



**SURPRISE**  
ARIZONA

# Resolution 2017-98 Citywide Temporary Sign Policy

City Council  
September 5, 2017




# History

- Resolution 2016-43 the City Wide Temporary Sign Policy
  - In order to assist businesses during the recession the City of Surprise enacted Resolution 09-151 in 2009 and then extended in 2012 for one year
  - Subsequently, the City enacted Resolution 2016-43, April 2016, to continue this policy
  - Repealed by Resolution 2017-20 February 2017
- Policy Allowed
  - A-Frames
    - 1 per business; cannot be located on a street, sidewalk or within visibility triangle
  - Banners
    - 1 per business; must be placed on building
  - Sign Walkers
    - Required a no fee permit from the City and must meet insurance criteria
- Current Code
  - Does not allow A-Frame Signs
- City Council Work Session August 1, 2017





# Proposed Temp Sign Policy

- Resolution 2017-98 Sections Include
    - Section 1 – Purpose
    - Section 2 – Duration
    - Section 3 - First Amendment Interpretation and Severability
    - Section 4 – Temporary Signs Allowed
    - Section 5 – Definitions
    - Section 6 – Prohibited Signs
    - Section 7 - Temporary Sign Classifications and Restrictions
    - Section 8 – Violation and Enforcement
- 



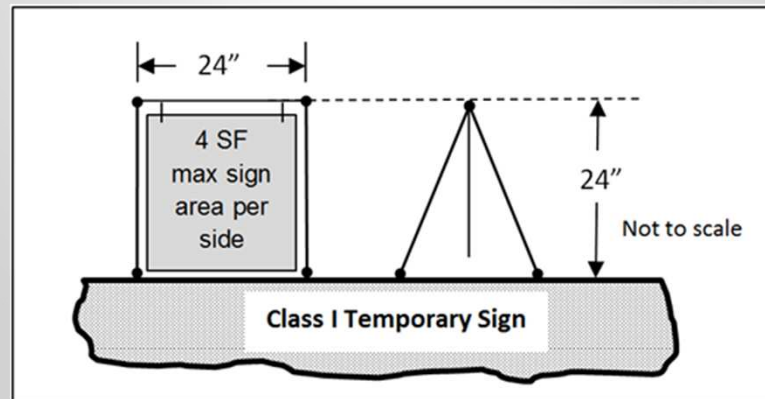
# Proposed Temp Sign Policy

- Section 2 – Duration
  - This Policy shall be effective as provided by law and shall continue until such time the City of Surprise adopts an updated sign code and this Policy is repealed
- Section 3 - First Amendment Interpretation and Severability
  - This Policy must be interpreted in a manner consistent with the First Amendment guarantee of free speech. If any provision of this Policy is found by a court of competent jurisdiction to be invalid, such finding shall not affect the validity of other provisions of this Policy which can be given effect without the invalid provision

# Proposed Temp Sign Policy

- Section 5 – Definitions

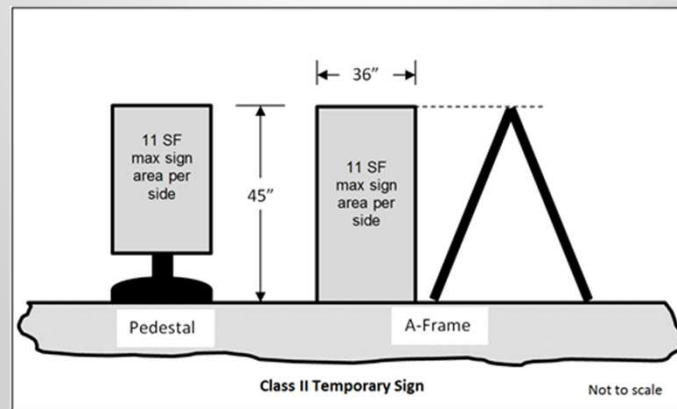
- **Lawful Temporary Event:** A use of land that is permitted by and in accordance with Section 122-105 of the Surprise Municipal Code, and including Real Estate Open Houses and other temporary events as determined by the City Manager or designee
- **Sign, Temporary, Class I (Small A-Frame Sign):** A temporary, portable sign generally in the shape of the letter “A” in which the overall height of the sign structure does not exceed twenty-four (24) inches, the overall width of the sign structure does not exceed twenty-four (24) inches and which does not exceed eight (8) square feet of aggregate sign area



# Proposed Temp Sign Policy

- Section 5 – Definitions

- **Sign, Temporary, Class II (A-Frame Sign and Pedestal Sign):** A temporary, portable sign in which the overall height of the sign structure does not exceed forty (45) inches, the overall width of the sign structure does not exceed thirty-six (36) inches and which does not exceed twenty (22) square feet of aggregate sign area





# Proposed Temp Sign Policy

- Section 6 – Prohibited Signs

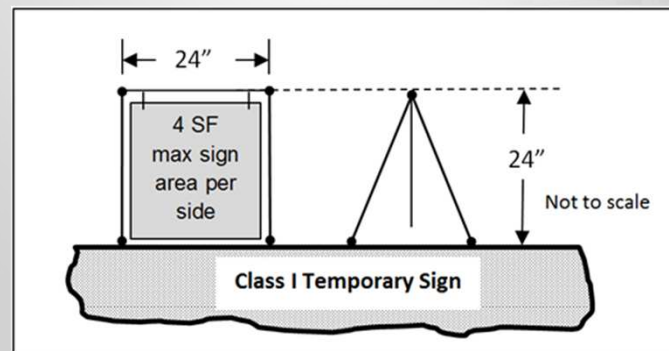
- Animated Signs, flashing, blinking, or rotating signs, festoons, Inflatable Signs including latex or Mylar balloons, permanent Banner Signs, Pennants, searchlights, streamers, signs that emit audible sound, and any clearly similar features
- Vehicle Signs when the vehicle is placed in a location not approved for vehicular parking or storage
- Signs located on trees, utility poles, public benches, or any other form of public property, or within any public right-of-way
- Signs containing vulgar or profane messages, hate speech, or language intended to incite violence
- Signs which are located within any sight visibility triangle of any street or driveway intersection, located in a median and/or as required by the Surprise Engineering Development Standards
- Signs not expressly permitted as being allowed under this policy, or by specific requirements in another section of Surprise Unified Development Code, are expressly prohibited

# Proposed Temp Sign Policy

- Section 7 – Temporary Sign Classifications and Restrictions

- Class I Temporary Signs

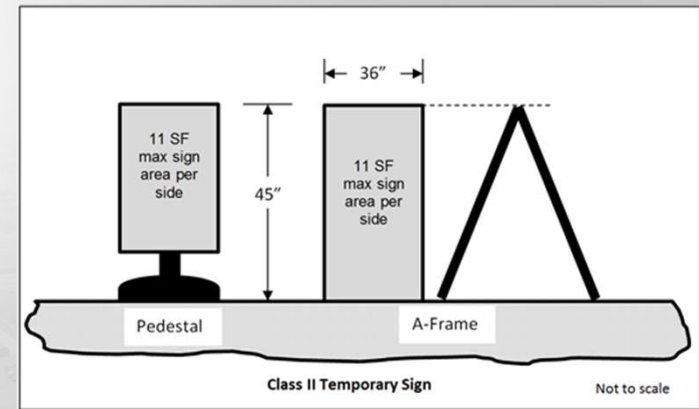
- In conjunction with a Lawful Temporary Event being held on land zoned for Residential uses and/or in conjunction with a Temporary Use Permit
- Placed at a ratio of one (1) such sign per street intersection per Lawful Temporary Event, but no further than the closest arterial street
- May be located within the street right-of-way, but not within any median, vehicle or bicycle travel lane, or sidewalk
- May be placed one (1) hour before the start of the Lawful Temporary Event and shall be removed not more than one (1) hour after the end of the Lawful Temporary Event
- If the Lawful Temporary Event requires a Temporary Use Permit, the locations of Class I Temporary Signs shall be included with the application materials





# Proposed Temp Sign Policy

- Section 7 – Temporary Sign Classifications and Restrictions
  - Only allowed in conjunction with a lawful commercial use including Cottage Industries, but not Home Occupations; Lawful Temporary Event located within a residential zoning district; in conjunction with a Temporary Use Permit
  - Must be located within 15' of the doorway of the customer entrance to the building in which the lawful commercial use is occurring
  - When associated with a Lawful Temporary Event located within a residential zoning district, not more than four (4) such signs shall be utilized and may be placed no further than the closest arterial street
  - When associated with a Lawful Temporary Event located within a residential zoning district may be located within the street right-of-way, but not within any median, vehicle or bicycle travel lane, or sidewalk, nor within any sight visibility triangle
  - Located within a residential zoning district may be placed between the hours of 4:00 PM Friday to 11:00 PM Sunday. Otherwise may be displayed during the business hours of the business served by the Class II Temporary Sign
  - If the Lawful Temporary Event located within a residential zoning district requires a Temporary Use Permit, the locations of Signs shall be included with the application materials





# Proposed Temp Sign Policy

- Section 7– Temporary Sign Classifications and Restrictions
  - Banners
    - One (1) Banner Sign may be placed on any building, except those associated with a single-family use. If associated with an active construction project, the one (1) additional Banner Sign may be attached to the construction fence surrounding the construction site
    - All four corners of a Banner Sign shall be securely attached to the building or fence.
    - The maximum area of a Banner Sign affixed to a building shall not exceed 1 square foot per linear foot of building elevation; not to exceed 500 square feet. The maximum area of a Banner Sign affixed to a construction fence shall not exceed thirty (30) square feet
    - For a single-tenant building, the width of the Banner Sign shall not exceed 80% of the width of the building elevation onto which the Banner Sign is attached. For multi-tenant building, the width of the Banner Sign shall not exceed 80% of the leased tenant frontage
    - Banner Signs shall be equipped with ventilation flaps
  - Sign Walkers
    - Sign Walkers may only operate during the hours of 7:00 AM to 7:00 PM Arizona time
    - Sign Walkers may only operate on a sidewalk intended for pedestrian travel, but shall at no time block the free and unobstructed movement of pedestrians or vehicles
    - Sign Walkers may carry a maximum of two (2) single-sided signs not exceeding three (3) square feet of sign copy each or one (1) double-sided sign not exceeding twelve (12) square feet of aggregate sign copy; however, in no case shall a Sign Walker carry any form of electronic messaging
    - Sign Walkers shall not display a sign in any manner other than by personally holding or wearing said sign



**SURPRISE**  
ARIZONA

# Comments and Questions

Thank You

