

Attachment A

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ADOPTED ORDINANCE**

Sec. 3-10 Temporary Signage for City Major Events

A. In this section, unless the context otherwise requires:

“Director” means the Planning and Development Director or his or her designee.

“Major Event Organizer” means an entity with prior experience that can be the lead organizer of a Major Event.

“Major Event” means a public event or a series of public events held within the Major Event Area and 1) that attracts significant national or international media coverage and 2) that is awarded to the City through a bidding process; and 3) that either has generated or is projected to generate at least \$30 million in overall economic impact, such as through tourism activities and visitor spending directly attributable to the event.

“Major Event Area” means the area east of 7th Avenue, west of 7th Street, south of McDowell Road, and north of Lincoln Street.

B. A Major Event Organizer wishing to erect, install, or place within the Major Event Area temporary signs that are not otherwise permitted by the City Code must submit an application for temporary signage with the Planning and Development Department at least 180 days before the start of the Major Event. The Application must be on the form provided by the Planning and Development Department and contains the following information:

1. Major Event Organizer’s name
2. Name of the Major Event
3. The name of the Major Event Organizer’s representative authorized to file the application
4. Dates and times of the Major Event
5. Name, phone number, and email of a person responsible for the application
6. Independent analysis that the event will generate at least \$30 million in overall economic impact

7. Any other relevant information requested by the Planning and Development Department.

C. The Director will review the temporary signage application to determine compliance with requirements in Subsection B of the Section. The Director will approve or deny the application within 45 days of receiving the application. The application is deemed denied if the Director does not approve the application within 45 days of receiving the application.

D. An approved Major Event Organizer or its designee must submit to the Director, no later than 90 days prior to the Major Event, a detailed project sign plan application containing the following information:

1. Site plans, building elevations, or photo simulation that shows the placement of the signs and architectural lighting where temporary signs will be erected or placed within the Major Event Area.
2. Graphic rendering of the temporary signs depicting their lettering, illumination, color, shape, area, and height.
3. Details regarding any proposed animation or changeable messages, including the duration of each message and intensity of illumination.
4. Proposed hours for illumination of the temporary signs.
5. Proposed placement dates of the temporary signs.
6. Payment of a detailed project sign plan fee in Appendix A of the Zoning Ordinance of the City of Phoenix.
7. Any other relevant information requested by the Planning and Development Department.

E. The Director will review and render a decision on an application within 15 working days of receipt of a completed detailed project sign plan application. The Director will approve such application only if the proposed temporary signs comply with the following:

1. Do not include portable “A” frame signs, pennants, streamers, or other similar devices.
2. Do not encroach into public right-of-way or other traffic visibility zones at corners or driveways.

3. Balloon signs are securely fastened, set back from the property line at least one foot for each foot of the balloon height measured from the abutting street level, and do not project above the roofline.
 4. Banners are secured to a solid structure and have a minimum clearance of eight feet above grade if placed above an area open for the common or general public use. The banner must withstand wind pressure from any direction and does not project above the roofline.
 5. Illuminated and animated signs must be turned off between the hours of 1 am and 8 am.
 6. The durability of the material proposed for the temporary sign, banner, or architectural lighting is appropriate for the intended life span of the sign, banner, flag, or architectural lighting.
 7. Complies with all applicable codes and ordinances, including the Construction Code and Fire Prevention Code.
 8. Does not constitute a danger to the public health, safety, and welfare.
 9. Does not create a nuisance and visual clutter to the Major Event Area.
- F. No temporary sign permitted by the detailed project sign plan can be erected, installed, or placed without first obtaining the required sign permit. The type, location, and duration of the temporary sign must be consistent with the approved detailed project sign plan.