

**2011 Sign Code
Zoning Code Text Amendments
October 6, 2011**

The following Sections of the Town of Gilbert Land Development Code are amended to read as follows (additions in ALL CAPS; deletions in ~~strikeout~~):

Chapter I Zoning Regulations, Division 4 General Regulation, Article 4.4 Sign Regulations, Sections 4.401 Purposes, 4.402 General Sign Regulations, 4.403 Sign Criteria, 4.405 Residential, 4.406 Nonresidential Uses in Residential Zoning Districts, 4.407 Commercial, 4.408 Heritage Village Center, 4.409 Office/Employment, 4.4010 Public Facility/Institutional and the Glossary of General Terms:

4.401 Purposes

- A. The purposes of the sign regulations are: ~~to establish comprehensive provisions that will assure proper and efficient expression through visual communications involving signs compatible with the character and environment of the Town; to eliminate confusing, distracting, and unsafe signs; and to enhance the visual environment of the Town of Gilbert.~~ TO PROMOTE OPTIMUM CONDITIONS FOR SERVING SIGN OWNERS' NEEDS AND RESPECTING THEIR RIGHTS TO IDENTIFICATION WHILE BALANCING THE AESTHETIC INTERESTS OF THE COMMUNITY. The regulation of signs within the Town of Gilbert is necessary and in the public interest for the following reasons:
1. To promote and aid the public and private sectors in the identification, location, and advertisement of goods and services.
 2. To ~~preserve~~ENHANCE the beauty, ~~and the~~unique character, AND QUALITY of the Town of Gilbert, ~~and to protect the Town against visual blight~~WHICH WILL ATTRACT COMMERCE, BUSINESSES, RESIDENTS AND VISITORS.
 3. To ~~protect property values within the Town of Gilbert by assuring the compatibility of surrounding land uses~~PROMOTE ECONOMIC DEVELOPMENT AND THE VALUE OF COMMERCIAL PROPERTIES, BE SENSITIVE TO SURROUNDING LAND USES AND MAINTAIN AN ATTRACTIVE COMMUNITY APPEARANCE.
 4. To promote general safety ~~and protect the general public from damage or injury caused by, or partially attributed to, the distractions, hazards, and obstructions which result from improperly~~BY ENSURING PROPERLY designed and ~~or~~located signs.

5. ~~To promote the general welfare and to provide a pleasing environmental setting and community appearance which are vital to the continued economic development of the Town~~ TO ENCOURAGE SIGNS THAT ARE CLEAR AND LEGIBLE TO THE USER.
6. To emphasize small town historical character by promoting pedestrian oriented and appropriately scaled signage in the Heritage Village Center zoning district.
7. ~~To make signs compatible with overall Town design objectives which are important in attracting new residents and business to the community.~~
8. ~~To make signs readable to the user in a clear, unambiguous, and concise manner.~~

4.402 General Sign Regulations

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D. *Signs Not Requiring a Sign Permit.*

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10. Business identification banners during street construction, in compliance with ~~Section~~ TABLE 4.402: ~~Business Identification Banners during Street Construction~~ TEMPORARY BANNER REGULATIONS.
11. Interim business identification banners, in compliance with ~~Section~~ TABLE 4.402: ~~Interim Business Identification Banners~~ TEMPORARY BANNER REGULATIONS.
12. ~~Boutique~~ BAZAAR Signs, in compliance with Section 4.402O: ~~Boutique~~ BAZAAR Signs.

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16. TEMPORARY USES AND SPECIAL EVENTS SIGNS, IN COMPLIANCE WITH SECTION 4.402Y: TEMPORARY USES AND SPECIAL EVENTS SIGNS.

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22. Required street addresses OR ADDRESS DIRECTORY SIGNS.

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F. **TENANT Sign Panel AND WALL SIGN BAND Replacement.** Replacement of a panel containing the same color, size, design, and style as the original on an approved sign structure with removable panels shall not require a permit.

1. **MONUMENT SIGN TENANT SIGN PANEL REPLACEMENT.** INDIVIDUAL TENANT PANELS THAT ARE VACANT OR MISSING SHALL BE REPLACED WITHIN 15 DAYS.
2. **WALL SIGN FASCIA REPAIR.** WHERE A TENANT HAS VACATED A TENANT OR USER SUITE, THE FASCIA OF THE WALL SIGN BAND SHALL BE REPAIRED TO ITS SURROUNDING TEXTURE AND COLOR WITHIN 45 DAYS OF THE BUSINESS SIGN BEING REMOVED.

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I. **Political Signs.** Political Signs up to 16 square feet IN AREA are permitted on property zoned for residential use. Political Signs up to 32 square feet IN AREA are permitted on property zoned for nonresidential use, undeveloped Town property, and Town rights-of-way. POLITICAL SIGNS PLACED WITHIN THE RIGHT-OF-WAY SHALL CONTAIN THE NAME AND TELEPHONE NUMBER OF THE CANDIDATE OR CAMPAIGN COMMITTEE CONTACT PERSON. Political Signs MAY BE PLACED IN TOWN RIGHTS-OF-WAY AND ON TOWN PROPERTY NO MORE THAN 60 DAYS BEFORE A PRIMARY ELECTION AND shall be removed no later than 10 15 days following the GENERAL election, EXCEPT THAT FOR A SIGN FOR A CANDIDATE IN A PRIMARY ELECTION WHO DOES NOT ADVANCE TO THE GENERAL ELECTION, THE PERIOD ENDS FIFTEEN DAYS AFTER THE PRIMARY ELECTION OR unless otherwise set forth in this article. Political Signs shall not exceed 6 feet in height. Political Signs may be placed in Town rights-of-way and on Town property used as a polling place, only in compliance with the following requirements:

1. Political Signs placed in the right-of-way shall not:
 - a. ~~Block—visibility~~ OBSTRUCT CLEAR VISION to any roadway or property. A Political Signs located within 15 feet

of back of curb, or edge of pavement if there is no curb, shall be presumed to ~~block—visibility~~ OBSTRUCT CLEAR VISION.

- b. INTERFERE WITH THE REQUIREMENTS OF THE AMERICANS WITH DISABILITIES ACT, 42 USC §§ 12101 THROUGH 12213 AND 47 USC §§ 225 AND 611.
2. Political Signs posted on property owned by the Town of Gilbert, which is used as a polling place, shall be:
 - a. Limited to a single sign not exceeding 4 square feet for each candidate or ballot question.
 - b. Posted only during the early voting period or on the date of an election.
 - c. Located outside the 75 foot limit.
 - d. Removed from the property by 11:59 pm on the date of completion of the early voting period or the date of the election.
 3. A POLITICAL SIGN PLACED IN THE RIGHT-OF-WAY THAT OBSTRUCTS CLEAR VISION OR INTERFERES WITH THE REQUIREMENTS OF THE AMERICANS WITH DISABILITIES ACT OR OTHERWISE PRESENTS A DANGEROUS SITUATION AT THE DISCRETION OF THE CODE COMPLIANCE ADMINISTRATOR SHALL BE DEEMED TO CONSTITUTE AN EMERGENCY AND, PURSUANT TO A.R.S. SECTION 16-1019, MAY BE IMMEDIATELY RELOCATED OR REMOVED BY A TOWN PEACE OFFICER OR CODE COMPLIANCE INSPECTOR. IF A SIGN IS RELOCATED OR REMOVED UNDER THESE CIRCUMSTANCES, THE CANDIDATE OR CAMPAIGN COMMITTEE THAT PLACED THE SIGN SHALL BE NOTIFIED WITHIN 24 HOURS AFTER THE REMOVAL OR RELOCATION.
 4. IF A POLITICAL SIGN IS PLACED IN VIOLATION OF THESE REQUIREMENTS BUT DOES NOT CONSTITUTE AN EMERGENCY, THE TOWN MAY NOTIFY THE CANDIDATE OR CAMPAIGN COMMITTEE THAT PLACED THE SIGN OF THE VIOLATION AND REQUIRE THE SIGN TO BE RELOCATED. IF THE SIGN IS NOT RELOCATED AND REMAINS IN VIOLATION FOR MORE THAN 24 HOURS AFTER THE CANDIDATE OR CAMPAIGN COMMITTEE WAS NOTIFIED, THE TOWN MAY REMOVE THE SIGN.

THE TOWN SHALL CONTACT THE CANDIDATE OR CAMPAIGN COMMITTEE AND SHALL RETAIN THE REMOVED SIGNS FOR AT LEAST 10 BUSINESS DAYS TO ALLOW THE CANDIDATE OR CAMPAIGN COMMITTEE TO RETRIEVE THE SIGN WITHOUT PENALTY.

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L. ***Business Identification Banners during Street Construction.*** Banners identifying an existing business are permitted during construction by a public entity or utility on a roadway immediately fronting the business premises, subject to the following regulations CONTAINED IN TABLE 4.402:

1. ~~*Size.* Signs shall be no greater than 8 feet in height and 18 square feet in area.~~
2. ~~*Display.* Signs shall only be displayed from the start of construction to the end of construction, where access to the premises is impaired by the construction or traffic barriers are placed in the right of way that provide a visual distraction from ordinary business signage.~~
3. ~~*Location.* Business identification banners shall be attached to poles or posts fixed to the ground or to parking or site screen fences.~~
4. ~~*Prohibited Locations.* Business identification banners shall not be installed:
 - a. ~~In the public right of way.~~
 - b. ~~On landscaping, vehicles, utility facilities, or any other structure.~~~~

M. ***Interim Business Identification Banners.*** INTERIM BANNERS ARE PERMITTED IN CONFORMANCE WITH REGULATIONS CONTAINED IN TABLE 4.402. ~~identifying a business are permitted from the date of application for a Certificate of Occupancy for the business until the date of installation of permanent signage, provided the applicant has a pending sign permit application for permanent signage and is diligently pursuing the manufacture and installation of such signage. Such signs shall be placed upon the building wall of the business. Interim Banners shall not exceed the sign area permitted for temporary Wall Signs for the use, and shall not be displayed for a period exceeding 120 days.~~

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- O. ***Boutique BAZAAR Signs.*** Up to 3 off-site Temporary Signs advertising a ~~boutique~~BAZAAR may be displayed. ~~Boutique~~BAZAAR Signs shall not exceed 6 square feet in area and 6 feet in height. ~~Boutique~~BAZAAR Signs shall only be displayed during the hours that the ~~boutique~~BAZAAR is open. ~~Boutique~~BAZAAR Signs are prohibited on public property, including rights-of-way, and shall not be placed on any other sign or fixed structure. The person who installed the ~~Boutique~~BAZAAR Signs shall remove all signs at the end of the sale. If the person installing the signs is unknown, the property owner shall be responsible for removal.

- P. ***Temporary Directional Signs Relating to a Qualifying Event.*** Temporary Directional Signs Relating to a Qualifying Event shall be permitted subject to the following regulations:

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- 4. ***Location.*** Temporary Directional Signs Relating to a Qualifying Event may be located off-site and shall be placed at grade level. Signs MAY BE PLACED IN THE RIGHT-OF-WAY OR, WITH PERMISSION OF THE PRIVATE PROPERTY OWNER, ON PRIVATE PROPERTY ~~shall be placed only with the permission of the owner of the property on which they are placed.~~ SIGNS SHALL RELATE ONLY TO EVENTS OCCURRING WITHIN THE TOWN.

- 5. ***Prohibited Locations.*** Temporary Directional Signs Relating to a Qualifying Event shall not be located:
 - a. ~~In the public right-of-way.~~

 - b.a. On fences, boulders, planters, other signs, vehicles, utility facilities, or any structure.

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- Q. ***Address Signs.*** Each dwelling unit shall be clearly identified by a street or unit number. Each nonresidential building or group of buildings shall be identified by a street number, visible from adjacent streets, not to exceed 6 square feet in area. Required address signage is not counted as a part of the total sign area permitted for a building or group of buildings. SEE SECTION 4.405A FOR MULTI-FAMILY ADDRESS DIRECTORY SIGNS.

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Y. **TEMPORARY USES AND SPECIAL EVENTS SIGNS.** TEMPORARY USES AND SPECIAL EVENTS LISTED IN SECTION 4.5012 TEMPORARY USES, LOCATED IN THE COMMERCIAL, HERITAGE VILLAGE CENTER, OFFICE, EMPLOYMENT, GATEWAY AND PUBLIC FACILITY/ INSTITUTIONAL ZONING DISTRICTS SHALL BE PERMITTED UP TO TWO (2) ON-SITE BANNER SIGNS AND UP TO TWO (2) OFF-PREMISE TRAFFIC DIRECTIONAL SIGNS, SUBJECT TO THE FOLLOWING REGULATIONS:

1. **ON-SITE BANNER SIGNS.** TWO BANNER SIGNS, EACH NO GREATER THAN 40 SQUARE FEET IN AREA MAY BE PLACED ON THE SITE OF THE TEMPORARY USE OR SPECIAL EVENT.
2. **OFF-PREMISE TRAFFIC DIRECTIONAL SIGNS.** UP TO TWO (2) OFF-PREMISE TRAFFIC DIRECTIONAL SIGNS ARE PERMITTED, SUBJECT TO THE FOLLOWING REGULATIONS:
 - a. **TYPE/SIZE.** A-FRAME SIGNS NO GREATER THAN 31 INCHES IN WIDTH AND 45 INCHES IN HEIGHT.
 - b. **DISPLAY.** SIGNS SHALL BE DISPLAYED ONLY ON THE DAY(S) THE EVENT IS PERMITTED TO TAKE PLACE.
 - c. **LOCATION.** SIGNS MAY BE PLACED IN THE RIGHT-OF WAY SUBJECT TO TRAFFIC ENGINEER AND ZONING ADMINISTRATOR APPROVAL TO ENSURE SIGNAGE DOES NOT INTERFERE WITH TRAFFIC SAFETY AND PEDESTRIAN CIRCULATION OR ON PRIVATE PROPERTY WITH WRITTEN PERMISSION OF THE PROPERTY OWNER.

Z. **STREET POLE BANNERS.** STREET POLE BANNERS OF A DECORATIVE NATURE MAY BE MOUNTED TO POLES IN COMMERCIAL PARKING AREAS AS DESCRIBED IN SUBSECTION 1 BELOW. STREET POLE BANNERS IN THE HERITAGE DISTRICT ARE PERMITTED AS DESCRIBED IN SUBSECTION 2 BELOW.

1. DECORATIVE STREET POLE BANNERS MAY BE USED WITHIN PRIVATE COMMERCIAL PARKING LOTS SUBJECT TO ADMINISTRATIVE APPROVAL. SUCH

BANNERS MAY BE USED TO BRING ATTENTION TO OR PROMOTE A CELEBRATION OR HOLIDAY AND SHALL BE LIMITED TO NON-COMMERCIAL MESSAGES.

2. WITHIN THE HERITAGE DISTRICT, STREET POLE BANNERS IN CONFORMANCE WITH THE CRITERIA SET FORTH IN POLICY STATEMENT NO. 2011-02 ARE PERMITTED ON DESIGNATED STREET BANNER POLES FOR THE FOLLOWING USERS:
 - a. TOWN OF GILBERT WITH SCHEDULED ANNUAL BLACKOUT DATES;
 - b. HERITAGE DISTRICT MERCHANTS;
 - c. SCHOOL EVENTS HELD WITHIN THE TOWN OF GILBERT BY GILBERT UNIFIED, HIGLEY UNIFIED, AND CHANDLER UNIFIED SCHOOL DISTRICTS, AND CHARTER SCHOOLS;
 - d. GILBERT-BASED COMMUNITY AND CIVIC GROUPS, OTHER NON-PROFIT CHARITABLE GROUPS, AND CIVIC ORGANIZATIONS AFFILIATED WITH THE COMMUNITY.

TABLE 4.402. TEMPORARY BANNER REGULATIONS

<i>BANNER TYPE</i>	<i>ALLOWABLE HEIGHT/ AREA</i>	<i>TIME LIMITS</i>	<i>MAXIMUM NO.</i>	<i>MOUNTING LOCATION</i>	<i>PROHIBITED LOCATIONS</i>
IDENTIFICATION BANNER-STREET CONSTRUCTION	8 FT/18 SQ. FT.	START OF STREET CONSTRUCTION TO END OF CONSTRUCTION *	1	GROUND-FIXED POLES OR POSTS OR PARKING SCREEN WALLS	PUBLIC RIGHT-OF-WAY OR ON LANDSCAPING, VEHICLES, UTILITY FACILITIES, OR ANY OTHER STRUCTURE
INTERIM BUSINESS IDENTIFICATION BANNER	SEE CRITERIA A	FROM DATE OF APPLICATION FOR CERTIFICATE OF OCCUPANCY UNTIL PERMANENT SIGNAGE INSTALLATION** NOT TO EXCEED 120 DAYS	1	EXTERIOR BUILDING WALL OF BUSINESS	-
INITIAL DISPLAY BANNERS	SEE CRITERIA A	PERIOD NOT TO EXCEED 120 CALENDAR DAYS. NOT > 90 DAYS PRIOR TO 1 ST DAY USE	-	EXTERIOR BUILDING WALL OF BUSINESS	-

		OPERATES			
PERIODIC DISPLAY BANNERS	SEE CRITERIA A	PERIOD NOT TO EXCEED 180 CUMULATIVE DAYS PER 12 MONTH PERIOD	1	EXTERIOR BUILDING WALL OF BUSINESS	-
SHORT-TERM DISPLAY BANNERS	SEE CRITERIA A	UP TO 8 DAYS PER MONTH FOR A MAXIMUM OF 4 CONSECUTIVE DAYS	1	GROUND-FIXED POLES OR POSTS OR PARKING SCREEN WALLS	PUBLIC RIGHT-OF-WAY OR ON LANDSCAPING, VEHICLES, UTILITY FACILITIES, OR ANY OTHER STRUCTURE

CRITERIA A:

1. 40 SQUARE FEET FOR OCCUPANCIES UP TO 5,000 SQUARE FEET;
 2. 80 SQUARE FEET FOR OCCUPANCIES GREATER THAN 5,000 SQUARE FEET UP TO 15,000 SQUARE FEET;
 3. 120 SQUARE FEET FOR OCCUPANCIES GREATER THAN 15,000 SQUARE FEET UP TO 50,000 SQUARE FEET; OR
 4. 180 SQUARE FEET FOR OCCUPANCIES GREATER THAN 50,000 SQUARE FEET.
- * BANNERS IDENTIFYING AN EXISTING BUSINESS ARE PERMITTED DURING CONSTRUCTION BY A PUBLIC ENTITY OR UTILITY ON A ROADWAY IMMEDIATELY FRONTING THE BUSINESS PREMISES.
- ** APPLICANT MUST FURNISH PENDING SIGN PERMIT APPLICATION FOR PERMANENT SIGNAGE AND BE DILIGENTLY PURSUING THE MANUFACTURE AND INSTALLATION OF SUCH SIGNAGE.

4.403 Sign Criteria

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G. CHANGEABLE MESSAGE SIGNS.

1. *MANUAL CHANGEABLE MESSAGE SIGNS.* ONE-HALF (1/2) OF A MONUMENT SIGN MAY BE A CHANGEABLE MESSAGE SIGN, SUBJECT TO ADMINISTRATIVE APPROVAL.
2. *ELECTRONIC CHANGEABLE MESSAGE SIGNS.* ~~UP TO THREE-QUARTERS (3/4)~~ THE TOTAL ALLOWABLE SIGN AREA OF A FREESTANDING MONUMENT SIGN MAY BE

AN ELECTRONIC CHANGEABLE MESSAGE DISPLAY, SUBJECT TO ADMINISTRATIVE APPROVAL AND THE FOLLOWING OPERATIONAL LIMITATIONS:

- a. DISPLAY: DISPLAYS MAY BE FULL COLOR. WHEN VISIBLE FROM PUBLIC RIGHTS-OF-WAY, DISPLAYS SHALL BE STATIC MESSAGES. FLASHING OR ANIMATED SIGNS ARE LIMITED TO INTERIOR PROJECT LOCATIONS AND SHALL NOT BE VISIBLE FROM PUBLIC RIGHTS-OF-WAY.
- b. MINIMUM DISPLAY TIME: THE DIGITAL MESSAGE SHALL NOT CHANGE MORE THAN ONCE EVERY EIGHT (8) SECONDS.
- c. TRANSITION METHOD: SHALL BE BY INSTANT CHANGE METHOD.
- d. ILLUMINATION LEVELS: SHALL INCORPORATE PHOTOCELL/ LIGHT SENSORS, WITH AUTOMATIC DIMMING TECHNOLOGY THAT APPROPRIATELY ADJUSTS TO AMBIENT LIGHT CONDITIONS. DISPLAYS SHALL HAVE A BRIGHTNESS LEVEL OF NO GREATER THAN 0.3 FOOT CANDLES ABOVE AMBIENT LIGHT CONDITIONS AS MEASURED BY FOOT CANDLE METER.
- e. MAINTENANCE: ANY PERMITTED ELECTRONIC CHANGEABLE MESSAGE SIGN THAT MALFUNCTIONS, FAILS, OR CEASES TO OPERATE IN ITS USUAL OR NORMAL PROGRAMMED MANNER SHALL BE REPAIRED OR DISCONNECTED WITHIN FORTY-EIGHT (48) HOURS BY THE OWNER OR OPERATOR OF SUCH SIGN.

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4.405 Residential

The following regulations shall apply to all single family and multi-family residential zoning districts.

A. *Permanent Signs.*

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4. *MULTI-FAMILY COMPLEX ADDRESS AND ENTRY SIGNS.*

- a. ADDRESS DIRECTORY. AN ADMINISTRATIVELY APPROVED ADDRESS DIRECTORY SHALL BE PROVIDED AT PROPERTIES THAT HAVE MORE THAN EIGHT (8) BUILDINGS OR WHEN IN THE OPINION OF THE FIRE MARSHAL, EMERGENCY RESPONSE MAY BE DELAYED DUE TO THE PHYSICAL LAYOUT OF THE COMPLEX, PURSUANT TO GILBERT FIRE DEPARTMENT REGULATION #2006-006.
- b. *MULTI-FAMILY COMPLEX ENTRY SIGNS.* MAJOR ENTRIES TO MULTI-FAMILY RESIDENTIAL COMPLEXES MAY HAVE 1 ENTRY SIGN ON EACH SIDE OF THE STREET OR ENTRY DRIVEWAY, SUBJECT TO THE FOLLOWING:
 - (1) SIZE. SIGNS SHALL BE NO GREATER THAN 8 FEET IN HEIGHT AND 32 SQUARE FEET IN AREA;
 - (2) SETBACK. SIGNS SHALL BE SET BACK A MINIMUM OF 3 FEET BEHIND THE RIGHT-OF-WAY;
 - (3) DESIGN AND APPROVAL. SIGNS SHALL BE ARCHITECTURALLY COMPATIBLE WITH THE COMPLEX AND APPROVED ADMINISTRATIVELY.

B. *Temporary Signs.*

- 1. *Builder's Sign Package.* A Builder's Sign Package is required for each residential development prior to the installation of any Temporary Signs. The Builder's Sign Package shall comply with the following regulations:
 - a. *Applicability.* A Builder's Sign Package may be approved only for developments within the Town.
 - b. *Term.* A sign permit for a Builder's Sign Package is valid for ~~1-year~~ 3 YEARS from the date of issuance. ANY PLAN CHANGE TO A Builder's Sign Package ~~may be renewed annually~~ SHALL REQUIRE A NEW PERMIT.

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- e. Off-Site Signage. ~~Two~~FOUR off-site Directional Signs are permitted. Signs shall not exceed 32 square feet in area and 8 feet in height, and are subject to the following regulations:

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- 2. *Weekend Directional Signs.* Weekend Directional Signs shall comply with the following regulations:

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- f. Installation and Removal. Weekend Directional Signs shall be installed no earlier than ~~6:00~~4:00 p.m. on Friday of each week and shall be removed no later than 8:00 a.m. on the following Monday. Signs shall be installed no earlier than ~~6:00~~4:00 p.m. preceding any official U.S. holiday and shall be removed by 8:00 a.m. the day following the holiday, or Monday if the holiday occurs on Friday.

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4.406 Nonresidential Uses in Residential Zoning Districts

B. *Permanent Signs.*

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- 3. *Freestanding Monument Signs.*

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- d. Changeable Message Signs. One-half (1/2) OF a Monument Sign area may be a Changeable Message Sign, subject to ~~Design Review Board~~ADMINISTRATIVE approval.

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C. *Temporary Signs.* Temporary Signs shall comply with the REGULATIONS CONTAINED IN TABLE 4.402 AND THE following regulations:

- 1. ~~*Initial Display of Banners and Advertising Flags.* Banners and advertising Flags are permitted once during the first year of operation of a use, for a period not to exceed 120 consecutive calendar days and commencing not earlier than 90 days prior to the~~

~~first day of operation of the use. Such Banners and Flags shall be located on the exterior building wall of the tenant space to which they are appurtenant, and shall not exceed a total area of:~~

- ~~a. 40 square feet for occupancies up to 5,000 square feet;~~
- ~~b. 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~
- ~~c. 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
- ~~d. 180 square feet for occupancies greater than 50,000 square feet.~~

~~2. *Periodic Display of Banners and Advertising Flags.* Banners and advertising Flags are permitted for a period not to exceed 180 cumulative days per any 12 month period, commencing on the date of sign permit issuance. Such Banners and Flags shall be located on the exterior building wall of the suite to which they are appurtenant, and shall not exceed a total area of:~~

- ~~a. 40 square feet for occupancies up to 5,000 square feet;~~
- ~~b. 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~
- ~~c. 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
- ~~d. 180 square feet for occupancies greater than 50,000 square feet.~~

~~3. *Short Term Display of Banners and Advertising Flags.* Off-premise display of banners and advertising flags are permitted on the site where the business is located for up to 8 days per month, for a maximum of 4 consecutive days subject to the following regulations:~~

- ~~a. *Banner Size.* Signs shall be no greater than 8 feet in height and 18 square feet in area.~~
- ~~b. *Advertising Flags Size.* Flags shall not exceed a total area of
 - ~~(1) 40 square feet for occupancies up to 5,000 square feet;~~
 - ~~(2) 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~~~

~~(3) 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~

~~(4) 180 square feet for occupancies greater than 50,000 square feet.~~

~~c. *Location.* Short Term Display banners and Flags shall be securely fastened to poles within adjacent parking areas or posts fixed to the ground or to parking or site screen fences.~~

~~d. *Prohibited Locations.* Short Term Display banners shall not be installed in the public right of way or on buildings, fences, boulders, planters, trees, other signs, vehicles, utility facilities, or any other structure.~~

4. ~~*Homeowners Association Facilities Temporary Signs.*~~ Temporary Signs for Homeowners Association Facilities shall comply with the following regulations:

a. *Applicability.* Banners and Directional Signs for Homeowners Association Facilities are permitted that display information concerning seasonal or temporary events occurring in the development.

b. *Sign Area and Location.* A maximum of 80 square feet of sign area is permitted within the limits of the residential community.

c. *Installation and Removal.* Signs shall be installed no earlier than 30 days prior to the date of an event and shall be removed within 48 hours of completion of the event.

d. *Materials.* Signs shall be constructed of lightweight, weather-resistant material.

e. *Placement.* The regulations of Section 4.402: General Sign Regulations and Section 4.403.C: Placement of Signs shall apply.

4.407 Commercial

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C. *Permanent Signs.* Signs shall comply with the approved Comprehensive Sign Program, Master Sign Plan, Final Design Review, or Administrative Design Review subject to the following regulations:

1. *Wall Signs.*

- a. Applicability. Wall Signs are permitted on any exterior wall of the tenant or user suite.
- b. Total Business Sign Area. Each business shall be permitted a minimum Wall Sign area of 32 square feet. FOR BUSINESSES WITH DOUBLE FRONTAGE THE MAXIMUM WALL SIGN AREA AS CALCULATED BELOW SHALL BE PERMITTED ON TWO BUILDING ELEVATIONS. REDUCED AREA SHALL BE PERMITTED ON ADDITIONAL ELEVATIONS. The maximum Wall Sign area permitted for a business shall be the greater of:
 - (1) The sign area calculated pursuant to Section 4.407C.1c: ~~Sign Area Allowances per Building Elevation~~ for the longest building elevation of the tenant/user suite facing the street; or
 - (2) The sign area calculated pursuant to Section 4.407C.1c: ~~Sign Area Allowances per Building Elevation~~ for the length of the building elevation of the tenant/user suite in which the principal entrance to the business is located.
- c. Sign Area Allowances. ~~per Building Elevation.~~ Wall Signs are permitted at a rate of 1 square foot of sign area for each 1 lineal foot of the building elevation adjacent to the suite. For buildings set back more than 75 feet from the right-of-way, 1.5 square feet of sign area is permitted for each 1 lineal foot of building elevation adjacent to the suite.

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- g. Placement and Scale. Wall Signs shall be placed on an area that is free of architectural details. Wall Signs shall not be located closer to the top of a parapet wall than one-half the vertical dimension of the largest letter or character. The Design Review Board may approve a sign that is closer to the top of the parapet wall if it finds that the sign placement does not visually crowd the top of the wall. Top floor signage located on multi-story buildings may span floor plates. WALL SIGNS PLACED ON CANOPIES WILL BE COUNTED AGAINST THE WALL SIGN AREA ALLOWANCE.

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2. *Freestanding Signs.*

a. Monument Signs.

- (1) Number. One on-site Freestanding Monument Sign is permitted for any lot or parcel with a minimum of 100 feet of street frontage. Parcels with 600 feet of street frontage are permitted 2 Freestanding Monument Signs. One additional Freestanding Monument Sign is permitted for each additional 300 feet of street frontage.
- (2) Height CRITERIA. Signs shall be no greater than 8 12 feet in height TO THE TOP OF DESIGN EMBELLISHMENTS. THE SIGN FACE SHALL BE LOCATED BETWEEN 2 FEET AND 10 FEET ABOVE GRADE WITH DESIGN EMBELLISHMENTS ADDED TO THE TOP, SIDES OR BOTTOM OF THE SIGN.
- (3) Area. ~~For buildings whose minimum setback is less than 75 feet from the right of way, the Monument Sign area shall not exceed 32 square feet. For buildings whose minimum setback is at least 75 feet from the right of way, the Monument Sign area shall not exceed 60 square feet.~~
- ~~(4) TENANT PANELS. THE MINIMUM AREA OF INDIVIDUAL TENANT SIGN PANELS SHALL BE 5 SQUARE FEET.~~
- (4) Setback. Signs shall be set back a minimum of 3 feet from the right-of-way.
- (5) Spacing. Signs shall maintain a minimum spacing of 100 feet from any other low-profile Freestanding Sign on the same street frontage.
- (6) Changeable Message Signs. ~~One half (1/2) of a Monument Sign may be a Changeable Message SignS, subject to Design Review Board approval~~ ARE PERMITTED SUBJECT TO THE SIGN CRITERIA CONTAINED IN SECTION 4.403G.

- b. Tower Signs. Tower Signs are permitted in the Regional Commercial and General Commercial zoning districts for retail centers exceeding 40 net acres, as follows:

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(6) Changeable Message Signs. ~~One half (1/2) of a Tower Sign may be a Changeable Message Sign~~ PERMITTED SUBJECT TO SIGN CRITERIA CONTAINED IN SECTION 4.403G.

c. Freeway Signs. Properties exceeding 15 net acres and abutting a freeway identified in the circulation element of the General Plan may have Freeway Signs as follows:

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(6) Changeable Message Signs. Freeway Signs may include Changeable Message Signs SUBJECT TO SIGN CRITERIA CONTAINED IN SECTION 4.403G.

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4. *Service Station Canopy Signs.* Service Station Canopy Signs shall display ~~only EITHER~~ the company logo AND/ OR NAME.

- a. Number. The maximum number of signs attached to a canopy shall be 2.
- b. Area. Signs shall not exceed 6-12 square feet in area.
- c. Projection. No part of the sign shall project from a canopy wall by more than 2-6 inches.
- d. Placement and Scale. The sign shall be vertically centered on the face of the canopy and be a minimum of 3 inches from both the top and bottom.

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~~5. *Electronic Changeable Message Signs.* Where permitted by this article, the Design Review Board may approve an electronic Changeable Message Sign and may establish operational restrictions. Operational restrictions include, but are not limited to, the frequency of message change. The Design Review Board shall consider the nature and character of the uses surrounding the sign location, and traffic volume and speed in the area where the sign will be visible. Electronic Changeable Message Signs shall not be~~

~~permitted in the Santan Character Area, except for theaters and gasoline stations. The types of electronic Changeable Message Signs and operations subject to regulation are:~~

- ~~a. Static. The Design Review Board shall establish the minimum time interval permitted between static message changes as a part of the approval of the sign.~~
- ~~b. Fade/Dissolve. The Design Review Board shall establish the minimum time interval permitted between message changes as part of the approval of a sign which fades or dissolves.~~
- ~~c. Travel/Scroll. The Design Review Board shall establish the minimum time interval between traveling or scrolling change sequences as part of the approval of a traveling or scrolling sign.~~
- ~~d. Animated. The Design Review Board shall establish the minimum time interval between animated sequences as part of the approval of an animated electronic sign.~~

* * *

D. ***Temporary Signs.*** Temporary Signs are permitted subject to the REGULATIONS IN TABLE 4.402 AND THE following regulations:

- 1. ~~*Initial Display of Banners and Advertising Flags.*~~ Banners and advertising Flags are permitted once during the first year of operation of a use, for a period not to exceed 120 consecutive calendar days and commencing not earlier than 90 days prior to the first day of operation of the use. Such Banners and Flags shall be located on the exterior building wall of the tenant space to which they are appurtenant, and shall not exceed a total area of:
 - ~~a. 40 square feet for occupancies up to 5,000 square feet;~~
 - ~~b. 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~
 - ~~c. 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
 - ~~d. 180 square feet for occupancies greater than 50,000 square feet.~~
- 2. ~~*Periodic Display of Banners and Advertising Flags.*~~ Banners and Advertising Flags are permitted for a period not to exceed 180

~~cumulative days per any 12-month period, commencing on the date of sign permit issuance. Such Banners and Flags shall be located on the exterior building wall of the suite to which they are appurtenant, and shall not exceed a total area of:~~

- ~~a. 40 square feet for occupancies up to 5,000 square feet;~~
- ~~b. 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~
- ~~c. 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
- ~~d. 180 square feet for occupancies greater than 50,000 square feet.~~

~~3. Short Term Display of Banners and Advertising Flags. Off-premise display of banners and advertising flags are permitted on the site where the business is located for up to 8 days per month, for a maximum of 4 consecutive days subject to the following regulations:~~

- ~~a. Banner Size. Signs shall be no greater than 8 feet in height and 18 square feet in area.~~
- ~~b. Advertising Flags Size. Flags shall not exceed a total area of
 - ~~(1) 40 square feet for occupancies up to 5,000 square feet;~~
 - ~~(2) 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~
 - ~~(3) 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
 - ~~(4) 180 square feet for occupancies greater than 50,000 square feet.~~~~
- ~~c. Location. Short Term Display Banners and Flags shall be securely fastened to poles within adjacent parking areas or posts fixed to the ground or to parking or site screen fences.~~
- ~~d. Prohibited Locations. Short Term Display Banners shall not be installed in the public right of way or on buildings, fences, boulders, planters, trees, other signs, vehicles, utility facilities, or any other structure.~~

~~4. Window Signs.~~

- a. Area. Signs shall not exceed 25 percent of the total window area. Window Signs are not part of permitted Wall Sign area.
- b. Location. Individual businesses may display signs in a first floor window area or within 6 feet behind a window.

4.408 Heritage Village Center

* * *

C. ***Permanent Signs.*** Signs shall comply with the approved Heritage Sign Plan, Final Design Review, or Administrative Design Review subject to the following regulations:

- 1. ***Total Business Sign Area.*** Each business shall be permitted a minimum business sign area of 32 square feet. FOR BUSINESSES WITH DOUBLE FRONTAGE, THE MAXIMUM WALL SIGN AREA AS CALCULATED BELOW SHALL BE PERMITTED ON TWO BUILDING ELEVATIONS. REDUCED AREA SHALL BE PERMITTED ON ADDITIONAL ELEVATIONS. The maximum business sign area permitted for a business shall be the greater of:
 - a. The sign area calculated pursuant to Section 4.408C.2: ~~Sign Area Allowances per Building Elevation~~ for the longest building elevation of the tenant/user suite facing the street; or
 - b. The sign area calculated pursuant to Section 4.408C.2: ~~Sign Area Allowances per Building Elevation~~ for the length of the building elevation of the tenant/user suite in which the principal entrance to the business is located.
- 2. ***Sign Area Allowances per Building Elevation.*** Sign area is permitted at a rate of 1.5 square foot of sign area for each 1 lineal foot of the building elevation adjacent to the suite.

* * *

D. ***Temporary Signs.*** Temporary Signs are permitted subject to the REGULATIONS IN TABLE 4.402 AND THE following regulations:

- 1. ***Initial Display of Banners and Advertising Flags.*** ~~Banners and advertising Flags are permitted once during the first year of operation of a use, for a period not to exceed 120 consecutive calendar days and commencing not earlier than 90 days prior to the first day of operation of the use. Such Banners and Flags shall be~~

~~located on the exterior building wall of the tenant space to which they are appurtenant, and shall not exceed a total area of:~~

- ~~a. 40 square feet for occupancies up to 5,000 square feet;~~
- ~~b. 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~
- ~~c. 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
- ~~d. 180 square feet for occupancies greater than 50,000 square feet.~~

~~2. *Periodic Display of Banners and Advertising Flags.* Banners and advertising flags are permitted for a period not to exceed 180 cumulative days per any 12 month period, commencing on the date of sign permit issuance. Such Banners and Flags shall be located on the exterior building wall of the suite to which they are appurtenant, and shall not exceed a total area of:~~

- ~~a. 40 square feet for occupancies up to 5,000 square feet;~~
- ~~b. 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~
- ~~c. 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
- ~~d. 180 square feet for occupancies greater than 50,000 square feet.~~

~~3. *Short Term Display of Banners and Advertising Flags.* Off-premise display of banners and advertising flags are permitted on the site where the business is located for up to 8 days per month, for a maximum of 4 consecutive days subject to the following regulations:~~

- ~~a. *Banner Size.* Signs shall be no greater than 8 feet in height and 18 square feet in area.~~
- ~~b. *Advertising Flags Size.* Flags shall not exceed a total area of
 - ~~(1) 40 square feet for occupancies up to 5,000 square feet;~~
 - ~~(2) 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~~~

~~(3) 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~

~~(4) 180 square feet for occupancies greater than 50,000 square feet.~~

~~c. *Location.* Short Term Display Banners and Flags shall be securely fastened to poles within adjacent parking areas or posts fixed to the ground or to parking or site screen fences.~~

~~d. *Prohibited Locations.* Short Term Display Banners shall not be installed in the public right of way or on buildings, fences, boulders, planters, trees, other signs, vehicles, utility facilities, or any other structure.~~

4. ~~Window Signs.~~

a. Area. Signs shall not exceed 25 percent of the total window area. Window Signs are not included in the total allowable business sign area.

b. Location. Individual businesses may display signs in a first floor window area or within 6 feet behind a window.

c. Colors. Fluorescent colors are prohibited.

52. *Umbrella Signs.*

a. Area. Umbrella Signs are not included in the total allowable business sign area.

b. Prohibited Locations. Signs shall not obstruct sidewalks, required accessible paths of travel, or the visibility of other signs.

c. Colors. Fluorescent colors are prohibited.

4.409 Office/Employment

* * *

C. *Permanent Signs.* Signs shall comply with the approved Comprehensive Sign Program or Master Sign Plan, Final Design Review, or Administrative Design Review subject to the following regulations:

1. *Wall Signs.*

- a. Applicability. Wall Signs are permitted on any exterior wall of the tenant or user suite.
- b. Total Business Sign Area. Each business shall be permitted a minimum Wall Sign area of 32 square feet. FOR BUSINESSES WITH DOUBLE FRONTAGE THE MAXIMUM WALL SIGN AREA AS CALCULATED BELOW SHALL BE PERMITTED ON TWO BUILDING ELEVATIONS. REDUCED AREA SHALL BE PERMITTED ON ADDITIONAL ELEVATIONS. The maximum Wall Sign area permitted for a business shall be the greater of:
 - (1) The sign area calculated pursuant to Section 4.409C.1c: ~~Sign Area Allowances per Building Elevation~~ for the longest building elevation of the tenant/user suite facing the street; or
 - (2) The sign area calculated pursuant to Section 4.409C.1c: ~~Sign Area Allowances per Building Elevation~~ for the length of the building elevation of the tenant/user suite in which the principal entrance to the business is located.
- c. Sign Area Allowances. ~~per Building Elevation~~. Wall Signs are permitted on any exterior wall of the tenant or user suite at a rate of 1 square foot of sign area for each 1 lineal foot of the building elevation adjacent to the suite.

* * *

- g. Placement and Scale. Wall Signs shall be placed on an area that is free of architectural details. Wall Signs shall not be located closer to the top of a parapet wall than one-half the vertical dimension of the largest letter or character. The Design Review Board may approve a sign that is closer to the top of the parapet wall if it finds that the sign placement does not visually crowd the top of the wall. Top floor signage located on multi-story buildings may span floor plates. WALL SIGNS PLACED ON CANOPIES WILL BE COUNTED AGAINST WALL SIGN AREA ALLOWANCE.

* * *

- 2. *Freestanding Signs.*
 - a. Monument Signs.

- (1) Number. One on-site Freestanding Monument Sign is permitted for any lot or parcel with a minimum of 100 feet of street frontage. Parcels with 600 feet of street frontage are permitted 2 Freestanding Monument Signs. One additional Freestanding Monument Sign is permitted for each additional 300 feet of street frontage.
- (2) Height CRITERIA. Signs shall be no greater than 8 12 feet in height TO THE TOP OF DESIGN EMBELLISHMENTS. THE SIGN FACE SHALL BE LOCATED BETWEEN 2 FEET AND 10 FEET ABOVE GRADE WITH DESIGN EMBELLISHMENTS ADDED TO THE TOP, SIDES OR BOTTOM OF THE SIGN.
- (3) Area. Signs shall be no greater than 40 60 square feet in area.
- ~~(4) TENANT PANELS. THE MINIMUM AREA OF TENANT SIGN PANELS SHALL BE 5 SQUARE FEET.~~
- (4) Setback. Monument Signs shall be set back a minimum of 3 feet from the right-of-way.
- (5) Spacing. Monument Signs shall maintain a minimum spacing of 100 feet from any other low-profile Freestanding Sign on the same street frontage.

* * *

D. **Temporary Signs.** Temporary Signs are permitted subject to the following regulations IN TABLE 4.402.

- ~~1. **Initial Display of Banners and Advertising Flags.** Banners and advertising Flags are permitted once during the first year of operation of a use, for a period not to exceed 120 consecutive calendar days and commencing not earlier than 90 days prior to the first day of operation of the use. Such Banners and Flags shall be located on the exterior building wall of the tenant space to which they are appurtenant, and shall not exceed a total area of:~~
 - ~~a. 40 square feet for occupancies up to 5,000 square feet;~~
 - ~~b. 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~

- c. ~~120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
 - d. ~~180 square feet for occupancies greater than 50,000 square feet.~~
2. ~~*Periodic Display of Banners and Advertising Flags.* Banners and advertising Flags are permitted for a period not to exceed 180 cumulative days per any 12 month period, commencing on the date of sign permit issuance. Such Banners and Flags shall be located on the exterior building wall of the suite to which they are appurtenant, and shall not exceed a total area of:~~
- a. ~~40 square feet for occupancies up to 5,000 square feet;~~
 - b. ~~80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~
 - c. ~~120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
 - d. ~~180 square feet for occupancies greater than 50,000 square feet.~~
3. ~~*Short Term Display of Banners and Advertising Flags.* Off-premise display of banners and advertising flags are permitted on the site where the business is located for up to 8 days per month, for a maximum of 4 consecutive days subject to the following regulations:~~
- a. ~~*Banner Size.* Signs shall be no greater than 8 feet in height and 18 square feet in area.~~
 - b. ~~*Advertising Flags Size.* Flags shall not exceed a total area of~~
 - (1) ~~40 square feet for occupancies up to 5,000 square feet;~~
 - (2) ~~80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~
 - (3) ~~120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~
 - (4) ~~180 square feet for occupancies greater than 50,000 square feet.~~

- e. ~~Location. Short Term Display banners and Flags shall be securely fastened to poles within adjacent parking areas or posts fixed to the ground or to parking or site screen fences.~~
- d. ~~Prohibited Locations. Short Term Display Banners shall not be installed in the public right of way or on buildings, fences, boulders, planters, trees, other signs, vehicles, utility facilities, or any other structure.~~

4.4010 Public Facility/Institutional

C. Permanent Signs.

* * *

- 1. *Wall Signs.*
 - a. Applicability. Wall Signs are permitted on any exterior wall of the tenant or user suite.
 - b. Total Business Sign Area. Each business shall be permitted a minimum Wall Sign area of 32 square feet. FOR BUSINESSES WITH DOUBLE FRONTAGE THE MAXIMUM WALL SIGN AREA AS CALCULATED BELOW SHALL BE PERMITTED ON TWO BUILDING ELEVATIONS. REDUCED AREA SHALL BE PERMITTED ON ADDITIONAL ELEVATIONS. The maximum Wall Sign area permitted for a business shall be the greater of:
 - (1) The sign area calculated pursuant to Section 4.4010C.1c: ~~Sign Area Allowances per Building Elevation~~ for the longest building elevation of the tenant/user suite facing the street; or
 - (2) The sign area calculated pursuant to Section 4.4010C.1c: ~~Sign Area Allowances per Building Elevation~~ for the length of the building elevation of the tenant/user suite in which the principal entrance to the business is located.
 - c. Sign Area Allowances. ~~per Building Elevation.~~ Wall Signs are permitted at a rate of 1 square foot of sign area for each 1 lineal foot of the building elevation adjacent to the suite. For buildings set back more than 75 feet from the right-of-way,

1.5 square feet of sign area is permitted for each 1 lineal foot of building elevation adjacent to the suite.

* * *

- g. Placement and Scale. Wall Signs shall be placed on an area that is free of architectural details. Wall Signs shall not be located closer to the top of a parapet wall than one-half the vertical dimension of the largest letter or character. The Design Review Board may approve a sign that is closer to the top of the parapet wall if it finds that the sign placement does not visually crowd the top of the wall. Top floor signage located on multi-story buildings may span floor plates. WALL SIGNS PLACED ON CANOPIES WILL BE COUNTED AGAINST WALL SIGN AREA ALLOWANCE.

* * *

2. *Freestanding Signs.*

a. Monument Signs.

- (1) Number. One on-site freestanding Monument Sign is permitted for any lot or parcel with a minimum of 100 feet of street frontage. Parcels with 600 feet of street frontage are permitted 2 freestanding Monument Signs. One additional freestanding Monument Sign is permitted for each additional 300 feet of street frontage.
- (2) ~~Size. Signs shall not exceed 32 square feet in area and 8 feet in height.~~ Height CRITERIA. Signs shall be no greater than 12 feet in height TO THE TOP OF DESIGN EMBELLISHMENTS. THE SIGN FACE SHALL BE LOCATED BETWEEN 2 FEET AND 10 FEET ABOVE GRADE WITH DESIGN EMBELLISHMENTS ADDED TO THE TOP, SIDES OR BOTTOM OF THE SIGN.
- (3) AREA. SIGNS SHALL BE NO GREATER THAN 60 SQUARE FEET IN AREA.
- (4) Setback. Signs shall be set back a minimum of 3 feet from the right-of-way.

- (5) Spacing. Monument Signs shall maintain a minimum spacing of 100 feet from any other low-profile Freestanding Sign on the same street frontage.
- (6) Changeable Message Panels. ~~One-half (1/2) a Monument Sign may be a Changeable Message Sign, subject to Design Review Board approval~~ PERMITTED SUBJECT TO SIGN CRITERIA CONTAINED IN SECTION 4.403G.

* * *

D. **Temporary Signs.** Temporary Signs are permitted, subject to the following regulations and issuance of a sign permit: IN TABLE 4.402.

- 1. ~~Initial Display of Banners and Advertising Flags.~~ Banners and advertising Flags are permitted once during the first year of operation of a use, for a period not to exceed 120 consecutive calendar days and commencing not earlier than 90 days prior to the first day of operation of the use. Such Banners and Flags shall be located on the exterior building wall of the tenant space to which they are appurtenant, and shall not exceed a total area of:
 - a. 40 square feet for occupancies up to 5,000 square feet;
 - b. 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;
 - c. 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or
 - d. 180 square feet for occupancies greater than 50,000 square feet.
- 2. ~~Periodic Display of Banners and Advertising Flags.~~ Banners and advertising Flags are permitted for a period not to exceed 180 cumulative days per any 12 month period, commencing on the date of sign permit issuance. Such Banners and Flags shall be located on the exterior building wall of the suite to which they are appurtenant, and shall not exceed a total area of:
 - a. 40 square feet for occupancies up to 5,000 square feet;
 - b. 80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;
 - c. 120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or

d. ~~180 square feet for occupancies greater than 50,000 square feet.~~

3. ~~Short Term Display of Banners and Advertising Flags. Off-premise display of banners and advertising flags are permitted on the site where the business is located for up to 8 days per month, for a maximum of 4 consecutive days subject to the following regulations:~~

a. ~~Banner Size. Signs shall be no greater than 8 feet in height and 18 square feet in area.~~

b. ~~Advertising Flags Size. Flags shall not exceed a total area of~~

(1) ~~40 square feet for occupancies up to 5,000 square feet;~~

(2) ~~80 square feet for occupancies greater than 5,000 square feet up to 15,000 square feet;~~

(3) ~~120 square feet for occupancies greater than 15,000 square feet up to 50,000 square feet; or~~

(4) ~~180 square feet for occupancies greater than 50,000 square feet.~~

e. ~~Location. Short Term Display Banners and Flags shall be securely fastened to poles within adjacent parking areas or posts fixed to the ground or to parking or site screen fences.~~

d. ~~Prohibited Locations. Short Term Display Banners shall not be installed in the public right of way or on buildings, fences, boulders, planters, trees, other signs, vehicles, utility facilities, or any other structure.~~

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Glossary of General Terms

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BAZAAR SIGN (SEE SIGN TYPES)

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Boutique Sign (*see Sign Types*)

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SERVICE STATION CANOPY SIGNS (SEE SIGN TYPES)

* * *

Special Event Sign (see Sign Types)

* * *

STREET POLE BANNERS (SEE SIGN TYPES)

* * *

TEMPORARY USE AND SPECIAL EVENT SIGNS (SEE SIGN TYPES)

* * *

BoutiqueBAZAAR Sign. A temporary sign advertising the location of a boutiqueBAZAAR sale.

* * *

SERVICE STATION CANOPY SIGN. A SIGN ATTACHED TO A FREE-STANDING STRUCTURED ROOF-LIKE COVERING FOR MOTOR VEHICLE REFUELING OR SERVICING LOCATED AT A MOTOR FUEL DISPENSING FACILITY. SIGNS ON MERCANTILE, BUSINESS OR ASSEMBLY USE GROUPS WITH STRUCTURED COVERINGS INTENDED FOR VEHICLES ARE NOT INCLUDED IN THIS SIGN TYPE.

* * *

~~*Special Event Sign.* A temporary sign pertaining to any special event as set forth in Chapter 15: Special Events of the Gilbert Municipal Code.~~

* * *

STREET POLE BANNER. A DISPLAY CONTAINING CHANGEABLE COPY ON VINYL OR FABRIC WITH PRINTED OR SEWN GRAPHICS WHICH IS MOUNTED FROM BRACKETS PERPENDICULAR TO A STREET LIGHT POLE OR OTHER FREESTANDING ARMATURE STRUCTURE.

* * *

TEMPORARY USES AND SPECIAL EVENTS SIGNS. ON-SITE BANNER SIGNS OR OFF-SITE A-FRAME SIGNS USED FOR A TEMPORARY USE OR SPECIAL EVENT LISTED IN SECTION 4.5012 OF THE ZONING CODE.

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