

## SECTION 16: SIGNS

### Section 16.0: Purpose

The location, height, size, and illumination of signs are regulated in order to maintain the attractiveness and environmental qualities of the County; to protect business sites from loss of prominence resulting from excessive signs on nearby sites; and, to protect the public safety and welfare.

### Section 16.1: Definitions

The following definitions are also found in Section 8, Definitions. They are repeated here for convenience and clarity.

ADVERTISING DEVICE shall mean any figure, symbol, design, model, or device, whether it contains a lettered advertising message or not, used to attract attention or convey a message and which is visible from any area outside a building. Advertising devices include, but are not limited to: vehicles, vehicle parts, wagons, trailers, railroad cars, shipping containers, and goods for sale.

BILLBOARD shall mean any sign designated for use with changing advertising copy and which is normally used for the advertisement of goods produced or services rendered at locations other than the premises on which the sign is located.

DETACHED (FREESTANDING) SIGN shall mean a ground sign with no form of support other than its own structural members.

DOUBLE-FACED SIGN shall mean a sign with two faces only, with each face oriented 180 degrees from the other.

PROJECTING SIGN shall mean a sign attached to a building wall or structure that extends horizontally more than twelve (12) inches from the face of the wall.

ROOF SIGN shall mean a sign erected over or on, and wholly or partially dependent upon the roof of any building for support, or attached to the roof in any way. This definition shall also include any sign painted directly on a roof.

SIGN shall mean any notice, advertising device, or advertisement, pictorial or otherwise, used as an outdoor display or visible from outside a building for the purpose of advertising the property or the establishment or enterprise, including goods and services, upon which the sign is exhibited, or for use for off-site directional purposes.

This definition shall not include official notices issued by any court or public body or officer or directional warning or information sign or structure required by or authorized by law.

WINDOW SIGN shall mean a sign, which is displayed in a window so as to be visible beyond

the boundaries of the parcel upon which such signs are displayed.

Revised: 12/01

Section 16.1: Definitions (Continued)

SIGN, OFF-PREMISE shall mean any notice, or advertising device, or advertisement which is erected on the ground or upon a building that does not pertain to the use of the property on which displayed.

Section 16.2: General Provisions

- A. All sign illumination shall be from the interior or from top mounted, downward directed flood light projection. Signs may not be illuminated between the hours of 9:00 PM and sunrise, unless the use they advertise is open to the public during those hours. If illumination is provided, all lights must be installed and used in conformance with Section 17 (Lighting) of this Ordinance.
- B. No sign shall rotate or simulate movement by means of fluttering, spinning or reflective devices.
- C. No sign may encroach upon or overhang any adjacent property or any public right-of-way. No sign shall be attached to any utility pole, light standard, tree or any other public facility. No sign may be placed in any public right-of-way.
- D. Canopy signs shall not project above the canopy; signs attached to a building shall not project above the eave line except as approved by the Planning and Zoning Commission.
- E. The square footage of a sign made up of letters, words, or symbols within a frame shall be determined from the outside edge of the frame itself. The square footage of a sign composed of only letters, words, or symbols shall be determined from imaginary straight lines drawn around the entire copy or grouping of such letters, words, or symbols. Only those portions of the construction elements that are an integral part of the sign itself shall be considered in the allocation of square footage allowed.
- F. All signs shall be structurally safe and shall be maintained in good condition in the opinion of the Director of Community Development and the Chief Building Official. Furthermore, it shall be the responsibility of the owner of the land and/or improvements to remove any sign or signs on premises where the use has been discontinued for a period of ninety (90) days.
- G. All signs, together with all of their supports, braces, guys and anchors shall be kept in good condition. The display surfaces of all signs shall be kept neatly painted or posted at all times. Also, all weeds shall be removed periodically as necessary. The Chief Building Official may order the removal of any sign that is not maintained in accordance with the provisions of Section S-305 of the Uniform Sign Code.

- H. No cloth, paper, plastic or similar advertising signs or devices other than in rigid frames as provided herein shall be permitted.
- I. For retail commercial uses in any zone where such uses are listed as permitted or conditional uses, window signs may be permitted. Signage exceeding 25% of the window area is prohibited. Window signs above the ground floor shall be considered equivalent to a wall sign and shall be included in the overall signage calculation.
- J. No roof signs shall be permitted. However, where no building setback is provided, roof signs may be permitted subject to the approval of the Planning and Zoning Commission.

**Revised: 12/01**

Section 16.2: General Provisions (Continued)

- K. Projecting signs shall not extend out more than thirty-two (32) inches from the wall to which they are attached, and shall not exceed ten (10) square feet in area. A minimum of eight (8) feet of clearance between the ground and the bottom edge of the sign shall be provided.
- L. No person shall exhibit, post or display upon any sign or wall any statement, symbol or picture of an obscene nature.
- M. No person, firm or corporation shall erect, construct, enlarge, modify or relocate any sign in the County without first obtaining a building permit, as applicable, for each such sign. Where said sign is electrical or illuminated by electricity, a separate electrical permit shall be obtained.
- N. The following signs shall not require a sign permit: Real Estate For Sale, Rental and Open House signs (see Section 16.4.B.1), residential name plates (see Section 16.5.A or 16.6.A.1 as applicable) and residential construction signs (see Section 16.4.B.2). A sign permit shall be obtained for all other signs prior to their installation.
- O. Signs shall not blink, flash, or be animated by lighting in any fashion.
- P. The operation of searchlights or similar lighting sources for advertising, display or any other commercial purpose is prohibited.
- Q. No sign shall be located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal, or device or obstruct or interfere with a driver's view of approaching, merging or intersecting traffic. A clear sight triangle shall be maintained at all street intersections and driveway entrances. Such clear sight triangle shall be determined by measuring twenty-five (25) feet along each property line at street intersections, and along the property line and the driveway for driveway entrances. Signs that are to be located in such clear sight triangle shall not exceed three feet in height.
- R. Signs that are placed on gasoline pumps or on spanners above gasoline pumps that do not

exceed one quarter (1/4) square foot in area shall not be counted toward the maximum number of wall signs allowed for each use. One such sign may be placed on each side of a gasoline pump or spanner. If such signs exceed one quarter (1/4) square foot in area they shall be considered wall signs and will be counted toward the maximum number of wall signs allowed for each use.

### Section 16.3: Exempt Signs

The following signs shall be exempt from the provisions of this Section:

- A. Official notices authorized by a court, public body, or public safety official.
- B. Directional, warning or information signs authorized by federal, state or municipal authority.
- C. Memorial plaques and building cornerstones when cut or carved into a masonry surface or when made of incombustible material and made an integral part of the building or structure.
- D. Commemorative symbols, plaques and historical tablets.

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### Section 16.3: Exempt Signs (Continued)

- E. Political signs; provided, however, that such signs shall be displayed no more than sixty (60) calendar days prior to the election to which they refer, and shall be removed within three (3) calendar days following the date of the election to which they refer. Political signs shall not be placed in any public right-of-way.

### Section 16.4: Special Purpose Signs

The following special purpose signs shall be permitted:

- A. Directional Signs. In any zone, one parking directional sign not exceeding ten (10) square feet in area or six (6) feet in height at each parking area entrance or exit. Directional signs painted on paved parking areas shall be permitted. No advertising message of any kind shall be displayed on a parking directional sign.
- B. Real Estate and Development Signs
  - 1. For sale or rental signs. In any zone, one on-site unlighted sign not exceeding six (6) square feet on each street frontage adjoining a site. Freestanding signs shall not exceed six (6) feet in height. Parcels of 40 acres or more shall be allowed one freestanding sign not exceeding twenty (20) square feet in area and eight (8) feet in height. All sale and rental signs shall be removed within thirty (30) days from the date of sale.

2. Open house signs. Open house signs shall be limited to four (4) square feet and shall not exceed three (3) feet in height. They shall be limited to no more than two days per week for any given property. One on-site and no more than three off-premise signs are permitted. The signs shall be placed no more than 30 minutes prior to the beginning of the open house and shall be removed within 30 minutes of the end of the open house. Off-premise signs placed in public rights-of-way shall be placed such that they do not obstruct traffic or visibility at the intersection. They shall not obstruct multi-purpose paths or sidewalks. When placed on private easements, they shall be placed with the property owner's permission.
3. Construction signs. On the site of a property actively under construction, one unlighted sign not exceeding twenty (20) square feet in area and six (6) feet in height in a residential zone or forty (40) square feet in area and eight (8) feet in height in a commercial or industrial zone to identify each contractor, architect or engineer engaged in the project. Said signs shall be removed within five (5) days after the issuance of a certificate of occupancy by the Chief Building Inspector.
4. Directional subdivision signs. In any zone, unlighted signs advertising subdivisions containing only the name of the subdivision, the name of the developer and/or agent, an identification emblem and directional message shall be permitted, provided:
  - a. There shall be no more than three such signs for each subdivision;
  - b. The total area of all signs shall not exceed thirty (30) square feet;
  - c. The total height of each sign shall not exceed eight (8) feet;
  - d. Directional subdivision signs may be displayed during the two years following the date of recordation of the final plat for the subdivision, or until one hundred percent (100%) of the lots have been sold, whichever occurs first. **Revised: 5/92, 12/01, 11/03**

B. Real Estate and Development Signs (Continued)

- e. Directional subdivision signs may be located outside the boundaries of the subdivision, but no further than the closest intersection of a public street.
5. Temporary on-site subdivision signs shall be permitted provided there shall be no more than one hundred (100) square feet of total sign area for each subdivision and a total of five (5) signs.  
Freestanding signs shall not exceed fifteen (15) feet in height in a commercial subdivision and eight (8) feet in height in a residential subdivision. Such on-site signs shall be permitted to remain for two (2) years from the date the required sign permit is issued. An extension beyond the two (2) year limitation may be granted for a one (1) year period subject to the approval of the Planning and Zoning Commission. However, if a conditional use permit is approved for a sales office, any temporary on-site subdivision signs may remain for the term of the conditional use permit.

6. Subdivision entrance signs. At the major street entrance(s) to a subdivision or development, not more than two (2) signs, each not exceeding twenty (20) square feet in area per sign, shall be permitted. Such signs shall be attached to and shall not extend above a wall or fence, and shall indicate only the name and/or the address of the subdivision or development. Design, color scheme and height of entrance signs are subject to the approval of the Director of Community Development. Such signs shall be constructed of materials and shall be affixed to the wall or fence in such a manner as to render them not readily susceptible to vandalism.
7. Office buildings and shopping centers and industrial subdivisions may display leasing and rental signs for a period of one year following final construction inspection. These signs shall be limited to one freestanding sign and two building-mounted signs not to exceed a total of one hundred fifty (150) square feet in area. Freestanding signs shall not exceed eight (8) feet in height.

C. Special Sale Signs

For retail commercial uses in any zone where such uses are listed as permitted or conditional uses, special sale signs may be permitted while a special sale of goods or services is being conducted. Signs attached to the building or to an existing freestanding sign shall be in rigid frames, and the display of the signs shall be limited to fourteen (14) days per calendar quarter. The size of special sale signs shall not exceed one hundred per cent (100%) of total square footage of any permanent on-premise signs that advertise the commercial use.

D. Other Special Signs

Flags, emblems, insignias and posters of any nation, state, international organization, political subdivision or other governmental agency; unlighted non-verbal religious symbols attached to a place of religious worship; and, temporary displays of a patriotic, religious, charitable, or civic character shall be exempt from the provisions of this section; however, if the height exceeds thirty (30) feet, such signs shall be subject to the approval of the Director of Community Development. The preceding shall not be construed as to permit the use of such flags, insignias, etc. for the purpose of advertising or identifying a product or business.

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Section 16.4: Special Purpose Signs (Continued)

The following special purpose signs shall be prohibited:

E. Billboards

1. Billboards and off-premise signs shall not be permitted in any zone. All existing billboards and off-premise signs are nonconforming uses subject to the provisions of

Section 19 of this Ordinance.

2. If any billboard contains copy advertising a use, business or product no longer in existence, or is left blank, or is maintained without paid copy for a period of 180 days or more, such billboard shall be removed immediately unless a conditional use permit is approved for its reuse.

F. Portable Signs

1. Portable and sandwich board signs are prohibited. Temporary real estate “open house” signs shall be exempt.

G. Vehicle Signs

1. Signs painted on or attached to vehicles parked on public or private premises that are displayed in view of vehicular or pedestrian traffic for a period in excess of twenty-four (24) hours shall be prohibited.

Section 16.5: Signs in General, Agricultural Residential, and Rural Residential Zones

Except as prescribed in Section 16.4 (Special Purpose Signs), only the following signs shall be permitted in a General, Agricultural Residential, or Rural Residential Zone:

A. Residential Uses

One name plate not exceeding one square foot in area indicating the name of the occupant.

B. Agricultural Uses

1. One unlighted sign not exceeding six (6) square feet in area or six (6) feet in height pertaining to the sale of products raised on the premises.
2. One unlighted identification sign not exceeding ten (10) square feet in area or six (6) feet in height identifying an agricultural or related use conducted on the premises.
3. Only one sign pertaining to the agricultural or related use of the premises shall be permitted.

C. Public and Semi-Public Uses

One freestanding sign not to exceed fifteen (15) square feet in area and six (6) feet in height, and one unlighted wall sign not to exceed six (6) square feet in area.

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Section 16.5: Signs in General, Agricultural Residential, and Rural Residential Zones

(Continued)

D. Other Uses

One sign not to exceed fifteen (15) square feet in area. Freestanding signs shall not exceed six (6) feet in height.

E. Special Uses

Signs identifying special uses shall be as authorized by the conditional use permit required for the establishment of special uses within the G, AR, and RR Zones.

Section 16.6: Signs in Residential Zones

Except as prescribed in Section 16.4 (Special Purpose Signs), only the following signs shall be permitted in a Residential Zone:

A. Residential Uses

1. Single-family dwelling units: one name plate not exceeding one square foot in area indicating the name of the occupant. On a site with more than one dwelling unit, name plates shall not be combined.
2. Multi-family dwellings, apartment developments, boarding or rooming houses, dormitories: one unlighted identification sign not exceeding fifteen (15) square feet in area. Freestanding signs shall not exceed six (6) feet in height.

B. Agricultural Uses

One unlighted sign not exceeding six (6) square feet in area or six (6) feet in height pertaining to the sale of products raised on the premises.

C. Public and Semi-Public Uses

One freestanding sign not to exceed fifteen (15) square feet in area and six (6) feet in height, and one unlighted wall sign not exceeding six (6) square feet in area. Lighting requirements for signs shall be as specified in the required conditional use permit.

Section 16.7: Signs in Commercial Zones

Except as prescribed in Section 16.4 (Special Purpose Signs), only the following signs shall be permitted in a Commercial Zone:

A. Commercial Uses in the CN-2/A and CG-10,000 Zones

1. One freestanding identification sign may be placed on each lot or parcel of land. Freestanding signs shall not exceed fifteen (15) feet in height. The maximum area of

freestanding signs shall be as follows:

**Revised: 4/90, 7/91, 5/92, 12/01**

A. Commercial Uses in the CN-2/A and CG-10,000 Zones (Continued)

- a. In the CN-2/A Zone freestanding signs shall not exceed seventy-five (75) square feet in area.
  - b. In the CG-10,000 Zone freestanding signs shall not exceed seventy-five (75) square feet in area; provided, however, that for each lineal foot of property frontage in excess of seventy-five (75) feet, an additional one square foot of sign area shall be permitted to a maximum of one hundred (100) square feet. Where more than one business is being conducted on a single lot or parcel of land, the permitted sign area for each business may be combined into one freestanding sign up to a maximum combined area of one hundred and twenty-five (125) square feet.
2. Wall signs shall be allowed as follows:
- a. The total area of all wall signs shall not exceed one square foot of area for each lineal foot of property frontage up to a maximum of one hundred fifty (150) square feet;
  - b. The maximum size of any one sign shall be seventy-five (75) square feet;
  - c. A maximum of two (2) wall signs may be placed on any side of a building;
  - d. The total area of signs displayed on any side of a building shall not exceed seventy-five (75) square feet.
  - e. A maximum of six (6) wall signs may be displayed for each use;
  - f. Should a portion of a parcel be leased for development the dimensions and orientation of the leased portion shall be used to determine frontage and total sign face square footage.
3. Wall signs on multiple tenant commercial buildings shall be allowed as follows:
- a. One tenant directory wall sign may be displayed. The maximum size of the directory sign shall be seventy-five (75) square feet. The directory sign may be located on any wall of the building.
  - b. One wall sign may be displayed for each tenant. The maximum size of the wall sign shall be forty (40) square feet. Each wall sign shall be located on a wall of the space occupied by the tenant that is advertised.
  - c. One projecting sign may be displayed for each tenant. The maximum size of each projecting sign shall be as prescribed in Section 16.2.K. Each projecting sign shall be attached to a wall of the space occupied by the tenant that is advertised.
4. Signs on canopies above gasoline pump islands shall be allowed as follows:
- a. The total area of signs placed on such canopies shall be deducted from the total area allowed by subsection 2.a above;

- b. A maximum of two signs may be placed on such canopies. The number of signs placed on such canopies shall be deducted from the total number of signs allowed by subsection 2.e above;
- c. A maximum of two signs that do not exceed six (6) square feet in area (i.e. franchise logos) may be placed on such a canopy. No more than one such sign may be placed on any one side of a canopy. Such signs shall not be counted toward the maximum total area allowed or the maximum number of signs allowed.

**Revised: 5/92, 12/01**

Section 16.7: Signs in Commercial Zones (Continued)

B. Commercial Uses in the CH-10,000 Zone

1. Signs identifying commercial uses in the CH-10,000 Zone shall be permitted to the same extent as in the CG-10,000 Zone; provided, however, additional signing may be approved under design review when applicable.

C. Public and Semi-Public Uses: Commercial Zones

One sign not exceeding thirty (30) square feet in area. Freestanding signs shall not exceed six (6) feet in height. Lighting requirements for signs shall be as specified in the required conditional use permit.

Section 16.8: Signs in Industrial Zones

Except as prescribed in Section 16.4 (Special Purpose Signs), only the following signs shall be permitted in an Industrial Zone:

A. Industrial Uses in the MP-20,000 Zone

1. One single-faced wall or canopy sign per use, not exceeding one square foot of area for each lineal foot of building or portion thereof, may be placed on the side of the building facing the major street frontage up to a maximum of one hundred (100) square feet.
2. One monument-type sign per use may be permitted providing the maximum area shall not exceed twenty (20) square feet and the maximum height shall not exceed six (6) feet.

B. Industrial Uses in the M-1-10,000 Zone

1. One single-faced wall or canopy sign per use, not exceeding one (1) square foot of area for each lineal foot of building or portion thereof, may be placed on the side of the building facing the major street frontage up to a maximum of one hundred (100)

square feet.

2. One freestanding sign not exceeding one hundred (100) square feet in area provided, however, that there be no more than one (1) such sign per lot or parcel of land. Where more than one (1) use is being conducted on a single lot or parcel of land, the permitted sign area for each business may be combined into one (1) freestanding sign up to a maximum of one hundred twenty-five (125) square feet. Freestanding signs shall not exceed fifteen (15) feet in height.

C. Industrial Uses in the M-2-6,000 Zone

Signs identifying industrial uses in the M-2-6,000 Zone shall be permitted to the same extent as in the M-1-10,000 Zone.

D. Public and Semi-Public Uses: Industrial Zones

One sign not exceeding thirty (30) square feet in area. Freestanding signs shall not exceed six (6) feet in height.

**Revised: 7/91, 5/92, 12/01**

Section 16.8: Signs in Industrial Zones (Continued)

- E. Should a portion of a parcel be leased for development the dimensions and orientation of the leased portion shall be used to determine frontage and total sign face square footage.

Section 16.9: Signs in Special Purpose Zones

Except as prescribed in Section 16.4 (Special Purpose Signs), only the following signs shall be permitted in the following Special Purpose Zones:

Section 16.9-1: Signs in the MHP Zone

At the major street entrance(s) to the manufactured home park or manufactured home subdivision, not more than two (2) lighted signs, each not exceeding twenty (20) square feet in area, attached to and not extending above a wall or fence, indicating only the name and/or the address of the manufactured home park or subdivision.

Section 16.9-2: Signs in the PRD Zone

At the major street entrance(s) to the planned residential development, not more than two signs, each not exceeding twenty (20) square feet in area, attached to and not extending above a wall or fence, identifying only the name and/or the address of the planned residential development.

Section 16.9-3: Signs in the PC Zone

Signs in the PC Zone shall be as specified in the text which constitutes the standards of

development as approved by the Board of Supervisors.

Section 16.9-4: Signs in the PS Zone

Except as prescribed in Section 16.4 (Special Purpose Signs), only the following signs shall be permitted in the PS Zone:

- A. Agricultural Uses. One unlighted sign not exceeding six (6) square feet in area or six (6) feet in height pertaining to the products raised on the premises.
- B. All Other Uses. Signs shall be as specified in the conditional use permit required for all uses except agricultural uses.

Section 16.9-5: Signs in the OS Zone

- A. Permitted Uses. One unlighted sign not exceeding ten (10) square feet in area or six (6) feet in height.
- B. Conditional Uses. Signs identifying uses permitted subject to the granting of a conditional use permit shall be as specified in the approved use permit.

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Section 16.9: Signs in Special Purpose Zones (Continued)

Section 16.9-6: Signs in the FPM Zone

Signs in the FPM Zone shall be in accordance with the regulations applicable to the underlying zone in which the FPM Zone is combined or as authorized under a conditional use permit required for specified uses.

Section 16.9-7: Signs in the RC Zone

Signs in the RC Zone shall be as specified on the development plan as approved by the Board of Supervisors.

Section 16.9-8: Signs in the P Zone

Only those signs as specified in Section 16.4.A (Directional Signs) shall be permitted in the P Zone except that additional signing may be permitted as authorized under a conditional use permit required for specified uses.

Section 16.9-9: Signs in the MR Zone

- A. Permitted Uses. One unlighted sign not exceeding ten (10) square feet in area or six (6) feet in height.
- B. Conditional Uses. Signs identifying uses permitted subject to the granting of a conditional use permit shall be as specified in the approved use permit.

Section 16.10-1: Cash Deposit on Certain Signs

- A. Directional Subdivision Signs. Applications for permits for directional subdivision signs shall be accompanied by a cash deposit of \$250.00 for each sign which shall be posted with the Finance Department. Such \$250.00 cash deposit shall be used to defray the costs of sign removal by the County in the event the permit holder defaults upon the agreement to remove same. Before any permit for any such sign is issued, the applicant and the record owner(s) of the property shall furnish the Department of Community Development written authority granting the County permission to enter upon the premises to remove such sign.

Section 16.10-2: Elimination of Nonconforming Signs

The elimination of nonconforming signs shall be as prescribed in Section 19.5 (Nonconforming Signs).

Section 16.11: Sign Permit Requirements

The following information shall be submitted when applying for a sign permit:

- 1. Plot plan showing improvements, accurate dimensions, landscaped areas, ingress/egress, traffic flow and parking area(s).

**Revised: 4/89, 12/01, 3/02**

Section 16.11: Sign Permit Requirements (Continued)

- 2. Indicate proposed and/or existing location of each sign of any type, as per allowances indicated in the Section for the applicable zoning district.
- 3. Provide specific signage information (sketch or photographs) indicating color scheme, lettering or graphic style, lighting and material. Each proposed or existing sign shall have a sketch provided.

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Coconino County Zoning Ordinance

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