to such extent that it may pose a hazard to passersby, as determined by the Development Services Manager, or designee, shall be repaired or removed immediately;

6. *Maintenance* of legal non-conforming *signs* shall be consistent with applicable Arizona law. A legal nonconforming *sign* that has been damaged to the extent of more than fifty percent (50%) of its reproduction value shall be removed or altered so as to conform to the provisions of Part 3, Chapter 5, Non-Conforming Use or Development; and
7. Failure to comply with these *sign maintenance* requirements shall constitute a violation of this Code.

J. Comprehensive Sign Package.

1. When a site is developed as a complex or center, a comprehensive *sign package* shall be provided for the property, and approved through *development plan* review.
2. For tenants of a complex or center, *sign* permits will only be issued for *signs* that comply with the previously approved comprehensive *sign package*, or receive approval through *development plan* review.

Section 4-903 Permitted Signs

For permitted *signs*, see individual requirements in this section.

Table 4-903A Permitted Signs			
Sign Types	Single-Family Districts	Multi-Family Districts	Commercial, Mixed-Use and Office/Industrial Districts
Address Sign	P	P	P
Awning Sign	N	P	P
Boutique Directional Sign	P	P	P
Building Mounted Sign	P	P	P
Construction Sign	P	P	P
Directional Sign	N	P	P
Directory Sign	N	P	P
Flags	P	P	P
Freestanding Identification Sign	N	P	P
Freeway Sign	N	N	S
Future Development Sign	P	P	P
Holiday Decoration	P	P	P
Lead-In Sign	P	P	P
Menu Board	N	N	P
Non-Commercial Speech	P	P	P
Political Sign	P	P	P
Sale, Lease or Rent Sign	P	P	P
Service Station Sign	N	N	P
Special Event Sign	N	P	P
Subdivision/Apartment Community Advertising Sign	P	P	P
Subdivision Identification Sign	P	P	P
Marquee Sign	N	N	P
Window Sign	N	N	P

P = Permitted
 N = Not permitted
 S = Permitted with special standards or limitations

- A. **Address Sign.**
- B. **Awning Sign.**
- C. **Boutique Directional Sign.**
- D. **Building Mounted Signs.**
- E. **Construction Sign.**
- F. **Directional Sign.**
- G. **Directory Sign.**
- H. **Flags.**
- I. **Freestanding Identification Sign.**
- J. **Freeway Sign.**
- K. **Future Development Sign.**
- L. **Holiday Decorations.**
- M. **Lead-in Sign.**
- N. **Menu Board.**
- O. **Political Sign.**
- P. **Sale, Lease or Rent Sign.**
- Q. **Service Station Sign.**
- R. **Special Event Sign.**
- S. **Subdivision/Apartment Community Advertising Sign.**
- T. **Subdivision Identification Sign.**
- U. **Marquee Sign.**
- V. **Window Signs.**

A. Address Sign. *Address sign* requirements are as follows:

1. *Identification signs* and site addresses shall be visible from public access to the property. The height, quantity, size, location, color and material of address letters and numbers on *buildings, signs* and directories shall be as required by the Development Services Manager, or designee, or through a *Development Plan Review*. Addresses shall be at least four (4) inches in height and have a color contrast with the background color of at least fifty percent (50%);
2. When a *building* is internal to a multiple *building* site and a *directory sign* is provided, the address shall be visible from the internal drive or pedestrian path;
3. One (1) and two (2) *family dwellings* shall provide four (4) inch address numbers on the front elevation, and on the front and rear elevations when abutting an *alley*. *Developments*, properties or sites with perimeter walls shall have the address number on the outside of the wall; and
4. Shall be self-illuminated or located eighteen (18) to thirty-six (36) inches below a light fixture. All numbers and letters shall be illuminated from dusk to dawn. The following are exempted from the illumination requirement:
 - a. Single family and two family dwellings rear address, alley gates and curbside mail boxes; and
 - b. Commercial or industrial rear door suite numbers.
5. No *sign* permit is required.

B. Awning Sign. *Awning sign* requirements are as follows:

1. *Sign* copy including logo or trademark shall not exceed fifty percent (50%) of each awning face (including valance);
2. May only be displayed on the ground floor and second floor awnings;
3. Illumination for *awning signs* is permitted subject to *Development Plan Review* approval; and
4. A *sign* permit is required.

C. Boutique Directional Sign. *Boutique directional sign* requirements are as follows:

1. A boutique, pursuant to Section 3-406, shall have obtained a city sales tax license prior to displaying such *signs*;
2. Shall only be displayed during business hours;

3. Each boutique shall be allowed a maximum of four (4) *signs*. Signs may be *portable signs* or *banner signs* and shall not exceed three (3) square feet in area and three (3) feet in height.
4. Prior to displaying *signs*, the operator of the boutique shall provide the city with a document that specifies the locations of where each *sign* shall be displayed. The operator shall be responsible for limiting the *signs* to those specific locations;
5. Shall be placed without creating a traffic hazard, as determined by city staff. Such *sign* shall not be placed in a traffic median, city right-of-way, on a public sidewalk or bicycle path; and
6. No *sign* permit is required.

D. Building Mounted Sign. *Building mounted sign* requirements are as follows:

1. Shall be mounted to the wall or fascia of the *building*;
2. Shall be eighty percent (80%) or less of their horizontal and vertical backgrounds unless otherwise approved through a Development Plan Review;
3. May be flag-mounted in the City Center district, and may only be located on the ground floor and second floor of the *building*;
4. Shall not exceed the height of the *building*;
5. In the multi-family district, a *building mounted sign* not exceeding six (6) square feet in area is permitted. The height of such *sign* shall not exceed ten (10) feet;
6. A *sign* permit is required; and
7. For one (1) and two (2) *family dwellings*, an *identification sign* not exceeding one (1) square foot in area is permitted; and a *sign* permit is not required.

E. Construction Sign. *Construction sign* requirements are as follows:

1. Shall be allowed on the development site beginning at the time of the issuance of building permit until the issuance of a final certificate of occupancy;
2. Shall be applied to the construction fencing at the perimeter of the development site or on a tower crane;
3. Construction fencing signs shall not exceed eight (8) feet in height;
4. Up to a maximum of two-hundred forty (240) square feet of business signage and advertising copy, that is related to the project under construction, shall be allowed per street frontage or public open space frontage;
5. Additional sign area may include images, graphics, illustrations, or photos, that must relate to the project under construction at the development site;
6. Shall require a permit to occupy or encroach into public property / easements;
7. Shall not be illuminated;
8. Shall be maintained in a neat and orderly manner; and
9. A *sign* permit is required.

F. Directional Sign. *Directional sign* requirements are as follows:

1. May be a maximum of three (3) feet in height and two (2) square feet in area; and
2. No *sign* permit is required unless such *sign* is illuminated.

G. Directory Sign. *Directory sign* requirements are as follows:

1. Properties occupied by three (3) or more *buildings* shall have an internally illuminated directory that shows the *street* address, layout of the complex, the location of the viewer and the unit designations within the complex. Directories shall be sufficient in number and placed in locations to insure that law enforcement and emergency personnel can easily locate a particular address or individual unit;
2. Shall not exceed six (6) feet in height or twenty-four (24) square feet in area;
3. Shall not include any *advertising copy*; and
4. A *sign* permit is required.

H. Flags. Flag requirements are as follows:

1. Flag poles shall not exceed thirty-five (35) feet in height. The height shall be measured from finish grade adjacent to the base of the pole or finish floor for building mounted poles. A maximum of three (3) flagpoles are allowed on a site;
2. No more than one (1) United States, one (1) State of Arizona, one (1) foreign national flag or one (1) corporate flag shall be flown on any one site or structure;
3. Any flag flown in conjunction with the United States or State of Arizona flag shall be flown beneath them and shall not exceed them in size;
4. Flag illumination (refer to lighting Section 4-805(A)(2)); and
5. A *sign* permit is not required.

I. Freestanding Identification Sign. Freestanding *identification sign* requirements are as follows:

1. Single use *buildings* and all complexes and centers on a single *lot* are allowed one (1) *freestanding sign* per *street* frontage, or one (1) *freestanding sign* for every three hundred (300) feet of *street* frontage, whichever is greater;
2. *Sign Area and Height.*
 - a. Single use *buildings*, and complexes and centers on a single *lot* less than five (5) acres in *net site area*, the maximum height of the *sign*, including any supporting *structures* shall be eight (8) feet, maximum area shall be twenty-four (24) square feet and the *sign* may identify a maximum of four (4) tenants per *sign* face; and
 - b. All complexes and centers on a single *lot*, five (5) acres in *net site area* or greater, the maximum height of the *sign*, including any supporting *structures* shall be ten (10) feet, maximum area shall be forty (40) square feet and the *sign* may identify a maximum of six (6) tenants per *sign* face.

3. May identify a center or *building*;
4. Shall have monument-type bases of masonry construction or other architectural grade material approved through a Development Plan Review;
5. Address numerals shall be included on all *freestanding sign structures*, except *subdivision identification signs*. The numerals shall be at least six (6) inches in height; and
6. A *sign* permit is required.

J. Freeway Sign. Freeway *sign* requirements are as follows:

1. Freestanding.
 - a. Any *lot* with more than one thousand (1,000) feet of lineal frontage adjacent to a freeway right-of-way (I-10, US 60, Loop 202, Loop 101 and SR 143), may have such *signs*;
 - b. One (1) *freestanding sign* per freeway frontage;
 - c. Maximum height, including any supporting *structures*, shall be thirty-five (35) feet, and maximum *sign* area shall be one hundred twenty (120) square feet;
 - d. *Sign* must be located within three hundred (300) feet of freeway right-of-way;
 - e. May identify a center or *building*, and a maximum of four (4) tenants; and
 - f. A *sign* permit is required.
2. Building Mounted.
 - a. Any *building*, except residential, located within three hundred (300) feet of a freeway right-of-way (I-10, US 60, Loop 202, Loop 101 and SR 143), may have such *signs*;
 - b. The maximum total area for *building mounted freeway signs* on the premises may be equal to two (2) square feet of *sign* area for every lineal foot of *building* frontage adjacent to the freeway. Allocation of the total *sign* area to individual tenants shall be determined through a comprehensive *sign package*, approved through *development plan* review; and
 - c. A *sign* permit is required.

K. Future Development Sign. *Future development sign* requirements are as follows:

1. May include information pertaining to the project, architect, developer, and contractor;
2. Such *signs* shall be a maximum eight (8) feet in height and a maximum of thirty-two (32) square feet in area;

3. May be maintained for twelve (12) months and shall be removed prior to the issuance of a certificate of occupancy;
4. Shall not be internally illuminated;
5. Shall be located on the *development* site;
6. Only one *sign* shall be displayed per *street* frontage; and
7. A *sign* permit is required.

L. Holiday Decorations. Holiday decorations for residential uses are permitted. Holiday decorations for non-residential uses are subject to the following requirements:

1. Holiday decorations may be displayed on a temporary basis for traditionally accepted civic, patriotic or religious holidays;
2. Holiday decorations shall not be displayed sooner than thirty (30) calendar days prior to the holiday to which they pertain, and shall be removed no later than fifteen (15) days following the holiday to which they pertain;
3. Balloons are not considered to be holiday decorations;
4. Such decorations shall not be displayed in a manner as to constitute a traffic hazard; and
5. No *sign* permit is required.

M. Lead-In Sign. *Lead-in sign* requirements are as follows:

1. Maximum height shall be three (3) feet and maximum area shall be three (3) square feet ; no illumination is allowed;
2. A maximum of four (4) *signs* shall be displayed for each home for sale or rent;
3. Apartment communities, complexes, *developments* or *subdivisions* shall not display more than four (4) such *signs*;
4. Shall only be displayed when a sales/lease person is on duty at the property. *signs* shall not be left out overnight;
5. *Signs* shall not be placed so as to create a traffic hazard as determined by the Development Services Manager, or designee. Such *signs* shall not be placed in a traffic median, public sidewalk, bicycle path, on city property, or in city right-of-way between the sidewalk and the curb; and
6. No *sign* permit is required.

N. Menu Board. Menu board requirements are as follows

1. Building Mounted and Patio Fence Menu Boards.

- a. Shall not exceed six (6) square feet in area and bottom of *sign* shall not exceed four (4) feet above finished *grade* immediately adjacent to the *building*;
 - b. May be illuminated;
 - c. The *sign* area for a menu board shall not be counted in the total aggregate *sign* area for the business in determining the allowable *sign* area for the business; and
 - d. *Sign* permit is required if illuminated.
2. Freestanding Menu Board requirements for *drive through restaurants* are as follows:
- a. Shall not exceed forty-five (45) square feet in area and eight (8) feet in height. Height and area includes accessory clip-ons;
 - b. Two *signs* per business are allowed. The *sign(s)* shall not be placed within a clear vision triangle, per Section 4-706(G), and shall not conflict with ADA *accessibility* requirements;
 - c. The *sign* area for menu board(s) shall not be counted in the total aggregate *sign* area for the business in determining the allowable *sign* area for the business;
 - d. May be illuminated, and emit sound only as part of a transaction of business. Sound emission must comply with Tempe City Code 20-6; and
 - e. *Sign* permit is required if illuminated.
- O. Political Sign.** *Political signs* are regulated by this chapter in terms of their location, and time allowance because of the secondary effects associated with such *signs* – namely litter, traffic safety hazards, and aesthetics in general – and not because of their content. Requirements are as follow:
- 1. Shall only be located on property with the owner’s permission;
 - 2. *Signs* shall not be located on city property, in city right-of-way, or within a required clear vision triangle, per Section 4-702(G);
 - 3. Shall be removed within ten (10) days after the relevant election. At the end of the ten (10) day period, the *sign* becomes an *unauthorized sign*, as per Section 4-902(C); and
 - 4. No *sign* permit is required.
- P. Sale, Lease or Rent Sign.** *Sale, lease or rent sign* requirements are as follows:
- 1. May be six (6) square feet in area and eight (8) feet in height;

2. Shall only be displayed on the property for which they pertain. Only one (1) *sign* shall be displayed per *street* frontage. *Sign* shall not be counted in the total aggregate *sign* area for the business in determining the allowable *sign* area for the business;
3. Shall not be illuminated; and
4. No *sign* permit is required.

Q. Service Station Sign. *Service station sign* requirements are as follows:

1. *Building Mounted Sign.* Allowed per Section 4-903(D).
2. *Freestanding Sign.*
 - a. One (1) *freestanding sign* is allowed per *street* frontage;
 - b. Shall not exceed twenty-four (24) square feet in area nor eight (8) feet in height;
 - c. The price component may have changeable copy, which shall not exceed twelve (12) square feet in area;
 - d. The *sign* shall have a monument base of masonry construction or other architectural grade material approved through *development plan* review;
 - e. Address numerals shall be included on all *freestanding sign structures*. The numerals shall be at least four (4) inches in height; and
 - f. A *sign* permit is required.
3. *Pump-Topper Sign.*
 - a. Shall not exceed three (3) feet in area and does not count towards total *sign* area for the business;
 - b. Such *signs* may display instruction, price, or *advertising copy* pertaining to any product sold on site; and
 - c. No *sign* permit is required;
4. *Canopy Sign.*
 - a. Maximum two (2) *signs* per canopy;
 - b. Shall not exceed six (6) square feet per *sign*;
 - c. May be illuminated; and
 - d. A *sign* permit is required.

R. Special Event Sign. *Special event sign* requirements are as follows:

1. *Grand Opening Sign.*
 - a. All businesses shall be permitted to display *grand opening signs*, on a one-time basis, for a maximum of thirty (30) consecutive days. Grand openings may be extended by written approval of the Development Services Manager, or designee, in the event that a business is currently processing for a permanent *sign* approval, but in no event shall the permit exceed sixty (60) days in duration;
 - b. Grand opening permits may include banners, pennants, wind-driven spinners, streamers, balloons, flags and inflatable *signs*; and
 - c. A *sign* permit is required and must be displayed visible to the public during the allowed time of the permit.

2. *Significant Event Sign.*
 - a. Limited to no more than fourteen (14) cumulative days in a calendar year;
 - b. May include banners, pennants, wind-driven spinners, streamers, balloons, flags and inflatable *signs*; and
 - c. A *sign* permit is required and must be displayed visible to the public during the allowed time of the permit.

3. *Going Out of Business Sign.*
 - a. All businesses shall be permitted to display *going out of business signs* on a one (1) time basis for a maximum of thirty (30) consecutive days;
 - b. The business shall cease and be discontinued at that specific location upon the disposal of the stock of goods on hand or after thirty (30) days, whichever comes first after the *going out of business signage* is first displayed;
 - c. May include banners, pennants, wind-driven spinners, streamers, balloons, flags, and inflatable *signs*; and
 - d. A *sign* permit is required and must be displayed visible to the public during the allowed time of the permit.

4. *Permitted Special Event Sign.*
 - a. Limited to *banner signs*;
 - b. Business(es) that displays such banners must receive a Special Events Permit or be associated with the special event producer or permittee;
 - c. Banners may not be displayed until the day(s) of the special event;

- d. Banners must be removed the evening that the special event concludes;
- e. Banners must include copy or graphics specific to the special event; and
- f. No sign permit is required.

S. Subdivision/Apartment Community Advertising Sign. *Subdivision/Apartment Community advertising requirements are as follows:*

- 1. May be maintained for the following time periods:
 - a. *Subdivision* advertising, including *condominiums*, may be maintained for two (2) years from date of sign permit, or until all the *lots/units* in the *subdivision* are sold, whichever occurs first; and
 - b. Apartment community advertising may be maintained for eighteen (18) months from date of sign permit, or until occupancy permit is issued for the last *building*, whichever occurs first.
- 2. One (1) sign may be displayed per *street* frontage (perimeter), with a maximum of two (2) such signs per recorded *subdivision* or apartment community;
- 3. Each sign shall not exceed eighty (80) square feet in area nor twelve (12) feet in height;
- 4. Any off premise *subdivision* advertising sign shall not exceed thirty-two (32) square feet in area nor eight (8) feet in height and shall require a *use permit*;
- 5. Total maximum allowable sign area shall not exceed one hundred sixty (160) square feet per recorded *subdivision* including all on-site and off-site signs, or apartment community;
- 6. Festive flags allowed with a maximum height of three (3) feet; and
- 7. A sign permit is required.

T. Subdivision Identification Sign. *Subdivision identification sign requirements are as follows:*

- 1. May be used to identify a *subdivision*;
- 2. May be wall mounted or freestanding;
- 3. Each sign shall not exceed eight (8) feet in height, nor twenty-four (24) square feet in area;
- 4. A twenty-four (24) square foot sign may be displayed on either side of a *street* providing direct access to the *subdivision* and serving as a major entry;

5. May be illuminated per Section 4-902(H); and
6. A sign permit is required.

U. Marquee Sign. Marquee signs for theater, museum, and place of worship requirements are as follows:

1. Marquee signs may use intermittent or scrolling illumination, or changeable copy to display civic, theatrical or performance information;
2. Building Mounted.
 - a. Shall be mounted to the wall or fascia of the *building*;
 - b. Shall be eighty percent (80%) or less of their horizontal or vertical backgrounds unless otherwise approved through *development plan* review;
 - c. Shall not exceed the height of the *building*; and
 - d. A sign permit is required.
3. Freestanding.
 - a. Theaters, museums and *places of worship* are allowed one (1) freestanding sign per *street* frontage of the *lot*, center or complex in which the theater/museum, place of worship is located;
 - b. Shall comply with the *freestanding sign* area and height requirements pursuant to Section 4-903(I); and
 - c. A sign permit is required.

V. Window Sign. Window sign requirements are as follows:

1. Shall be limited to twenty-five percent (25%) of the total window area in which it is placed, including all graphics and trademarks. For the purposes of this Code, glass doors are considered windows. The twenty-five percent (25%) limitation is measured as the smallest rectangle to include all graphic, logos, and copy. Sign requirements may be modified or revised by the Development Services Manager, or designee, when necessary for security and crime prevention;
2. Shall not be placed above the ground floor of the *building* without a *Development Plan Review* approval; and
3. No sign permit is required.

Section 4-904 Sign Permits, Fees and Procedures.

A. Sign Permits and Fees.

1. A sign permit shall be required in order to erect, install, relocate, modify or change any sign within the city. "Modify", as it is used herein, shall mean any change in or to an existing sign, its face, copy, colors or supporting *structures*; except that *maintenance* of a sign shall not be considered a modification.
2. Failure to conform to the conditions of a sign permit, including any conditions or stipulation attached thereto by the City Council or other decision-making body, shall render such permit void.
3. Refer to Appendix H, for the fee schedule.
4. All electrical work must comply with the Tempe Electrical Code.
5. All gravity and wind load calculations shall comply with applicable Building Codes.

B. Permit Procedures. Sign Permit Criteria.

Sign permits are subject to review and approval by the Development Services Manager, or designee, per Section 6-101. The following information shall be submitted to obtain a sign permit, unless prior arrangement is made through the Development Services Manager, or designee:

1. Two (2) drawings, prepared to scale, of the proposed signage shall be submitted to the Development Services Department and shall include all of the following information:
 - a. The address of the site for the proposed signage;
 - b. All sign dimensions, including the height of the signage and all sign area calculations;
 - c. Sign materials and colors;
 - d. A *development* plan showing the proposed locations of signage;
 - e. *Building* elevations drawn to scale and dimension showing proposed locations of signage;
 - f. Details of the light fixture or other source of sign illumination;
 - g. Details of visual screening or shielding of the light fixture;
 - h. The applicant's name, name of business, business address, and work telephone number;
 - i. The fee as required; and

- j. Structural calculations for all freestanding signs exceeding eight (8) feet in height and for all building mounted signs that extend greater than sixteen (16) inches from the face of the building.

Section 4-905 Way-Finding Signs.

- A. Purpose.** The purpose of way-finding signs is to allow businesses in a pedestrian-oriented environment to identify their business name and/or service on a removable sign at a defined location.
- B. Applicability.** Way-finding signs are permitted in the CC District, located within the Downtown Tempe Community boundaries only.
- C. Location.** Way-finding signs shall not be affixed or otherwise attached to objects including but not limited to light poles, trees, traffic signals, benches, street signs, fencing or bike racks, and shall be subject to the following regulations:
 1. Signs must allow for a minimum six (6) foot wide clear pedestrian pathway to and from all building entrances and exits.
 2. Signs for individual ground floor businesses shall be located within three (3) feet of the building frontage and within ten (10) feet of the business entry. Businesses above the ground floor shall locate signs within ten (10) feet of a stairway or elevator. Alternate locations may be accepted within designated areas; and
 3. Signs for courtyard entries shall be limited to one (1) sign for all businesses located within the courtyard, utilizing the same common entry. Signs shall be located within ten (10) feet of the courtyard entrance.
- D. Size.** Way-finding signs shall be a maximum of eight (8) square feet in area, five (5) feet in height and shall not exceed two (2) feet in width.
- E. Design.** Way-finding signs shall have a compatible design, constructed of durable materials with a substantial base, and colors that compliment the existing allowable signage for the business. Signs shall not be constructed as an “A-frame” or “sandwich board” sign.
- F. Miscellaneous.**
 - a. Way-finding signs shall not be counted in the total aggregate allowable sign area for the business;
 - b. Signs shall not be illuminated;
 - c. One (1) sign is allowed per business;
 - d. Signs shall only be displayed during normal hours of operation;

- e. No sign can be displayed without authorization of both the property owner and permitted by the Downtown Tempe Community (or a future subsidiary);
- f. Way-finding signs may be maintained for a maximum of one (1) year, at such time a new permit shall be required;
- g. No City sign permit is required. If sign is located in the public right-of-way, an encroachment permit is required, subject to review by the Public Works Department; and
- h. Decisions made by the Downtown Tempe Community (or a future subsidiary) may be appealed to the Development Services Manager or designee.