

**SECTION 118**  
**SIGN ORDINANCE**

**I. INTRODUCTION**

The following section shall be known and cited as the “TOWN OF CAMP VERDE SIGN CODE” and shall be incorporated by reference into the Planning and Zoning Ordinance of the Town of Camp Verde, replacing and superseding all former references to signs in that Ordinance.

**II. PURPOSE**

**A.** The purpose of this Article is to provide fair, comprehensive, and enforceable regulations that will foster a good visual environment for Camp Verde, enhancing it as a place to live and do business. Signs are herein regulated to:

1. Protect property values within the Town.
2. Provide an improved visual environment for the citizens and visitors to the Town.
3. Promote and aid the tourist industry which is deemed to be of prime importance to the economy of the Town.
4. Protect the general public from damage and injury which may be caused by faulty and uncontrolled construction of signs.
5. Protect motorists and pedestrians from possible injury caused by the distractions or obstructions of improperly situated signs.
6. Promote the public safety, welfare, convenience, and enjoyment of travel and the free flow of traffic within the Town.

**B.** These regulations are intended to improve the effectiveness of signs by preventing there over concentration, improper placement, excessive height, area, and bulk, and by limiting their illumination and animation.

**III. DEFINITIONS**

The following words, terms, and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

**“A-Frame sign”** describes 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”.  
(Ord. 2008A 354A)

**“Abandoned sign”** means a sign which no longer correctly advertises an ongoing business, a bona fide lessor or owner, an available product, or activity conducted which no longer correctly directs any person to a location where the advertised goods or services are available. A sign shall be deemed abandoned after 120 days.

**“Advertising vehicle”** means a vehicle or trailer parked on private or public property so as to be visible from a public right-of-way, which has attached thereto or located thereon any sign or advertising device for the basic purpose of providing advertisement of products or directing people to a business or activity. This is not applicable to any form of vehicular signage lettered on a motor vehicle or attached with magnetic devices or to licensed taxicabs or transit buses which carry passengers for a fare.

**“Aggregate signage”** shall be the total allowable wall signage calculated plus freestanding or monument signs.

**“Alter”** or **“alteration”** means the changing in structural components or decrease or increase in size, height or location. It shall also mean any change in content, including the business and/or product advertised. It shall also mean any change in advertising content if such change causes the sign to change in classification from an on-premise sign to an off-premise sign or vice versa.

**“Animated sign”** means any sign which includes action or motion. This shall include the movement of any light used in connection with any sign such as blinking, traveling, flaring, or changing degree of intensity of any light movement other than burning continuously.

**“Balloon”** means an inflatable device greater than thirty-six inches in diameter.

**“Banner”** means any sign of lightweight fabric, plastic, paper or other light pliable material.

**“Building directory sign”** means a sign which is limited to the name, address and number of a building, institution or person and to the activity carried on in the building or institution, or the occupancy of the person.

**“Building face”** or **“wall”** means the area of a building in one plane or elevation.

**“Building frontage”** means the linear length of a building face.

**“Canopy”** or **“marquee”** means a permanent roof-like shelter extending from part or all of a building face and constructed of some durable material such as metal, wood, glass, plastic, or canvas.

**“Canopy sign”** or **“marquee sign”** means any sign attached to or constructed in or on a canopy or marquee.

**“Changing sign (automatic,)”** means an electronically or electrically controlled public service time and temperature sign, message center or reader board, where different copy changes are shown on the same lamp bank. Such changes shall occur at intervals of three seconds or more.

**“Commercial Center/Mall”** means a group of three (3) or more commercial operations planned and designed for the site on which it is built, functioning as a unit, with off-street parking as an integral part of the unit. The site may or may not be under common ownership.

**“Construction”** means the placement or attachment of sign-related materials (e.g. posts, poles, brackets, standards, bolts, screws, lumber, concrete, block, footings, and/or paint) on the ground or on an existing building or other structure.

**“Copy”** means the wording and graphics on a sign surface.

**“Flag”** means any sign with or without lettering or symbols, of lightweight fabric, plastic, paper or other light pliable material that is mounted to a pole.

**“Freestanding sign”** means a sign erected on a free-standing frame, supported by one or more uprights, mast or pole, set in a fixed position in the ground and not attached to any building.

**“Freeway sign”** means a free-standing sign directing attentions to a restaurant, lodging facility or vehicle fuel sales business offered upon the same premises as those upon which the sign is located. Freeway signs are allowed in accordance with the freeway sign criteria as noted.

**“Frontage”** means the length of the property line of any one premise along a public right-of-way on which it borders.

**“Grade”** means the average elevation of the ground within a radius of 20 feet from the center point of the sign.

**“Ground clearance,”** means the distance from the adjacent grade to the bottom surface of the sign.

**“Height of sign”** means the vertical distance measured from the adjacent grade, which permits the greatest height to the highest point of the sign.

**“Indirectly illuminated sign,”** means any sign which reflects light from a different source directed upon it.

**“Lot”** means any legally created lot, parcel, tract or land, shown on a plat of record or recorded by metes and bounds.

**“Lot, corner or corner lot”** means a lot situated at the intersection of two or more streets having an angle of intersection not more than one hundred thirty-five degrees.

**“Maintenance”** or **“maintain”** means the replacing or repairing of a part or portion of a sign made unusable by ordinary wear, tear or damage beyond the control of the owner.

**“Menu board”** means a permanently mounted structure displaying the bill of fare for a drive-in or drive-thru business. Such signs are not for the purpose of business identification or advertising and are intended for view of customers who are currently on the premises. Maximum letter height for all copy of such signs is limited to 2”.

**“Monument sign”** means a sign which is mounted on a base at ground level.

**“Mural”** means a drawing or painting affixed either directly or indirectly on a building or land which depicts a scene or picture. Such picture or drawing shall not be for the primary purpose of conveying information which identifies or advertises a product, place, activity, person, institution, or business. A mural may contain a sign so long as the primary function or purpose of the mural is not a sign. Any portion of a mural that is a sign is subject to the requirements of this Ordinance for that portion only. A mural is subject to the permitting procedures.

**“Nameplate”** means a non-electric sign identifying only the name and/or address of the occupants of the residence on which the sign is located.

**“Nonconforming sign”** means any sign which is not allowed under this Code but which, when first constructed, was lawful.

Sign, Number of Faces on:

One: If a sign has copy on one side only or if the interior angle between the two sign faces or sides is greater than forty-five (45) degrees, it shall be considered one face; the area will be considered to be the sum of the areas of both sides.

Two: If the angle between the two sign faces is forty-five (45) degrees OR LESS, the sign shall be considered double faced, the sign area will be the area of one face only. If two sign faces are attached to a structure with a thickness exceeding thirty-six (36) inches or the two faces are separated by a distance exceeding thirty-six (36) inches, then the sign area will be the area of both faces.

Multi-faced: Any sign containing more than two sides. The area shall be the area of the largest side plus the area of any other side whose interior angle with any other side exceeds forty-five (45) degrees.

**“Off-premise sign”** means a sign advertising a business, place, activity, goods, services, products, which directs persons to a different location from where the sign is located.

**“On-premise sign”** means any sign identifying or advertising a business, person, activity, goods, products, or services located on the premises where the sign is installed.

**“Parapet”** or **“parapet wall”** means the extension of a false front or wall above a roofline.

**“Pennant”** means any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire or string, usually in series, designed to move in the wind.

**“Portable sign”** means any sign not permanently attached to the ground or a building.

**“Premises”** means any piece of improved or unimproved real estate.

**“Projecting signs”** means a sign, other than a wall sign, which is attached to and projects from a structure or building face.

**“Public place”** means any and all dedicated streets, sidewalks, boulevards, alleys, or other public ways, and any and all public parks, squares, spaces, grounds, and buildings.

**“Real estate/property for sale, rent or lease sign”** means any sign pertaining to the sale, lease or rental of land or buildings.

**“Reconstruction, substantial”** means improvement or repair valued in excess of fifty percent (50%) of the current value of a sign. Reconstruction does not include merely repainting or changing the copy of the sign if the use, size and location remain the same.

**“Roof sign”** means any sign erected upon, against or directly above a roof or on top of or above the parapet of a building.

**“Sign”** means any identification, description, illustration or device illuminated or non-illuminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise, or any emblem, painting, banner, pennant, placard or temporary sign designed to advertise, identify or convey information with the exception of window displays and flags of any nation, government, or non-commercial organizations. For the purpose of removal signs shall also include all sign structures.

**“Sign area”** means the area of the largest single face of the sign within a continuous line that would form a rectangle or square shape, including any frame that forms an integral part of the display, but excluding the necessary supports or uprights on which the sign may be placed. If the sign consists of more than one section or module, all areas will be totaled.

**“Sign Directional”** means any sign which is designed 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.

**“Sign Directory”** means any sign listing the names, use or location of the business or activities conducted within a building or group of buildings and placed on the property to which or on which the public directed.

**“Sign structure”** means any structure which supports, has supported or is capable of supporting a sign, including decorative cover.

**“Subdivision directional sign”** means a sign limited to directional messages or direction instructions for new subdivisions and may be on or off premise and such signs shall be made of any heavy duty, weather resistant material including laminated paper, plastic, metal or wood.

**“Temporary sign”** means any sign or advertising display intended to be viewed for a temporary period of time, ordinarily until the happening of a particular event.

**“Under-canopy sign”** or **“marquee sign”** means a sign suspended below the ceiling or roof of a canopy or the wall of a building with the face in a parallel plane to the plane of the screening device or the building wall.

**“Window sign”** means a sign installed inside a window for the purpose of viewing from outside the premises. This term does not include merchandise located in a window.

#### **IV PROHIBITED SIGNS**

**A.** Notwithstanding any other provisions of this ordinance, the types of signs listed below are prohibited in the Town of Camp Verde.

1. Unlawful to park a vehicle for the purpose of advertising.
2. Signs located within, on or projecting over any public right-of-way except for businesses immediately adjacent and fronting the right of way of Main Street from Arnold Street to General Crook Trail. (Ord. 2008A 354A)
3. Signs located on a roof or those that do not create a parapet or a parapet wall as defined.
4. Any sign which interferes with or confuses traffic or represents a traffic hazard, and those which imitate or resemble official traffic or government signs or signals.
5. Signs with flashing or intermittent illumination and those illuminated of such brilliance or position as to blind or dazzle the vision of travelers. (This does no include Christmas lights, during the Xmas season: 11/01-1/15).
6. An animated sign or a sign that is moving, rotating, or audible in any manner.
7. Automatic changing signs unless they promote the time and temperature. Only such signs shall change at intervals of three seconds or more.
8. No sign shall be painted on or affixed to any natural object in its natural location such as a boulder, tree or cliff face.
9. Abandoned, dangerous, or defective signs.
10. Signs erected, placed, constructed, or maintained in violation of this ordinance.
11. Signs which are misleading, erroneous, or provide false information and advertising, words or picture which are obscene or indecent.
12. A-Frame signs located within the Town Limits.
  - a. Exception: Temporary use to advertise Town sponsored events or approved Community – Wide Events.

- b. Exception: A-Frame signs are permissible along Main Street between Arnold Street and General Crook Trail during regular business hours.
  - 1. Only one sign per business will be allowed.
  - 2. Maximum size of the A-Frame sign will be 2 foot wide by 3 foot high.
  - 3. An Administrative Design Review for all signs shall be required per Section 124 of the Planning and Zoning Ordinance.
  - 4. The applicant shall sign an Indemnity Agreement as provided by the Town of Camp Verde, indemnifying the Town of Camp Verde from any and all claims arising from the placement of the A-Frame sign and releasing the Town of Camp Verde from any liability arising from the placement of the A-Frame Sign. (Ord. 2008-A 354A)

- B. It is unlawful for any person to erect or place any sign prohibited by this section, or for any person to maintain, keep, or allow to remain, on property owned or occupied by him, any sign prohibited by this Section, except those which are deemed nonconforming signs per this ordinance.

## V NONCOMMERCIAL SIGNS

- A. The following signs are permitted in any residential zoning district in conformance with the provisions identified.
  - 1. Name plate signs:

A name plate sign identifying the name of the occupant of a residence, the occupant's profession, home occupation or title, and the address of the dwelling is permitted subject to the following:

    - (a) This sign shall not exceed four (4) square feet in area, nor eight (8) feet above grade at the sign.
    - (b) This sign shall be located on the property to which it pertains and the number of signs shall be limited to one (1) for each dwelling.
    - (c) This sign may be indirectly illuminated by one light bulb or fluorescent tube not exceeding 150 watts.
  - 2. Identification Signs:

Signs identifying churches, schools, public utility buildings and facilities, hospitals, institutions of an education, religious, health, charitable or philanthropic nature, homes for the aged, nursing homes, convalescent homes, libraries, museums, community buildings, airports, cemeteries and mausoleums, golf courses, parks, playgrounds, tennis courts and campgrounds are permitted, subject to the following:

    - (a) This sign shall not exceed thirty-two (32) square feet in area, and may be double faced.

- (b) This sign may be a wall sign, freestanding or a monument sign.
  - (c) This sign shall be located on the property of which it pertains and the number shall be limited to one (1) for each such use listed above.
  - (d) Two (2) such signs shall be permitted if the parcel fronts on more than one publicly dedicated street or road.
3. Free standing, monument, or wall signs used to identify the entrance to a subdivision, multi-family dwelling, apartment complex, mobile home/manufactured home, and RV parks, or ranches subject to the following:
- (a) The sign or signs shall be limited to a maximum of two signs per entry, one on each side of the entry street and shall be for the sole and exclusive purpose of identifying the entrance.
  - (b) The sign or signs shall be placed in a manner so as not to interfere in any way with, or confuse, traffic or present any traffic hazard.
  - (c) The sign or signs shall be limited to thirty-two square feet unless additional square footage is approved during the preliminary and final subdivision platting process, except that such signs shall not exceed one hundred square feet in area per each entrance sign.
  - (d) Free standing signs shall not exceed a maximum height of twenty feet above grade.
  - (e) All signs shall be setback a minimum of five feet as measured from the property line to the structure supporting the sign provided no portion of the sign projects over any portion of the public right-of-way.
- B.** Building Directory Signs are allowed subject to the following:
- 1. The sign shall not exceed eight square feet in area;
  - 2. One such sign is allowed for each five thousand square feet of building area.
- C.** It is unlawful for any person to erect or place any sign not permitted or allowed by this section, or for any person to maintain, keep, or allow to remain, on property owned or occupied by him, any sign not permitted or allowed by this Section, except those which are deemed nonconforming signs per this ordinance.

**Comprehensive sign plans for residential subdivisions.**

- A.** The developer shall have the option of submitting a comprehensive sign plan if sections of the Town Code do not meet the signage needs of a residential subdivision project. The square footage proposed under the comprehensive sign plan shall not exceed the cumulative total of the square footage permitted by these Sections.

**B.** An application for a comprehensive sign plan shall be accompanied by a report that includes the items listed below. Further, the submittal shall be inclusive of all permanent and temporary signs planned for use in marketing the subdivision.

1. A fully dimensional layout of the subdivision which depicts all sign locations and the surrounding uses.
2. Written text with graphics outlining:
  - (a) Why the comprehensive sign plan option was chosen.
  - (b) Square footage comparison of signage allowed by existing regulations and that proposed by the comprehensive sign plan.
  - (c) Purpose of the signage.
  - (d) Length of use by sign type.
  - (e) Renderings and elevations of each existing and proposed sign to demonstrate the project theme, colors, materials, and sign dimensions.
  - (f) No minimum sign size is granted when the comprehensive sign plan is used.

**C.**

1. Application
2. Applicant and Staff meeting preceding a public meeting
3. Public Meeting Scheduled
4. Presentation to Planning & Zoning Commission
5. Planning & Zoning Recommendation to Town Council for approval or disapproval
6. Applicant can appeal before Board of Adjustments

## **VI SPECIAL PURPOSE SIGNS**

**A.** Directional and Informational Signs:

1. Permanent on-premise directional signs are permitted (and are in addition to the aggregate area limits specified in each zone) subject to the following:
  - (a) Such signs shall contain no advertising copy.
  - (b) Such signs shall not exceed four (4) square feet in area per face.
  - (c) These signs may be double-faced;

- (d) Signs may be placed flat against a wall of a building or such sign may be freestanding, but shall be no higher than eight (8) feet above grade.; and
  - (e) This sign may be used to designate entrances or exits to or from a parking area, but the number shall be limited to TWO (2) for each such entrance or exit.
2. Off-premise permanent directional or information signs for public service or safety facilities (such as hospitals and clinics) may be permitted through the Use Permit process.
  3. On-premise menu board signs are permitted for up to 32 square feet per face, a total of two faces per site. Each site may contain one double faced or two single faced menu boards.
  4. Permanent off-premise directional signs are permitted for businesses which by their nature must be located away from arterial highways. Such signs shall be:
    - (a) Located at the arterial highway and/or intersections of access roads leading directly to the business.
    - (b) Limited to eight (8) square feet of panel area per side, not to exceed eight (8) feet in height above grade, unlighted.
    - (c) Limited in content to a generic description (one or two words) of the facility, an arrow or words giving directions (such as "next right"), and a symbol or logo identifying the chain or name of the business.
    - (d) Limited to one standard within 60 feet of each corner of the intersection.
    - (e) Required to obtain an off-premise sign permit (even though under the minimum size otherwise requiring a permit).
    - (f) Limited to three such signs providing direction to any one business.

## **VII TEMPORARY SIGNS**

- A. The following temporary signs shall be permitted in conformance with the provisions identified.
  1. Temporary signs noting an event of general interest such as a fair, election, public notices, show, etc. subject to the following:
    - (a) The sign shall not exceed sixteen square feet in area.
    - (b) The sign shall be removed within ten (10) days following the event.
    - (c) The sign shall be allowed within the public right-of-way, but not on a street light pole, traffic signal pole, or utility pole.
    - (d) The sign may be placed on private property only with the owner's written permission.
    - (e) Permit fees may be waived for non-commercial sign use.

- (f) Signs placed within the right-of-way must meet the following criteria:
  - 1) Only signs advertising a local event may be placed within the right-of-way.
  - 2) May only be posted for the maximum of 30 days.
  - 3) Must not create a visual obstruction for vehicles traveling along, entering or exiting the ROW.
  - 4) Must not exceed 2'X2' in size.
  - 5) Must be removed within 48 hours after the event ends.
  
- 2. Temporary signs advertising the sale, lease, open house or rent of property on which it is located subject to the following:
  - (a) The sign shall not exceed seven square feet in area unless parcels of land offered for sale, lease, or rent have street frontage of five hundred linear feet or more, (no permit required).
  - (b) Where parcels of land are offered for sale or lease having street frontage of five hundred linear feet or more, one sign totaling not more than thirty-two square feet in area may be posted within each five hundred linear feet of frontage, (permit and fees required).
  - (c) The sign shall be removed from the property ten (10) days after the close of escrow or lease thereof, notwithstanding any other time limitation which would otherwise apply to a temporary sign.
  
- 3. Temporary Signs advertising the opening of a new subdivision subject to the following:
  - (a) The sign shall not exceed thirty-two square feet in area unless additional square footage is approved during the preliminary and final subdivision platting process, except that such sign shall not exceed one hundred square feet in area.
  - (b) One additional sign may be erected for each exterior street frontage under the same ownership.
  - (c) The sign shall be set back from every public right-of-way a minimum of five feet.
  - (d) These signs are allowed for a period of three years from the date of permit issuance.
  - (e) The sign shall be located on the property to which it pertains.
  
- 4. Temporary signs advertising the opening of a new multiple family, commercial or industrial project subject to the following:
  - (a) The sign shall not exceed thirty-two square feet in area.
  - (b) One additional sign may be erected for each exterior street frontage under the same ownership.

- (c) The sign shall be set back from every public right-of-way a minimum of five feet.
  - (d) The sign shall be removed not later than one year from the date of its erection, or upon issuance of a certificate of occupancy for phase I of said project, whichever occurs first.
  - (e) The sign shall be located on the property to which it pertains.
5. Temporary signs on buildings under construction are limited to a total area for all such signs of thirty-two square feet in multiple family, commercial, and industrial zones. Such signs in residential zoning districts shall be limited to an aggregate total area of 16 square feet.
6. Subdivision directional signs for new subdivisions are allowed in any zoning district with a permit and subject to the following:
- (a) A total of 30 on or off site signs are allowed for each approved subdivision.
  - (b) The signs shall not exceed a maximum size of 1-1/2 sq.ft. and a maximum height of 3 feet.
  - (c) The signs may be located on any private property with the property owner's written permission. Evidence of this permission shall be provided to the Town at the time of permit application.
  - (d) The signs shall not be placed in the public right-of-way, or be attached to any street light and signal poles, street or regulatory signs, or utility poles.
  - (e) Individual signs for specific subdivisions shall be located a minimum of 40 ft. from any other sign issued under the same permit. No more than 5 of these same signs shall be located within 500 linear feet on the same street in the same direction of traffic flow.
  - (f) No signs regardless of ownership of subdivision, shall be located within twenty feet of any other subdivision directional sign.
  - (g) The person responsible for any sign shall be the owner of the subdivision being advertised.
  - (h) Such signs are allowed off site within a 3 mile radius of the subdivision or builder being advertised.
  - (i) These signs shall remain in new condition.
  - (j) These signs are allowed for a period of three years from the date of permit issuance.
7. Temporary signs – open house signs – which direct traffic to a home for sale are allowed in all zoning districts without a permit and subject to the following:
- (a) The sign shall not exceed 7 sq.ft. in area.
  - (b) The sign may be double faced but shall not be illuminated.

- (c) The signs shall not be placed in the public right-of-way, or be attached to any street light and signal poles, street or regulatory signs, or utility poles.
  - (d) Signs may be located on the premises on which the open house takes place or on other property with written consent of the property owner or resident thereof.
  - (e) The sign shall be used only when sales personnel are at the home being advertised for sale.
  - (f) A maximum of three such signs for each home or group of homes shall be allowed.
8. Temporary signs – garage/yard sale signs – which direct traffic to a garage/yard sale are allowed in all zoning districts without a permit and subject to the following:
- (a) Said signs may be displayed only for the duration of the garage/yard sale being advertised and shall be removed immediately thereafter.
  - (b) Signs may be located on the premises on which the garage/yard sale takes place or on other property with written consent of the property owner or resident thereof.
  - (c) The signs shall not be placed in the public right-of-way, or be attached to any street light and signal poles, street or regulatory signs, or utility poles.
  - (d) Phone numbers will be required on garage and yard sale signs.
9. Temporary signs – are allowed in residential and commercial zoning districts without a permit if used for 14 days or less and with a permit if used more than 14 days and subject to the following:
- (a) One balloon shall be allowed for each business.
  - (b) Balloons shall not be allowed for more than sixty days per calendar year.
  - (c) Balloons shall be in new condition.
  - (d) The balloons shall not be placed in the public right-of-way, or be attached to any street light and signal poles, street or regulatory signs, or utility poles.
  - (e) Balloons shall be located on the premises to which they pertain.
  - (f) Balloons and any lines attached thereto, shall not be made of metallic or similar materials that would act as a conductor for electricity.
- B.** It is unlawful for any person to erect or place any sign not permitted or allowed by this section, or for any person to maintain, keep, or allow to remain, on property owned or occupied by him, any sign not permitted or allowed by this section, except those which are deemed nonconforming signs per this chapter.

## **VIII BANNERS, FLAGS AND PENNANTS**

- A.** Banners are allowed in Commercial zoning districts without a permit if used for 30 days or less and with a permit if it is used more than 30 days and subject to the following.
1. Two banners shall be allowed for each business.
  2. The maximum allowed area of a banner shall not exceed 40 sq.ft. in area.
  3. A banner shall not extend above the roof line.
  4. Banners shall be attached to a building, wall, or fence.
  5. Banners are allowed in addition to wall signs and free standing or monument signs.
  6. Banners shall be in like new condition.
  7. Banners shall be located on the premises to which they pertain.
- B.** Flags used to direct attention to a new subdivision are allowed in all zoning districts with a permit and subject to the following:
1. Flags and pennants shall not be used concurrently.
  2. Each flag shall not exceed a maximum area of 18 square feet.
  3. Each flag shall not exceed a maximum height of 25 feet above grade nor be lower than six feet to grade.
  4. Flags shall be located on the premises to which they pertain.
  5. A maximum of 50 flags shall be allowed to be placed on, or behind the property line.
  6. Flags shall be in like new condition.
  7. These flags are allowed for 3 years from the date of permit issuance.
  8. Flags, (nation, state, international organization, political subdivision or other governmental agency shall be exempt from the provisions of this section) however, if the height exceeds thirty (30) feet, such signs shall be subject to approval of the Planning and Zoning Director. The preceding shall not be construed so as to permit the use of such flags, insignias, etc. for the purpose of advertising or identifying a product or business.

- C.** Flags used to direct attention to multiple family, and commercial zoning districts with a permit and subject to the following:
1. Flags and pennants shall not be used concurrently.
  2. Each flag shall not exceed a maximum area of 18 square feet.
  3. Each flag shall not exceed a maximum height of 25 feet above grade nor be lower than 6 feet to grade.
  4. One flag shall be allowed for each 20 lineal feet of street frontage and no more than twenty flags shall be placed on, or behind the property line.
  5. Flags shall be in like new condition.
  6. Flags shall be located on the premises to which they pertain.
  7. Flags, (nation, state, international organization, political subdivision or other governmental agency shall be exempt from the provisions of this section) however, if the height exceeds thirty (30) feet, such signs shall be subject to approval of the Planning and Zoning Director. The preceding shall not be construed so as to permit the use of such flags, identifying a product or business.
- D.** Pennants are allowed in Multi Family and commercial zoning districts with a permit and subject to the following:
1. Pennants shall be used for a maximum of 30 days annually.
  2. Pennants and flags shall not be used concurrently.
  3. The total allowable length of the pennants shall not exceed four linear feet of pennant per one linear foot of lot frontage with a maximum of 1000 linear feet.
  4. All pennants shall be in like new condition.
  5. Pennants shall be located on the premises to which they pertain.
- E.** It is unlawful for any person to erect or place any sign not allowed or allowed by this section, or for any person to maintain, keep, or allow to remain, on property owned or occupied by him, any sign not allowed or allowed by this section, except those which are deemed nonconforming signs per this ordinance.

## **IX BUSINESS/COMMERCIAL/INDUSTRIAL SIGNS**

- A.** Wall signs affixed to buildings in Commercial zoning districts are allowed subject to the following:

1. The maximum permitted signage area shall not exceed one and one half square feet for each one linear foot of exterior building frontage, for any one business occupancy or one square foot of signage for each foot of property frontage. The square footage is calculated on only the portion of the building occupied by the business requesting a permit with a maximum allowable signage of 200 square feet. However, each such business is allowed a minimum sign size of 32 square feet.
  2. A wall sign shall not extend above the roofline unless it creates a parapet or is a parapet wall or portion of a parapet wall.
  3. Wall signs are permitted in addition to free standing or monument signs.
  4. The maximum allowance for sign area on each building frontage is not transferable either in whole or in part from one building frontage to another, nor from one occupancy to another occupancy except as determined under the Comprehensive Sign plan.
  5. Businesses that are immediately adjacent to the right of way on Main Street from Arnold Street to General Crook Trail, may have a projecting sign over the right of way that does not exceed twelve (12) square feet per side, does not project out from the building more than six (6) feet, and does not project above the store front height of the building.
    - a. The distance between top of sidewalk to the bottom of the sign shall be a minimum of 10 feet.
    - b. Only one sign is allowed per business.
    - c. The applicant shall sign an Indemnity Agreement as provided by the Town of Camp Verde, indemnifying the Town of Camp Verde from any and all claims arising from the placement of the projecting sign and releasing the Town of Camp Verde from any liability arising from the placement of the projecting sign.
    - d. An Administrative Design Review for signs shall be required per section 124 of the Planning and Zoning Ordinance.
    - e. All projecting signs must have a western appearance that has a comfortable simplicity and meet the criteria as set forth in the Town of Camp Verde Design Review Section of the Planning & Zoning Ordinance, section 124. Corporate logos are allowed.
    - f. No internally illuminated signage will be allowed. (Ord. 2008A 354A)
- B.** Freestanding or monument signs shall be allowed in Commercial zoning districts for lots, premises, shopping centers and malls.

1. The maximum permitted area of a free standing sign shall be sixty-four square feet for a single business.
  2. For shopping centers an additional 16 square feet per individual business total not to exceed 200 square feet per face.
  3. For shopping centers maximum of two such signs if there are two entrances 500 feet in distance.
  4. The maximum height of any portion of a free standing sign or sign structure shall be twenty feet.
  5. The maximum permitted area of a monument sign shall be sixty four square feet per sign face.
  6. A monument sign or free standing sign shall not create an obstruction to vision or interfere with traffic.
  7. All signs shall be setback a minimum of five feet as measured from the property line to the structure supporting the sign provided no portion of the sign projects over any portion of the public right-of-way.
  8. No more than one freestanding or monument sign identifying the business, designating the principal goods, products, or facilities or services available on the premises, shall be permitted.
  9. If there are separate building pads located on lots or premises that are governed by this section of the code, one additional freestanding or monument sign shall be allowed for each pad, subject to the restrictions of this subsection; provided, however, that the maximum permitted area of a free standing sign shall not exceed sixty-four square feet per sign face.
  10. On-premises menu board signs are permitted for up to 32 square feet per face, a total of two faces per site. Each site may contain one double faced or two single faced menu boards.
- C.** Canopy or marquee signs in Commercial zoning districts are allowed subject to the following:
1. The maximum permitted area of a canopy or marquee sign or signs shall not exceed one square foot for each one linear foot of the canopy or marquee to which it is attached, for any one occupancy.
  2. The maximum permitted area of a canopy or marquee sign or signs attached to the underside of the canopy or marquee shall not exceed eight square feet and shall provide a minimum ground clearance of eight feet, for any one occupancy.

3. Canopy or marquee signs are permitted in and are a portion of allowable wall signage in addition to free standing monument signs and are allowed on each building frontage in accordance with this chapter.
  4. The maximum allowance for sign area on each building frontage is not transferable either in whole or in part (except from comprehensive sign plan) from one building frontage to another, nor from one occupancy to another occupancy.
  5. The sign shall not extend over a public right-of-way line.
- D.** Window signs shall be allowed in Commercial zoning districts.
1. A permit shall not be required for window signs.
- E.** Additional business/commercial sign provisions shall be complied with by all signs located within the Commercial zoning districts as follows:
1. Any free standing or projecting sign within twenty feet of a street right-of-way shall be so constructed as to allow clear and ample visual lines for driveways and alleys to adjoining traffic lanes.
  2. Any lighted sign must abide by Section 120 (Outdoor Lighting Ordinance).
  3. The sign shall be located on the property to which it pertains.
  4. Signs shall not be located within, on, or projecting over any public right-of-way.
  5. Signs which are not permitted in a residential zone shall not be placed closer than twenty (20) feet to any residentially zoned lot. (Business to residential).
  6. On a corner lot in any zoning district, no sign or other obstruction to vision more than three feet in height shall be placed or maintained within the triangular area bounded on two sides by front lot lines, and on the third side by a straight line connecting points on said lot lines (or their projections) each of which points is thirty feet from the point of intersection of said lot lines.
  7. All signs and sign structures shall be designed and constructed in accordance with the requirements of Chapter 4 of the Uniform Sign Code, 1994 edition.
    - (a) Three (3) copies of the Uniform Sign Code, 1994 edition shall be filed in the office of the Town Clerk and kept available for public use and inspection.

- F. It is unlawful for any person to erect or place any sign not permitted or allowed by this section, or for any person to maintain, keep, or allow to remain, on property owned or occupied by him, any sign not permitted or allowed by this Section, except those which are deemed nonconforming signs per this ordinance.

## **X FREEWAY INTERCHANGE SIGN CRITERIA**

- A. The purpose of Freeway signs is to provide signs for highway oriented businesses. Such businesses are those that derive a substantial part of their income from freeway travelers and are therefore limited to Restaurant, Lodging and Vehicle Fuel businesses. One freeway interchange sign is permitted for each property located in the freeway interchange sign area which meets the criteria as set forth in this section as follows:

- 1. GENERAL CRITERIA APPLICABLE TO ALL FREEWAY INTERCHANGE SIGNS:

- (a) Minimum lot size - .65 acres.
- (b) Maximum of one sign per property and business, for those properties which have more than one tenant or business, one sign is permitted on the site and is limited to the use of one tenant identified in subsection C below.
- (c) Freeway signs are permitted for Restaurant, Fuel Sales, or Lodging uses only.

- 2. SIGN REQUIREMENTS:

- (a) Location: Freeway signs shall be installed on site and within a circle with a 2000 foot radius (diameter of 4000 feet) measured from the center point of the bisecting road/highway with the I-17 freeway except when the north and southbound lanes of the I-17 freeway are separated by a distance of 800 feet or greater, measured from edge of pavement to edge of pavement, the sign area shall be measured from the center point of each overpass. SEE FIGURES SECTION R.
- (b) Height: Freeway signs may be a maximum of 50 feet in height as measured from the center point of the adjacent freeway interchange overpass. The official elevation of this point shall be certified by the Town Engineer and will be used for the basis of measuring all sign heights. In no case shall this provision limit any primary freeway sign from being shorter than 20 feet in height as measured from the base of the sign.
- (c) Size: 300 square feet per face, maximum of two faces.

## **XI COMPREHENSIVE SIGN PLANS**

**A.** Lots, premises, or shopping centers and malls shall have the option of submitting a comprehensive sign plan in accordance with the requirements set forth below.

1. A fully dimensional site plan drawn to scale shall be submitted with an application completed on a form provided by the Planning and Zoning Department. The plan shall accurately depict:
  - (a) Lot size and dimensions.
  - (b) Existing and proposed building and sign locations.
  - (c) Square footage totals for all existing buildings.
  - (d) Square footage totals for all existing and proposed signs by sign type.
  - (e) Lineal frontage of the building.
  - (f) Lineal frontage of the property.
  - (g) Surrounding uses.
2. Written text outlining the purpose of the signage, length of use, and why the comprehensive sign plan option was chosen.
3. Renderings and elevations of each sign existing and those proposed, drawn to scale. The materials to be used shall also be specified.

**B.** The square footage of the signage proposed for the subject development under the comprehensive sign plan option shall meet the following criteria:

1. The total square footage of all sign types shall not exceed the total square footage that would otherwise be allowed.
2. The square footage of any one sign type shall not exceed the square footage permitted herein for the same by more than fifty percent.

**C.**

1. Application.
2. Applicant and Staff pre-meeting.
3. Public Meeting Scheduled.
4. Presentation to Planning & Zoning Commission.
5. Planning & Zoning Recommendation to Town Council for approval or disapproval.
6. Applicant can appeal before Board of Adjustments.

## **XII NONCONFORMING SIGNS**

- A.** It is unlawful for any person to alter, re-erect, relocate, replace or repaint to advertise a new business, person, activity, goods, product or service, any nonconforming sign unless that person first obtains a permit from the Planning & Zoning Department. An installation permit shall not be issued unless the sign in question is brought into compliance with the requirements of this ordinance.
- B.** Any legal nonconforming sign located within the boundaries of a development site authorized by a building permit shall be brought into conformance with the provisions of this ordinance. Building permits issued for work that does not result in an increase in the number of structures on the site and/or an increase in the square footage of the existing structure by more than 100 percent, shall not be required to comply with this specific regulation.
- C.** Any nonconforming sign located within a parcel of a zoning map change or conditional use permit request shall be brought into conformance with the provisions of this ordinance as a stipulation of approval.

## **XIII MAINTENANCE AND REMOVAL**

- A.** All signs shall be maintained in a safe and attractive manner, including the replacement of defective parts, painting, repainting, cleaning, and other acts which may be required for the maintenance of said sign.
- B.** The Town may compel removal of any sign or sign copy which is abandoned, dangerous, defective or unlawful (either materially, electrically, or structurally) or which fails to comply with the requirements of this ordinance. Prior to removal, written notice shall be given to the owner of record of the property on which the sign is located and to the person lawfully occupying the premises. The written notice shall be from the Planning & Zoning Director and shall state that the described sign must be removed or repaired.
  - 1. Said notice shall include a description of the sign, a legal description of the premises on which the sign is located, a restatement of violation known to exist, an estimate of the costs of removal, including a five per cent charge for additional inspection services and administrative costs, and a notice of the right to appeal this action before the Town Council.
  - 2. This notice shall also contain a statement that advises that unless the responsible party complies within thirty days from the date such notice was secured by him the Town will exercise one or both of the options below:

- (a) Remove the sign copy from the premises at the expense of the responsible party, including a five percent charge for additional inspection services and administrative costs.
- (b) Enforce the provisions herein by prosecution in the Town's magistrate court pursuant to the provisions of this title.

**C.** Service of Notice.

- 1. The written notice required by the preceding subsection shall be served in one of the following methods:
  - (a) By mailing the notice to the party at his/her last known address by certified mail.
  - (b) By personally serving the party with the notice.
  - (c) Notify by public notice.

**D.** Appeal to Council.

- 1. Prior to the date set for compliance in the written notice, the owner or occupier may appeal in writing to the council.
- 2. The council shall within thirty days from receiving the appeal, hear and determine the same and the decision of the council shall be final.
- 3. The council may either affirm or reverse the decision that the sign or signs must be removed, repaired or modify the scope of the work as required in the notice.

**E.** Removal by Town

- 1. When any party to whom notice, as aforesaid, has been given, and on or before the date of compliance on the notice, or within such further time as may have been granted by the council on appeal, fails, neglects or refuses to remove from such property the sign, the Town Manager is authorized to exercise the option by causing the same to be removed and disposed of at the expense of the responsible party.
- 2. Upon completion of the work, the Town Manager shall prepare a verified statement of account of the actual cost of such removal of the sign, the date the work was completed and the street address and the legal description of the property on which said work was done.
- 3. The owner or occupier shall also be charged for additional inspections and other incidental costs including, but not limited to court costs, fees for mailings, mileage, phone charges, service of papers. An additional five percent will be charged for staff time.

4. A duplicate copy of such verified statement shall be served upon the party to be charged in the manner prescribed in this ordinance. The party shall have thirty days from the date of service upon him to appeal in writing to the town council from the amount of the assessment as contained in the verified statement.
5. If an appeal is not filed with the town clerk within such thirty day period then the amount of the assessment as determined by the Town Manager shall become final and binding.
6. If an appeal is taken the council shall within 30 days from receiving the appeal, hear and determine the appeal and may affirm the amount of the assessment, modify the amount thereof, or determine that no assessment at all shall be made. The decision of the Council shall be final and binding on all person.

**F. Lien for Removal**

1. If no appeal is taken from the amount of the assessment, or if an appeal is taken and the Council has affirmed or modified the amount of the assessment, the original assessment or the assessment, as so modified may be recorded in the office of the county recorder. The recorded assessment shall be a lien on the described property and shall be in effect from the date of its recording until paid. Such liens shall be subject and inferior to the lien for general taxes and to all prior recorded mortgages and encumbrances of record.
2. A sale of the property to satisfy a lien obtained under the provisions of this section shall be made upon judgment of foreclosure or order of sale.
3. The Town shall have the right to bring an action to enforce the lien in the superior court at any time after the recording of the assessment, but failure to enforce the lien by such action shall not affect its validity.
4. The recorded assessment shall be prima facie evidence of the truth of all matters recited therein and of the regularity of all proceedings prior to the recording thereof.
5. A prior assessment for the purposes provided in this section shall not be a bar to a subsequent assessment or assessments for such purposes, and any number of liens on the same lot or tract of land may be enforced in the same action.

**G. Prosecution for Failure to Remove.** Nothing in this section shall prevent any person from being cited for an ordinance violation in the Town's magistrate court.

- H.** Temporary Sign: any temporary sign located in the Town right of way or located on a utility pole will be considered an illegal sign and may be removed by the Town without notice.
1. Penalty: Violations may be enforced under Section 102.B.

#### **XIV OFF PREMISES SIGNS**

- A.** It is unlawful for any person to erect, add to, alter, repaint to change the copy, or change the panels of any off-premise sign on property owned or occupied by him to be erected, added to, altered or repainted prior to obtaining a conditional use permit from the Planning and Zoning Department and the Town Council. In addition to all procedural requirements specified in this chapter, a conditional use permit shall not be issued unless all of the following requirements are met:

1. Written permission is obtained by the applicant from the property owner of the desired off-premises sign location, prior to submittal of an application for a conditional use permit.
2. The design of the sign shall be of an aesthetically pleasing quality. Drawings and a site plan shall be submitted during the conditional use permit process which accurately describes the sign proposed in terms of its design, materials, and location.
3. The sign copy for the off-premise sign shall be limited to identifying the business or facility benefiting from the off-premise sign and directions to locate that business or facility.
4. Total allowable signage for any one property shall not be exceeded by the installation of the off-premise sign.

- B.** All off-premise signs are subject to the following restrictions:

1. The maximum permitted area for an off-premise sign shall be sixty-four square feet per sign face.
2. The maximum height of any portion of a free standing sign structure shall be fifteen feet above grade.
3. The maximum height of any portion of a monument sign structure shall be five feet.
4. The sign shall be setback a minimum of five feet as measured from the property line to the sign structure supporting the sign, provided no portion of the sign projects over any portion of the public right-of-way.
5. A use permit shall be granted for a maximum of three (3) years.

- C. It is unlawful for any person to erect or place any off-premise sign or for any person to allow any off-premise sign to remain on property owned or occupied by him, which does not conform to the restrictions stated in this section, except those which are deemed non-conforming signs per this ordinance.

## **XV PERMITS**

- A. New signs exceeding twelve (12) square feet in area or exceeding eight (8) feet in height shall require a permit.
- B. It is unlawful for any person to erect, add to, alter, repaint so that the copy is changed, or to change the panels on any sign, or for any person to allow any sign on property owned or occupied by him to be erected, added to, altered or repainted so that the copy is changed, prior to obtaining a sign permit, and an electrical permit if necessary, from the Planning & Zoning Director excepted as exempt below. The Planning & Zoning Director may require the submittal of plans or other pertinent information where in his opinion such information is necessary to insure compliance with this code.
- C. The following signs shall not require a permit:
  - 1. Official notices authorized by a court, or public body, or public safety official.
  - 2. Directional, warning or informational signs authorized by or consistent with Federal, State, County, or Municipal Authority.
  - 3. Memorial plaques and building cornerstones when cut or carved into masonry surface or when made of noncombustible material and made an integral part of the building or structure.
  - 4. Commemorative symbols, plaques and historical tablets.
  - 5. Temporary signs authorized by this ordinance.
  - 6. Name plate signs authorized by this ordinance.
  - 7. Window signs authorized by this ordinance.
- D. Sign Permit Applications
  - 1. Each application for a sign permit shall be made at the Camp Verde Town Planning and Zoning Office on the appropriate form(s) and shall contain at minimum, the following information:
    - (a) Assessor's parcel number identifying the property.

- (b) Street address, or legal description of the property, and dimensions thereof.
- (c) Description of the original copy to be placed on signs(s). In the case of a Mural, a sketch and description of the intended picture or drawing to include colors shall be submitted which depicts the content of the Mural.
- (d) Type of sign(s) including methods of support, (free-standing or otherwise) and illumination.
- (e) Estimated true value of the sign(s) and associated structural supports.
- (f) Dimensions of the sign and number of panel(s) as well as bottom and top heights above grade.
- (g) A (signed) plot plan showing the following:
  - 1. Shape and dimensions of lot boundaries.
  - 2. Location of rights-of-way easements on the parcel.
  - 3. Driveways and parking areas, if any.
  - 4. Location, dimensions, and heights of existing and proposed signs, and if free-standing or wall mounted.
  - 5. North designation.
- (h) A sketch or elevation view (with dimensions and approximate original copy) of the sign face(s).
- (i) Such other information as the Planning and Zoning Department may require for the purpose of determining whether the application complies with the Ordinance requirements and Chapter 4 of the Uniform Sign Code, 1994 Edition.
- (j) Name, address, phone number of property owner/applicant.
- (k) Signature of applicant or property owner.
- (l) Applications for Murals are to be reviewed by the Planning and Zoning Director for their overall compatibility with the purpose of the Sign Ordinance and the goal of the community to promote a rural, historical, western oriented atmosphere. If necessary, the Director may refer and application to the Board of Adjustments for review prior to making a final decision on a permit. If an applicant or affected property owner is not satisfied with the decision of the Director, an appeal of the decision may be filed for review by the Board of Adjustments.

## **XVI FEES**

The Town Council by resolution shall adopt and/or amend fees to implement the provisions of this ordinance.

- A. There shall be a fee of \$1.00 per square foot or sign area, with a minimum charge of \$10.00. \*Murals are subject to a flat fee of \$25.00 per Mural.

- B. A fee of \$300.00 for all off-premise signs excluding directional signs.
- C. The sign permit fee established above shall be double in the event that the erection, relocation, or installation of any sign occurs prior to the issuance of a sign permit.

## **XVII VIOLATIONS PENALTY**

- A. Any person, firm or corporation violating any regulation or provision of this Ordinance is guilty of a Class 2 misdemeanor. Each and every day during such violation continues is a separate offense.
- B. A violation of any regulation or provision of this Ordinance shall be punishable by a fine of not more than one thousand dollars or by imprisonment in the county jail for a term not exceeding six months or by both such fine and imprisonment for each conviction.
- C. All such remedies provided herein shall be cumulative and not exclusive. The conviction of any person, firm or corporation hereunder shall not relieve such person from the responsibility to correct such violation, nor prevent the enforcement, correction or removal thereof.

## **XVIII EXCEPTIONS AND USE PERMITS**

The Town of Camp Verde realizes that signs are a critical component to every successful business and that the nature of signs is different from that of a building or structure. For this reason, use permits for signs other than those specifically listed in this chapter are not authorized. However, exceptions from the Sign Code which will not grant a special privilege enjoyed by other properties or businesses in the area may be processed with the Board of Adjustments according to the following criteria:

- A. The freestanding or wall mounted sign location, based upon unusual size, shape or topography or natural conditions imposed on the property, which were not man made, renders the sign not visible to the traveling public on the adjacent roadway.
- B. The wall mounted sign is located on a building which is located a distance longer than three times the required setback of the zoning district classification and the sign would not be visible to the traveling public on the adjacent roadway.