

Flagstaff Zoning Code Title 10 Zoning Code

Division 10-50.100: Sign Standards

(Ord. 2016-22, Amended, 6/21/2016 (Res. 2016-13);

Ord. 2014-27, Amended, 11/18/2014 (Res. 2014-35))

Sections:

10-50.100.010	Purpose
10-50.100.020	Applicability
10-50.100.030	Sign Permits
10-50.100.040	General Restrictions for All Signs
10-50.100.050	General Requirements for All Signs
10-50.100.040	General Restrictions for All Signs
10-50.100.050	General Requirements for All Signs
10-50.100.060	Permanent Signs
10-50.100.070	Comprehensive Sign Programs
10-50.100.080	Sign Design Performance Standards
10-50.100.090	Portable Signs
10-50.100.100	Sign Districts of Special Designation
10-50.100.110	Nonconforming Signs
10-50.100.120	Enforcement
10-50.100.130	Appeals
10-50.100.140	Severability

10-50.100.010 Purpose

A. The Council finds that the natural surroundings, climate, history, and people of the City provide the Flagstaff community with its unique charm and beauty. This division has been adopted to ensure that all signs installed in the City are compatible with the unique character and environment of the community, and in compliance with the General Plan.

B. The purpose of this division is to promote public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and requirements, including the following specific purposes:

1. To promote and accomplish the goals, policies, and objectives of the General Plan;
2. To balance public and private objectives by allowing adequate avenues for both commercial and noncommercial messages;
3. To improve pedestrian and traffic safety by promoting the free flow of traffic and the protection of pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;
4. To protect the aesthetic beauty of the City's natural and built environment for the citizens of and visitors to the City, and to protect prominent viewsheds within the community;
5. To prevent property damage, personal injury, and litter caused by signs that are improperly constructed or poorly maintained;
6. To protect property values, the local economy, and quality of life by preserving and enhancing the appearance of the streetscape; and
7. To provide consistent sign design standards that enable the fair and consistent enforcement of these sign regulations.

[Omitted sections]

10-50.100.040 General Restrictions for All Signs

A. Location Restrictions. Except where specifically authorized in this division, signs may not be placed in the following locations:

1. Within, on, or projecting over a City right-of-way;
2. On public property;
3. Any location that obstructs the view of any authorized traffic sign, signal, or other traffic control device;
4. Areas allowing for ingress to or egress from any door, window, or any exit way required by the Building Code or Fire Department regulations currently in effect;
5. Off the premises of the business to which the commercial advertising sign refers;
6. On fuel tanks, storage containers and/or solid waste receptacles or their enclosures, except for a manufacturer's or installer's identification, appropriate warning signs and placards, and information required by law;

7. Tacked, painted, burned, cut, pasted or otherwise affixed to trees, rocks, light and utility poles, posts, fences, ladders, benches, or similar supports that are visible from a public way;
8. Where they cover the architectural features of a building, such as dormers, insignias, pilasters, soffits, transoms, trims, or other architectural feature;
9. On the roof of a building, except as permitted in Section [10-50.100.060\(E\)\(4\)\(b\)\(11\)](#), Roof Mounted Sign.

B. Prohibited Signs.

1. Billboards;
2. Signs that could be confused with any authorized traffic signal or device;
3. Bandit signs; and
4. Stuffed or inflated animals or characters used as signs.

C. Display Restrictions.

1. Purpose. The purpose of this subsection is to regulate the manner in which signs convey their messages by specifying prohibited display features that create distractions to the traveling public and create visual clutter that mar the natural and architectural aesthetics of the City.
2. Applicability. Signs with the following display features are prohibited:
 - a. Lighting devices with intermittent, flashing, rotating, blinking or strobe light illumination, animation, motion picture, or laser or motion picture projection, or any lighting effect creating the illusion of motion, as well as laser or hologram lights;
 - b. An exposed light source, except for neon that is incorporated into the design of the sign;
 - c. Sound, odor, or smoke;
 - d. Inflatable balloons, spinners, strings of flags and pennants, fixed aerial displays, streamers, tubes, or other devices affected by the movement of the air or other atmospheric or mechanical means either attached to a sign or to vehicles, structures, poles, trees and other vegetation, or similar support structures;
 - e. Rotating or moving sign body or any other portion of the sign whether by mechanical or any other means. Barber poles no larger than three feet high and 10 inches in diameter and clocks are excepted from this restriction;
 - f. Electronic displays;
 - g. Any changeable copy LED signs, except fixed illumination display signs used to indicate that a business is "open," display prices, or to confirm an order placed in a drive-through lane; and
 - h. Strings of lights arranged in the shape of a product, arrow, or any commercial message.

10-50.100.050 General Requirements for All Signs

C. **Sign Illumination.** Allowed permanent signs may be nonilluminated, or illuminated by internal light fixtures, halo illuminated, or illuminated by external indirect illumination, unless otherwise specified. All illuminated signs shall comply with the time limitations of Section [10-50.70.050\(H\)](#). All permanent signs for single-family residences or duplexes and all temporary signs shall be nonilluminated.

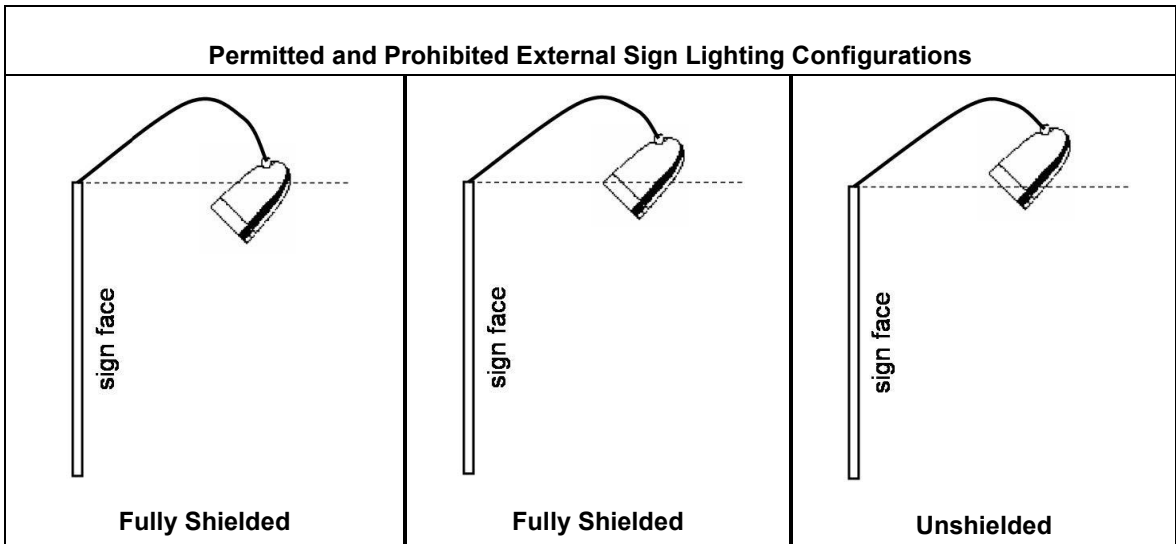
1. Externally Illuminated Sign Standards.

- a. Lighting Class. External illumination for signs shall comply with all provisions of this division, and shall be treated as Class 1 lighting, as defined in Section [10-50.70.050\(B\)](#). All external sign lighting is included within the total outdoor light output limits of Section [10-50.70.050\(C\)](#), and shall comply with applicable lamp source and shielding restrictions.
- b. Except as provided in subsection (C)(1)(c) of this section, externally illuminated signs shall be illuminated only with steady, stationary, fully shielded light sources directed solely onto the sign without causing glare.
- c. A light fixture mounted above the sign face may be installed with its bottom opening tilted toward the sign face provided:
 - (1) The bottom opening of the light fixture is flat (i.e., it could be covered by a flat board allowing no light to escape); and
 - (2) The uppermost portion of the fixture's opening is located no higher than the top of the sign face, as shown in Figure 10-50.100.050H. Light fixtures aimed and installed in this fashion shall be considered fully shielded for purposes of calculating the total outdoor light output limits of Section 10-50.70.050.B.

Figure 10-50.100.050.H

External Sign Lighting Configurations

Permitted and Prohibited External Sign Lighting Configurations		
Allowed	Allowed	Not Allowed



2. Internally Illuminated Sign Standards.

a. Internally illuminated signs shall either be constructed with an Opaque background and translucent text and symbols, or with a colored (not white, off-white, light gray, or cream) background and generally lighter text and symbols (Figure 10-50.100.050.I). Lamps used for internal illumination of internally illuminated signs shall not be counted toward the total outdoor light output limits of Section [10-50.70.050\(C\)](#).

(1) Lighting Zone 1. The sign face(s) shall be composed of illuminated text and symbols against an Opaque (nonilluminated) background. The colors of these elements are not restricted.

(2) Lighting Zone 2. The sign face(s) shall be either composed of illuminated text and symbols against an Opaque background (as in subsection C.2.a.1. of this section), or with generally lighter text and symbols against a colored (not white, off-white, light gray, cream, or yellow) background. Text and symbols may be white, off-white, light gray, cream, or yellow. (See Figure 10-50.100.050.I.)

Figure 10-50.100.050I

Internally Illuminated Signs

Light Background Not Allowed	Colored Background Allowed	Opaque Background Allowed
RESTAURANT CAFE	GAS STATION	HOTEL

b. Other internally illuminated panels or decorations not considered to be signage according to this division (such as illuminated canopy margins, building faces, or architectural outlining), shall be considered Class 3 lighting, as defined in Section [10-50.70.050\(B\)](#), and shall be subject to the standards applicable for such lighting, including but not limited to the lamp source, shielding standards, and total outdoor light output limits established in Section [10-50.70.050\(C\)](#).

3. Neon Sign Standards.

a. Exposed neon sign lighting is only permitted in nonresidential zones shall be treated as Class 3 (decorative) lighting. Allowed neon signs shall not be included within the total outdoor light output limits of Section [10-50.70.050\(C\)](#).

Figure 10-50.100.050J

Neon Sign



so...

b. Neon lighting extending beyond the area considered to be the sign area (as defined in this division) shall comply with all provisions of Division [10-50.70](#), Outdoor Lighting Standards.

4. Single-Color LED Sign Standards. Single-color LED signs permitted under Section [10-50.100.040\(C\)\(2\)\(g\)](#) shall be considered as internally illuminated signs, and shall not have their lumen output counted toward the total outdoor light output limits of Section [10-50.70.050\(C\)](#). Any lighting extending beyond the area considered to be the sign area (as defined in this division) shall be treated as Class 3 lighting and shall comply with the lumen limits of Section [10-50.70.050\(C\)](#).

5. Time Limitations. All signs shall be turned off by 9:00 p.m. if located in Lighting Zone 1 and 11:00 p.m. if located in Lighting Zones 2 or 3, or when the business closes, whichever is

later. Signs subject to time limitations are required to have functioning and properly adjusted automatic shut-off timers. See Section [10-90.40.020](#), Lighting Zone Map, for lighting zones.