

## The Show Low Philosophy

As a tourism and service hub for the White Mountain region, the City of Show Low desires to offer residents and visitors the highest quality natural and physical environments. While it is important to identify visitor services and support the City's businesses, it is necessary to limit the number, size and type of signs allowed so that they do not dominate the City's appearance.

## What is a Sign?

A sign is any identification, description, illustration or device that is affixed upon a building, structure or land which directs attention to a product, place, activity, person, institution or business, and is visible from any public street, waterway, alley, or public space. A vehicle-mounted sign on a vehicle that is habitually parked or stationed at the site of a business shall be construed as a sign. National flags and government flags shall not be construed as signs.

## What will my Permit Cost?

The cost for a Sign Permit is determined by the size and number of proposed signs included in each application.

Under 20 sq. ft.	\$20.00 each
20-40 sq. ft.	\$40.00 each
Over 40 sq. ft.	\$40.00 each
Portable signs (A-Frames)	\$200.00 each*

\*Yearly fee- Must be renewed at the beginning of each year.

## Some Advice

We recommend that you and/or your sign designer discuss your application with City staff as soon as possible. Early guidance and an understanding of the process will ensure that you are headed in the right direction. Call us at the number below to speak with a staff member or to schedule an appointment to discuss your sign project.

Before you start operating your business you will also need a Business Permit issued by the City of Show Low. For further information call (928) 532-4040

City of Show Low  
Planning & Zoning Department  
180 N 9<sup>th</sup> Street  
Show Low, AZ 85901  
  
(928)532-4040

This brochure is intended to assist applicants. It is neither an authoritative or complete statement of the City's requirements. A review of the City of Show Low Zoning Ordinance is recommended to ensure compliance and avoid delays. The City accepts no responsibility to persons relying solely on this brochure.

# A Guide to Sign Permits



## Prohibitions

### Do I need a Sign Permit?

You **do not** need a Sign Permit for:

- Signs not visible from any public street alley or public place;
- Signs required by law or signs of an elected governmental body;
- Public utility signs placed to ensure public safety;
- National flags and flags of political affiliations;
- Temporary holiday decorations free of commercial copy;
- Nameplate and addressing signs in residentially zoned districts;
- Repainting or maintenance of signs, provided that there is no change in size or shape;
- Property "For Sale", "For Rent" or "For Lease" Signs;
- Temporary construction signs;
- Sign walkers as allowed in Title 19.100.090;
- Building or Structure Dedication Plaques; or,
- Fixed aerial displays, balloons, pennants, including strings of flags, streamers. These signs or displays shall be allowed for a maximum of forty-five (45) days in any one (1) calendar year.

**If your sign does not fit one of these categories, you will likely need a sign permit.**

The City of Show Low Zoning Ordinance prohibits the following types of signs:

- Any sign projecting over a property line;
- Any sign located within a public or private street highway, alley, lane, parkway, avenue, road, sidewalk or other right of way;
- Any sign attached to a public utility pole or structure, street light, tree, fence, fire hydrant bridge, curb, sidewalk or bench;
- Any sign placed, which by reason of its location, will obstruct the view of a traffic sign, signal, or other traffic control device;
- Any sign that inhibits free ingress or egress from any door, window or other required exit or egress point;
- Any sign with movement (i.e. rotating, moving up and down, or any other type of action);
- Any sign that emits audible sound, odor, smoke, steam, laser or hologram lights, or other visible matter, including any sign with any motion picture projection;
- Off-site signs unless approved by the City of Show Low;
- Any sign mounted or painted on a trailer, boat or other vehicle when parked, stored or displayed on the public-right-of-way;
- Any sign attached to existing signs or outdoor light poles; or,
- Any sign mounted to a tree or any other natural object.

## Number and Sizes of Signs

The size and number of signs permitted is based on the building's width **and** the number of street frontages the business maintains. A business may be eligible (depending on its Zoning District and number of street frontages) for up to a maximum of four (4) signs, of which up to two (2) signs may be freestanding.

A-frames no more than three (3) feet high and two (2) feet wide are allowed with an annual permit only on private property and must be within twenty (20) feet of the business to which they refer.

The following provides a summary of the permitted sign area for various Zoning Districts:

### ***Residential***

- One nameplate  
*(less than 3 sq. ft.)*
- One set of house numbers  
*(less than 1sq. ft.)*
- One 8.5" x 11" sign for a home occupation with a valid home occupation permit.

### ***Commercial and industrial***

Title 19.100.120 of the Ordinance.

Up to 40 sq. ft. of sign area is permitted for any freestanding sign not located in a Shopping Center (up to 80 sq.ft.).

### ***Shopping Centers***

Title 19.100.120E of the Ordinance.