
City of Peoria

Case TA16-0001: Sign Code

Proposed Text Amendment to Chapter 21 of the Peoria City Code, by amending Sections 21-827 through 21-855 Signs.

Final version of the Sign Code as approved by City Council on March 6, 2018.

Sign Code

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21-827 Applicability

Any sign erected, altered, or maintained after the effective date of this Section, referred to herein as the Sign Code or Section, shall conform to the following regulations within Sections 21-827 through 21-837 of the Zoning Ordinance. Where other regulations apply, such as property located within an approved Planned Area Development (PAD) or Planned Community District (PCD), or where property is subject to an approved Comprehensive Sign Plan (CSP) existing at the time of the adoption of this Ordinance, the time, place and manner provisions of said PAD, PCD, or CSP shall apply. Whenever an approved PAD, PCD or CSP is silent on a matter relating to signage, the provisions of this Section shall apply to the extent that such provisions are not in conflict with the provisions of the approved PAD, PCD, or CSP.

21-828 Purpose

Signs perform an important function in identifying and promoting properties, businesses, services, residences, events, and other matters of interest to the public; however; they may obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation.

- A. The purpose of this Section is to regulate the size, color, illumination, movement, materials, location, height and condition of signs placed on private property for exterior observation, thus ensuring the stability of the community, the character of the various neighborhoods, the creation of a convenient, attractive and harmonious community, protection against destruction of or encroachment on historic convenience to citizens, and encouraging economic development. This Section allows adequate communication through signage while encouraging aesthetic quality in the design, location, size and purpose of all signs. This Section must be interpreted in a manner consistent with the First Amendment guarantee of free speech.
- B. The intent of this Section is to regulate signs within the City of Peoria to ensure that they are appropriate for their context, in keeping with the appearance of the affected property and surrounding environment, and protective of the public health, safety, and general welfare. These regulations do not regulate every form and instance of visual communication that may be displayed anywhere within the jurisdictional limits of the City of Peoria.
- C. A sign placed on land or on a building for the purpose of identification, protection or directing persons to a use conducted therein must be deemed to be an integral but accessory and

subordinate part of the principal use of land or building. Therefore, the intent of this Section is to establish limitations on signs in order to ensure they are appropriate to the building, use, or status of the land to which they are appurtenant and are adequate for their intended purpose while balancing individual and community interests.

- D. These regulations are intended to promote signs that are compatible with the use of the property to which they are appurtenant, landscape and architecture of surrounding buildings, are legible and appropriate to the activity to which they pertain, are not distracting to motorists, and are constructed and maintained in a structurally sound and attractive condition.
- E. These regulations do not regulate every form and instance of visual communication that may be displayed anywhere within the jurisdictional limits of the City of Peoria. Rather, they are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth above.
- F. These regulations do not entirely eliminate all of the harms that may be created by the installation and display of signs. Rather, they strike an appropriate balance that preserves ample channels of communication by means of visual display while still reducing and mitigating the extent of the harms caused by signs.
- G. These regulations are not intended to and do not apply to signs erected, maintained or otherwise posted, owned or leased by the government of the United States, the State of Arizona, or the City of Peoria. The inclusion of “government” in describing some signs does not intend to subject the government to regulation, but instead helps illuminate the type of sign that falls within the immunities of the government from regulation.
- H. Graphical representations are often used throughout this Section to further clarify the intent of the text and serve as examples. However, whenever there is a conflict between the text and the illustration, the language of the text shall prevail.

21-829 Severability

- A. If there is a conflict between provisions of this Section and other provisions of the Zoning Ordinance or other regulations/ordinances of the City of Peoria, the more restrictive provisions shall apply.
- B. The provisions of this Section shall apply to the erection, design, construction, alteration, use, location and maintenance of all signs within the City of Peoria, except as specified in this Section.

21-830 Nonconformity and Modification

A sign lawfully in existence on the date of adoption of this Section , and which does not conform to the provisions of this Sign Code, but which was in compliance with applicable regulations at the time it was constructed, erected, affixed or maintained shall be regarded as a legal nonconforming sign.

- A. Reasonable repairs may be made to legal nonconforming signs. However, to the extent any legal nonconforming sign is: 1) damaged in any manner and that damage exceeds fifty percent (50%) of the reproduction cost according to an appraisal by licensed appraisers or fair market cost, 2) is destroyed, or 3) is removed by any means whatsoever, including acts of God or other calamities, then such sign may be restored, reconstructed, or altered only in conformance with the provisions of this Sign Code.

- B. Any sign which does not fall within the provisions of 21-830 shall be brought immediately into compliance with all provisions of this Sign Code.

21-831 Definitions

Words and terms used in this Sign Code shall have the meanings given here, or in Section 21-202, Definitions if not defined herein. Unless expressly stated otherwise, any pertinent word or term not part of this listing or Section 21-202, but vital to the interpretation of this Section, shall be construed to have its legal definition, or in absence of a legal definition, their commonly accepted meaning, unless its context makes clear otherwise.

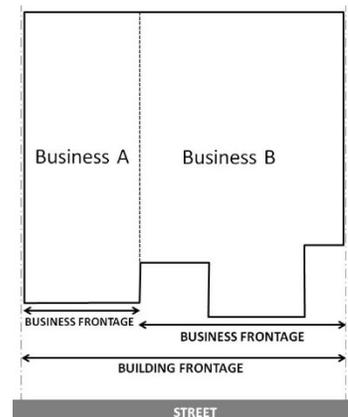
List of Defined Terms

A – B

Backlit Sign. Also described as a sign that is internally illuminated, or has indirect lighting. A sign that is illuminated by a light source hidden by the sign itself so that illumination shines from behind the sign, creating a halo around the sign. Reverse pan-channel letters are an example of a backlit sign.

Business. The word “business” includes organizations and other entities, whether for-profit or non-profit that may occupy a building or suite within a building.

Business Frontage. Means the lineal distance of the building space (suite or whole building) occupied by the particular business or use measured on a straight line parallel to the street. In the event that a business fronts on two (2) or more streets, the property owner shall be given the option of selecting one (1) street frontage for the purpose of computing allowable sign area. Where a business does not parallel a street, the frontage shall be measured along the exterior of the building space occupied by the particular business or use.



C – D

Cabinet Sign. A sign that contains all sign copy within a single enclosed cabinet that is mounted to a wall or other surface.

Changeable Copy Sign. A sign that is static and changes messages by any means, including electronic process or remote control.

E – F

Electric Sign. Any sign containing electric wiring. This does not include signs illuminated by an exterior floodlight source.

Electronic Message Board. A sign that is static and changes messages by any electronic process or remote control.

Flag. A piece of fabric or other flexible material attached to a permanently installed pole, which may be ground mounted or affixed to a building or other structure.

Flashing Sign. Any illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use. For the purpose of this Sign Code, a message change no more frequently than twice per day is not considered flashing for electronic message boards.

Freestanding Sign. A sign erected and maintained on its own self-supporting permanent structure or base, not attached to any building.

Freeway Monument Sign. A freestanding sign with a monument base (width of base is at least 50% width of the sign) that is erected and maintained on property adjacent to and within the view of motorists who are driving on a freeway recognized by the City of Peoria.

G – H

Government Sign. A sign that is constructed, placed, maintained, or required by law by the federal, state, county, or city government either directly or to enforce a property owner’s rights.

Graffiti. Any unauthorized inscription, word, figure, painting or other defacement that is written, marked, etched, scratched, sprayed, drawn, painted, or engraved on or otherwise affixed to any surface of public or private property by any graffiti implement, to the extent that the graffiti was not authorized in advance by the owner or occupant of the property, or, despite advance authorization, is otherwise deemed a public nuisance by the City.

Grand Opening/New Business Sign. A sign displayed at a new business, store, shopping center, office, or other use, or one that has changed ownership, within the first six months of receiving a valid business license.

I – L

(None)

M – N

Monument Sign. A freestanding sign with a base that is at least 50 percent of the width of the sign.

O – P

Original Art Display. A hand-painted work of visual art that is either affixed to or painted directly on the exterior wall of a structure with the permission of the property owner. An original art display does not include mechanically produced or computer generated prints or images, including but not limited to digitally printed vinyl; electrical or mechanical components; or changing image art display.

Permanent Sign. Any sign that is intended to be, and is constructed to remain unchanged in character and position and affixed to features such as the ground, a wall, or building for one (1) year or more. A temporary sign left in place for one (1) year or more does not become a permanent sign.

Portable Sign. Any structure without a permanent foundation or otherwise not permanently attached to a fixed location. This does not include Vehicle Signs.

Projecting Sign. A sign that is attached to and supported by a building or other structure, which projects more than 14 inches beyond the building. The primary sign faces of a projecting sign are generally perpendicular and are not parallel to the wall from which it projects.

Q–R

Roof-Mounted Sign. A sign located on or above the roof of any building, but does not include a false mansard roof, canopy, or other fascia. Signs located on these elements shall not project above the roof or the roofline.

S–T

Sign. A name, identification, description, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business. Signs located completely within an enclosed building, and not exposed to view from a street, shall not be considered a sign. Each display surface of a sign or sign face shall be considered to be a sign.

Sign Area. The space enclosed within the extreme edges of the sign for each sign face, not including the supporting structure. Where attached directly to a building wall or surface, the space within the outline enclosing all the characters of the words, numbers, or design, including any background panel or distinctively painted area installed as a background for the sign.

Sign Area Calculation

Sign Copy. The words, letters, symbols, illustrations, or graphic characters used to convey the message of a sign.

Sign Face. The entire display surface area of a sign upon, against or through which copy is placed.

Sign Walker. A person who wears, holds, or balances a sign that conveys a commercial message, including a costume sign. A “costume sign” is defined as clothing that is integral to the conveyance of a commercial message. Commercial logos and other commercial identification on shirts, hats, and other aspects of personal appearance are not costume signs.

Temporary Sign. A banner, pennant, poster or advertising display constructed of paper, cloth, canvas, plastic sheet, cardboard, wallboard, plywood or other like materials and that appears to be intended or is determined by the code official to be displayed for a limited period of time.

U–Z

Vehicle Sign. A sign that can be carried, towed, hauled or driven and is primarily designed to be mobile rather than be limited to a fixed location regardless of modifications that limit its mobility. This includes, but is not limited to signs mounted, attached, or painted on trailers, boats, or vehicles, or any sign attached to or displayed on a vehicle.

21-832 Prohibited Signs

The following signs are unlawful and are prohibited unless constructed pursuant to a valid building permit when required under this Sign Code, or are otherwise specifically authorized under this Sign Code:

- A. All signs mounted on, or applied to trees, utility poles, rocks, or City owned property, except as otherwise provided.
- B. Any sign placed on private property by someone other than the property owner or their authorized representative without the property owner’s written approval.
- C. Billboards.
- D. Cabinet signs over six (6) square feet in area, unless cabinet is a stylized, non-rectangular shape to accommodate the sign copy.
- E. Changeable copy signs, except as otherwise specifically permitted by this ordinance.
- F. Any exposed light bulbs or unshielded tube lighting such as neon. Light Emitting Diodes (LEDs) are not considered to be light bulbs.
- G. Freestanding signs within public utility easements, unless otherwise approved by the City Engineer.
- H. Portable signs that do not comply with the location, size, or use restrictions of this Sign Code.
- I. Pylon or pole signs (without pole cover) over 3 feet in height.
- J. Roof mounted signs.
- K. Signs in the existing and future public right-of-way, as defined in the Peoria General Plan or the Peoria Street Classification map, whichever is more restrictive, except as may otherwise be provided in this Ordinance.
- L. Signs that have blinking, flashing or fluttering lights, or other illuminating devices that exhibit movement.
- M. Signs of a size, location, movement, coloring, or manner of illumination which may be confused with or construed as a traffic control device or which hide from view any traffic or street sign or signal.
- N. Signs which contain or consist of balloons, banners, beacons, flags, inflatable signs, pennants, posters, ribbons, search lights, strobe lights, streamers, strings of light bulbs, spinners, or other similarly moving devices or signs which may move or swing as a result of wind pressure, except as otherwise provided. These devices when not part of any sign are similarly prohibited, except as otherwise specifically permitted by this ordinance.
- O. Vehicle signs. Vehicle signs are exempt if the vehicle is consistently used in the normal daily conduct of the business (e.g. delivery or service vehicle). The vehicle shall be operable, properly licensed, and parked in a lawful manner. The intent of these regulations is to prohibit the use of vehicle signs as permanent freestanding signs in order to protect the aesthetic qualities of the City’s built environment and promote the effectiveness of permitted signs as provided for in this Section.

21-833 Authorized Signs, All Zoning Districts – No Permit Required

The following signs are authorized within the City:

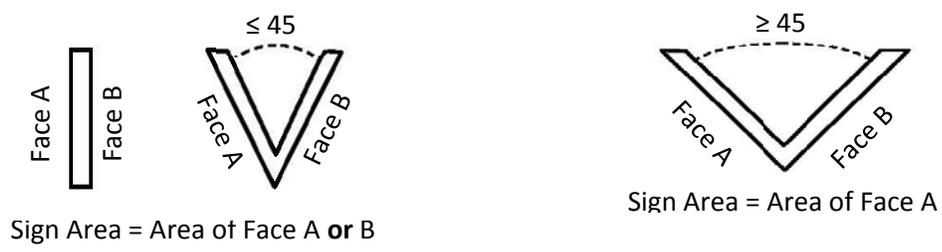
- A. Government Signs. The signs described herein, are an important component of measures necessary to protect the public safety and serve the compelling governmental interest of protecting traffic safety, serving the requirements of emergency response and protecting property rights or the rights of persons on property. Government signs, including, but not limited to the following:
 - 1. Address Signs. Numerals that identify the street address of a property for public safety purposes as required and regulated by applicable Building and Fire Codes adopted by the City of Peoria.
 - 2. Emergency or Warning Signs. Where a federal, state or local law requires a property owner to post a sign on the owner's property to warn of a danger or to prohibit access to the property either generally or specifically, the owner must comply with the federal, state or local law to exercise that authority by posting a sign on the property.
 - 3. Government Flags. Flags that have been adopted by the federal government, this State, or the City of Peoria may be displayed as provided under the law that adopts or regulates its use.
 - a. The flags described in this Section are permitted to serve a compelling governmental interest in promoting the rule of law by establishing symbolic representations of the governments who pass, protect and preserve those laws.
 - 4. Traffic Signs. Traffic signs and traffic control devices installed and maintained in compliance with the regulations of an authorized public agency.
 - 5. Official Notices or advertisements posted or displayed by or under the direction of any public or court officer in performance of official or directed duties; provided that all such signs must be removed by the property owner no more than ten (10) days after their purpose has been accomplished or as otherwise required by law.
- B. Grave markers, headstones, statuary, or similar remembrances of persons.
- C. Holiday and Seasonal Decorations. Temporary, non-commercial decorations or displays associated with the celebration of a particular civic, patriotic, or religious holiday or season. Such decorations shall be displayed for a maximum of 60 days total during the relevant season, and must be maintained in good condition (e.g. not torn, soiled, or faded). Such decorations shall not be displayed in such a manner as to constitute a hazard to pedestrian or vehicular traffic.
- D. Interior Signs. Signs located inside a building, or other enclosed facility, which are not intended to be viewed from the outside.
- E. Memorials, public monuments, or historical identification signs installed in accordance with all applicable regulations, including historical markers up to three (3) sq. ft. in area.
- F. Original Art Displays approved by the Peoria Arts Commission or other authorized City of Peoria department or agency.
- G. Signs not located in an enclosed building and not visible to the naked eye from a street or public right of way so long as the signs do not pose a hazard.
- H. Temporary Signs for Exterior Sales where the property is one (1) acre or greater in size. Signs located on the premises where most of the business is conducted, or items are displayed, in an open exterior area in compliance with all City Codes. For this allowance, temporary signs may include banners, balloons (under 24 inches in diameter), flags, streamers, or pennants. These signs shall be limited

in duration from Friday through Sunday, and on recognized holidays. Such signs shall meet all other General Requirements for Temporary Signs (Section 21-836.A).

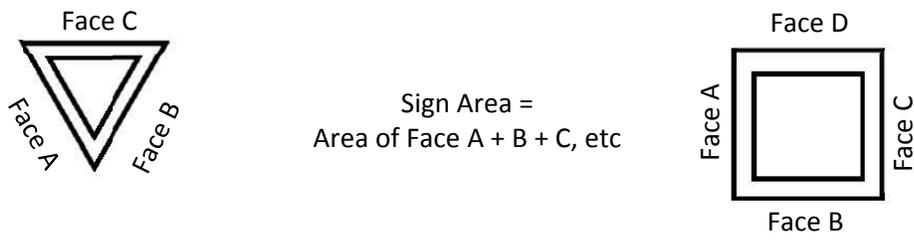
- I. Utility Signs. Signs installed or required by utilities, including traffic, safety, railroad crossings signs, as well as, identification or directional signs for public facilities.
- J. Vending Machine Signs. Signs integral to a legally located vending machine.

21-834 General Provisions

- A. Noncommercial Speech. Signs containing noncommercial speech are permitted anywhere that other signs are permitted, and are subject to the same regulations applicable to such signs.
- B. Sign Area Calculations.
 - 1. Building Wall Signage. A building owner may choose to have the entirety of a building used for computing sign area, even if it is divided into multiple suites occupied by separate tenants. In this case, it is the responsibility of the building owner to determine the percentage of total allowable signage that shall be allocated to every business/tenant. Signage for individual businesses/tenants in buildings where signage is approved on a whole-building basis may be placed on any facade otherwise meeting the regulations of this Sign Code, regardless of the location of the tenant’s main entrance. Whole building calculations shall afford a minimum of 20 SF of signage to each business/tenant.
 - 2. Multiple Sign Faces. Calculating the sign area shall be based on the number of sign faces as described below. Architectural embellishments are not considered as sign area, so long as they do not constitute an area that is more than twenty percent (20%) of the total sign area.
 - a. One (1) face - Area of the single face only.
 - b. Two (2) faces - If the interior angle between the two faces is 45 degrees or less, the area will be the area of one (1) face only; if the interior angle between the two (2) sign faces is greater than 45 degrees, the sign area will be the sum of the areas of the two (2) faces.

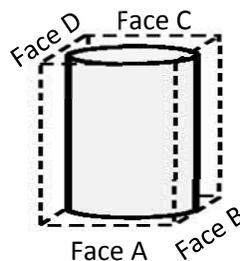


- c. Three (3) or more faces - The sign area will be the sum of the areas of each of the faces.



- d. Spherical, free-form, sculptural, other non-planar signs - Sign area will be the sum of the area using only the four (4) vertical sides of the smallest cube that will encompass the sign.

$$\text{Sign Area} = \text{Area of Face A} + \text{B} + \text{C} + \text{D}$$



- C. Sign Height Calculations, Freestanding Signs.
1. The height of freestanding signs shall be measured from the existing grade within two (2) feet of the proposed sign location to the top of the sign structure.
 2. In instances where the existing grade of the proposed sign location is lower than the adjacent roadway, the sign height shall be measured from the top of curb, or crown of roadway where no curb exists, to the top of the sign structure.
- D. Street Designations. When the sign standards refer to a specific street, or the functional classification of street (e.g. Parkway), this shall mean the corresponding street alignment or street classification as designated on the City's Street Classification Map.
- E. Signage Placement, Multi-Story Buildings. The building owner(s) shall be responsible for designating the allowable areas where signs may be placed on the building façade. For multi-story buildings, the allowable areas may be located anywhere on the building façade, so long as the signage does not project above the roof of the building.
- F. Signage Projection. Building Wall Signage may be extend up to fourteen (14) inches away from the building. For buildings constructed on or near a property line that abuts a public right-of-way or public access easement (e.g where no building setback exists), the projection may encroach into the public right-of-way or public access easement provided such signs are located higher than eight (8) feet above ground level.

21-835 Permanent Sign Types

General Standards:

- A. Authorized Signs. Authorized Permanent Signs are noted on the following pages, and comprise of the following Tables:
- Table 1: Building Sign Specifications
 - Table 2: Freestanding Sign Specifications
 - Table 3: Other Sign Type Specifications
- B. Accessory Use. All permanent signs are considered ancillary, or accessory, uses. As such, a principal use must be legally established and developed on a property in order for a permanent sign to be allowed on the property.
- C. Changeable Copy. Electronic message centers may be utilized for permanent signs where changeable copy is permitted.

- D. Design and Integration. All permanent signs shall be fully integrated with the design of the building and the site development, reflecting the architecture, building materials and landscape elements of the project.
 - 1. The means of integrating freestanding monument signs within the architecture of the building shall be achieved through replication of architectural embellishments, colors, building materials, texture and other elements exhibited in the building design.
 - 2. In no case shall any sign be secured with wires such as guy wires or strips of wood which are visible and not an integral part of the sign.
 - 3. Signs shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.

- E. Illumination:
 - 1. In residential zoning districts, illuminated signs for permitted non-residential uses within two hundred (200) feet of residential uses or undeveloped residentially zoned property, whether directly adjacent or across a road, shall go dark between the hours of 10 pm and 5 am or when the establishment is closed.
 - 2. All signs with exposed LED illumination shall be limited to a brightness of 0.3 foot candles above ambient lighting. All other internally illuminated signs shall be limited to a brightness of 0.6 foot candles above ambient lighting.
 - 3. Signs allowed to be illuminated may utilize internal illumination (direct or backlit) or external illumination, unless otherwise specified in Tables 1 and 2.
 - 4. External illumination shall be compliant with Dark Sky light control requirements, including the requirements in Chapter 20 of the Peoria City Code.

- F. Landscaping. All permanent freestanding signs shall be located with the base of the sign in a landscape area. This landscape area shall be equal to a minimum of 4 square feet for each square foot of sign area.

- G. Location. All design and structural components of a freestanding sign (e.g. the footer, base, etc) shall be setback a minimum of one (1) foot from the edge of the street right-of-way.

- H. Monument Sign Base Material. All permanent freestanding signs greater than three (3) feet in height shall have a masonry base (e.g. brick, CMU, stone) that is consistent with the site’s architectural/thematic design.

- I. Standard Abbreviations. Standard abbreviations used within the tables are identified below:

Standard Abbreviations

Adj.	Adjacent	Rd.	Road
FT	Feet or Foot	Pkwy.	Parkway
IN	Inches	Min	Minimum
LF	Linear Feet or Linear Foot	Max	Maximum
N/A	Not Applicable or Not Allowed	>	Greater Than
SF	Square Feet or Square Foot	≥	Greater Than or Equal To
SVT	Sight Visibility Triangle	<	Less Than
ROW	Right-of-Way	≤	Less Than or Equal To

800 SUPPLEMENTAL REGULATIONS

Table 1: Building Sign Specifications

A. ADDRESS SIGN		Permit: No		
	Description	Numerals that identify the street address of a property for public safety purposes		
	Residential Uses & Non-Residential Uses	Permitted in compliance with Building and Fire Code requirements		
	Notes: None			
B. AWNING AND ATTACHED CANOPY SIGN		Permit: Yes		
 	Description:	A sign which is printed, painted, or affixed to an awning or canopy which is attached to a building		
	Residential Uses	<i>Total Sign Area Allowed</i>	N/A	
	Non-Residential Uses	<i>Max Quantity</i>	N/A	
		<i>Max Height</i>	1 st Floor awnings only #	
		<i>Illumination Allowed</i>	Internal, backlit, external	
		<i>Max Sign Area Allowed</i>	2 SF per 1 LF of <u>Business Frontage</u> ♦	
Notes:	# Signs may be mounted on or extend above attached canopy as long as they do not extend above the roof line. ♦ Sign allowance includes all Awning and Building Wall Signs			
C. BUILDING WALL SIGN (e.g. Band Signs)		Permit: Yes		
 	Description	A permanent sign attached to, painted on, or otherwise assembled against the wall or fascia of a building with the exposed face of the sign parallel to the face of the wall or fascia.		
	Residential uses	N/A		
	Non-Residential Uses	<i>Max Quantity</i>	N/A	
		<i>Max Projection</i>	14 IN	
		<i>Illumination Allowed</i>	Internal, backlit, external	
		<i>Max Sign Area Allowed</i>	Based on <u>Business Frontage</u> ● Ratio is 2 SF per 1 LF, up to Max If Business Frontage LF is: <20,000SF = 125 SF Max 20,000-50,000 = 250 SF Max >50,000SF = 400SF Max	
Notes:	● Sign allowance includes all Awning and Building Wall Signs			

Table 1: Building Sign Specifications (continued)

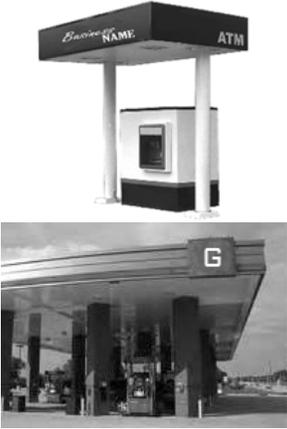
D. ENTRY SIGN		Permit: No		
	Description	A sign located adjacent to an entry door.		
	Residential Uses & Non-Residential Uses	<i>Max Quantity</i>	1 per dwelling unit or 1 per business	
		<i>Max Height</i>	15 FT from door threshold	
		<i>Max Projection</i>	4 IN	
		<i>Illumination Allowed</i>	External or backlit illumination only	
		<i>Max Sign Area Allowed</i>	2 SF per sign	
Notes: None				
E. FREE STANDING CANOPY SIGN		Permit: Yes		
	Description	Signs on freestanding canopies, such as fuel canopies, and shade structures.		
	Residential Uses	N/A		
	Non-Residential Uses	<i>Max Quantity</i>	N/A	
		<i>Illumination Allowed</i>	Internal, backlit, external	
	<i>Max Sign Area Allowed</i>	12 SF per side		
Notes: None				
F. PROJECTING SIGN (e.g. Blade/Shingle Signs)		Permit: Yes		
	Description	A pedestrian-oriented sign that is attached to and supported by a building or other structure. (See <i>Projecting Sign</i> in 21-833 Definitions)		
	Residential Uses	N/A		
	Non-Residential Uses	<i>Min Height</i>	8 FT above adjacent sidewalks and/or ground level	
		<i>Min Projection</i>	14 IN from Building	
		<i>Max Projection #</i>	3 FT from wall or less than awning/canopy depth if attached	
		<i>Illumination Allowed</i>	Externally illuminated and backlit only	
<i>Max Sign Area Allowed</i>		12 SF		
Notes: # Maximum projection is based on attachment type.				

Table 2: Freestanding Sign Specifications

Sign Type Option	
Residential Uses	
Single-Family	N/A
Multi-Family	Either Primary Monument Sign OR Perimeter Wall Sign
Non-Residential Uses *	Allowed either Primary/Secondary Monument(s) OR Perimeter Wall Sign

A. FREEWAY SIGN		Permit: Yes							
	Description	A freestanding monument sign located on property adjacent to a freeway (See <i>Freeway Sign</i> in 21-833 Definitions) #							
	Residential uses	N/A							
	Non-Residential Uses	<i>Max Quantity</i> (Based on Freeway Frontage)	<table border="1"> <tr> <td>≥ 660 LF</td> <td>= 1</td> </tr> <tr> <td>> 1,320 LF</td> <td>= 2</td> </tr> <tr> <td>> 2,640 LF</td> <td>= 3</td> </tr> </table>	≥ 660 LF	= 1	> 1,320 LF	= 2	> 2,640 LF	= 3
		≥ 660 LF	= 1						
		> 1,320 LF	= 2						
	> 2,640 LF	= 3							
	<i>Illumination Allowed</i>	Internal, backlit, external							
<i>Max Height</i>	60 FT + 3 FT for architectural detail								
<i>Max Sign Area Allowed</i>	250 SF								
Notes:									
#		Sign must be located along the qualifying freeway frontage. Signs are only permitted for non-residential zoned properties. Base of sign must be at least 35% of the full sign width. Minimum Separation: 200 feet separation from other Freeway Signs, 50 feet from non-freeway lot lines, and 200 feet from residentially zoned property.							

B.1 PRIMARY MONUMENT SIGN (<i>Residential Uses</i>)		Permit: Yes		
	Description	A freestanding monument sign adjacent to a residential development (See <i>Freestanding Sign</i>).		
	Residential uses			
	<i>Single-family</i>	N/A		
	<i>Multi-family #</i>	<i>Max Quantity</i>	1 per street frontage	
		<i>Max Height</i>	A designated pkwy., Bell Rd. & Grand Ave	12 FT
			Other Major Arterials	10 FT
	All Other Roads	8 FT		
<i>Max Sign Area Allowed</i>	48 SF			
Notes				
#		Only allowed either Primary Monument(s) or Perimeter Wall Sign		

Table 2: Freestanding Sign Specifications (continued)

B.2 PRIMARY MONUMENT SIGN (Non-Residential Uses)		Permit: Yes	
	Description A freestanding monument located adjacent to a non-residential development (See <i>Freestanding Sign</i>).		
	Non-Residential Uses * Standards are based on the entire center or campus where applicable #	Max Quantity ♦ (Based on length of street frontage)	0 - 599 LF = 1 600 LF - 1,000 LF = 2 > 1,000 LF = 3 LF calculated separately for each street where property has frontage
	Max Height	A designated pkwy, Bell Rd. & Grand Ave. 16 FT Other Major Arterials 12 FT All Other Roads 8 FT	
	Max Sign Area Allowed ●	A designated pkwy., Bell Rd. & Grand Ave. 72 SF Other Major Arterials 60 SF All Other Roads 48 SF	
Notes ♦ Sign must be located along the qualifying street frontage. # Only allowed either Primary Monument(s) OR Perimeter Wall sign ● All Primary Monument Signs shall be located a minimum of 60 FT away from all other Primary and Secondary Monument signs.			
C. SECONDARY MONUMENT SIGN		Permit: Yes	
	Description A freestanding monument located adjacent to a non-residential development (See <i>Freestanding Sign</i>).		
	Residential uses	N/A	
Non-Residential Uses Standards are based on the entire center or campus where applicable	Max Quantity (Based on amount of street frontage)	0 LF - 599 LF = 1 > 1,000 LF = 1 for every 300 LF > 1,000 LF LF calculated separately for each street where property has frontage	
	Max Height	Designated Pkwy 12 FT Major Arterials 8 FT All Other Roads 6 FT	
	Max Sign Area ●	A designated pkwy., Bell Rd. & Grand Ave. 48 SF Other Major Arterials 32 SF All Other Roads 24 SF	
Notes: ● All Secondary Monument Signs shall be located a minimum of 60 FT away from all other Primary and Secondary Monument signs located in the same center or parcel.			

Table 2: Freestanding Sign Specifications (continued)

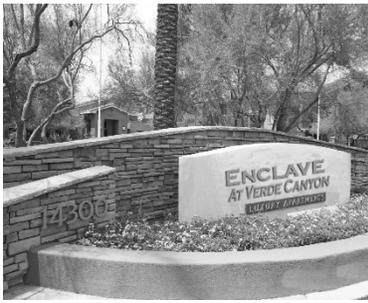
D. INTERNAL CENTER SIGN		Permit: No		
	Description	Internal freestanding signage within a non-residential center.		
	Residential uses	N/A		
	Non-Residential Uses <i>Standards are based on the entire center or campus where applicable</i>	<i>Max Quantity</i>	1 sign per parcel, or 1 sign per acre, whichever is greater. Individual parceled pads within a center <u>are</u> eligible for internal center signs.	
		<i>Max Height</i>	3 FT	
		<i>Max Sign Area Allowed</i>	6 SF	
Notes: Must be located internal to a site, outside of all street frontage landscape areas and buffers.				
E. PERIMETER WALL / SCREEN WALL SIGNS		Permit: Yes		
	Description	A sign consisting of individually mounted characters on a perimeter or screen wall surrounding a development.		
	Residential Uses <i>Single-Family Developments (2 or more lots)</i> And <i>Multi-Family Developments</i>	<i>Max Quantity</i>	2 per street frontage providing direct access to development.	
		<i>Max Height</i>	8 FT or wall height, whichever is less.	
		<i>Max Projection</i>	14 IN	
		<i>Illumination Allowed</i>	External or backlit illumination only	
		<i>Max Sign Area Allowed</i>	32 SF per sign	
	Non-Residential Uses *	<i>Max Quantity</i>	1 per street frontage	
		<i>Illumination Allowed</i>	External or backlit illumination only	
		<i>Max Sign Area Allowed</i>	48 SF per sign or < 50% of wall area, whichever is less.	
Notes: * Only allowed either Primary Monument, Secondary Monument(s) OR Perimeter Wall sign.				

Table 3: Other Sign Type Specifications

A. DRIVE-THROUGH SIGN		Permit: Yes		
	Description	Signage for uses with a drive-through. #		
	Residential uses	N/A		
	Non-Residential Uses	<i>Max Quantity</i>	2 signs per drive-through lane	
		<i>Max Height</i>	6 FT	
		<i>Max Sign Area Allowed</i>	36 SF per sign	
Notes: # Must be located adjacent to drive-through lanes. Changeable copy is permitted.				
B. GAS STATION MONUMENT SIGN		Permit: Yes		
	Description	Monument sign for a property containing a gas station/fuel service station. #		
	Residential uses	N/A		
	Non-Residential uses	<i>Max Height</i>	8 FT	
		<i>Max Sign Area Allowed</i>	32 SF, including 16 SF changeable copy	
		Notes: # In accordance with Arizona Administrative Code, gas station monument signs shall be permitted in lieu of a primary or secondary monument for stand-alone gas stations, maximum 1 per frontage. Commercial centers containing gas stations shall be allowed Gas Station Monuments in addition to Primary and Secondary Monuments.		
C. FLAGS		Permit: No*		
	Description	See Definitions.		
	Residential uses	<i>Max Quantity</i>	3 Flags, 1 pole	
		<i>Max Height #*</i>	30 FT	
		<i>Max Sign Area Allowed</i>	24 SF per flag	
	Non-Residential uses	<i>Max Quantity</i>	1 flag per 25 LF street frontage, up to 6 total per premises	
		<i>Max Height #*</i>	50 FT	
<i>Max Sign Area Allowed</i>		36 SF		
Notes: # Flags must meet minimum principal building setbacks and shall not be located in any required utility easements. * Depending on the height, a building permit may be required.				

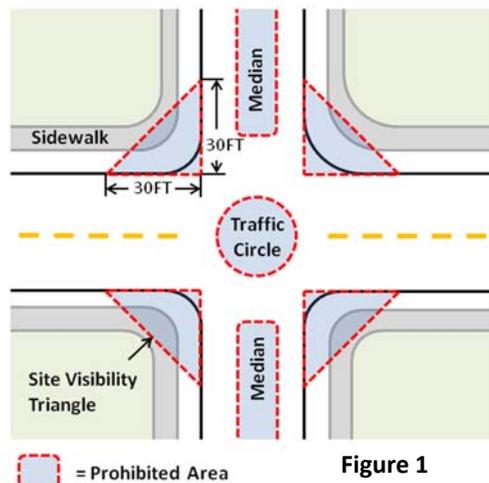
Table 3: Other Sign Type Specifications (*continued*)

D. WINDOW SIGN		Permit: No		
	Description	Signs placed on or within 3 FT of windows so as to attract the attention of persons outside of the building where the sign is placed.		
	Residential uses	<i>Limitations</i>	No limit, non-commercial messages only	
	Non-Residential Uses #	<i>Max Sign Area Allowed*</i>	25% of the total window area on any one side of a building.	
		<i>Illumination Allowed</i>	Max of 2 signs may be internally illuminated, up to 2 SF per sign	
Notes:				
# Window signage is prohibited above the ground floor of the building. * When window signage is displayed on two or more sides of a building, each side shall comply with the maximum sign area provisions.				

21-836 Temporary Sign Types

A. General Requirements

1. In order to ensure structural stability and safety, freestanding signs seven (7) feet or greater in height shall be constructed to standards required for a permanent sign as described by the Arizona Sign Association.
2. Signs seven (7) feet or greater in height require a sign permit.
3. Temporary Signs shall be located outside of the visibility triangles, as shown in Figure 1.
4. Signs shall be maintained in good condition and shall be removed if torn, soiled, or faded.
5. Signs shall be weighted and/or secured to resist displacement by wind or similar disturbances.
6. Temporary signs shall not be illuminated.
7. Contact information of the party responsible for the sign shall be listed on the back of all temporary signs, except those located on developed single family residential lots.
8. Such signs which are deemed to be unsafe, defective, or which create an immediate hazard to persons or property, or are not in compliance with the provisions of this Section, shall be declared to be a public nuisance and subject to removal by the City in accordance with state statutes.



B. Duration: The following temporary signs are authorized for the durations noted in Table 4.

C. Standard Abbreviations. The standard abbreviations for Tables 1-3 are applicable to Table 4.

Table 4: Temporary Sign Type Specifications

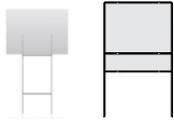
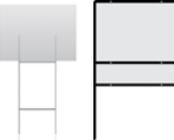
A. UNDEVELOPED PROPERTIES					
Sign Type	Quantity	Max Sign Area	Max Height	Duration	Permit
1. Parcels ≤1 ac 	1	Residential Use: 6 SF Non-Residential Use: 16SF	Residential: 5 FT Non-Residential: 8 FT	Up to 1 Year	Yes, if ≥7 FT in Height
Limitations: <ul style="list-style-type: none"> N/A 					
2. Parcels >1 acre 	1 sign + 1 additional sign for every 600 LF of street frontage	32 SF	8 FT	Up to 1 Year, and may be renewed 2x for 3 years total	Yes
Limitations: <ul style="list-style-type: none"> Placed > 30 FT from any intersection or driveway, and 100 FT from all signs > 6 SF. 					
B. RESIDENTIAL PROPERTIES					
Sign Type	Quantity	Max Sign Area	Max Height	Duration	Permit
1. Yard Sign 	1	6 SF	5 FT	Up to 3 Months	No
Limitations: <ul style="list-style-type: none"> Located on a developed residential lot 					
2. Neighborhood 	1 sign per neighborhood entrance	6 SF	5 FT	Up to 2 Weeks	No
Limitations: <ul style="list-style-type: none"> Located within neighborhood common area 					
3. New Subdivision 	1 sign per street frontage	32 SF/sign* *Development ≥150 AC: Interior Streets = 32 SF Perimeter Streets = 96SF	16 FT	Up to 3 years	Yes
Limitations: <ul style="list-style-type: none"> Must be removed once all lots in subdivision are sold 					
4. Subdivision Flags 	6 flags	15 SF / flag	30 FT	Up to 3 years	No
Limitations: <ul style="list-style-type: none"> For new subdivisions and/or new developments only. Max Quantity is per new development or per model complex Must be identified in Model Home Complex Building Permit 					

Table 4: Temporary Sign Type Specifications (*continued*)

C. NON-RESIDENTIAL PROPERTIES					
Sign Type	Quantity	Max Sign Area	Max Height	Duration	Permit
1. Entry A-frame 	1 A-frame or T-frame sign	6 SF	3 FT	Only during business hours	No
Limitations: <ul style="list-style-type: none"> Signs shall be located within 8 FT of the business entry. A minimum of 4 FT must be maintained to allow unobstructed pedestrian access, and vehicular circulation. Signs cannot be placed within required parking. 					
2. Grand Opening/ New Business 	Includes Banners, Balloons, Flags, Pennants and, Streamers	N/A	N/A	60 days	No
Limitations: <ul style="list-style-type: none"> See Definition for <i>Grand Opening/ New Business</i> Must be obtained within 6 months of receiving a valid business license Not permitted for Home Occupations. Merchandise may be displayed adjacent to business if a minimum of 4 FT clearance is maintained, allowing unobstructed pedestrian access and vehicular circulation. 					
3. Special Promotion 	2 Wall-Mounted Banners	32 SF Total	N/A	Maximum 30 days per installation Maximum 4x per year	Yes, For Each Install
	2 Pole Mounted Banners "Swooper Signs"	32 SF per sign	15 FT		
	1 A-frame or T-frame sign portable sign	6 SF	3 FT		
Limitations: <ul style="list-style-type: none"> Maximum Width is 3 FT for Pole Mounted or Swooper Signs 					

Table 4: Temporary Sign Type Specifications (continued)

D. SPECIAL CONDITIONS – In addition to temporary signage permitted by use/development character, the following signs are allowed when special conditions occur.					
Sign Type	Quantity	Max Sign Area	Max Height	Duration	Permit
1. Property Offered For Sale, Lease, or Rent					
a. Parcels ≤ 1 acre 	1 Sign *See Limitations For Quantity	6 SF	Freestanding: 5 FT Other: *See Limitations For Placement	*See Limitations	No
	Limitations: <ul style="list-style-type: none"> Quantity: A residential property abutting an arterial or collector roadway may have one (1) additional sign, maximum four (4) SF in size. The additional sign shall be placed in a manner where it is visible from the abutting roadway. Placement: Where freestanding signage is not possible or prohibited, the sign may be displayed within a window of the subject property. Duration is limited to while the property is offered for sale, lease or rent until 10 days after completion or execution of a lease, sale, or rental transaction. 				
b. Parcels > 1 acre 	1 sign + 1 additional sign for every 600 LF street of frontage	32 SF	Freestanding Sign: 8 FT Other Signs: N/A	While property is offered.	Yes, if ≥7 FT in Height
	Limitations: <ul style="list-style-type: none"> Minimum spacing of 150 LF between signs. 				
2. Property Under Construction					
	1	32 SF	8 FT	From Issuance until Close of 'Building Permit'	No
	Limitations: <ul style="list-style-type: none"> An active Building Permit is required. 				
3. Temporary Use					
	1 Banner and 3 A-frame or T-frame Portable Signs	Banner: 24 SF A-frame: 6 SF	Banner: N/A A-Frame: 3 FT	For the duration of the approved Temporary Use Permit	Temp. Use Permit
	Limitations: <ul style="list-style-type: none"> An active Building Permit is required. 				

Table 4: Temporary Sign Type Specifications (continued)

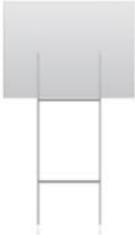
D. SPECIAL CONDITIONS (continued)					
Sign Type	Quantity	Max Sign Area	Max Height	Duration	Permit
4. Right-of-Way Signage					
a. Residential Roadway Signs 	1 sign per turning movement within radius * See Limitations	6 SF	3 FT	3 hours before and 3 hours after an event	No
Limitations: <ul style="list-style-type: none"> Radius: These signs are only allowed in right-of-ways adjacent to residential zoned property, and shall be located a maximum one (1) mile radius from the subject owner's/resident's property within the City of Peoria. Signs may be placed by owners of residential property in Peoria, residents of Peoria, or agents of either party. Subject to same Placement Limitations as noted in Election Season Signs below. 					
b. Election Season, Non-Commercial Messages 	Not limited	Adjacent to Rural or Local Road: 16 SF Other: 32 SF	< 7 FT	90 days prior to Primary Election and up to 15 days after General Election	No
Limitations: <ul style="list-style-type: none"> Signs can be placed in the public right-of-way, and on private property if the owner or their appointed agent grants permission. Except as provided herein, such signs shall not be located on City-owned property, buildings, or structures. Contact information of the party responsible for the sign must be listed on the back of the sign. Placement Limitations. Per ARS § 16-1019, such signs may be located within the City right-of-way provided they are not: <ol style="list-style-type: none"> Hazardous to public safety; Within a roadway median or traffic circle; Affixed to any City-owned utility pole, traffic control device or safety barrier; Located in a manner that interferes with the requirements of the Americans with Disabilities Act; Located in a designated commercial tourism, commercial resort, and hotel sign-free zone designated by the City Council pursuant to ARS §16-1019 including the Sports Complex Commercial Tourism Zone pursuant to Resolution 2012-39 ; and Otherwise in violation of a requirement found in this Section. 					

Table 4: Temporary Sign Type Specifications (*continued*)

E. SPECIAL CONDITIONS (<i>continued</i>)					
Sign Type	Quantity	Max Sign Area	Max Height	Duration	Permit
<p>5. Sign Walker</p> 	N/A	12 SF	6 FT	Daylight hours	No
<p>Limitations:</p> <ul style="list-style-type: none"> Maximum width shall be 6 feet. Shall not be located adjacent to local or collector roads in Residential Zoning Districts. Shall be at least thirty (30) feet away from any street intersection or driveway entrance. Shall not be located in any drive aisle, parking stall, driveway, or on sidewalks in a manner that provides less than a four (4) foot free and clear pathway for pedestrians. Shall not be located within a median or on a street. Shall not be located on walls, boulders, planters, other signs, vehicles, utility facilities, or any structure. Shall not compromise public safety in any manner. 					

21-837 Administration

- A. **Permit Application.** For signs requiring permits as described in this Section, a Sign Permit application shall be submitted to the Department, together with the required materials, and applicable fee, on an official form provided by the Department. The application shall satisfy the submittal requirements of the associated Process Guide for the appropriate sign type.
- B. **Permit Expiration.** Permits issued by the City under the provisions of this Sign Code shall expired and become void if the work authorized by such permit is not completed within 180 days from the date of issuance of said permit.
- C. **Permit Revocation.** The Department Director or designee shall have continuing jurisdiction over all permits issued under the provisions of this Sign Code and may revoke a permit if it was obtained by fraud or misrepresentation.
 1. Notice of the City’s decision to revoke a sign permit shall be provided to the property owner by first class mail, or delivered in person to any person responsible for the premises on which the sign is located, or if no responsible party can be identified, by affixing a copy of the notice in a conspicuous location at the entrance to the premises.
- D. **Nuisance.** No permit issued under the provisions of this Sign Code shall be deemed to constitute permission or authorization to maintain a public or private nuisance, nor shall such permit constitute a defense in an action to abate a nuisance.