

**Article XXV.     SIGNS** <sup>170 388 564 2016-04</sup>

Section 2501. Definitions:

The definitions in Section 201 of the Zoning Ordinance of the Town of Paradise Valley control.

Section 2502. Signs Prohibited on Public Property:

Signs in the right-of-way, or upon public property must be temporary and must comply with the limitations of Table XXV-1. Signs must not be placed or mounted on utility or traffic control structures.

Section 2503. Removal of Prohibited Signs:

Any sign which is placed, posted or affixed contrary to the provisions of Section 2502 may be removed by the Police Department or Street Department. The person responsible for the illegal sign is liable to the Town for the cost of removing it.

Section 2504. Public Signs:

The following signs are not subject to the provisions of this Article:

- Directional and informational
- Traffic control
- Hazard or warning
- Underground utility locator
- Public bulletin boards
- Town community buildings

Section 2505. Limitations on other Signs, Both Non-Commercial and Commercial:

All signs must be placed, posted or affixed on private property only as allowed in Table XXV-1.

Section 2506. Lighting: <sup>388 2016-04</sup>

- A. Signs may be illuminated. Such illumination shall be confined to the area of the sign.
- B. External sign lighting shall be shielded so that the illumination source is not visible from any adjacent street or property and does not shine beyond the sign area it is intended to illuminate.
- C. All light sources shall be Fully Shielded so they do not create a nuisance or hazard.

- D. Lighting shall not be flashing, intermittent or scintillating; shall not be moving, animated or create noise in any manner.
- E. Back lighting of freestanding letters mounted on a wall shall be limited to 100 Lumens per square foot of sign area and the letters shall be fabricated so that the illumination source is not visible. Backlit non-Opaque panels are not permitted.
- F. Signs that are internally illuminated shall not exceed 0.75 foot candles or equivalent Lux of projected brightness measured at the nearest property line.
- G. On externally lit signs, the color temperature of lighting shall be no more than 3000 Kelvins.
- H. Signs may be illuminated only during the hours that the associated establishment is open for business.

Section 2507. Audible Signs:

Signs shall not include public address capability nor any other means of producing speech or music.

Section 2508. Permits Required:

Prior to erection all temporary signs must receive a permit issued by the Town.

Section 2509. Duration:

All temporary signs must be removed each day no later than sunset.

Section 2510. Banner Signs: <sup>200</sup>

Banner signs may be exhibited only on properties currently subject to a Special Use Permit, in compliance with the following terms:

1. Size: Maximum three feet in height, and no longer than ten feet.
2. Faces: Banner signs may be two sided.
3. Setback: Banner signs shall be set back at least ten (10) feet from all property lines and must be placed so that they do not block traffic vision to or from the driveway. Compliance with Zoning Ordinance Section 1022 regarding corner vision at intersection is required.
4. Lighting: Banner signs shall not be separately lighted or illuminated. If existing approved landscape lighting provides illumination of the banner without

alteration of the existing lights, it shall not be considered a violation of this section.

5. Quantity: Banner signs shall be limited to no more than one at a time.
6. Permits: Prior to placing a banner sign a permit must be obtained from the Town Zoning Administrator. Days during which banner signs must be displaced shall be specified in the permit.
7. Duration: The grantee of a special use permit may display a banner sign for 60 days each year. The duration of each display is the choice of each grantee provided the total number of days does not exceed 60. If a banner sign is displayed for more than 7 consecutive days another banner sign shall not be displayed until 14 days have elapsed.
8. Interior Banners:  
Interior banners not visible from off the subject property may be utilized without compliance with the terms of this Section and are exempt from this Ordinance.
9. Fees: There shall be no fee for the first 48 hours of display of a banner sign each calendar year by each grantee. (A permit is required.) For each permit issued after the first 48 hours the fee shall be \$25.00

**FOOTNOTES:**

170 Ordinance # 295 – 2/9/89  
200 Ordinance # 328 – 12/19/91  
388 Ordinance # 388 – 1/12/95  
564 Ordinance # 564 – 11/03/2005  
Ordinance 2016-04 – 06/08/2017

## ZONING ORDINANCE

### TABLE XXV-1

CATEGORY	CONTENT	MAXIMUM AREA	SET BACK	ILLUMINATION	PLAN REQUIRED <sup>3</sup>	QUANTITY	MAXIMUM Height
Residential	Name & Title	144 square inches		None	No	1	3 feet
Residential	Any	3 square feet each		None	No	6	3 feet
Subdivision	Name/ Logo Only	2 square feet per lot or 30 square feet, whichever is less, aggregate	25 feet	Internal, Indirect	Yes	2	3 feet
Subdivision	Premises <sup>1</sup> for sale	36 square feet, aggregate	25 feet	None	Yes	2	8 feet
Non-Residential	SUP <sup>2</sup>	SUP <sup>2</sup>	SUP <sup>2</sup>	SUP <sup>2</sup>	Yes	SUP <sup>2</sup>	SUP <sup>2</sup>

1. Must be removed when eighty per cent of the lots in the subdivision are sold (closed), or after the expiration of one year from the date first erected, whichever event occurs first.
2. Content, Maximum Area, Setback, Illumination, Quantity, and Height as approved by Special Use Permit or other Town action.
3. If a plan must be submitted, the plan must include the exact specifications of the sign, including dimensions, materials, method of illumination, number and location. The plan must be approved by the Town Council.