

## CHAPTER 15 SIGN REQUIREMENTS

### ORDINANCE #171

#### Article 15-1 PURPOSE

It is declared that the regulation of signs within the corporate limits of Jerome is necessary and in the public interest (a) to protect property values within the Town of Jerome; (b) to preserve the beauty and unique character of the Town of Jerome; (c) to promote and aid in the tourist industry which is declared to be of the utmost importance to the economy of the Town of Jerome; (d) to protect the general public from damage and injury which may be caused by the faulty and uncontrolled construction of signs within the Town of Jerome; (e) to protect pedestrians and motorists of the Town of Jerome from damage or injury caused, or partially attributed to the distractions and obstructions which are hereby declared to be caused by improperly situated signs; (f) to promote the public safety, welfare, convenience and enjoyment of travel and free flow of traffic within the Town of Jerome.

#### Article 15-2 DEFINITIONS

The following words, whenever used in this chapter unless the context indicates otherwise, shall have the following meanings.

- A. Sign. A sign shall be defined as any object used to call attention to a business with or without written words or symbols.
- B. Permanent Sign. Shall mean any sign which is intended to be and is so constructed as to be of a lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear) and position, provided the sign is listed as a permanent sign in the Ordinance.

#### Article 15-3 REQUIREMENTS

It shall be illegal for a sign to be placed or maintained in the Town of Jerome except as provided in this chapter.

#### Article 15-4 PERMITS

- 15-4-1 Permits Required
- 15-4-2 Permits not Required
- 15-4-3 Official Signs

##### Section 15-4-1 PERMITS REQUIRED

- A. A sign permit shall be required before the erection, re-erection, construction, alteration, placing or locating of all signs not specifically exempted by this chapter. Permits for permanent signs shall be issued for an indefinite term. Where signs are illustrated or illuminated electrically, a separate electrical permit shall be necessary as required by the Electrical Code adopted by the Town of Jerome.

##### Section 15-4-2 PERMITS NOT REQUIRED

- A. A sign permit shall not be required for the following signs, provided however, that such signs shall be subject to any and all applicable provisions of this chapter, including design review and approval where applicable.
  - 1. Name Plate signs
  - 2. Any sign one square foot or less in area.

3. Repainting without changing wording, composition or color
4. Signs erected during the Christmas holidays. Such signs shall not be erected before Thanksgiving Day, and shall be removed prior to January 10, of the following year.

#### Section 15-4-3 OFFICIAL SIGNS

- A. Nothing herein contained shall prevent the erection, construction and maintenance of official traffic, fire and police signs, signals and devices marking the State of Arizona and the Town of Jerome, or other competent public authorities, nor the posting of notices as required by law.

#### Article 15-5 APPLICATIONS AND FEES

- 15-5-1 Applications
- 15-5-2 Permit Fees
- 15-5-3 Plan Requirements

#### Section 15-5-1 APPLICATIONS

- A. To obtain a permit the applicant shall file an application on a form furnished by the Town of Jerome. The application shall contain the location by street and number of the proposed sign, and shall be accompanied by the written consent of the owner, lessee, agent or trustee having charge of the property on which the proposed sign is to be erected.

#### Section 15-5-2 PERMIT FEES

- A. Before issuing any sign permit required by this chapter, the Town of Jerome shall collect a fee of \$2,00 for each permit issued.

#### Section 15-5-3 PLAN REQUIREMENTS

- A. Two copies of plans and specifications shall be submitted with the application for each sign requiring a permit. One copy shall be retained by the Town, and the other copy shall be returned to the applicant at the time the permit is issued. Such plans shall show complete details; size of the sign, method of attachment or support, locations and materials to be used. Also the name, address and profession of the person or firm for whom the sign is to be erected, as well as the name and address of the person or firm designing or erecting said sign. Sufficient data shall be submitted to show that supporting surfaces and/or other members of an existing building to which the sign is to be attached are in good condition and are adequately strong to support the load. All signs shall be structurally designed, constructed and attached to existing structures in conformance with the Building Code adopted by the Town of Jerome.

#### Article 15-6 RESTRICTIONS

- 15-6-1 Traffic Hazards
- 15-6-2 Lighting
- 15-6-3 Animated Signs
- 15-6-4 Removal of Signs
- 15-6-5 Non-conforming Signs
- 15-6-6 Temporary Signs

Section 15-6-1 TRAFFIC HAZARDS

- A. No sign shall be constructed or erected in such a manner as to interfere in any way with, or confuse traffic or present a traffic hazard.
- B. No signs shall be erected and be permitted to obstruct the flow of traffic on the public right-of-way.

Section 15-6-2 LIGHTING

- A. Lighting, where allowed, shall be installed so as to avoid any glare or reflection into any adjacent property, or onto a street or alley so as to create a traffic hazard.
- B. No exposed neon or similar type illumination shall be permitted. Further, no flashing, blinking and/or rotating lights shall be permitted.

Section 15-6-3 ANIMATED SIGNS

- A. No movement or action of animated signs shall be permitted.

Section 15-6-4 REMOVAL OF SIGNS

- A. The Building Inspector is hereby authorized to cause the removal of any sign obstructing the flow of traffic on the public right-of-way, or of any illegal sign as defined in this chapter. All of the actual cost and expense of any such removal by the Town of Jerome shall be borne by the owner of such sign installation and the owner of the premises on which located.

Section 15-6-5 NON-CONFORMING SIGNS

- A. Any non-conforming sign as defined in this chapter may be continued in use; provided, however, that in the event any such sign is hereafter damaged to exceed fifty percent (50%) of the reproduction value according to appraisal thereof by competent appraisers, or is removed by any means whatsoever, including an act of God, such sign may be restored, reconstructed, altered or repaired only to conform with the provisions of this chapter. Reasonable alterations and repairs may be made to non-conforming signs.

Section 15-6-6 TEMPORARY SIGNS

- A. Lease, Sale and Rent Signs. There shall be a limit of one (1) such sign on each lot or parcel of land, except when it is a corner lot, then two (2) such signs may be used, one (1) such sign per street front.
- B. Political Signs. Signs supporting the candidacy of any candidate for office or urging action on any other matter on the ballot of primary, general and special elections:
  - 1. The display of any such signs shall be limited to a period of sixty (60) days immediately preceding any primary, general or special elections to which they refer.
  - 2. The person, party or parties responsible for the erection or distribution of any such signs shall be jointly and severally liable for the removal of them within ten (10) days after the election to which they refer.

3. No political signs shall be placed in the public right-of-way, or upon power or telephone poles or fence posts within the public right-of-way or easements. The Building Inspector is hereby authorized to remove any such signs from the public right-of-way.

4. No permit is required, but a removal bond of 25¢ per sign must be paid, provided the above specifications are conformed with.


C. Window Signs. Signs attached to the glass of windows are permitted provided that no more than twenty five percent (25%) of the area of such window space is so used.

Article 15-7 IMPLEMENTATION OF ORDINANCE

A committee of three (3) persons shall be appointed by the Town Council of the Town of Jerome to pass on all applications for signs and to assist applicants in conforming with sign regulations. This committee shall also inspect and rule on the safety of signs already in existence or proposed, and whether they obstruct any street or sidewalk. No less than one (1) member of the committee should have some background that will assist in the judgement of suitability of design, color and composition of the signs.

  
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PAUL G. GROSS, MAYOR

ATTEST:

  
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Town Clerk