

## SECTION 405. SIGNS.

### A. PURPOSE.

This Section provides a set of standards for the design and construction of signs within the City of Cottonwood in order to protect property values; to promote a desirable aesthetic character for the City; to protect the general public from damage and injury which may be caused by the faulty and uncontrolled construction of signs; to protect pedestrians and motorists from damage or injury caused, or partially attributed to the distractions and obstructions which are hereby caused by improperly situated signs; to promote the public safety, welfare, convenience and enjoyment of travel and free flow of traffic.

### B. DEFINITIONS.

1. ANIMATED SIGN – Any sign or part of a sign that changes physical position or light intensity by any movement or rotation or that gives the appearance of such movement or rotation.
2. BALLOON SIGN - One or more balloons attached by means of a rope or tether to a fixed location for the purpose of attracting attention to a location, business, service or event; and which may or may not have sign copy, images, symbols or advertising messages affixed or attached to the balloons or structure.
3. BANNER - A sign which is constructed of cloth, canvas, or other type of natural or synthetic, lightweight, non-rigid material and supported along one or more sides or at two or more corners by wires, ropes, strings, or other materials or devices that are not fixed or rigid.
4. FLAG, ADVERTISING - Flags intended to advertise a business, product, service or event, including flags with corporate marks or graphic symbols, and with or without words, that are intended to enhance the aesthetic appearance of a street or area or to attract attention through the use of color, design elements, messages or pictures.
5. FLAG, POLITICAL – Any fabric or other flexible material designed to be mounted to a pole or similar device and which represents or symbolizes an organization, issue, place or government. National flags and flags of political subdivisions shall not be considered as signs.
6. INFLATABLE SIGN - A three-dimensional sign comprised of fabric or similar lightweight material that is filled with mechanically supplied air or other gaseous material to inflate the structure, and which may or may not have sign copy, images, symbols or advertising messages affixed or attached to the material.
7. NITS - Nits are the standard unit of brightness for electronic and digital signage. It is a measure of the light being emitted by the sign in contrast to footcandles which measure the brightness of the surface area or object that is being lighted.

8. NONCONFORMING SIGN - A sign lawfully erected and maintained prior to the adoption of the ordinance that does not conform to the current requirements of the ordinance because of subsequent amendments which changed said requirements.
9. OUTDOOR ADVERTISING - means any outdoor sign, display, light, device, figure, painting, drawing, message, plaque, poster, billboard or other thing that is designed, intended or used to advertise or inform and the message of which is visible from any place on the main traveled way of the interstate, secondary or primary systems.
10. OUTDOOR PROMOTIONAL SIGN - Includes inflatable signs, advertising flags, banners, balloons, streamers, pennants, searchlights and similar devices intended for the purpose of attracting attention for promotion or advertising for a business, activity or event, and which is located outside and is visible from a public right-of-way, neighboring property or public area.
11. PENNANT – A sign comprised of lightweight fabric, plastic, paper or other non-rigid material, suspended from a wire, rope or string, usually in a series, designed to move in the wind, with or without sign copy, images, symbols or advertising messages.
12. PLATE LINE, TOP - The horizontal line of a building at a height that would normally be the horizontal framing member resting on top of the studs, on the first or ground floor.
13. ROOF SURFACE - The top, exterior covering of a building extending from the highest point of the building to the furthest extension of the eaves.
14. SHOPPING CENTER - A group of three (3) or more commercial establishments associated by common agreement or under common ownership which comprises contiguous land parcel unit with common parking facilities.
15. SIGN - Any identification, description, illustration or device which directs attention to a product, place, activity, person, institution or business by such means including words, letters, designs, symbols, pictures, colors, or illumination and which is visible from any public right-of-way, neighboring property or public area.
16. SIGN, A-FRAME - A portable sign, also referred to as a sandwich board sign, comprised of two separate panels or faces typically joined at the top with a hinge and widened at the bottom to form a shape similar to the letter A.
17. SIGN, AREA OF - That area in square feet of the smallest rectangle, square, circle or triangle that encompasses the sign. The area of any two-faced sign with parallel faces or "v" type signs having an interior angle of forty five (45) degrees or less shall be the area of the single face. All other multiple faced or paneled signs shall be the total area of all faces or panels. Sign area shall include the mounting surface on which the lettering is placed. For signs which are painted on a wall surface and for multiple-unit signs, the area shall include the lettering and the vertical and horizontal spacings between letters which comprise the work or words that convey the message.

18. SIGN, CANOPY - A type of building-mounted sign mounted under and supported by a permanent canopy, arcade or portal, or flat mounted on facade of canopy.
19. SIGN, CONSTRUCTION - Any temporary sign erected on the premises of an existing construction project and designating the architect, contractor, designer, or builder, or developer or the name and nature of the project.
20. SIGN, DIRECTIONAL - Any sign which is designed and erected solely for the purpose of traffic or pedestrian direction and placed on the property to which or on which the public is directed and which contains no advertising copy.
21. SIGN, ELECTRONIC MESSAGE DISPLAY - An electrically activated changeable sign capable of displaying words, symbols, figures or graphic images and whose variable message and/or graphic presentation capability can be electronically programmed and changed by remote or automatic means Also known as an Electronic Message Center, typically uses light emitting diodes (LEDs) as a lighting source.
22. SIGN, FLASHING - Signs that have flashing lights or intermittent illumination shall be limited to emergency or warning signs installed for traffic control, including signs that draw attention to speed limits, stop signs, fire stations, school zones and similar governmental or public uses.
23. SIGN, FREESTANDING - A sign attached to or supported from the ground and not attached to a building; signs on walls or fences which are not an integral part of a building are freestanding signs.
24. SIGN, HEIGHT - The vertical distance from grade to the highest point of the sign.
25. SIGN, POLITICAL AND CAMPAIGN - Any temporary sign which supports the candidacy of any candidate for public office or urges action on any other matter on the ballot of primary, general or special election.
26. SIGN, PORTABLE - Any sign designed to be moved easily and not permanently affixed to the ground or to a structure or building. This definition does not include property realty signs, construction signs, political signs, signs intended for temporary use for safety reasons due to construction or traffic control, governmental signs which are to inform the public, exempt signs, or other signs permitted for temporary or special use.
27. SIGN, PROJECT ANNOUNCEMENT - A temporary sign installed on a development site providing information about future development or current construction on that site and displaying the project name, developers name, graphic renderings of the future development and other general information regarding the project.
28. SIGN, PROPERTY SALE, RENTAL, OR LEASE - Any sign advertising the availability for sale, rental or lease of land or building.

29. SIGN, SPECIAL DIRECTIONAL - Any sign which is designed and erected solely for the purpose of directing traffic to a public facility (parks, schools, library, hospital, Old Town district or similar community facility including community identification/gateway signs or to a subdivision within the city limits of Cottonwood that provides significant recreational facilities for the general public.
30. SIGN, WALL - A sign flush to the exterior surface of a building, applied directly on the building, in a window or a signboard attached flush to the building, projecting no more than six (6) inches from the building surface and not projecting above the roof. However, light sources aimed at the wall sign may project farther.
31. SIGN, TEMPORARY - Any sign or banner which is not intended for permanent use, usually used to announce community functions, grand openings, establishment of new commercial projects or sales events.
32. SIGN, TIME AND TEMPERATURE: Electronic sign that provides intermittent data regarding the current time and temperature by means of illuminated numbers.
33. VEHICLE SIGN - A sign mounted, painted, placed on, attached or affixed to a trailer, watercraft, truck, automobile or other form of motor vehicle parked or placed so that the sign thereon is discernable from a public street or right-of-way as a means of communication. The term shall not include a symbol, mark, or other medium of identity that is intrinsic, inherent, or otherwise belonging to the vehicle by nature of its manufacture, or a license plate frame, bumper sticker, spare tire cover, or similar appurtenance displaying a commercial message, when placed in the number, amount, location, and manner customarily found on a vehicle, or messages painted directly on, or adhesive vinyl film affixed to, the interior or exterior surface of a vehicle window.
34. SIGN, WALKING - Signs held, carried, balanced or worn by any person, including hand-held, walking signs, mascots, costumes and characters intended to advertise or attract attention to sales, products, services, businesses, activities, events or issues, and which are visible from a public right-of-way, adjacent property, or a public area.

#### C. APPLICABILITY.

The provisions of this Section shall apply to all signs placed or maintained within the City of Cottonwood, with the exception of the following:

1. Dedication Plaques: Non-illuminated names of building, dates of erection, monument, citations, commemorative tablets and the like when carved into stone, concrete, metal or any other permanent type construction and made an integral part of a permitted structure or made flush to the ground.
2. Governmental Signs: Signs required by law or signs of a duly-constituted governmental body, such as traffic signs, warning signs or no trespassing signs.
3. Public Utility Signs: Signs placed by a public utility for the safety, welfare or convenience of the public, such as signs identifying high voltage, public telephone or underground cables.

4. Vehicle Signs: Signs upon a vehicle, provided that any such vehicle with a sign face of over two (2) square feet is not conspicuously parked so as to constitute a sign; nothing herein prevents such a vehicle from being used for a bona fide delivery and other vehicular purposes.
5. Temporary Holiday Decorations.

D. PERMITS.

1. A sign permit shall be required before a sign may be placed, constructed, reconstructed or altered within the City of Cottonwood, with the exception of the following provided the provisions of this Section are complied with:
  - a. Name plate signs and address signs as allowed in residential zones.
  - b. Repainting or maintenance of signs, provided there is no change in size, shape, wording, compositions or color.
  - c. Property sale, rental or lease signs.
  - d. Political signs.
  - e. Construction signs.
  - f. Directional signs.
  - g. Governmental signs.
  - h. Grand Opening Signs.
  - i. Going Out of Business Signs.
  - j. Walking signs displaying non-commercial messages, including public events, benefit fundraising events, political or campaign signs, or similar such signs.
2. An application for a sign permit shall be filed with the Zoning Administrator on a form prescribed by the Zoning Administrator. The application shall include the following:
  - a. Sketch showing, size, height and shape of sign(s).
  - b. Description of materials used and method of mounting.
  - c. Any existing or planned landscaping around sign(s).
  - d. Existing sign(s).
  - e. Any other information the Planning and Zoning Administrator might need to evaluate the Sign Proposal.

- f. Payment of the filing fee in an amount established by a schedule adopted by resolution of the Council. No part of the filing fee shall be returnable. Payment of the filing fee shall be waived when the petitioner is an official or agency of the City, County, State or Federal Government.
3. Plan Review: Upon receipt of a complete application for a sign permit, the Zoning Administrator shall review the sign plans and deny, approve or conditionally approve said plans.

E. REGULATIONS APPLICABLE TO SIGNS IN ALL DISTRICTS.

1. No sign shall be constructed or erected in such a manner as to interfere in any way with, or confuse traffic or present a traffic hazard. All free standing signs shall be five (5) feet back from all property lines.
2. Flashing Signs: Signs shall not be animated or have intermittent illumination or flashing lights, except where permitted for emergency signs.
3. Lighting: Deleted by Ordinance 384, adopted December 21, 1999. Please refer to Section 408, "Outdoor Lighting Code."
4. No sign shall have audible devices.
5. There shall be no roof signs, signs which are projecting or cantilevered from buildings, or banners. Temporary signs shall be subject to the provisions set forth in Subsection G.9.
6. Real Estate Signs: Temporary property sale, rental or lease signs shall be allowed along each street frontage of the property to which the sign refers. Each sign shall not exceed six (6) square feet in area, shall not exceed five (5) feet in height and shall be located no nearer than ten (10) feet from another lot, nor nearer than three hundred (300) feet from any other real estate sign along the street frontage, on the same piece of property. Signs of up to twenty (20) square feet may be allowed by Conditional Use Permit.
7. Entrance or Exit Signs: Two (2) utility signs, not more than two (2) square feet each, denoting "Entrance" or "Exit" shall be permitted if necessary for that purpose.
8. Sign Installation: All building mounted signs shall be attached to the building in a manner that will ensure safe operation. All freestanding signs shall be installed and constructed in a manner that will ensure structural stability.
9. Nonconforming Signs: Any nonconforming sign may be continued in use, provided, however, that in the event any such sign is hereafter damaged to exceed fifty (50) percent of the reproduction value according to appraisal thereof by competent appraisers, or is removed by any means whatsoever, including an Act of God, such sign may be restored, reconstructed, altered or repaired only to conform with the provisions of this chapter. Alteration to nonconforming signs may be made only if such alteration will bring such sign into conformity with the provisions of this Code. The sign face or sign panel within a nonconforming sign structure may be replaced with a new sign for the

same or a new use provided the sign structure is not changed or altered in any manner and the panel is essentially the same size and dimensions, and provided all other applicable provisions of this ordinance are addressed in a conforming manner.

10. Off-Site Advertising: All signs shall be located on the same lot or parcel to which it refers, except for special directional signs issued under a conditional use permit pursuant to Section 405. G. 10. Off-site advertising shall be prohibited, except where allowed for walking signs on a public sidewalk or right-of-way, or as otherwise permitted by this ordinance.
11. Dangerous and Deteriorated Signs: If any outdoor advertising sign becomes a danger to the public, or becomes deteriorated, or is abandoned, the property owner or owner of the sign shall be notified to remove or repair the sign. If he does not comply within ten (10) days, the Zoning Administrator shall have the sign removed and the cost assessed to the owner of the property on which such sign is located.
12. A-Frame Signs: For purposes of this section, an A-frame sign refers to all types of portable signs that are not fixed to a permanent structure and may be moved on a site unless otherwise described as exempt by this ordinance. A-frame and portable signs shall be permitted in any zone in association with an approved commercial, industrial, institutional and/or multi-unit residential use, subject to the following restrictions:
  - a. Size: Each panel of a two-panel A-frame sign or a single panel for any type of portable sign is limited to two (2) feet in width by three (3) feet in height, except as may be allowed for in association with a special event permit or temporary sign permit. The A-frame or portable sign shall not count towards the maximum allowable sign area calculation for the use.
  - b. Number: One sign is allowed per business location, tenant or multi-unit residential development. For multi-tenant commercial projects, one sign per tenant is allowed with a minimum of twenty (20) feet of separation maintained between signs.
  - c. Location: A-frame signs shall be located in the following manner:
    - (1) The sign shall be placed on the property being identified or within the right-of-way directly in front of and immediately abutting the property location with an approved encroachment permit. A minimum two (2) feet setback must be maintained from the back of curb or if the street has no curb, a minimum eight (8) feet setback must be maintained from the edge of pavement.
    - (2) A-frame signs shall not be located at off-premise locations, including private property or right-of-way not directly in front of the subject use.
    - (3) The sign shall be located at grade level.
    - (4) No sign shall be located within the 25 Ft. sight visibility triangle as described in Section 404.I. Height Limitations on Corner Lots.
    - (5) No sign shall be located within 25 feet of the edge of a driveway entry.

- (6) For businesses located in a commercial center with multiple tenants and/or buildings, the sign may be placed within the development or at the perimeter of the commercial center subject to location and separation requirements.
  - (7) Alteration of existing or required landscaping to locate the sign is prohibited.
- d. Sidewalk Locations: Where the building façade directly abuts the sidewalk right-of-way, one sign per business location may be located on the public sidewalk directly in front of the business if a minimum of five (5) feet clear area is maintained on the sidewalk for passage of pedestrians at all times, and an encroachment permit is obtained from the City of Cottonwood, which indicates that the applicant agrees to relinquish any future claim of permanent encroachment by placement of the sign and indemnify the City from any and all liability associated with such sign placement.
- e. Prohibited Locations: A-frame and portable signs are prohibited in the following locations:
- (1) Off-premise locations, except as otherwise provided for within immediately abutting right-of-way by approved encroachment permit and as associated with permitted temporary uses and special events.
  - (2) In all vehicular circulation areas, including parking lots, parking stalls, drive aisles, driveways, crosswalks and roadways.
  - (3) In association with Home Occupations or Single-family residential uses.
  - (4) In raised or painted medians.
  - (5) So that less than a minimum of five (5) feet clear area is provided for pedestrian passage on all sidewalks, pathways, walkways, plazas or courtyards, or so as to cause a hazard to pedestrian traffic.
  - (6) On fences, boulders, raised landscape planters, other signs, vehicles, utility facilities or similar structures.
  - (7) Within a minimum distance of twenty (20) feet from any other A-frame or portable sign.
  - (8) Within a minimum distance of twenty-five (25) feet from a driveway, access drive or street intersection.
- f. Appearance: A-frame sign structures and display copy must be made and constructed to comply with the following requirements:
- (1) Constructed with a protective, water resistant coating, which is impervious to weather conditions.
  - (2) Of sufficient weight and durability to withstand wind gusts and storms so as to not be blown over or become windborne.

- (3) Maintained in a manner free from chipping paint, visible cracks or gouges, loss of letters or general deterioration.
  - g. Attachments: No attachments, illumination, banners, ribbons, flags or moving parts are allowed with the sign.
  - h. Display Time: All A-Frame signs must be removed at the end of each business day. Signs may be displayed during the posted hours the business is open only.
13. Walking Sign: Signs worn, held, balanced or carried by sign walkers shall be permitted, subject to the following regulations:
- a. Hand-held and walking signs are allowed to identify, promote or advertise sales, activities, or events located within the City of Cottonwood only.
  - b. Walking signs may be worn, held, balanced or carried by sign walkers with no throwing of signs in the air or twirling, spinning or tossing of signs.
  - c. Sign walkers shall be allowed on the property in which the sale, activity or event takes place or on a public sidewalk located directly in front of or immediately abutting the property location, subject to the regulations contained in this ordinance. No more than one (1) such sign shall be allowed per business or use, except where permitted with a valid Temporary Use Permit.
  - d. Sign walkers may use the public right-of-way, including sidewalks, subject to the location restrictions of this ordinance, and except where the use is deemed a safety hazard by City officials due to blocking visibility of traffic, blocking the safe passage of pedestrians or vehicles, or which has the potential to fall or be blown onto pedestrians or traffic.
  - e. Sign walkers may not be located within the travel lane of any street or with any street median or landscape island.
  - f. Sign walkers shall not be located in the sight visibility triangle at street corners which is measured a distance of twenty-five (25) feet back from the intersection of the lines defining the edge of the street or the face of curb and a line connecting these points, or in any manner that impacts the safety of vehicles on adjacent streets by blocking visibility at driveways or intersections.
  - g. Hand-held and walking signs, including costumes, characters and mascots, shall be limited to no more than eight (8) feet in height above grade at the highest point.
  - h. A separate permit and fee, as set by the City Council, shall be required for each walking sign, with the exception that walking signs containing non-commercial messages, including announcements of public events, benefit fundraising events, political or campaign signs, or similar such signs shall not be required to obtain a sign permit or pay a fee provided all other requirements of this ordinance are met.

14. Political and campaign signs shall not require a sign permit but shall be subject to the following regulations:

- a. Political and campaign signs may be located on private property with the property owner's permission.
- b. Political and campaign signs shall be no more than six (6) square feet in area.
- c. Political and campaign signs may not be erected prior to sixty (60) days before the election. All such signs shall be removed within fifteen (15) days after a general election or fifteen days (15) after the primary election for a candidate who does not advance to the general election. The person or parties responsible for erecting the signs are responsible for their removal.
- d. Political and campaign signs shall not be placed in any public right-of-way, except in accordance with Subsection E.15 below.
- e. Political and campaign signs shall not be installed or placed on any structure, building or property owned or managed by the City of Cottonwood. Such signs shall be subject to immediate removal.
- f. Political and campaign signs shall not be attached to any other sign or sign structure, street light pole, traffic signal pole, utility pole or utility structure.
- g. Political and campaign signs shall include the name and telephone number of the candidate or campaign contact person placed in a clearly visible location on the sign.

15. Political and Campaign Signs located in City Rights-of-Way.

- a. Notwithstanding any other statute, ordinance or regulation, the City shall not remove, alter, deface or cover any political or campaign sign located within a public right-of-way owned or controlled by the City as long as the following requirements are met:
  - (1) The sign supports or opposes a candidate for public office or ballot measure.
  - (2) The sign does not pose a safety hazard, restrict movement of vehicles or people, obstruct clear vision in the area, or interfere with the requirements of the Americans with Disabilities Act. Signs shall not be located within or immediately adjacent to any travel lane or vehicle maneuvering area. Signs shall not be attached to any other sign or sign structure, street light pole, traffic signal pole, utility pole or utility structure.
  - (3) Signs shall not be located within the sight visibility triangle at street intersections and driveways as measured twenty-five (25) feet from the intersecting point from the side property lines.

- (4) The sign may have a maximum area of sixteen (16) square feet, if the sign is located in an area zoned for residential use, or a maximum area of thirty-two (32) square feet if the sign is located in any other area.
- (5) The sign shall include the name and telephone number of the candidate or campaign contact person placed in a clearly visible location on the sign.
- b. If authorized representatives of the City deem that the location of a political or campaign sign constitutes an emergency, City representatives may immediately relocate the sign. The City representative shall notify the candidate or campaign committee that placed the sign within twenty-four (24) hours after the relocation. If a sign is otherwise placed in violation of this Section and the placement is not deemed to constitute an emergency, the City shall notify the candidate or campaign committee that placed the sign of the violation. If the sign remains in violation at least twenty-four (24) hours after the City notified the candidate or campaign committee, the City may remove the sign. The City shall contact the candidate or campaign contact person and shall retain the sign for at least ten (10) business days to allow the candidate or campaign committee to retrieve the sign without penalty. If the sign has not been retrieved by the candidate after the 10 day notification period, the City shall have the right to dispose of the sign.
- c. The City Council may by Resolution designate political sign-free zones within the City for areas associated with commercial tourism, commercial resorts, and hotels. No political signs may be located within municipal rights-of-way in any areas designated as political sign-free zones within the City.
- d. As per ARS § 16-1019, the exception allowing political signs in public rights-of-way does not apply to state highways or routes, or overpasses over such state highways or routes, which includes all of State Route 89A and State Route 260 through Cottonwood.
- e. This section applies only during the period commencing sixty (60) days before a primary election and ending fifteen (15) days after the general election, except for a candidate in a primary election who does not advance to the general election, the period ends fifteen days (15) after the primary election.
- f. This section does not apply to the removal, alteration, defacing or covering of a political sign by the candidate or the authorized agent of the candidate in support of whose election the sign was placed; by the owner or authorized agent of the owner of any private property on which such signs are placed with or without permission of the owner; or to signs placed in violation of any state law or City ordinance or regulation.

## 16. Electronic Message Display Signs:

- a. Purpose: These regulations provide standards and procedures for the safe and appropriate use of electronic message display signs. The regulations are intended to ensure the use of such signs will not have a detrimental effect on the surrounding area or the public welfare, and will be consistent with the purpose and intent of this Ordinance.
- b. Procedures: Electronic message display signs shall be subject to Design Review approval.
- c. Modes: The following modes of operation are described for electronic message signs:
  - (1) Static. Signs which include no animation or effects simulating animation.
  - (2) Fade. Signs where static messages are changed by means of varying light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases in intensity to the point of legibility.
  - (3) Dissolve. Signs where static messages are changed by means of varying light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneous to the gradual appearance and legibility of the subsequent message.
  - (4) Traveling. Signs where the message is changed by the apparent horizontal movement of the letters or graphic elements of the message.
  - (5) Scrolling. Signs where the message is changed by the apparent vertical movement of the letters or graphic elements of the message.
- d. Standards: The following describes standards for the installation and use of electronic message display signs:
  - (1) Zoning Districts: Electronic message display signs shall be permitted in the C-1, C-2, I-1, I-2 and PAD Zoning Districts subject to meeting the standards and criteria described herein. Exceptions may be granted for churches, schools, government agencies and institutional uses located in any zoning district.
  - (2) Transitions: Electronic message display signs shall be operated in static display mode only except for transitions between messages which shall be instantaneous. There shall be no video, animation, fades, dissolves, travelling or scrolling between messages.
  - (3) Display Time: Electronic message display signs shall be permitted to change their message no more than once every sixty (60) seconds.

- (4) Size: The area of the electronic display panel shall not be more than eighteen (18) square feet in size or fifty (50) percent of the total area of the sign, whichever is more restrictive.
- (5) Height: The maximum height, as measured from the prevailing grade to the top of the electronic message display panel on a ground mounted or freestanding sign, shall vary according to the location, as follows:
  - a. Twelve (12) feet maximum height where located adjacent to arterial streets and highways, as described on the City of Cottonwood Street Classification Map.
  - b. Ten (10) feet maximum height where located adjacent to collector streets, as described on the Cottonwood Street Classification Map.
  - c. Eight (8) feet maximum height where located within 300 feet of any residential use or facility, or any hotel or lodging use, and where such sign is visible from such property as determined through the Design Review process.
  - d. The maximum height of such signs in any other location otherwise permitted by this Section shall be no greater than 10 feet in height to the top part of the electronic sign panel.
- (6) Hours of Operation: As per Section 408. Outdoor Lighting Code, all outdoor illuminated signs shall be turned off by 10:00 p.m. or when the business closes, whichever is later.
- (7) Sign Type: Electronic message display signs may be incorporated into freestanding signs or wall mounted signs;
- (8) Number: Only one (1) electronic message display sign shall be allowed as part of a shopping center sign and only one (1) such sign shall be permitted per street frontage for a shopping center. For individual uses, only one (1) electronic message display sign shall be permitted on the premises per use.
- (9) Distance from Residential Use: Electronic message displays signs shall not be located within 100 feet of any residence or residential zoning district as measured from the sign to the property line of the residential use.
- (10) Distance from Other Signs: Electronic message display signs must be spaced a minimum of 150 feet from other electronic message display signs.
- e. Lighting Intensity and Color: Daytime lighting intensity must automatically re-set to a lower level for night time hours. To ensure compliance with this Section, the sign must have an automatic brightness control linked to ambient light levels.
  - (1) Brightness. Electronic message display shall come equipped with dimming technology that automatically adjusts the display's brightness based on ambient light conditions and comply with maximum night time brightness level.

- (2) Electronic message display signs shall not exceed a maximum illumination of 300 NITS during nighttime hours (between dusk and dawn) and a maximum illumination of 5,000 NITS during daylight hours.
  - (3) Color: Electronic message display signs may be illuminated with Amber or Red color LED lighting sources only.
- f. Exemptions: The following shall not require a sign permit:
- (1) Temporary governmental signs, including emergency warning signs, traffic control signs, special event signs, temporary information signs or similar applications using electronic message displays.
  - (2) Electronic “Open” or “Closed” type signs displayed in windows of businesses provided they are no more than two (2) square feet in size.
- g. Exceptions: The following types of electronic signs shall be permitted for approved uses subject to obtaining a sign permit:
- (1) Gasoline price signs with electronic price numbers shall be permitted for service stations and fueling centers where incorporated into permitted on-premise signs.
  - (2) Time and temperature signs that provide illuminated numbers only may be located in commercial districts. Display may change between time and temperature every eight (8) seconds. Such signs may be integrated with signs that identify the primary property use or be installed as independent signs provided the electronic display panel does not exceed eight (8) square feet in area and is in conformance with height standards described in this Section.
- h. Prohibited Electronic Message Signs:
- (1) Electronic message display signs shall be prohibited within the Cottonwood Commercial Historic District, or any other districts or properties listed on the National Register of Historic Places or any locally designated historic landmark, unless determined as a contributing element to the historic district or landmark.
  - (2) Off-premise signs, billboards, portable signs and temporary signs, except where permitted by this Ordinance.

F. REGULATIONS APPLICABLE TO SIGNS IN ALL AGRICULTURAL, RESIDENTIAL, AND MANUFACTURED HOME ZONING DISTRICTS.

1. Nameplates: One (1) nameplate not exceeding two (2) square feet in area indicating the names of the occupants and one (1) set of numbers not exceeding one (1) square foot in area indicating street address, shall be allowed for each dwelling unit.
2. Business Signs: One (1) sign not exceeding twenty (20) square feet in area shall be allowed for each street frontage for each professional office or business in those zones in which such office or business is permitted. Such signs may be wall mounted or detached from the building, however, in buildings with multiple offices or businesses only one detached sign is permitted per street frontage. This detached sign may identify the professional building or individual offices in the building. When such detached sign is used by individual offices or businesses the area of use shall be included in the twenty (20) square foot maximum allowable.
3. Height: No sign shall project above the top plate line of the building to which it is attached. On parapet walls or on vertical building walls signs shall be placed flat on the wall and may not extend above the top of parapet wall or roof line. No freestanding sign shall exceed ten (10) feet in height above grade.
4. Construction Signs: One (1) temporary sign not to exceed twelve (12) square feet in area giving the name of the contractors, engineers and/or architects shall be allowed during a construction period when a valid building permit is in existence. Additional signs for this purpose may be permitted by Conditional Use Permit when more than one structure is under construction on adjacent lots, during the same construction period by the same contractors, engineers and/or architects.

G. REGULATIONS APPLICABLE TO SIGNS IN COMMERCIAL AND INDUSTRIAL ZONES.

1. Size: The allowable sign area shall be computed, as follows:
  - a. For buildings with fifty five (55) or less lineal feet of building frontage:
    - (1) The maximum total area for all signs shall be eighty (80) square feet, including freestanding sign, except as allowed for single businesses with 20,000 square feet or greater of gross floor area, which may be allowed additional total sign area as described by this ordinance.
    - (2) Free standing sign for building not located in shopping center up to forty (40) square feet, except that freestanding signs located on properties with frontage on arterial streets, as designated by the Cottonwood General Plan street classification map, shall be allowed a maximum of sixty (60) square feet in area. The lesser dimension of the sign area of the freestanding sign shall not be less than one fifth (1/5) the larger dimension.

- b. For buildings with more than fifty-five (55) lineal feet of building frontage:
    - (1) Buildings with more than fifty five (55) lineal feet of building frontage will be allowed one and one half (1 ½) square feet of sign area per lineal foot of building frontage.
    - (2) The maximum total area for all signs shall be two hundred (200) square feet, including freestanding sign, except as allowed for single businesses with 20,000 square feet or greater of gross floor area, which may be allowed additional total sign area as described by this ordinance.
    - (3) Free standing sign for building not located in shopping center up to forty (40) square feet, except that freestanding signs located on properties with frontage on arterial streets, as designated by the Cottonwood General Plan street classification map, shall be allowed a maximum of sixty (60) square feet in area. The lesser dimension of the sign area of the freestanding sign shall not be less than one fifth (1/5) the larger dimension.
  - c. When a building has more than one street frontage, the following shall apply:
    - (1) The maximum sign area shall be computed based only on the lineal footage for that frontage.
  - d. The total allowable signage for a single business that has 20,000 square feet of gross floor area or greater, may be increased by an amount calculated by multiplying 0.001 by the floor area, not to exceed 300 square feet in area for total allowable signage, including freestanding signs.
- 2. Number: On a premise other than a shopping center not more than two (2) signs for any allowed use shall be displayed on any one (1) street except that additional signs may be allowed by Conditional Use Permit.
  - 3. Shopping Centers: Shopping Centers shall be allowed one (1) sign of forty (40) square feet per street frontage. This sign shall identify the shopping center and/or individual shops only and shall not be used for advertising products or services. If freestanding sign identifies shops in shopping center, each identification shall be construed as one (1) of two (2) allowable signs. Individual businesses in shopping center shall have no more than two (2) signs for any building frontage. A single tenant building having a single use in a shopping center shall be allowed one (1) free standing sign provided that the total square footage on all signs does not exceed the maximum square footage allowed above. (Street frontage shall be deemed to exist when the entire length of a building side faces and can be seen from a street or mall.) Individual shops in a shopping center shall be allowed one and one half (1 ½) square feet per lineal foot frontage of shop.

4. Height:
  - a. Signs may not project above, beyond or in any way interrupt the roof surface. On a mansard roof surface a sign may be placed flat on the pitched surface between the eaves and the roof line.
  - b. On parapet walls or on vertical building walls signs shall be placed flat on the wall and may not extend above the top of parapet wall or roof line.
  - c. Free standing signs shall not extend higher than fifteen (15) feet above the ground surface, except that freestanding signs located on properties with frontage on arterial streets, as designated by the Cottonwood General Plan street classification map, shall be allowed a maximum of twenty (20) feet above the ground surface.
5. Signs in Right-of-Way: Where existing buildings are situated to prevent the erection of a free standing sign, a permit may be issued for an alternate building mounted sign. Such alternate building mounted sign may extend into the public right-of-way provided the applicant agrees to relinquish any future claim of permanent encroachment. A sign allowed in the right-of-way is to be of minimal cost and be essentially detachable. An allowable location in the right-of-way is to be determined by the Zoning Administrator considering freedom from interference with pedestrian and vehicle traffic and the freedom from obstruction of other signs.
6. Construction Signs: One (1) temporary sign of not to exceed forty (40) square feet in area giving the name of the contractors, engineers and/or architects during a construction period when a valid building permit is in existence, is permitted. Additional signs for this purpose may be permitted by Conditional Use Permit when more than one structure is under construction on adjacent lots, during the same construction period by the same contractors, engineers and/or architects.
7. Address Signs: One (1) set of numbers not exceeding one (1) square foot in area indicating the street address, shall be allowed in addition to normal sign allowances.
8. Temporary Signs:
  - a. General requirements for temporary signs: Temporary signs shall be permitted in applicable zoning districts pertaining to national holidays, civic and community functions, grand openings for retail establishments or new businesses, establishment of new commercial projects and sales of businesses provided that temporary signs shall comply with the following requirements:
    - (1) Sign permits shall be required for all temporary signs, unless listed as exempt by this ordinance.
    - (2) All temporary signs must be properly affixed and located subject to the provisions set forth in Section 405 for permanent signs.

- (3) Temporary A-frame or portable signs shall be subject to the same restrictions set forth in this ordinance regarding standards for their use. Exceptions for size and location may be approved by the Community Development Director for temporary or special events.
- b. Requirements applicable to temporary signs for existing businesses:
- (1) A temporary sign for a business shall not cause that business to exceed its total allowable sign area as set forth in Section 405-G.1. or total number of signs as set forth in Section 405-G.2., however, in any event one (1) temporary sign shall be allowed for each business not to exceed thirty two (32) square feet.
  - (2) A time limit shall be established for each use conducted under the temporary sign permit. This time limit shall in no case exceed twenty one (21) consecutive days, nor shall more than four (4) temporary sign permits be issued for the same calendar year.
  - (3) No temporary signs shall be placed upon any street light pole, traffic signal pole or utility pole within the City.
- c. Requirements applicable to project announcement signs for new commercial projects.
- (1) One temporary freestanding sign for each street frontage, not to exceed forty (40) square feet in area and eight (8) feet in height.
  - (2) A temporary sign permit for a project announcement sign shall not be issued until a complete development review application has been filed for the project as set forth in Section 304 of this Ordinance.
  - (3) The temporary project announcement sign is allowed for a period not to exceed one (1) year or until such time as construction is completed or a Certificate of Occupancy is issued.
- d. Requirements applicable to grand opening signs for new businesses.
- (1) Temporary signs announcing the grand opening of a business shall not require a sign permit provided the business has obtained a business registration and has approval for permanent signage.
  - (2) Temporary grand opening signs are allowed from the date of issuance of a new business registration for a period not to exceed thirty (30) days. Non-illuminated signs, including banner signs, may be installed on the building or site walls and shall be limited in size to no more than thirty-two (32) square feet in area. One (1) temporary sign per building frontage shall be allowed with no more than two (2) such signs per business or development property located on a corner property.

- e. Requirements applicable to going out of business signs.
  - (1) Temporary signs announcing the closing of a business shall not require a sign permit and shall be allowed for a period not to exceed thirty (30) days.
  - (2) Non-illuminated signs, including banner signs, may be installed on the building or site walls and shall be limited in size to no more than thirty-two (32) square feet in area. Only one (1) sign per building frontage shall be allowed with no more than two (2) such signs per business or development property located on a corner property.
  
- 9. Special Directional Signs may be permitted as conditional uses in Commercial and Industrial Zones or on public rights of way for the purpose of directing the public to any public facility or subdivision within the city limits of Cottonwood that provides significant recreational facilities to the general public. Such sign can be placed on either the property to which the public is directed or an off-site property along the route to the public facility or subdivision. Special directional signs must comply with all applicable sections of the ordinance and the following requirements:
  - a. Conditional use permits shall be required for all special directional signs.
  - b. Only one special directional sign may be allowed per subdivision. All conditional use permits for a subdivision special directional sign shall be granted for a specific period of time.
  - c. A special directional sign shall be constructed of materials intended to be of a substantial nature.
  - d. The total allowable size of the sign area shall be forty (40) square feet, and no sign shall exceed ten (10) feet in height.
  - e. All A. D. O. T. and City permits, including right of way permits shall be obtained for a special directional sign.

H. REGULATIONS APPLICABLE TO SIGNS IN "OLD TOWN COMMERCIAL AREA WHERE THE STRUCTURES ABUT THE FRONT PROPERTY LINES LOCATED ON NORTH MAIN STREET.

1. "Old Town" businesses shall be allowed two signs per building. One of these signs may be cantilevered on the building over the public right of way provided the applicant agrees to relinquish any future claim of permanent encroachment. This cantilevered sign shall not be mounted on top of an awning, it shall be affixed to the building or shall hang below on the awning or mounted on the building. All such cantilevered signs shall be mounted so as to consider freedom from interference with pedestrian and vehicle traffic and the freedom from obstruction of other signs.
2. Size: Each building shall be allowed one and one half (1 1/2) square feet of signage per lineal foot frontage of shop, twenty four (24) feet of which may be used for a cantilevered sign. (When a building has multiple frontage the maximum sign area for any one (1) frontage will be computed only on the lineal footage for that frontage.) (Building frontage shall be deemed to exist when the entire length of a building side faces and can be seen from a street.) A cantilevered sign if erected below a canopy may be no larger than six (6) square feet, if mounted above a canopy such sign shall be no larger than twenty four (24) square feet. In addition the size of cantilevered signs shall be determined by their setback on the structure, i.e., a sign two (2) feet from the corner of the building can project two (2) feet, but in no case shall project more than six (6) feet. Additional square footage may be allowed by Conditional Use Permit.
3. Number: No more than two (2) signs for any allowed use shall be displayed on any one (1) street except that additional signs may be allowed by Conditional Use Permit.
4. Height:
  - a. Signs may not project above, beyond or in any way interrupt the roof surface. On a mansard roof surface a sign may be placed flat on the pitched surface between the eaves and the roof line.
  - b. On parapet walls or on vertical building walls signs shall be placed flat on the wall and may not extend above the top of parapet wall or roof line.
  - c. The lowest edge of any cantilevered sign shall not be lower than six foot six-inches from the sidewalk.

ALL OTHER SIGNS INCLUDING BUT NOT LIMITED TO FREE STANDING, POLITICAL, TEMPORARY, CONSTRUCTION, AND ADDRESS SIGNS SHALL BE UNDER THE SAME REGULATIONS AS IN OTHER COMMERCIAL AREAS.