



TOWN OF
PARADISE VALLEY

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May 8, 2007

REGULATION OF TEMPORARY SIGNS IN PARADISE VALLEY

The intent of this letter is to inform individuals and businesses of Town regulations governing temporary signs in Paradise Valley. The regulation of signs within the Town is necessary and in the public interest to preserve the beauty and the unique character of Paradise Valley while protecting against visual blight.

Signs Prohibited in Street Rights-of-Way - In an effort to prevent proliferation of signs along public streets, the Town Council adopted Ordinance No. 426, which prohibits installation of all types of non-traffic signs, including but not limited to real estate, political, commercial, security, and personal signs, in public rights-of-way. The Ordinance states that any person or entity whose name or address, or telephonic number serving that name or address, is indicated on the sign, "shall be prima facie responsible for such violation", and that the person or entity shall be responsible for the payment of any penalty and damages to public or private property, and abatement and costs thereof.

As a guide, the Town's right-of-way width depends on the type of street. As a practical matter, the pavement of some streets is not exactly centered in the right-of-way, and in some locations the right-of-way is narrower or wider than is typical for the street classification. As a general rule, the publicly-owned right-of-way is measured as follows for the different categories of streets:

Residential:	50'	(25' from centerline on each side)
Collector:	60'	(30' from centerline on each side)
Minor Arterial:	66'	(33' from centerline on each side)
W/left turn/center lane:	80'	(40' from centerline on each side)
Major Arterial:	130'	(65' from centerline on each side)

Regulation of Temporary Signs on Private Property – Installation of temporary signs on private properties will be subject to the regulations of Article XXV of the Zoning Ordinance and will require permission of the homeowners.

- Real Estate signs are allowed only on private properties that are offered for sale, provided each sign shall be limited to no more than three (3) square feet in area and three (3) feet in height. These temporary signs require no permit and must be removed from the site no later than five (5) days after the sale or lease of property.

- Off-site real estate open house signs are allowed. However, the signs must be placed on private property with the permission of the owner, and must not exceed three (3) square feet in area nor three (3) feet in height. Such signs must be used only during the hours that a real estate agent is at the residence offered for sale.
- Any double-faced sign will be counted as two signs. Each sign stacked on any one pole will be counted as a separate sign.
- Lighting and moving parts (including balloons) associated with temporary signs are prohibited
- No sign shall be allowed which advertises activities that are illegal under Federal, state, or local laws, rules, or regulations.
- No sign shall be erected, attached, or painted upon fences, rocks, or natural features.
- No sign shall be placed or attached to fixed structures such as utility/light poles and boxes, traffic control signs and signals, or any other roadside structures.

Any sign which is placed, posted, or affixed in the publicly-owned right-of-way contrary to what is stated in this letter, may be summarily removed by the Town. The person or entity responsible for the illegal sign is liable to the Town for the cost of removing it, such costs being a minimum of \$35 per sign. Any sign removed from the Town rights-of-way will be retained in the Public Works Department for a period of two (2) weeks and may be claimed by contacting the Public Works Code Compliance Officer at 480-348-3589. Unclaimed signs will eventually be disposed of.

The Town's Code Compliance Officers will be pursuing compliance of these sign regulations. For questions or concerns relating to signs, you may contact Code Compliance Officers Jack Niles at 480-348-3563 (for signs on private property) or Jon Whipple at 480-348-3589 (for signs in the right-of-way).

Sincerely,



John Wintersteen
Chief of Police
Town of Paradise Valley



Eva Cutro
Planning & Building Director
Town of Paradise Valley



Andrew Cooper
Public Works Director
Town of Paradise Valley

TRAFFIC

Section 11-2-15 Operation of Vehicles on Private Property⁴⁷

It shall be unlawful for any person to operate or drive any motor vehicle, motorcycle, mini-bike, trail-bike, dune buggy, motor scooter, jeep or any form of transportation propelled by an internal combustion engine, upon the private property of another; however, it shall be a complete defense to a charge of violating this section that the person charged had the express or implied permission of the owner thereof or the person entitled to immediate possession thereof, or the authorized agent of either.

Section 11-2-16 Signs on Public Right-of-Way^{416, 426}

- A. It shall be unlawful and a public nuisance for any person or other entity to place or erect any structure or sign, either temporary or permanent on or upon the right-of-way of any public road, street or alley, not a State highway, and inside the corporate limits of the Town except as authorized by this Code or applicable law.
- B. Any person or other entity whose name or address, or telephone number serving that name or address, is indicated on such sign or structure shall be prima facie responsible for such violation, and be subject to payment of any penalty, damages to public or private property, abatement and costs thereof.
- C. Police Department, Street Department and other Town employees designated by the Town Manager may summarily abate and remove any sign or structure which is in violation of this section and may establish enforcement guidelines to carry out the purpose of this section.

Section 11-2-17 Regulation of Trucks^{156, 359}

- A. Application of Regulations. It is unlawful to operate a truck on any street which is not a truck route.

Exceptions: Subsection A will not prohibit:

- 1. Operation on Street of Destination. The operation of trucks upon any street where necessary to the conduct of business at a destination or in the Town.
- 2. Emergency Vehicles. The operation of emergency vehicles upon any street in the Town.
- 3. Public Utilities. The operation of trucks owned or operated by the Town, any contractor, material man or public utility, while engaged in the repair, maintenance, or construction of streets, street improvements, street utilities or home utilities within the Town.

ZONING ORDINANCE

Article XXV. **SIGNS** ^{170 388}

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: ³⁸⁸

- A. Lighting shall not be flashing, intermittent or scintillating; shall not be moving, animated or create noise in any manner.
- B. 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 light source cannot be seen from off the property.

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- C. Indirect lighting of signs shall be limited to two (2) seventy-five (75) watt incandescent bulbs per sign. If the sign is double faced, the same type and amount of lighting may be used on each side. The seventy-five (75) watt incandescent bulbs shall be limited to seven hundred fifty (750) lumens per bulb, and shall be completely shielded from view at the nearest property line, and shall not exceed 0.75 foot candles of projected illumination measured at the nearest property line.
- D. Signs that are internally illuminated shall not exceed 0.75 foot candles of projected brightness measured at the nearest property line.

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: ²⁰⁰

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.

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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

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TABLE XXV-1

CATEGORY	CONTENT	MAXIMUM AREA	SET BACK	ILLUMINATION	PLAN REQUIRED³	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 ¹ for sale	36 square feet, aggregate	25 feet	None	Yes	2	8 feet
Resort, Church school, Country Club	Name ²	40 square feet, aggregate		Internal, Indirect	Yes	2	8 feet

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. The sign must be free-standing letters superimposed on a wall, no free-standing sign allowed. The sign must be aesthetically compatible with, and complimentary to, the surrounding area.
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.