



2012 Holiday Signage Program Supporting Local Shopping

For the sixth year in a row, the Maricopa City Council is initiating a Special Event Permit program to assist in promoting local business awareness and economic growth. During the holiday season, businesses will be permitted to display, free of charge, additional signage, decorations and displays to promote holiday shopping and create an enhanced, festive atmosphere.

There is no need to apply for a permit; participating businesses need only to follow the program criteria and guidelines listed on the back of this sheet or contact City offices for assistance.

In conjunction with this program, the City is running a Holiday Homes & Businesses on Parade contest. Winners in the business decorating category will receive a banner permit fee waiver for a period of six months (January-June 2013). Registrations must be received by Thursday, Nov. 29 at 6 p.m. See the attached registration form for additional details.

In an effort to help keep shopping dollars local during this holiday season, and support Maricopa establishments, the City anticipates that these programs will assist in creating greater visibility for local businesses that may have special seasonal promotions, inventory, or simply holiday cheer.

WHEN

November 15, 2012-January 6, 2013

WHERE

Maricopa businesses located in Industrial/Commercial Business Zones

MORE INFO

Contact the City of Maricopa Planning Division at (520) 316-6920 or visit the City's website: maricopa-az.gov

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Special Event Permit Program Participation Criteria:

- This Special Event Permit is effective from November 15, 2012 to January 6, 2013.
- This event applies to any business with a current City of Maricopa business license located in Commercial Business Zones; CB-1 (Local Business Zones), CB-2 (General Business Zone), CI-1 (Light Industry and Warehouse Zone) and CI-2 only.
- This event is intended for decorations, displays, temporary signs, banners and pennants for the holiday season for the specified time mentioned above.
- Banners and pennants shall be displayed only on the building and not within the parking area or perimeter landscape due to public safety regulations, unless granted approval from Planning Division staff.
- All signs/display/decorations shall be removed from the property by January 6, 2013 and will be the responsibility of the individual business owner.
- No signs/displays shall be located in a manner that impedes or restricts vehicular, non-vehicular, pedestrian traffic or within the specified visibility site triangle at driveways and intersections.
- Businesses taking this special event opportunity should not be in violation of any other City Ordinance, County Ordinance, State or Federal Law relating to public health, safety and welfare.
- Those businesses under the regulation of POAs (Property Owners Association) should receive permission from Leasing/Management agencies and may be limited as to their participation in this event.
- If it is deemed necessary in the interest of public safety, protection, health and morals, the City reserves the right to remove any or all signs, displays or decorations from the business site as applicable. The City upon complaint from adjacent property owner, general public may take action prohibiting or restricting this Special Event Permit on that site.
- All businesses are encouraged to work in unison to make this a successful event. This Special Event Permit is designed to promote local businesses in the City and shall not be misconstrued otherwise.
- If meeting all event criteria, no individual City of Maricopa sign permits are required to participate in this event.
- Businesses participating in the program may not apply for a temporary banner of sales event immediately following the conclusion of this Special Event Permit. Participating businesses will be required to wait 14 days before applying.
- All proposed temporary signs shall conform to City Code Article 22 - Sign Provisions, Sec. 2206 A. This document can be downloaded from the City website at: maricopa-az.gov/web/planning-zoning
- In conjunction with the Holiday Homes and Businesses on Parade competition, any business that receives an award for its holiday decorations will receive a fee waiver of banner permit for a period of 6 months (January - June of 2013).



Holiday Homes *& Businesses!* On Parade

EVENT REGISTRATION FORM

Please enter my home or business for the 8th Annual Holiday Homes on Parade celebration for 2012.

Category (select one): Home Business

Name/Organization: _____

Address: _____

Phone #: _____

Email: _____

Subdivision/Retail Center: _____

Entries will be judged in the following categories:

- Best on Parade • Best Light Show • Best Theme •
- Best Use of Color • Residents' Choice

All applications must be received by 6 p.m., Thursday, Nov. 29, 2012. Contest is open to residents of the greater Maricopa area or any business with a current City of Maricopa business license located in Industrial and Commercial Business Zones. Entries will be judged nightly from 6 p.m. until 9 p.m., between Dec. 10 and Dec. 20. Maps will be available at maricopa-az.gov.

The winner in the house decorating contest for the Best on Parade will receive a \$500 gift card to Ace Hardware.

Winners in the business decorating contest will receive a fee waiver of banner permit for a period of six months (January – June 2013).

Call the Community Services Department with any questions at (520) 316-6963 or email brenda.campbell@maricopa-az.gov.

Return forms to:

**City of Maricopa
Holiday Homes &
Business on Parade
PO Box 610
Maricopa, AZ 85139**

Forms can also be faxed to: (520) 568-9120, Attn: Brenda Campbell

By signing below, you authorize the creation of photographs and videotape of your home or business and seasonal decorations and the displaying of same on the Holiday Homes and Businesses on

Parade website, poster, newspaper and other media outlets. Each contestant's address will be listed in local media outlets, printed maps, as well as an event sign indicating the contestant number must be displayed in the store front. All contestants must abide by local HOA rules or POAs (Property Owners Associations) and City of Maricopa zoning regulations. By signing, you agree to waive any rights to compensations thereof and release the City of Maricopa, its agents and other affiliated event sponsors of liability.



Signature: _____ Date: ____ / ____ / ____

Regulations of Temporary Signs



Pennants

- Allowed to be displayed only on the building.
- Shall not be placed on or above the roof of any building.
- See Restrictions Below



Balloons

- Must be securely fastened
- Shall not project above the building roofline
- Balloons shall not project no more than fifteen (15) feet above grade when a building is not present.
- See Restrictions Below



Banners

- Maximum banner shall be four (4) by eight (8) feet or thirty-two (32) square feet and shall be limited to one (1) per street frontage for the business.
- Banners shall be placed on the building.



Other Displays of Signage

- Can include Tear Drop Signs, Tent Sales, Inflatable characters, Balloons, Etc.
- This type of Signage shall be submitted for review and approval on a case by case basis.

Restrictions

- All Banners, Pennants, and other displays of signage are not allowed to be used for more than thirty (30) consecutive days. At the end of this time period or when the sale has ended, they are required to be taken down.
- Other display of signage should be located on the premises to which they pertain and shall not be placed in public right of way or attached to any street light, light pole, traffic signal pole, or utility pole. They are also not allowed on the roof of any buildings.
- Banners and pennants shall be displayed only on the building and not within the parking area, perimeter landscape, or other areas of the development.
- Balloons cannot be flown no higher than the nearest building, if no building exists than the balloon shall be flown no higher than 15 feet.

Regulation of Temporary Signs: Wind Sail Signs



Wind-sail signs are considered “other forms of signage” or “other promotional displays”, and are subject to review and approval on a case-by-case basis. Pursuant to Sign Provisions Section 2206 A. 2. *“...Special requests for temporary sales events shall be submitted for review and approval by the Zoning Administrator or his/her designee.”*

Per Sign Provisions Section 2206 A. 3. *“Written approval must be obtained from the Zoning Administrator or his/her designee, prior to the installation of any temporary sales event or grand opening banner, pennants, signs, balloons, or other promotional displays.”*

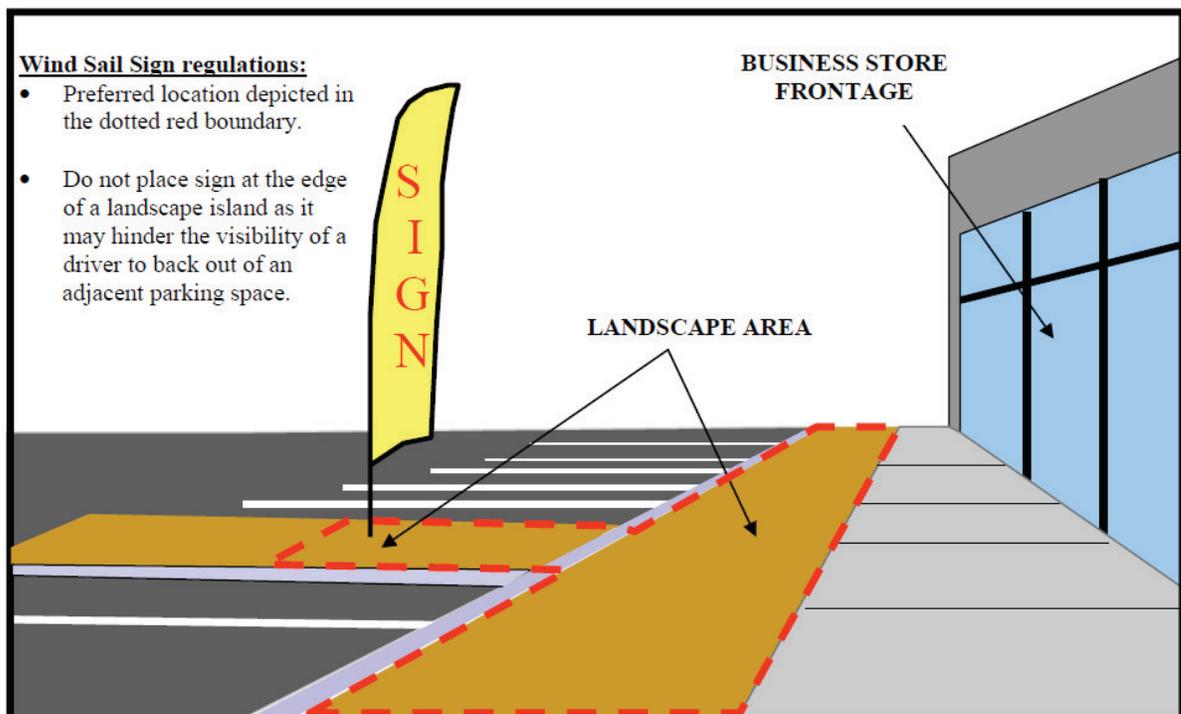
Once approved, the display of such signage is subject to the requirements stipulated in Section 2206 A.2. *“...A business may request such signs and displays a maximum of eight (8) times per year for a maximum period of thirty (30) consecutive days on each occasion. A minimum of fourteen (14) days shall pass between each such display. Such signs and displays shall be removed immediately upon termination of the sale that they advertise or after the thirty (30) day period, whichever occurs first.”*

See regulations of wind sail signs on the following pages.

Regulation of Wind Sail Signs:

- A business can place one (1) wind sail sign within reasonable area where the business leases or owns space, to be reviewed on a case by case basis by the Zoning Administrator.
- Wind sail sign(s) are prohibited at the edge of a landscape island as it may hinder the visibility of a driver to back out of an adjacent parking space.
- Wind sail sign(s) shall not be placed in a parking space or on a vehicle within a parking space.
- Wind sail signs shall not be placed in a sidewalk or any other location that may interfere with the accessibility to the handicap (i.e. ADA spaces, ADA ramps, etc).
- If the business is located in a commercial center that is maintained by a management association, it is the responsibility of the tenant to verify that the wind sail sign can be placed in the common area shared by other businesses and maintained by the management company.

PREFERRED LOCATION FOR WIND SAIL SIGNS:



Regulation of Wind Sail Signs:

- With respect to sight visibility concerns as described in AASHTO 2001, a wind sail sign cannot be placed within any road Right of Way (ROW), easement or public utility easement, as depicted below.
- Other opportunities are allowed through the current sign code such as portable a-frame signs, monument signs and human signs (sign walkers).

PROHIBITED LOCATION FOR WIND SAIL SIGNS:

