



# Town of Fountain Hills Staff Presentation

# Signs

June 1, 2011



# Zoning Ordinance - Chapter 6

The sign regulations are designed to encourage the creation of an attractive appearance throughout the town, while eliminating signs that may contribute to visual clutter.

## The regulations for signs have 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 public safety and traffic safety are not compromised.
5. To provide standards for location, size, construction, type, and number of signs.
6. To provide reasonable limits on the magnitude and extent of graphic communication presented to the public.

# The Basics: Residential

Single-Family homes

2 sf Non-Commercial

Multi-Family Apartments or Condos

24 sf – 40 sf Multi-Tenant wall sign based on Bldg size

Subdivisions & Multi-Family Complexes

24 sf Entry Monument sign

# The Basics: Commercial

## Section 6.08.A. - TOTAL AGGREGATE SIGN AREA

- Each Business starts with 50 sf of signage.
- First Floor Businesses can get more (2 sf for each 1' of business frontage). Up to 100 sf. of signage.
- If the business front is greater than 100' wide add ½ sf of signage per 1' over 100'. (No Max)
- One 24 sf monument sign per street frontage and as many wall signs as you wish up to the total Aggregate allowance.
- Up to 50% of the windows may be used. Does not count against total aggregate.
- No neon except “OPEN” signs are permitted.

## PLAZAS

- Comprehensive Sign Plans  
Allows re-allocation of signage sf and property manager's review and Town enforces.  
Allows under-canopy signs.  
Allows additional 24 sf multi-tenant monument signs.

# Temporary Signs

## Sign Walkers

Can not block sidewalk. Commercial or Industrial districts. Only Friday & Saturday. 8 AM – 5 PM

## Garage Sale Signs

Not allowed on Shea. 3' behind curb/sidewalk. Maximum of 5 off-site signs.  
300' separation. Sunrise –Sunset. 4 - 4.5 sf. No boxes.

## Flags

US/AZ/Foreign National = 60 sf Max. Corporate Flags = 15 sf Max One of each is allowed.

## Political Signs

OK in all districts but they count against the aggregate if in a commercial district.  
Up 60 days prior – Down 10 days after. 4.5' x 6' Max Each. 24 sf per candidate/issue.  
Not in Right-of-way or on public property.

## Special Event Signage

Locations and/or number of signs are approved as part of the Event Permit. May be off-site. Remove within 24 hours.

# Temporary Signs

## Real Estate Signs

6 sf Max. One sign per street frontage. Up to 5 Open House Signs when open. 3' behind curb/sidewalk. No lights.

## Banners/Balloons/Pennants

Most common with events. 60 consecutive hours. Once per Month. Prior notice required. No Permit Fee.

**Banners** are ONLY allowed for businesses as part of a 60-hour event or a 14-day Grand Opening. Churches may have banners for an event for up to 30 days. 32 sf Max. Must be attached to the Bldg.

**Balloons** can be attached to A-Frames or other items. Up to 6' high. Up to 24" round.

**Pennants** / Wind Dancers / Spring-board Signs / Etc. are only permitted as part of an approved 60-hour event.

## A-Frames

6 sf Maximum size. 1 per business. **NEEDS A PERMIT.**

Must be on-site. May not be in the right-of-way. May not block the sidewalk.

May attach balloons up to 6' high and 24" round.

May be out from 7 AM – 9 PM. *Or, Just try to have them out only during normal daylight business hours.*

Not over night.

Businesses only in Commercial or Industrial areas.

Only churches may have A-Frames in Residential districts.

**Banners, Balloons, Pennants and A-Frames  
will no longer be permitted after December 31, 2011.**

# A-Frame Signs

## Zoning Ordinance, Section 6.08 B: A-frame Signs

- Not allowed in Residential Zoning Districts (exception for Churches)
- One sign per Business/Church location
- Sign shall be located on the Business/Church property
- Sign shall not be located within the public right-of-way
- Sign shall not be located within parking or loading area
- Sign shall not be located within sight triangle or pose a vision hazard at an intersection or entrance
- Promotional purposes only (not directional)
- Maximum size is 24" wide by 36" tall
- Maximum text area is 4.5 square feet
- Professional construction and in good repair
- Landscape cannot be modified or damaged to accommodate A-frame sign
- Attachments are limited to balloons flown no higher than 6'-0" from the ground
- Hours of display are from 7:00 a.m. to 9:00 p.m.
- **No A-frame signs will be permitted after December 31, 2011**

# Banners, Balloons & Pennants

## Zoning Ordinance , Section 6.08 D: Banners, Balloons and Pennants

- Banners allowed on a one-time basis for a maximum of fourteen (14) consecutive days.
  - Grand Openings
  - Chamber of Commerce sponsored ribbon cutting
  - Business name change or change in management
- A banner shall be allowed for a Church for up to thirty (30) consecutive days for the purpose of promoting a program or event. A permit is required.
- Banners, balloons and pennants are permitted for events such as special sales events with advance notification to the Town for not more than sixty (60) consecutive hours per month.
- Not more than one banner shall be allowed per business.
- Banners, balloons or pennants shall be located on the business storefront or within the area leased by the business.
- Banners, balloons or pennants shall be professionally manufactured.
- Maximum banner sign area is thirty-two (32) square feet.
- **No Banners, balloons or pennants will be permitted after December 31, 2011**

# Background

- Town Council approved major amendments to sign regulations on November 20, 2008, including:
  - Commercial A-Frames (and churches) reinstated but set to expire December 31, 2009
  - “Banners, Balloons and Pennants” for “events such as special sales events” allowed but set to expire December 31, 2009
- On December 17, 2009 Council extended the expiration date to December 31, 2010.
- On December 16, 2010 Council extended the expiration date to December 31, 2011.

# Municipal Comparison For A-Frame Signs

MUNICIPALITY	PERMIT	RIGHT-OF-WAY	ARROW	NUMBER	HOURS	SIZE	ATTACHMENTS
APACHE JUNCTION	A-FRAME SIGNS NOT PERMITTED						
AVONDALE	Y	Y <sup>1</sup>	Y	1	OPEN HOURS	6 SQFT	Y
CAVE CREEK	N	Y <sup>7</sup>	Y	1	OPEN HOURS	6 SQFT	N
CHANDLER	A-FRAME SIGNS NOT PERMITTED						
FOUNTIAN HILLS	Y	N	N	1	7 AM - 9 PM	6 SQFT	Y
GLENDALE	A-FRAME SIGNS NOT PERMITTED <sup>2</sup>						
GILBERT	N	Y <sup>3</sup>	Y	3 (MAX) <sup>4</sup>	OPEN HOURS	22" X 44"	N
MESA	A-FRAME SIGNS NOT PERMITTED <sup>5</sup>						
PEORIA	Y <sup>6</sup>	N	Y	1	OPEN HOURS	6 SQFT	N
PHOENIX	A-FRAME SIGNS NOT PERMITTED						
SCOTTSDALE	A-FRAME SIGNS NOT PERMITTED						
SURPRISE	N	N	Y	1	24/7	12 SQFT	N
TEMPE	Y	N	Y	1	OPEN HOURS	6 SQFT	N

1 MUST BE LOCATED 1' FROM BACK OF SIDEWALK, 5' BEHIND CURB OR 5' FROM PAVEMENT EDGE

2 ALLOWED IN PEDESTRIAN RETAIL DISTRICT FOR DISPLAY OF MERCHANDISE AND A-FRAME SIGNS

3 MUST BE LOCATED 2' BEHIND CURB

4 ONE SIGN PER FRONTAGE STREET WHEN APPLICABLE (3 MAXIMUM)

5 ALLOWED IN PEDERSTRIAN OVERLAY AREA, REQUIRES USE PERMIT, 1 SIGN, CERTIFICATE OF INSURANCE, LOCATED AT FRONT DOOR, 6 SQFT

6 30 DAY MAX., 4 TIMES PER YEAR AND REQUIRES SPECIAL EVENT SIGNAGE PERMIT

7 RESTRICTED SO AS NOT TO INTERFERE WITH PEDESTRIAN TRAFFIC OR SIGHT TRIANGLE AT DRIVEWAYS OR INTERSECTIONS

# Current Enforcement

Town Council requested that staff proactively monitor A-frame sign and banner use

- In February Code Enforcement staff began to monitor use A-frame signs and banners
- Issued courtesy notice of violation
- Discussed violation and corrective measures
- Handed out A-frame permit applications

## Zoning Ordinance, Section 6.05 Penalty

- Enforcement of violations of the Sign Ordinance shall be made through the use of a civil complaint. Fines may be assessed according to the following schedule:
  - A. First offense, fine not to exceed \$25.00 and confiscation of sign(s).
  - B. Second offense within twelve (12) calendar months of first offense, fine not to exceed \$50.00 and confiscation of sign(s).
  - C. All subsequent violations within twelve (12) calendar months of the first offense, fine not to exceed \$100.00 and confiscation of sign(s).

# 2010 & 2011 Ordinance Compliance

	<u>Dec. 2010</u>	<u>Feb. 2011</u>	<u>May 2011</u>
<b>Number of permits issued to date</b>	<b>37</b>	<b>1</b>	<b>45</b>
<b>Drive Around Inspection</b>			
<b>Businesses with A-frames displayed</b>	<b>64</b>	<b>66</b>	<b>25</b>
<b>A-frames with one or more violation</b>	<b>58 (91%)</b>	<b>66 (100%)</b>	<b>24 (96%)</b>
<b>Signs displayed prior to 7:00am</b>	<b>35 (55%)</b>	<b>8 (12%)</b>	<b>10 (40%)</b>
<b>Banners displayed without approval</b>	<b>17</b>	<b>23</b>	<b>17</b>

# Most Common Violations of Ordinance

## Most Common Violations

- A-frames located in the right-of-way
- A-frames without permit sticker
- A-frames left out 24/7
- More than 1 A-frame displayed
- Banners displayed longer than 60 consecutive hours per month

A survey was given to businesses displaying A-frames and banners to gauge the importance of each major violation area on a scale of 1 to 10. There were 33 businesses that completed the survey. The average responses were as follows:

Question	Responses	Average
A-frames prohibited in Right-Of-Way	33	8.9
Use of Directional Arrows Prohibited	33	7.9
Hours of Display (currently 7am to 9pm)	33	6.8
Duration of Banner Display Allowed	33	6.5
Number of Signs (currently only 1 allowed)	33	5.6