

Sign walkers

1. Sign walkers may be present on streets located within one mile of the businesses to which they pertain.
2. The sign can not exceed nine square feet in area per side.
3. The signs must be held or worn at all times. Said signs can not be left unattended.
4. Sign walkers must stand or walk so that visibility for traffic safety is not hampered.
5. There can not be any form of animation, illumination, or reflective materials on the sign.
6. Sign walkers can only be present from dawn to dusk.
7. There shall be a minimum of 200 feet between sign walkers.

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City of Bullhead City
Development Services
Department

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Promotional Display Signs



Zoning Ordinance Information Series

City of Bullhead City

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Promotional Display Signs

Applicable Definitions

Balloon means an inflatable device greater than thirty-six inches in diameter.

Banner means any sign of lightweight fabric, plastic, paper or other light pliable material.

Flag means any sign with or without lettering or symbols, of lightweight fabric, plastic, paper or other light pliable material that is mounted to a pole. Flags used as a symbol of a recognized government or political subdivision shall not be subject to compliance with the regulations set forth in this chapter.

New condition means a sign that has been recently produced, is fresh in appearance, not tattered or torn, ripped or in need of repair.

Pennant means any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire or string, usually in series, designed to move in the wind.

Portable means a sign not permanently attached to the ground or a building that is constructed of solid and durable materials and self supporting.

Promotional display sign means a balloon, banner, flag, pennant, portable or sign walker sign.

Sign walker means a person who is present on any street while holding or wearing a sign.

Overview

1. Balloons, banners, flags, pennants, portable signs and sign walkers are considered promotional display signs, which are signs used to advertise a business.
2. Permits are not required under this code for promotional display signs located within the established boundaries of the property for a business with an active city business license.

3. Promotional display signs must be professionally made and constructed of durable, weather resistant materials, such as aluminum, plastic, vinyl, or wood finished surfaces and must be maintained in good condition throughout the term of the permit.
4. Promotional display signs must be located on the premises to which they pertain, unless otherwise provided for as set forth in this subsection.
5. Promotional display signs must not be placed in the public right-of-way, or be attached to any streetlight and signal poles, street or regulatory signs, or utility poles.
6. Promotional display signs are permitted in conjunction to wall, landscape wall, free standing, and monument signs. There can not be more than three types of promotional display signs in use at any one time.
7. Permits for a sign are specific to the business requesting the permit and the location specified in the permit.
8. Unless otherwise specified, promotional display signs are allowed in the R2MF, RP, RS, C1, C2, C3, GC, M1, M2, and PL zoning districts.

Balloons

1. One balloon is allowed for each business.
2. Balloons and any lines attached thereto, must not be made of metallic or similar materials that would act as a conductor for electricity.

Banners

1. Two banners are allowed for each business and such banners must be attached directly or indirectly to the exterior building walls of the portion of the building occupied by the business requesting a permit or attached directly to a freestanding or monument sign. Further, only one banner is permitted on or parallel to any one wall of the building or any one freestanding or monument sign.
2. The maximum allowed area of a banner must not exceed 40 sq. ft. in area.
3. A banner must not extend above the roof line at the wall.
4. Banners must at all times be tethered and taut at all four corners.

Flags -New subdivisions

1. Flags used for this purpose are allowed in all zoning districts.
2. The maximum permitted area of each flag must not exceed fifteen square feet.
3. Each flag pole must not exceed a maximum height of twenty-five feet.
4. A maximum of fifty flags are allowed to be placed on, or behind the property line.

Flags - Existing multiple family, commercial or industrial use

1. The maximum permitted area of each flag must not exceed fifteen square feet.
2. Each flag pole must not exceed a maximum height of twenty-five feet.
3. One flag is allowed for each twenty lineal feet of street frontage and no more than twenty flags can be placed on, or behind the property line.

Pennants

1. The total permitted length of the pennants must not exceed two linear feet of pennant per one linear foot of lot perimeter.

Portable sign

1. One portable sign is allowed for each business.
2. Each side of the portable sign can measure not more than four feet by four feet.
3. The portable sign must not exceed five feet in height.
4. Portable signs must be removed at the end of each business day.
5. Portable signs must be located at ground level.
6. Any nonconforming portable sign will be impounded by the city pursuant to the terms set forth in the sign permit application and the comprehensive fee schedule.

