

AGENDA

City of Sedona Planning and Zoning Commission Meeting

5:30 PM

Tuesday, February 7, 2017

NOTICE:

Pursuant to A.R.S. 38-431.02 notice is hereby given to the members of the Planning and Zoning Commission and to the general public that the Planning and Zoning Commission will hold a public hearing open to the public on Tuesday, February 7, 2017 at 5:30 pm in the City Hall Council Chambers.

NOTES:

- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least 24 hours in advance.
- Planning & Zoning Commission Meeting Agenda Packets are available on the City's website at: www.SedonaAZ.gov/planning

GUIDELINES FOR PUBLIC COMMENT

PURPOSE:

- To allow the public to provide input to the Planning and Zoning Commission on a particular subject scheduled on the agenda.
- Please note that this is not a question/answer session.

PROCEDURES:

- Fill out a "Comment Card" and deliver it to the Recording Secretary.
- When recognized, use the podium/microphone.
- State your Name and City of Residence
- Limit comments to 3 MINUTES.
- Submit written comments to the Recording Secretary.

1. CALL TO ORDER, PLEDGE OF ALLEGIANCE, & ROLL CALL
2. ANNOUNCEMENTS & SUMMARY OF CURRENT EVENTS BY COMMISSIONERS & STAFF
3. APPROVAL OF THE FOLLOWING MINUTES:
 - a. November 1, 2016 (R)
 - b. November 1, 2016 (SV)
 - c. November 15, 2016 (R)
4. PUBLIC FORUM: *(This is the time for the public to comment on matters not listed on the agenda. The Commission may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. § 38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.)*
5. Discussion/Possible Direction regarding the Draft Revised Sign Code (DRSC), an update of Sedona Land Development Code Article 11, Sign Regulations.
6. FUTURE MEETING DATES AND AGENDA ITEMS
 - a. Thursday, February 16, 2017; 3:30 pm (Work Session)
 - b. Tuesday, February 21, 2017; 5:30 pm (Public Hearing)
 - c. Thursday, March 2, 2017; 3:30 pm (Work Session)
 - d. Tuesday, March 7, 2017; 5:30 pm (Public Hearing)
7. EXECUTIVE SESSION

If an Executive Session is necessary, it will be held in the Vultee Conference Room at 106 Roadrunner Drive. Upon a public majority vote of the members constituting a quorum, the Planning and Zoning Commission may hold an Executive Session that is not open to the public for the following purposes:

 - a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
 - b. Return to open session. Discussion/possible action on executive session items.
8. ADJOURNMENT



Scan with your mobile device to access meeting documents online

Physical Posting: February 2, 2017 By: DJ

Planning & Zoning Commission Meeting Agenda Packets are available on the City's website at: www.SedonaAZ.gov/planning or in the Community Development Office, 102 Roadrunner Drive approximately one week in advance of the meeting.

Note that members of the City Council and other City Commissions and Committees may attend the Planning and Zoning Commission meeting. While this is not an official City Council meeting, because of the potential that four or more Council members may be present at one time, public notice is therefore given for this meeting and/or event.

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.

MEETING LOCATION:
CITY HALL COUNCIL CHAMBERS
102 ROADRUNNER DR, SEDONA, AZ



City Of Sedona Community Development Department

102 Roadrunner Drive Sedona, AZ 86336

(928) 282-1154 • Fax: (928) 204-7124

Memorandum

Date: February 2, 2017

To: **Planning and Zoning Commission**

From: Cari Meyer, Senior Planner

Meeting Date: February 7, 2017

Subject: Discussion regarding the update of the Sign Ordinance (Sedona Land Development Code Article 11).

Background

The City of Sedona's current Sign Ordinance is approximately 20 years old. The need for an update has been identified for a number of years, as the current code does not reflect modern technologies, methodologies, and materials of sign construction and illumination. However, in June 2015, the United States Supreme Court issued an opinion that has significantly impacted the way cities can regulate signs. The primary finding of this opinion provides that sign codes cannot regulate content (sign message and words), but can regulate such aspects as location, size, height, color, material, illumination, and function. The Draft Revised Sign Code (DRSC) incorporates this opinion as well as comments that Staff has received regarding how the current Sign Ordinance is (or is not) working. The DRSC as presented contains only the regulatory portion of the Sign Code. Definitions and specific graphics are not included. Staff believes that developing definitions and graphics is not an effective use of resources until we have clear direction for the regulatory text. Once the text is adopted, we will then revise Article 2 (Definitions) and add illustrative graphics. The presentation for the Commission will include select graphics to illustrate recommendations.

Content Neutral Regulations

The driving force behind this update to the Sign Ordinance is the June 2015 United States Supreme Court opinion (Opinion) regarding content neutral signs. This Opinion states that cities cannot regulate signs based on content. If a regulation requires you to read the sign to determine whether it is permitted, it is considered a content based regulation and is not permitted. The following are proposed changes in the DRSC to comply with the Opinion for content neutral regulations:

1. **Temporary, off-premises signs, such as garage sales and lead-in signs for open houses.** These signs (typically using A-frame/sandwich board, cardboard boxes, etc., for display) currently have off-premises provisions that other types of signs do not based on the content of their sign message. This special allowance is in conflict with the Opinion.

In order to comply with the Opinion, off-premises standards would need to apply to all signs or we would need to eliminate these signs entirely.

Option 1: Allow off-premises signs outright for any sign message. If the DRSC applies off-premises standards to all types of signs, anyone or any business wishing to use a temporary off-premises sign would be able to do so. If this off-premises allowance were applied to all sign types, there could be a proliferation of off-premises signs throughout the City. While some might argue that allowing off-premises signs may be beneficial to Sedona businesses and

residents, there is a concern that an abundance of off-premises signs would result in negative visual, environmental, and even economic impacts. Additionally, these types of signs (cardboard and poster signs in particular) tend to remain in place long after their intended purpose resulting in debris that City Code Enforcement or Public Works Staff must remove.

Option 2: Remove provisions for any sign type to be located off-premises. This option also complies with the Opinion and addresses the concern of sign proliferation in City rights-of-way.

Recommendation: Option 2. Due to the potential negative aesthetic impacts of allowing all businesses to display off-premises signage in the right-of-way, Staff believes that the most appropriate way to be in compliance with the Opinion is to eliminate all off-premises signage.

- 2. Marquee (changeable copy) signs.** These signs are currently only permitted for dramatic, musical, entertainment, or motion picture events. This type of regulation is in conflict with the Opinion. In order to comply with the Opinion, the DRSC would need to apply these regulations to any business wanting to use a marquee/changeable copy sign or eliminate this sign type entirely.

Option 1: Allow all businesses to use a marquee/changeable copy sign. While it is unknown how many businesses would take advantage of this, Staff has fielded questions over the years from businesses wishing to install one of these signs to advertise specials, sales, and other general information. Given that we will no longer be able to limit their use, there is the potential for additional sign proliferation and as a way to circumvent the temporary sign limitations.

Option 2: Remove provisions allowing for marquee (changeable copy signs). This complies with the Opinion and reduces the possibility of sign proliferation as well as removes the potential for marquee signs to be used as temporary signs.

Recommendation: Option 2. Currently, very few businesses use a marquee/changeable copy sign. As this has not been a popular sign type and due to the potential uses of marquee signs as outlined above, Staff is recommending elimination of this sign type.

- 3. Elimination of certain types of temporary signs.** Currently, businesses are permitted temporary signs in three categories: Grand Opening, Going Out of Business, and Promotional. However, Grand Opening and Going Out of Business signs are content-based, so the distinction between these types of signs does not comply with the Opinion. In addition, there have been comments from business owners in the past that the current code puts existing, long-standing, successful businesses at a disadvantage in terms of temporary sign use, as businesses that are either new or going out of business are allotted an additional 30 days per year of temporary signage.

Option 1: Allow temporary signs in general for all businesses with restrictions to the number of days per year to be in compliance with the Opinion. This option would remove the categorization of temporary signs (e.g. going out of business, grand opening) and allow temporary signs for any purpose for all businesses to be in compliance with the Opinion. Currently, a business is permitted to display a temporary sign 4 times per year for a maximum of 10 days each time. New and closing businesses are allotted an additional 30 days. With the elimination of categories, each business will be allowed the same number of times and days each year. Display of a temporary sign is often believed to increase foot traffic and attract attention to a particular business. However, the overabundance of temporary signs can lead to enforcement, aesthetic, and sign clutter problems. Temporary signs are meant to be for special events and promotional events. If a temporary sign is always on display, it is no longer considered temporary.

The DRSC proposes to allow temporary signs to be displayed a maximum of 20 days per year, for a minimum of 5 days for each display. This would still allow of up to 4 temporary signs per year, but would limit each sign to one weekend each time. Another example of how this could be implemented is a business could advertise twice a year, for 10 days each, covering two weekends for longer types of events.

Option 2: Remove temporary signs as an allowable sign for all businesses. This option also is in compliance with the Opinion. However, it does not provide businesses with any opportunity to advertise sales or other special events. It does however address concerns about sign clutter.

Recommendation: Option 1. Allow businesses to have temporary signs for a maximum of 20 days per year.

4. Minor changes to language in various section of the DRSC were made to ensure content neutrality. For example, menu display boards for restaurants are now listed as display boards so that the code is not mandating that a menu has to be displayed. However, the code only allows them for restaurant uses and restricts the size and illumination methods.

Other Notable Changes to the Sign Ordinance

Other changes were made to simplify, clarify, update, and streamline wherever possible. Additionally, language is proposed to address concerns about the quality of signs installed in Sedona. Overall, the DRSC has been reorganized and updated to be easier to follow and to reflect modern sign technology. Some of the more significant changes include the following:

1. **Design Guidelines.** One of the most common comments the City receives in regard to signs in Sedona is in relation to the quality of signs. The DRSC recommends amending the design standards with the intent of achieving quality signage. Some of the proposed changes include:
 - a. **3-Dimensional (3D) Relief.** Under the current code, “sign with relief” is defined as a carved sign with a 3-dimensional textured surface that is integral to its design, such as extensively carved, routed, and/or sandblasted. A sign with a simple raised or routed border does not constitute a sign with relief. Under the current code, signs are not required to incorporate relief, but when relief is used, overall sign area may be increased. For instance, a business that is allowed a 12 sf sign and incorporates 3D relief may increase their maximum allowable sign area to 14.1 sf total. In addition, while the code defines relief (a simple raised border does not count as relief), it does not define the amount of offset required to be considered 3D. Where one person believes that a 1/16 of an inch is sufficient relief, another may argue the need for a greater degree of relief.

One of the goals of the update to the sign code is to improve the overall quality of signage in Sedona. One of the sign types that generates the most comments of concern from Staff, citizens, businesses, Commissioners, and Council members is printed vinyl applied to a hard backing such as plywood or acrylic glass. This type of sign is less expensive to produce and mimics a large poster, giving the appearance of a temporary sign, and is perceived by many in the community as “tacky.” By requiring relief, a sign with vinyl letters on a flat background would not be permitted, furthering the goal of improving sign quality.

Option 1: Keep existing language that encourages 3D signs by providing for an increase in sign area. If this option is preferred, Staff recommends that the amount of minimum relief be defined as 1/2 inch to address current issues with the code. Because no minimum amount is currently specified, there is a large degree of subjectivity in interpreting what is considered integral to the sign. Keeping this voluntary language in the code does not address the issue of better quality signage.

Option 2: Include language that requires all signs to incorporate 1/2 inch 3D relief in a minimum of 50% of the sign area, words, and logos. This may be achieved through raised or engraved lettering, logos, and other sign elements. This option does address the issue of better quality signage.

Recommendation: Option 2, require 3D relief in all signs.

- b. ***Acceptable and Unacceptable Materials.*** The current code has general guidelines for materials but does not go into specifics. In addition, various interpretations about what is acceptable for sign materials have been made over the years. While those interpretations were originally well-meaning, they have not kept up with different sign technologies and once a material is deemed acceptable, it is difficult to reverse the determination.

Option 1: Leave code as existing. The existing challenges with determining acceptable materials will continue.

Option 2: Amend the code to more clearly define what the acceptable materials for signs include, with alternative materials subject to approval by the Director.

Recommendation: Option 2, more clearly define acceptable sign materials.

- c. ***Sign Illumination.*** Sign lighting standards have not been updated to reflect modern technology nor have they been updated since Sedona became a Dark Sky Community. Recognizing this, Staff evaluated sign lighting types to determine which would adhere to the City's Dark Sky ordinance.

Option 1: Leave code as existing. Some sign lighting types may not comply with the Dark Sky ordinance.

Option 2: Update sign lighting requirements to reflect modern technology as well as comply with the City's Dark Sky ordinance. This includes eliminating internally illuminated cabinet signs, which create the greatest amount of light pollution and are not in keeping with the City's values and aesthetic goals.

Recommendation: Option 2, update sign lighting requirements.

- d. ***Master Sign Plans.*** Currently, Master Sign Plans are only required for new development, do not give any ability to deviate from the standards, and amendments are allowed as long as the new plan complies with the basic sign standards. This means that older shopping centers are not required to have Master Sign Plans, and existing developments with Master Sign Plans can easily make changes which may deviate from the original intent of the sign plan to have consistent signage throughout a shopping center. In addition, this can limit creativity in sign design and does not allow a way to effectively address challenging sign situations for specific developments.

Master Sign Plans can be a tool that can be used to achieve consistent signage in a shopping center. While it is relatively easy to require Master Sign Plans for new construction and redevelopment projects, requiring one for existing developments can be difficult and place a significant burden on individual business owners. If a Master Sign Plan is required for all commercial developments, it would be enforced when the first business comes in after the new sign code is adopted. Depending on the willingness of the property owner/management to have a Master Sign Plan created, this could lead to delays in new businesses being able to install signage.

Option 1: Leave code as existing. Master Sign Plans would only be required for new development, with no flexibility for challenging sign situations.

Option 2: Only require Master Sign Plans for new development and redevelopment, and incentivize the creation of Master Sign Plans for existing development. Incentives could include reduced sign permit fees, expedited permit review, and greater flexibility in sign standards. Sign plans adopted for existing development and redevelopment projects would apply when a change is made to an existing sign or a new tenant moves in. This option provides a customer friendly approach, as a new business locating in an existing center without a Master Sign Plan would be able to install a sign regardless if the property owner/management has developed a Master Sign Plan.

Option 3: Require a Master Sign Plan for all commercial developments greater than 0.5 acres in size or with more than three (3) tenants. Allow deviations from the sign code in certain circumstances with different levels of review depending on the deviation (small deviations approved by the Director, larger ones approved by Planning and Zoning Commission). Provide an expedited review and approval for signs covered by a Master Sign Plan.

Recommendation: Option 2, require a Master Sign Plan for new and redevelopment. The language in the current DRSC is Option 3. However, we are now recommending Option 2 as outlined above. If Option 2 is preferred by the Commission, DRSC Section 1104.04.A.2 would be deleted.

2. **Sign Legibility.** The purpose of any sign is to convey a message. If that message is to be understood it must first be noticed and then read – that is, it must be readable. Readability is defined as that which enables the observer to correctly perceive the information content of letters, numbers, or symbols grouped together in words, sentences, or other meaningful relationships on the sign. Readability is the character of a sign that leads to comprehension of its intended message and depends on legibility and other considerations of contents and time restraints. Based on information from the International Sign Association and the United States Sign Council, the factors that result in a readable sign are numerous and complex. For example, size, height, placement, and illumination are important factors for a message to be seen, read, and comprehended. In Sedona, these factors need to be balanced with the community's aesthetic expectations. By evaluating documents from the sign industry, common characteristics have been identified that generally produce more legible signs. Currently, our code does not address these factors and we are recommending adding the following regulations:

- a. **Items of Information.** An item of information is a word, logo, abbreviation, symbol, geometric shape, image, or number with 10 or fewer digits (such as a phone number).

By limiting the items of information on a sign, the sign will become less cluttered and readability will be improved.

Recommendation: Limit the number of items of information based on sign size. The current recommendations is 7 items of information for signs 12 square feet or less and 12 items of information for signs over 12 square feet.

- b. **Font Styles.** Multiple font styles can create a cluttered appearance and be hard to discern, particularly for vehicles travelling on adjacent roads. By limiting the number of font styles, the sign is simplified and becomes more readable and more clearly conveys relevant information.

Recommendation: Limit the number of font styles on a sign. The current recommendation is 2 font styles for signs 12 square feet and under and 3 font styles for signs over 12 square feet.

- c. **Sign Height.** Signs are currently measured from the ground level at the adjacent grade (ground). However, this can create problems with readability and visibility when properties sit below the grade level of the adjacent road, as signs may be forced to be placed at a level too low to be easily seen from the roadway.

Recommendation: Include a new provision to measure sign height for monument (freestanding) signs from the top of curb of the adjacent road rather than the grade (ground) level when a sign location is lower than the road.

3. **State Route 89A Character District.** The Main Street Design Guidelines provide additional guidelines for signs in the Main Street District (Uptown/State Route 179). These guidelines generally encourage higher quality signs than the sign code, but as guidelines, they do not carry the same weight as the sign code. As we receive consistent, positive feedback regarding the design quality of signs in Uptown, many of the design standards recommended in the guidelines have been incorporated into the DRSC. However, the pedestrian oriented nature of Uptown Sedona (State Route 89A Character District) is unique and regulations specific to that area are appropriate. To that end, the DRSC includes the following recommendations:

- a. In general, the storefronts in Uptown are smaller than the storefronts in the rest of the City. Many of the businesses do not use their maximum allowed sign area, and larger signs appear out of scale with the smaller storefronts. Under the DRSC, signs in Uptown Sedona would start with a lower square footage allowance but could increase based on business frontage at the same rate as in other areas (1 square foot of sign area per every 3 lineal feet of business frontage).
- b. Where a wall sign is not visible to pedestrian traffic in a covered walkway, an under-canopy sign (suspended sign underneath a roof, ceiling, or canopy) up to 3 square feet in size could be used and that square footage would not count towards the total allowable sign area.
- c. The 89A Character District Design Guidelines encourage “low-level, pedestrian-oriented” signs but does not specify what that means. The DRSC proposes language to meet the intent of low-level, pedestrian oriented signage by setting the maximum height of monument signs at 5 feet for properties with less than 100 feet of frontage.

4. **General clarifications.** Over the years, City Staff has identified several elements of the current sign code that are not clear or create confusion. These elements include:

- a. **Sign Area.** The current code has general regulations about how sign area is measured, but is not specific enough and has led to confusion between City Staff, business owners, and sign designers.

Recommendation: Clarify how sign area is measured and what counts as sign area. Sign area includes all portions of the sign, including text, graphics, colors, and materials, that differentiate it from the mounting surface on which it placed. Sign area is the area of an eight-sided polygon that encloses everything considered sign area.

- b. **Sign Color.** The current code only includes a standard for the lightness/darkness of a background color and a general statement regarding using earth and dark colors. Unlike the Development Standards in Article 9 that define building color, the sign code does not have a standard for chroma (intensity) of color. This can lead to disagreements as to whether a sign background color is acceptable or not.

Recommendation: Regulate sign background color in the same way that building exterior colors are regulated and reference the color section in the Development Standards of the LDC.

- c. **Window Signs.** There have been questions over the years regarding what counts as a window sign, how that area is measured, particularly in relation to graphics/images that may not contain specific business or product information.

Recommendation: Clarify what counts as a window sign and what should be measured. The DRSC includes all graphics and images, excluding only solid window tinting that meets the City's exterior color requirements.

- d. **Landscaping.** The current code requires a landscape area around the base of monument (freestanding) signs. However, the City's LDC defines landscaping in a way that allows gravel, cinder, rock, and bark to be considered landscaping. Therefore, the City cannot require planting, as a gravel area is technically considered landscaping.

Recommendation: Add requirements for a landscaped area consisting of shrubs and/or perennial ground cover plants with a maximum spacing of 3 feet on center around the base of all monument signs. In addition, increase the overall size of the required landscape area. Currently, the requirement is 1 square foot of landscape area for every 1 square foot of sign area. The recommended requirement is 2.5 square feet of landscape area for every 1 square foot of sign area.

Implementation

If adopted, the DRSC would apply to new signs. Existing signs that do not comply with the new regulations would be considered legal nonconforming and would be regulated under Land Development Code Article 12, Section 1203 (Nonconforming signs). When a new business goes into a space or an existing business chooses to replace their signs, the new signs would be regulated under the new regulations.

Planning and Zoning Commission Work Session

Along with the above mentioned recommendations, Staff has identified a number of areas where we are requesting feedback from the Planning and Zoning Commission. These areas are outlined on the attached Public Review Worksheet and will be discussed at the Commission's Work Session on February 7, 2017. This worksheet was made available to the public for input. Feedback received is

included as Attachment 3. In order to aid in the discussion at the work session, the Commission is encouraged to consider (and take pictures of) signs they believe are “good” and provide those examples to Staff in advance of the meeting.

If Commission members have extensive questions or comments, they are encouraged to set up a meeting with City Staff prior to or after the scheduled work session.

Attachments

1. [Draft Revised Sign Code](#)
2. [Public Review Worksheet \(Blank\)](#)
3. [Public Responses Received](#)

1101. Title

This article shall be known as the Sedona Sign Ordinance

1102. Purpose

1102.01. The Council finds that the natural surroundings, climate, history, and people of the City provide the Sedona community with its unique charm and beauty. This Article has been adopted to ensure that all signs installed in the City are compatible with the unique character and environment of the community, and in compliance with the Community Plan.

1102.02. The purpose of this Article is to promote public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and requirements, including the following specific purposes:

- A. To promote and accomplish the goals, policies, and objectives of the Community Plan;
- B. To balance public and private objectives by allowing adequate avenues for both commercial and noncommercial messages;
- C. To recognize free speech rights by regulating signs in a content-neutral manner;
- D. To improve pedestrian and traffic safety by promoting the free flow of traffic and the protection of pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;
- E. To protect the aesthetic beauty of the City's natural and built environment for the citizens of and visitors to the City, and to protect prominent viewsheds within the community;
- F. To prevent property damage, personal injury, and litter from signs which are improperly constructed, poorly maintained, or made of unstable materials;
- G. To protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the streetscape; and
- H. To provide consistent sign design standards that enables the fair and consistent enforcement of these sign regulations.

1103. Definitions

Sign Definitions are included in Sedona Land Development Code Article 2: Definitions

1104. Administration

1104.01. Permit Required. Except as provided in this Article, no person shall erect, construct, enlarge, alter, repair, display, maintain, or use a sign, whether temporary or permanent, until a permit for the same has been issued by the Director. Each sign shall require a separate

sign permit.

1104.02. Permit Process.

- A. An application for a sign permit shall be made in writing on forms furnished by the Department and comply with the sign permit process set by the Director.

1104.03. Inspections for Permit.

- A. All signs for which a permit is required shall be subject to inspection by and approval of the Director.
- B. Footing inspections may be required for all signs having footings, subject to review and approval by the Director.
- C. All signs containing electrical wiring shall be subject to the provisions of the International Building Code as adopted, and the electrical components used shall bear the label of an approved testing agency.

1104.04. Master Sign Plans.

For some developments, alternative standards and flexibility in the established standards may enhance the aesthetic qualities of the development and the community. Approval of a Master Sign Plan allows for unified presentation of signage throughout a development site, flexibility to provide for unique environments, and pre-approval of designs and design elements to make sign review more efficient.

A. Approval Required

- 1. New construction or redevelopment projects shall obtain approval of a Master Sign Plan as part of the development review process as set forth in LDC 401, prior to any signs being erected.
- 2. Existing commercial developments greater than 0.5 acres in size or with more than three (3) tenants shall have a Master Sign Plan approved in accordance with this Article prior to installation of any permanent signs.
- 3. All signs erected or maintained shall conform at all times to the approved Master Sign Plan. Any deviations from an approved Master Sign Plan shall be unlawful unless and until a revised Master Sign Plan is approved.
- 4. For developments covering multiple properties, the property owner(s) may elect to have the entire development considered a unified development site for the purposes of the Master Sign Plan.

B. Master Sign Plan Requirements

- 1. Contents. A Master Sign Plan shall set forth a master plan for all signage for an entire parcel or development site and include the following information:
 - a. Sign dimensions and approximate locations;

1. The City is moving towards requiring an approved Master Sign Plan for developments, with the goal of enhancing the aesthetic qualities of the development and the community. This will ensure consistent signage within developments in Sedona, not just the new ones. Master Sign Plans have the benefit of providing clear expectations for property owners, businesses, and the City regarding signage at a particular location and could allow for more flexibility than the standard Sign Code (See Section 1104.04.C – Flexibility Criteria). While the Master Sign Plan would need to be reviewed and approved, once that approval is obtained, a sign permit would still be required but may be a lower cost permit (pending changes to the City’s Fee Schedule) and the review could be expedited.

What is your opinion on this approach? Are the flexibility criteria sufficient? Should there be flexibility in more or less areas? Are there any other incentives the City could potentially offer for participation in the Master Sign Plan program?

- b. Materials and colors;
 - c. Proposed illumination, including illumination levels;
 - d. Maximum numbers of items of information per sign face;
 - e. A design theme with illustrative examples of each sign type and the proposed general locations of each sign type; and
 - f. A demonstration that the Master Sign Plan will improve the aesthetics of the development and will not have an adverse impact on the use, enjoyment, or value of property in adjacent or nearby residential districts.
 - g. Any other maps, drawings or materials as required by the Director (including a colored rendering of the sign) to adequately describe the sign proposal. The application and any exhibits shall become the property of the city.
2. Prohibited Signs and Sign Elements. Prohibited signs and sign elements are not eligible for inclusion in a Master Sign Plan unless specifically indicated in this Article.
 3. Architectural Theme. All signs shall be architecturally integrated into or complimentary to the design of the building(s) and character of the site, and shall use similar and coordinated design features, materials, and colors. The Master Sign Plan shall establish an integrated architectural vocabulary and cohesive theme for the development site.
 4. Community Character. The signage proposed in a Master Sign Plan shall not have an adverse impact on the community character of the district in which the development site is located, or of the City of Sedona.
 5. Nonconforming Signs. If there are existing signs on-site, they shall be treated in accordance with LDC 1203 (Nonconforming signs) upon adoption of the Master Sign Plan.
- C. Master Sign Plan - Flexibility Criteria
1. Generally. Signage which is proposed as part of a Master Sign Plan may deviate from the standards of this Article as outlined below.
 2. Height, Area, Number, and Location of signs.
 - a. The height, area, number, and location of signs permitted through the Master Sign Plan shall be determined based on the following criteria:
 - i. The overall size of the development site and the scale of the use or uses located or anticipated to be located there (larger land areas and scales of use tend to favor larger signs and / or more signs);

- ii. Relationship between the building setback and sign location (additional signage may be appropriate for buildings with less visibility, particularly where buffering is providing an aesthetic and / or environmental benefit to the City);
 - iii. Length of Frontage on a Public Right-of-Way (larger frontages may justify more or larger signs, particularly if the size of the frontage tends to prevent sign clutter from multiple adjacent parcels);
 - iv. Classification of Street the Development Site fronts on (frontage along an arterial or collector street may justify more or larger signs than frontage along a local street);
 - v. Access and visibility to the site;
 - vi. Intended traffic circulation pattern and the need for wayfinding;
 - vii. Hierarchy of signage;
 - viii. Relationship between the site and adjacent uses;
 - ix. The desired function of the site; and
 - x. Consistency with the objectives and design policies of the Community Plan and any applicable Community Focus Area plans.
3. Lighting. Lighting standards shall not deviate from the standards of this Article.
- D. Master Sign Plan Review
1. Master Sign Plans for new construction or redevelopment shall be reviewed as part of the development review process as set forth in LDC 401.
 2. Director Approval. Master Sign Plans that deviate from the standards of this Article, as allowed by this Section, by no more than 10% may be approved by the Director.
 3. Planning and Zoning Commission Approval. Master Sign Plans that deviate by more than 10% require approval by the Planning and Zoning Commission, in accordance with the development review process as set forth in LDC 401.
 4. Notwithstanding the provisions of this section, the Director may require any Master Sign Plan to be considered by the Commission at a public hearing on the basis of location, visually related impacts, or in conjunction with other aspects of overall site development or improvements.
- E. Individual Sign Permits. Individual sign permits are required for signs installed in compliance with an approved Master Sign Plan that conforms with the provisions of this Article.

1105. General Standards Applicable to All Signs.

1105.01. General. Unless specifically exempted, the standards contained in this section shall apply to all signs within the City of Sedona.

1105.02. Abandoned Signs. The property owner shall be responsible for ensuring that signs be removed after the activity, product, business, service or other use which is being advertised has ceased or vacated the premises.

1105.03. Clearance to Utility Lines. Signs shall not be located with less than 5 feet 6 inches horizontal or 10 feet vertical clearance from overhead electric conductors which are energized under 750 volts. Signs shall not be located with less than 8 feet 6 inches horizontal or 11 feet vertical clearance from overhead electric conductors which are energized in excess of 750 volts.

1105.04. Clearance over Pedestrian Walkways or Vehicular Drives. Signs which project over a pedestrian walkway shall maintain a minimum clearance of 8 feet above grade. Signs which project over a vehicular drive shall maintain a minimum clearance of 13 feet, 6 inches above grade, or the clearance required by all applicable codes.

1105.05. Component Painting. All light fixtures, conduit, and shielding shall be painted to match either the building or the supporting structure that serves as the background of the sign.

1105.06. Historic Preservation. Where signage is to be placed on or associated with a designated historic landmark, the design, graphics and materials of such signage shall be consistent with the historic character and context of the structure or site and be in compliance with the landmark approval.

1105.07. Location.

- A. No signs shall be placed on or about public property or within any public right-of-way. Such signs may be deemed refuse and subject to removal by the Director.
- B. No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere with free use of all fire appliances, including hydrants, standpipes, automatic fire sprinkler connections, and the like. Fire lanes shall not be obstructed by the placement of any sign or sign structure.
- C. No sign shall obstruct any window to such an extent that any light or ventilation is reduced to a point below that required by any law or ordinance.

1105.08. Maintenance.

- A. All signs shall be structurally sound and maintained in good repair. The display surfaces of all signs shall be kept neatly

painted or posted at all times.

- B. Any sign determined to be a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation, or electrical shall be remedied immediately.

1105.09. Landscaping . When landscaping is required in conjunction with a sign, the landscape area shall be maintained by the property owner and shall be kept in a neat and clean condition, free of weeds and rubbish.

1105.10. Traffic Visibility Triangle. For traffic safety, signs located within the triangular area on a corner lot formed by measuring 30 feet along both street side property lines from their intersection or 10 feet from the intersection of a property line adjacent and parallel to a public street and a private street or driveway shall maintain a 3-foot maximum top height. (See Illustration 11-5.) The City Engineer may approve a sign within the Traffic Visibility Triangle if it can be demonstrated that it does not impact traffic safety.

1106. Sign Measurements and Calculations

1106.01. Sign Area.

- A. Sign area is calculated as the area within a continuous perimeter with up to eight straight sides that encloses the limits of text and graphics of a sign, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign's message from the background against which it is placed. The area excludes the structure upon which the sign is placed (unless the structure is an integral part of the display or used to differentiate it), but includes any open space contained within the outer limits of the display face of a sign, or between any component, panel, strip, or figure of any kind composing the display face, whether this open space is enclosed by a frame or border or not. See Figure XXXX
- B. Support structures will not be counted against total sign area as long as such elements are appropriately scaled to the size of the copy as determined by the Director.
- C. In the case of illuminated signs, the area of the sign is measured as the entire illuminated area.

1106.02. Sign Height.

- A. Sign height is measured as the vertical distance from the average elevation of the finish grade within a 6-foot radius at the base of the sign to the top of the sign, including all backgrounds and support structures, exclusive of any filling, berming, mounding, or landscaping, solely done for the purpose of locating the sign.
- B. If natural grade at the base of a sign is lower than the grade of an adjacent road, the height of the sign may be measured from the top of curb elevation.

1106.03. Items of Information. An item of information is a word,

logo, abbreviation, symbol, geometric shape, image, or number with 10 or fewer digits (punctuation of numbers does not increase the number of items of information). See Figure 12-6-201C, Items of Information.

1107. Design Standards Applicable to All Signs.

This section provides minimum design guidance for all signs, regardless of specific type or location. These guidelines address issues related to sign legibility, placement, color, materials, and illumination. These guidelines are intended to ensure business owners install quality signs that add to and support the character and unique beauty of Sedona. Following these standards from the onset of a project will help to ensure that the signs are designed as an integral element of the building design architecture and not as an afterthought.

2. The DRSC groups all of the design standards in one section and adds several additional design standards that are intended to ensure high quality, legible signs. Please review and offer comments regarding whether these standards are clear and understandable.

1107.01. Sign Legibility.

In the interest of public safety, the following standards are meant to ensure that signs have adequate visibility and legibility.

- A. Signs 12 square feet or less
 - 1. Maximum of 7 Items of Information
 - 2. Maximum of 2 Font Styles
- B. Signs over 12 square feet
 - 1. Maximum of 12 Items of Information
 - 2. Maximum of 3 Font Styles

Items of Information (See Section 1107, Measurements and Calculations): A brief message should be used whenever possible. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive. Businesses with long names are encouraged to use a generic identification (e.g. "CLEANERS").

Font Styles: An effective sign should do more than attract attention; it should communicate its message clearly. This is directly related to the readability of words and phrases. The most significant influence on legibility is lettering style and spacing. Typefaces that are difficult to read reduce the sign's ability to communicate. Crowding letters, words, or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message.

- C. Signs should use light colored letters on a contrasting background.

There should be an adequate amount of contrast between the colors to increase legibility. If there is little contrast between the brightness or hue of the message of a sign and its background, it will be difficult to read.

- D. Symbols and logos should be incorporated in place of words *Question on next page*

whenever possible.

Pictographic images will usually register more quickly in the viewer's mind than a written message. If the nature of the business suggests a particular symbol to identify the business, this should be incorporated into the sign.

3. Is encouraging the use of logos and images rather than words something that the community desires?

1107.02. Sign Placement

In order to assist in wayfinding, signs throughout a development site should be placed in a strategic manner, in similar locations and in a similar fashion throughout the center so that customers can easily identify business locations.

- A. Signs shall be placed to relate to the architectural features of the building on which they are located.
- B. Wayfinding signs for businesses shall be placed at or near the public entrance or main parking area to indicate the most direct access to the business.
- C. Signs shall be placed consistent with the proportions of the building's facade.

For example, a particular sign may fit well on an upper, more basic wall, but would overpower and obstruct the finer detail of a lower storefront area.

- D. Signs shall not be located so that they cover or interrupt the architectural details or ornamentation of a building's facade.
- E. Signs shall not project above the edge of the eaves or rooflines and shall not obstruct windows and/or doorways.
- F. The location and extent of signs and advertising should not obstruct scenic views.
- G. Repetitious signage information on the same building frontage should be avoided.

1107.03. Sign Color

The City of Sedona has long placed a strong emphasis on building design and aesthetics, including regulations of color to ensure the built environment blends into the surrounding natural environment. In order to ensure the signs adhere to this same standard, sign colors are regulated in a similar way to building colors.

- A. Sign colors shall provide sufficient contrast to be legible, yet be subdued enough to blend with the natural landscape and/or surrounding structures.
- B. Background colors shall be limited to no more than three on a single sign.

Too many colors overwhelm the viewer's ability to process fast what the sign is communicating. Limit use of accent colors to increase legibility.

- C. The background area of a sign, exclusive of any letters, words,

or symbols, shall comply with the exterior color requirements of LDC 904.01 (Exterior Color Requirements)¹, except as noted below.

1. Not more than 10% of the sign background area shall exceed these color requirements.
 2. Natural materials including, but not limited to, rock, natural wood, tile, and brick, which do not comply with these color requirements, may be considered on a case-by-case basis by the Director.
- D. Text colors are not subject to the same color restrictions as background colors, but should provide sufficient contrast. Bright and glossy or fluorescent colors and reflective surfaces are prohibited.
- E. Sign colors shall relate to and complement the materials or color scheme of the buildings, including accent and trim colors.
- F. Signs may be painted directly on building facades. The Director shall review such requests on a case-by-case basis and make a determination based on a review of whether the proposed sign interferes with the architectural integrity of the building.

4. Are signs painted directly on building facades appropriate for Sedona?

1107.04. Sign Materials

- A. Materials shall be selected with consideration for the architectural design of the building's facade. Sign materials shall complement the architecture and materials of the structure.
- B. Acceptable sign materials include:
1. Wood (carved, sandblasted, etched, properly sealed and painted or stained)
 2. Red rock and river rock
 3. Tile (painted, sealed, inlaid tiles)

5. Are there any additional materials that should be added to the list of approved materials for backgrounds and lettering? Are there any materials that shouldn't be included?

¹ LDC 904.01 Exterior Color Requirements.

A. The color contrast of structures with the natural dark green of the vegetation, and rust reds of the red rocks and soils, is a concern with respect to reducing visual impacts of the built environment and trying to blend it with the natural environment. Structures, walls, garage doors, roofs (including flat roofs) and fences shall blend with the surrounding natural environment without calling undue attention to the development, and materials or colors used shall have a light reflectance value (LRV) not exceeding 38% (Munsell value 7).

B. Exterior paint and material colors shall not exceed values and chromas as set forth below, and as indicated in the Munsell Book of Color on file in the Community Development Department. (The Munsell Book of Color is a system that describes color in terms of 3 standardized attributes: hue, value (lightness/darkness) and chroma (intensity). Numerical values define each color attribute, and the colors are arranged in the book in equal visual steps for each attribute.) Bright and glossy or fluorescent colors are prohibited. To determine if a particular color is acceptable, the applicant may take the desired color chip (available at paint stores) to the Department for comparison with the Munsell Book of Color.

1. In Munsell hues BG (Blue-Green), B (Blue), PB (Purple-Blue), P (Purple), and RP (Red-Purple); the maximum chroma allowed is "2," unless values of "5" (LRV 20%) or less are proposed, in which case the maximum chroma may be increased to "4."

2. In all other Munsell hues, the maximum chroma allowed is "2," unless a value of "6" (LRV 28%) or less is proposed, in which case the maximum chroma allowed is "4." Further, when a value of "5" (LRV 20%) or less is proposed, the maximum chroma may be increased to "6."

4. Metal (formed, etched, cast, engraved, and properly primed or factory coated to protect against erosion).
5. Stucco, when used to match an existing building onsite.
6. High density sign foam, when designed to successfully imitate another acceptable sign material
7. Decorative iron or wood brackets are preferred for sign hardware support
8. Requests to use alternative materials may be approved on a case-by-case basis by the Director

- C. A minimum of 50% of the sign area, words, and logos shall incorporate a minimum of 1/2" of relief. This may be achieved through raised or engraved lettering, logos, and other sign elements

1107.05. Sign Illumination

Sign illumination is necessary to ensure businesses can be found when open after dark. However, as a Dark Sky Community, Sedona seeks to limit outdoor lighting to only what is necessary and to minimize light pollution. The following illumination standards seek to achieve a balance between providing sufficient sign lighting while ensuring maintenance of the dark skies.

- A. Illumination is only permitted on permanent signs in Commercial districts. Temporary signs and signs in Residential districts cannot be illuminated, unless approved as a part of a Master Sign Plan.
- B. The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a sign from the adjacent travel way or closest right-of-way; and the illumination of a sign shall not be obtrusive to the surrounding area as determined by the Director.
- C. Signs should only be illuminated if the existing ambient light (such as from street lights or from interior lighting from a building) is not sufficient to light the sign.
- D. When illumination is used, the light shall be contained to the sign and no light shall spill over.

- E. Illumination for signs shall conform to all provisions of LDC 911, Outdoor lighting. Sign lighting shall be treated as Class 1 lighting and shall conform to the lamp, shielding, and time restrictions and shall count towards the lumen cap for the property.

6. Currently, the Sign Code does not regulate the color of sign illumination. Is this something that should be regulated?

F. External Illumination

1. Fixtures chosen for external illumination shall be architecturally compatible with the building to which they are attached.
2. Externally lit signs shall be illuminated only with steady, stationary, shielded light sources directed solely onto the

sign without causing glare.

3. External lighting fixtures shall be fully shielded and directed down.
4. Ground mounted uplighting may be used when it can be demonstrated that no light will spill off of the sign face.

G. Internal Illumination

1. Internally illuminated signs are prohibited except as permitted below:
 - a. Individual halo-lit letters with solid opaque faces that do not permit any light to come through the face, which are silhouetted against a softly illuminated wall (see Illustration 11-1);
 - b. Metal-faced box signs with cut-out letters and soft-glow lighting sources (see Illustration 11-3).

H. Prohibited Illumination Methods

1. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from adjacent public rights-of-way or residential properties
2. The fixtures used to illuminate signs shall not be directed toward nearby residential properties.
3. Other than one sign per business, with a maximum of 2 square feet, digital or electronically lit messages of any kind, or signs having the same effect, are prohibited.
4. Blinking, rotating, flashing, hanging, or reflecting lights are prohibited.
5. Visible raceways and transformers for individual letters are prohibited.

1108. Exempt Signs

Subject to the conditions and limitations specified below, the following signs or sign devices are exempted from the permit process; provided, that they are not prohibited by LDC 1114, Prohibited signs:

1108.01. Bumper Stickers. Bumper stickers or similar expressions of noncommercial speech affixed to motor vehicles.

1108.02. Event Posters and Announcements. Posters, flyers and announcements promoting events may be displayed, but shall not contain advertisements for products or services not associated with the event. Displays of event announcements shall not exceed 1 poster, a maximum size of 11 inches by 17 inches, per business, and shall not be placed on the exterior of a building or structure.

1108.03. Cornerstones. Cornerstones and the like, when carved into stone, concrete, bronze or other permanent material and made an integral part of a building or structure. Cornerstones are not to exceed 4 square feet.

1108.04. Flags. The flag, pennant or insignia of any nation, organization of nations, state, province, county, city, any religious, civic or fraternal organization, or educational institution. A temporary sign permit shall be required when such are used in connection with a commercial promotion or as an advertising device (LDC 1111(D), Promotional Signs). Flagpoles shall not exceed maximum height regulations as set forth in LDC 903.10.

1108.05. Historic Plaques. Historic plaques erected or provided by the city designating an area of historical significance.

1108.06. Information Signs. Signs on commercial properties containing no advertising or business identification; limited to a maximum of 2 square feet per business entrance.

1108.07. Display Boxes. Display boxes of up to 2 square feet are allowed for restaurants, bars and lounges. Display Boxes may be illuminated with fully shielded fixtures. A permit shall be obtained for menu display boxes larger than 2 square feet, and the area in excess of the permitted 2 square feet shall be counted against the total allowable sign area for the business.

1108.08. Official Notices. Official government notices and notices posted by government officers or employees in the performance of their official duties; and government signs to control traffic, provide information, identify streets, warn of danger, or perform other regulatory purposes.

1108.09. On-Site Directional Signs. Directional signs no more than 3 feet in height and 4 square feet in area, located outside of the front and street side yard setbacks, to aid in traffic circulation and wayfinding within a developed site.

7. Should wayfinding signs be allowed to aid in traffic circulation within a developed site? If so, what limits should be placed on number, size, and location?

1108.10. Political Signs.

A. The City encourages political signs to be placed in a way that limits the negative aesthetic affects of numerous large political signs throughout the city and serves to fulfill the City's vision of enhancing its natural beauty.

B. Political Signs are permitted in compliance with ARS §16-1019.

1108.11. Temporary signs on properties offered for sale are permitted on-site as follows:

A. All Residential Zones

1. One sign per property is permitted. Signs must be nonilluminated, constructed of durable materials, placed only on the property for sale, rent, or lease, be no more than six feet in height, and be no larger than six square feet in area.

2. One sign not to exceed 3 feet in height and 6 square feet may be located on each lot while the open house is occurring and manned by the real estate agent or an authorized representative;

- B. All Commercial and Nonresidential Zones.
 - 1. One sign per street frontage is permitted. Signs must be nonilluminated, constructed of durable materials, placed only on the property for sale, rent, or lease, be no more than six feet in height, and be no larger than 12 square feet in area
- C. All signs shall be removed within 15 days from the date of sale, lease or rental.

1108.12. Symbols. Nonverbal symbols attached to a place of religious worship.

- A. Symbols must be stationary and unlighted.
- B. One symbol shall be permitted per street frontage per lot.
- C. Symbols shall not exceed 16 square feet in area and 6 feet in height.

1108.13. Residential Nameplates, Street Address or Combination. One nameplate sign showing the name of the occupant of a residence; the occupant’s profession, occupation, or title; or the address of the dwelling is allowed. The sign shall contain no advertising copy and shall not exceed 2 square feet in area.

1108.14. Seasonal Decorations. Temporary, noncommercial decorations or displays, when such are clearly incidental to, and are customarily or commonly associated with, any national, local or religious celebration; provided, that such decorations or displays are maintained in an attractive condition and do not constitute a fire hazard.

1108.15. Outline Lighting. Outline lighting and decorative strings of lights are authorized without a permit only from Thanksgiving to the following January 15. After January 15, lighting in residential areas must be turned off, and in commercial areas, it must be turned off and removed from buildings and structures. Such lighting shall be installed in a way that does not create a public nuisance or hazard.

1108.16. Signs Authorized by Law. Signs required or specifically authorized for a public purpose by any law, statute or ordinance; provided, however, that no such sign shall be placed in a public right-of-way unless specifically required or authorized by law, statute or ordinance, and, except for warning signs or barricades of a temporary nature, such signs shall be permanently affixed to the ground, a building or other structure. Such signs shall not exceed the minimum number required to accomplish the purpose.

1108.17. Signs on Vehicles. Signs displayed on motor vehicles or trailers which are being operated or stored in the normal course of business, such as signs indicating the name of the owner or business which are located on delivery trucks, trailers and the like. Business vehicles shall be parked in an assigned parking space which is not immediately adjacent to a street frontage.

1108.18. Street Address Signs. Each property must display its

8. Currently the sign code only allows outline/string lighting between Thanksgiving and January 15th. Several businesses have requested year-round outline/string lighting. Should the revised Sign Code allow outline lighting year round? If allowed, should it be restricted to white lighting, or is colored lighting appropriate?

9. The City has received complaints about the placement of vehicles in visible locations adjacent to street frontages when the vehicle acts as a sign. Should these remain as an exempt sign or should we develop further regulations?

legally assigned street number in accordance with SCC 12.20.070 and applicable Fire Code requirements. Legally assigned street address numbers must be incorporated into a property's freestanding sign, clearly displayed on the building, and be of a contrasting color with the background to which they are attached. Letters or numbers shall have a maximum height of 150% of the required minimum height, as set forth in the City Code and the Fire Code.

1108.19. Warning Signs. Temporary or permanent signs erected by the city, public utility companies or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines or similar devices.

1108.20. Window Display. Merchandise or models of products or services which are incorporated as an integral part of an indoor window display.

1108.21. Window Signs. Window signs covering no more than 10% of a window.

1108.22. Works of art, including murals, which do not advertise a product or business and which have been approved by the Director;

1109. Permanent Signs (Commercial Districts)

The following regulations apply to signs within Commercial Zoning Districts within the City of Sedona. These include the following zones: CN (Neighborhood Commercial), OP (Office Professional), C-1 (General Commercial), C-2 (General Commercial), C-3 (Heavy Commercial/Light Manufacturing), RC (Resort Commercial), and L (Lodging). In addition, properties within the PD (Planned Development) District with commercial uses would be included in this category.

For new and remodeled shopping centers, a comprehensive sign program for all signs in the center shall be developed. If a property has an approved Master Sign Plan or a sign plan approved in compliance with this Article, that plan shall take precedence over these regulations.

For sign computation purposes, the following shall be considered a single property or development site: (1) A commercial condominium building or complex (2) Businesses associated by a common agreement or ownership with common parking facilities or housed in 1 structure.

When 2 or more tenant occupy 1 building space with a common entrance, they shall be considered 1 tenant for sign computation purposes.

1109.01. Business Tenant Signs

Business tenant signs are permitted per business and sign area accumulates for each separate business on a property.

For properties or development sites with a single tenant, tenant signage with a maximum area of 20 square feet is permitted. On properties exceeding a 60-foot lot frontage on a single street, this area may be increased in area by 1 square foot for each 3 lineal feet of building frontage in excess of 60 feet, up to a maximum of 50 square feet.

For properties or development sites with 2 or more tenants, tenant

signage with a maximum area of 12 square feet is permitted for each tenant with a primary entrance on a street, parking lot, courtyard or mall. For tenants exceeding a 36-foot building frontage, the sign area may be increased in area by 1 square foot for each 3 lineal feet of building frontage in excess of 36 feet, up to a maximum of 50 square feet.

Business tenant signs shall be located on a wall of the building which contains the business. Business tenant signs are prohibited within the front and street side yard setbacks.

The following signs are considered business tenant signs. The cumulative area of all signs used by the business may not exceed the limits as set forth above.

A. Building Signs

1. Building signs shall not project from the surface upon which they are attached more than that is required for construction purposes and in no case more than 12 inches.
2. New building signs for individual businesses in a shopping center shall be placed consistent with the location of signs for other businesses in the center. This will establish visual continuity among storefronts and create a unified appearance for the center.

B. Projecting and Suspended Signs

1. Hanging signs should be simple in design and not used to compete with existing signage at the site, such as wall signs.
2. On a multi-storied building, the sign shall be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be in line with the lowest point of the roof.
3. The 2 sides of a projecting or suspended sign must be parallel back to back, and shall not exceed 10 inches in thickness.
4. A projecting sign shall be hung at right angles to the building and shall not extend more than 4 feet from a building wall.
5. The top of the sign should be in line with whichever is the most successful application of scale, linear continuity or visibility as determined by the Director.
6. No sign shall overhang any public right-of-way (including sidewalks) without approval from the relevant organization having jurisdiction over the right-of-way. Such signs shall be covered by a public liability insurance policy which names the city as the insured party.
7. Sign supports and brackets shall be compatible with the design and scale of the building. Decorative iron and wood brackets are encouraged.

8. To avoid damaging brick and stonework; brackets shall be designed to be bolted into masonry joints.
9. Internal illumination of projecting signs is prohibited.

C. Awning Signs

1. The text of awning signs shall be located only on the valance portion of the awning. Letter color shall be contrasting with the awning and the building color scheme.
2. The shape, design, and color of awnings should coordinate with, and not dominate, the architectural style of the building. Where multiple awnings are used on a building, the design and color of the sign awnings shall be consistent with all other awnings.
3. Backlit and internally illuminated awnings are prohibited.
4. Only permanent signs that are an integral part of the canopy or awning shall be used.

D. Window Signs

1. Interior signs 24 inches or less from the window are considered as exterior advertising signs.
2. Window signs (permanent or temporary) shall not cover more than 25% of the area of each window. Signs that cover 10% or less of the window do not count towards the total business sign allowance.
3. Window signs shall be primarily individual letters placed on the interior surface of the window and intended to be viewed from outside. Glass-mounted graphic logos may also be applied as long as they comply with the 25% limitation.
4. Window tinting is not considered a window sign provided it is of a solid color that complies with exterior color requirements.

10. The DRSC proposes that an interior sign located 24 inches or less from the window is considered a window sign. Is 24 inches the appropriate distance away from the window?

11. Should lifestyle graphics (window coverings with no text and only images) and/or decorative artwork be allowed? If so, should they be counted towards the total allowable signage?

1109.02. Site signs

Site signs are permitted for each individual parcel or group of parcels that the owners have declared to be a development site for sign purposes. Sign area accumulates for the parcel or development site, regardless of the number of businesses on that parcel.

The following signs are considered site signs, are allotted per property, and shall not count against the total allowable signage for any one business. These signs are permitted at the discretion of the property owner and/or property management company.

A. Monument (Freestanding) Signs

1. There shall be no more than 1 monument sign per street frontage per site and a maximum of 2 monument signs per site.
2. A landscaped area consisting of shrubs and/or perennial

ground cover plants with a maximum spacing of 3 feet on center is required around the base of all monument signs. The landscape area must be a minimum of 2.5 square feet for each 1 square foot of sign area. Landscaping should be designed to ensure the long-term readability of the sign.

3. Monument signs are permitted a maximum area of 20 square feet and maximum height of 8 feet. On properties which exceed a 300-foot lot frontage on a single street, one of the following two options may be applied:
 - a. The maximum sign area may be increased to 28 square feet.
 - b. A second monument sign on a single frontage may be permitted provided there is a minimum of 250 feet separation between the two signs. If this option is used, the maximum of 2 monument signs per property does not change.
 4. The sign base shall have a minimum aggregate width of 75% of the width of the sign cabinet or face.
 5. Monument signs shall be placed perpendicular to the street.
 6. Monument signs shall incorporate architectural elements, details, and articulation consistent with the primary building on the site.
 7. Each monument sign shall incorporate the legally assigned address number.
 8. For properties where a monument sign is not used, the Director may allow additional wall signage for center identification in lieu of a monument sign, subject to the same maximum area as the monument sign.
- B. Directional Signs.
1. There shall be no more than 1 directional sign per driveway entrance to a lot, parcel or multiple use lot or parcel.
 2. No directional sign shall be greater than 6 square feet in area or have height greater than 3 feet above grade.
 3. No more than 25% of the area of a directional sign may be devoted to business identification.
 4. Directional signs shall not be permitted at a driveway entrance where there is a separate freestanding sign, but directional signage may be incorporated into the freestanding sign. Directional information incorporated into a freestanding sign shall not count towards the total allowable sign area for the freestanding sign.
- C. Directory Signs.
1. Directory signs may be provided for individual businesses or occupants of the same building or building complex, in

accordance with the following (see Illustration 11-8):

2. The display board shall be of an integrated and uniform design;
3. One (1) directory sign is permitted at each pedestrian entrance to the building complex, with a maximum of 2 per development site.
4. Directory signs may be wall-mounted or freestanding signs.
5. Such signs shall not exceed 6 feet in height;
6. Each tenant business is permitted a maximum of 0.5 square feet on a directory sign and the building identification shall not to exceed 2 square feet. The total area of any directory sign shall not exceed 15 square feet;

D. Service (Gas) Station Signs.

1. Each service station or other business selling automotive fuel is permitted 1 price sign for each street frontage not to exceed 8 square feet in area and 8 feet in height.
2. Service Station signs shall be incorporated into the main freestanding sign but shall not count towards the maximum allowable square footage when used solely for gas pricing.
3. "Self/full serve" signs not to exceed 3 square feet in area each are permitted on each end of each pump island.
4. All other signs are prohibited, including but not limited to, signs affixed to the top or sides of an operable fuel dispensing pump or trash containers.

E. Drive-Thru Board Signs

1. Board Signs shall maintain a minimum setback of 25 feet from front and street side property lines
2. Maximum of 30 square feet and 6 feet in height.
3. Internal illumination of board signs is permitted.
4. Shall be designed with a solid base. The design, materials, and finish of the base shall match the building.
5. Screening of board signs from the public right-of-way is required through use of the building, walls, fences, or landscaping, subject to review and approval by the Director.
6. A maximum of 1 sign per drive thru restaurant is permitted.
7. If speakers are used, they shall be subject to the City of Sedona's noise ordinance.

12. The current Code doesn't regulate Drive Thru Menu Boards. The DRSC includes language that is typical in other communities. Any comments, concerns, suggestions?

F. Signs for vacation timeshare solicitors, vacation club solicitors, timeshare sellers and vacation club membership sellers.

1. Within the city of Sedona, all signage at all locations engaged in the commercial solicitation of vacation club membership plans, timeshares or timeshare plans, including, but not

limited to, off-premises canvassing (OPC) locations, kiosks, or podiums located adjacent to public rights-of-way, shall comply with the requirements of Sedona City Code Chapter 8.15.023.

1110. Permanent Signs (State Route 89A Character District)

As Uptown Sedona is characterized as a predominately pedestrian area, it is recognized that different sign standards are needed. For properties that have been identified in the Sedona Main Street and Character Districts Design Manual as being part of the State Route 89A Character District, the design standards applicable to Commercial signs will apply with the following exceptions:

1110.01. Business Tenant Signs

For properties or development sites with a single tenant, tenant signage with a maximum area of 10 square feet is permitted. On properties exceeding a 30-foot lot frontage on a single street, this area may be increased in area by 1 square foot for each 3 lineal feet of building frontage in excess of 30 feet, up to a maximum of 25 square feet.

For properties or development sites with 2 or more tenants, tenant signage with a maximum area of 6 square feet is permitted for each tenant with a primary entrance on a street, parking lot, courtyard or mall. For tenants exceeding a 18-foot building frontage, the sign area may be increased in area by 1 square foot for each 3 lineal feet of building frontage in excess of 18 feet, up to a maximum of 25 square feet.

- A. Under Canopy Signs. Where a wall sign is not visible to pedestrian traffic in a covered walkway, an under-canopy identification sign of up to 3 square feet is allowed. Square footage for an under canopy sign does not count towards the maximum area for the business sign.

1110.02. Site Signs

A. Monument (Freestanding) Signs

1. On properties with less than 100 feet of street frontage, monument signs are permitted a maximum area of 15 square feet and maximum height of 5 feet.

1111. Permanent Signs (Residential Districts)

The following regulations shall apply to the specific permanent signs as indicated for residential districts and subject to the issuance of a sign permit.

A. Directional Signs.

1. Directional signs are prohibited for single-family residential uses.
2. There shall be no more than 1 directional sign per driveway entrance to a lot, parcel or multiple use lot or parcel.
3. No directional sign shall be greater than 6 square feet in area and have height greater than 3 feet above grade.

13. Due to the pedestrian-oriented nature of Uptown, it is recognized that it should be regulated differently. The shops in Uptown tend to have smaller storefronts than the rest of the City. In general, the signs in Uptown are well under the 12 sq. ft. maximum and the stores that have maximized the 12 sq.ft. currently allowed have signs that tend to look out of proportion with the size of their storefront. The DRSC proposes that the allowable sign area starts at a lower number but allows an increase at generally same rate based on building frontages. The intent is to create more proportional signs (pedestrian scale) in the Uptown area. Do you agree with the methodology proposed by this new section?

4. Directional signs shall not be permitted at a driveway entrance where there is an identification sign, but directional signage may be incorporated into the identification sign. Directional information incorporated into a identification sign shall not count towards the total allowable sign area for the identification sign.

B. Identification Signs.

1. Identification signs are prohibited for single-family residential uses.
2. One identification sign per property is permitted. However, if the property exceeds 2 acres in area and has frontage along more than 1 public right-of-way, a maximum of 2 signs are permitted, with no more than 1 sign adjacent to each street frontage.
3. Each sign shall not exceed 12 square feet in area per face and may be double-faced.
4. An identification sign may be wall-mounted or freestanding. When placed against a wall, the sign shall not extend more than 6 feet above grade at the base of the wall. The height of a freestanding sign shall not exceed 3 feet above grade.

C. Subdivision Entrance Signs.

1. Not more than 1 permanent subdivision identification signs is permitted for each primary entrance to a recorded subdivision.
2. Each sign shall not exceed 12 square feet in area per face and may be double-faced.
3. A subdivision entrance sign may be wall-mounted or freestanding. When placed against a wall, the sign shall not extend more than 6 feet above grade at the base of the wall. The height of a freestanding sign shall not exceed 3 feet above grade.
4. Each subdivision entrance sign shall be located in a landscaped area of at least 2.5 square feet for each 1 square foot of sign area. The landscaped area consisting of shrubs and/or perennial ground cover plants with a maximum spacing of 3 feet on center is required around the base of subdivision entrance signs. Landscaping should be designed to ensure the long-term readability of the sign.
5. Subdivisions with entrances off of a Major Arterial Roadway may apply for a Master Sign Plan to allow additional or larger signs to ensure readability from the adjacent roadway.

1112. Permanent Signs (Special Use, Community Facilities, Transitional Districts)

- 1112.01. Nonresidential Uses. Signage for nonresidential uses

within Special Use, Community Facilities, Transitional districts is subject to the provisions of LDC 1109, with the following exceptions:

- A. Directional Signs. Directional signs are limited to a maximum area of 4 square feet. All other provisions apply.
- B. Directory Signs. Directory signs are limited to a maximum area of 10 square feet. All other provisions apply.
- C. Monument (Freestanding) Signs. Monument signs are limited to a maximum area of 12 square feet and a maximum height of 5 feet. No more than one monument sign is permitted per property. All other provisions apply.

1112.02. Residential Uses. Signage for residential uses within Transitional and Special Use districts is subject to the provisions of LDC 1110.

1112.03. Master Sign Plan. The above requirements may be modified through approval of a Master Sign Plan.

1113. Permanent Signs (Parks and Recreation Uses)

The following regulations shall apply to the specific permanent signs as indicated public parks and recreation uses and subject to the issuance of a sign permit.

1113.01. Signage necessary for the safe and orderly operation of the parks and recreation facilities is permitted. This could include, but is not limited to, facility identification, posting of park rules, directional signs, and hours of operation. Signs over 3 feet in height or signs visible from off-site require a permit.

1113.02. Master Sign Plan. A master sign plan may be approved for public parks and recreation facilities.

14. The City has received several comments about the need for special event signs, electronic informational (special/community events/information) kiosks, community wayfinding (directional for traffic), banners across 89a in uptown, and civic information in right-of-way. What are your thoughts about these types of signs? Should we look further into how these types of signs might be permitted?

1114. Temporary Signs

1114.01. Standards for Temporary Signs

- A. Design standards related to color, font styles, and items of information are not applicable for temporary signs.
- B. Sign Area. Sign Area shall include the entire sign, including background and text.
- C. Sign Location. Signs shall be located so as not to create a hazard for pedestrian or vehicular traffic.
- D. Sign Installation. Temporary signs shall be installed in such a way that ensures they do not create a safety hazard.
- E. Sign Illumination. Illumination of temporary signs is prohibited.

1114.02. The following regulations shall apply to the specific

temporary signs as indicated and subject to the issuance of a temporary sign permit.

A. Temporary Directional Signs.

1. Temporary, nonilluminated directional signs may be permitted for special events in accordance with LDC 407, Temporary uses.
2. Signs may be placed 1 day prior to the event and must be removed 1 day after the event.
3. The maximum area of a temporary directional sign shall not exceed 6 square feet and maximum height shall not exceed 3 feet.
4. Temporary Directional Signs shall be used for wayfinding purposes. No advertising is permitted.

15. Temporary directional signs are currently only allowed for events that obtain a Temporary Use Permit (TUP). Large events that don't require a TUP may benefit from Temporary Directional Signs for wayfinding/directional purposes. However, the City has received a number of comments and concerns about the proliferation of these types of signs. Should we be exploring ways to permit these types of signs or should they be prohibited altogether?

B. Temporary Business Signs.

1. Temporary business signs are allowed only in commercial districts.
2. All businesses shall be permitted to display temporary signs for a maximum of 20 days per year for a minimum of 5 consecutive days at a time.
3. Temporary business signs shall not exceed 20 square feet in area.
4. Temporary signs shall be attached to the building of the business of which they are advertising or may be freestanding if the overall height does not exceed 8 feet.
5. The following signs may be permitted through a Temporary Sign Permit:
 - a. Flag-mounted signs;
 - b. Banners;
 - c. Pennants;
 - d. Streamers;
 - e. Balloons;
 - f. Inflatable signs;
 - g. Costumed characters;
 - h. Sandwich board or A-frame signs.

16. As a result of the court opinion, the DRSC combines Promotional Signs, Going-out-of-Business, and Grand Opening Signs into one category to be more content neutral. Additionally, the Draft reduces the number of days overall, but gives more flexibility to how those days are used. Is this methodology appropriate?

C. Site Development Signs.

1. One site development sign may be allowed for each development project.
2. A site development sign may be displayed upon the issuance of a building permit for the project and shall be removed prior to the issuance of a Certificate of Occupancy or the abandonment of the project, whichever shall first occur.

3. Any site development sign shall not exceed 32 square feet in area and shall not exceed 8 feet in height.

1115. Prohibited Signs

1115.01. Signs that are not specifically authorized are expressly prohibited. Prohibited signs include, but are not limited to, the following:

17. This section provides a lengthy list of signs that are not allowed, do you agree with this list? Are there any signs that should be added/removed?

- A. Pole Signs;
- B. Internally Illuminated Cabinet Signs;
- C. Plastic signs are prohibited except as otherwise provided;
- D. Flag-mounted signs, except as otherwise provided;
- E. Signs having intermittent or flashing illumination, animated or moving parts, rotating or simulating movement by any means of fluttering, spinning or reflection devices or that emit sound, except as otherwise permitted;
- F. Electronic message signs except for “time and temperature” signs;
- G. Freestanding changeable copy signs, except as otherwise provided;
- H. Banners, pennants, streamers, balloons, flags, search lights, strobe lights, beacons, inflatable signs, and costumed characters, except as otherwise provided;
- I. Service or bay entrance sign banners or advertising;
- J. Sign imitating an official traffic control sign;
- K. Signs that in any way obstruct the view of, be susceptible to, or be confused with an official traffic sign, signal or device or any other official sign, as defined by the Director;
- L. Signs that in any way imitate any official sign, including, but not limited to, color and font style, as defined by the Director;
- M. Signs that use words, phrases, symbols, or characters implying the existence of danger or the need for stopping or maneuvering of a motor vehicle, or create in any way an unsafe distraction for motor vehicle operators;
- N. Signs that obstruct the view of motor vehicle operators, bicyclists and pedestrians entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare;
- O. Signs that obstruct free ingress to or egress from required door, window, fire escape or other required exit;
- P. Any sign placed on city-owned property, except as otherwise provided;
- Q. Any sign placed on private property without the property owner’s written approval;

- R. Off-premises signs;
- S. Signs attached to any fences, utility poles, trees, shrubs, rocks or other natural objects, unless specifically included in the design and are approved by the Director;
- T. Signs constituting a hazard to safety, health or public welfare;
- U. Neon signs where the light source is visible from the public right-of-way, except as otherwise provided
- V. Roof-mounted signs;
- W. Signs painted on or attached to vehicles or fleet of vehicles which are parked conspicuously on the public right-of-way or on private premises for the purpose of circumventing the intention of these regulations;
- X. Sandwich board, A-frame, portable and other similar types of signs, except as otherwise provided;
- Y. Signs with reflective surfaces;
- Z. Temporary signs, except as otherwise provided;
- AA. Walking signs, including costumed characters used for commercial advertising purposes, which are visible from any public right-of-way, any adjacent building, or any public area, except as otherwise provided;
- AB. Signs with any statement, symbol or picture of an obscene nature;
- AC. Single support signs;
- AD. Signs in districts designated "Open Space and Recreation" are prohibited, except as otherwise provided;
- AE. Exposed raceways and conduit.

**Draft Revised Sign Code
Public Review Worksheet
Round 1**



City of Sedona
Community Development Department
102 Roadrunner Drive Sedona, AZ 86336
(928) 282-1154 • Fax: (928) 204-7124

Thank you for taking the time to review the 1st Draft Revised Sign Code (DRSC) for the City of Sedona. A recent United States Supreme Court opinion has significantly impacted the way cities can address signs. The primary finding of this opinion provides that sign codes cannot regulate content (sign message and words) and can only focus on such things as location, size, height, color, material, and function. This draft includes the opinion requirements and incorporates many of the comments that have been submitted in the past regarding how the current version of the Sign Code is (or is not) working.

One of the most significant changes in this draft is the prohibition of all off-premise signs, including signs in the right-of-way, such as garage sale and real estate signs. Based on the court opinion, cities cannot regulate based on content or type of sign in the same way they have been able to in the past.

In drafting this document, we have identified a number of areas where additional public feedback is needed. These areas are identified below, followed by a space for your responses. At the end of this worksheet, there is space to provide feedback on other areas of the DRSC, along with some general questions. In order to fully understand the feedback being sought it will be necessary in most cases to read the proposed sections being referenced. The sections of text related to each question is located in the area to the right of each numbered discussion

This worksheet can be filled out in Microsoft Word and the text box will expand to fit the response. If being filled out by hand, please feel free to attach additional pages if needed. In addition, if you feel that a picture (perhaps of an existing sign) better conveys your thoughts/comments, please feel free to provide those with your responses, being sure to indicate which question(s) the picture(s) is (are) associated with.

Please note that the current DRSC is a text only version and we anticipate adding graphics and images once the text becomes further developed. As it is anticipated that the graphics will illustrate the more complicated and involved parts of this code. If you have any questions, please feel free to contact Cari Meyer, Senior Planner, at (928) 203-5049 or cmeyer@sedonaaz.gov. Thank you for your participation!

<p>Name:</p> <p>Phone Number:</p> <p>Email Address:</p> <p>Community Affiliation (if applicable):</p>

1.	<p>Section 1104.04: Master Sign Plans (Page 2)</p> <p>The City is moving towards requiring an approved Master Sign Plan for developments, with the goal of enhancing the aesthetic qualities of the development and the community. This will ensure consistent signage within developments in Sedona, not just the new ones. Master Sign Plans have the benefit of providing clear expectations for property owners, businesses, and the City regarding signage at a particular location and could allow for more flexibility than the standard Sign Code (See Section 1104.04.C – Flexibility Criteria). While the Master Sign Plan would need to be reviewed and approved, once that approval is obtained, a sign permit would still be required but may be a lower cost permit</p>
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	<p>(pending changes to the City’s Fee Schedule) and the review could be expedited.</p> <p>What is your opinion on this approach? Are the flexibility criteria sufficient? Should there be flexibility in more or less areas? Are there any other incentives the City could potentially offer for participation in the Master Sign Plan program?</p>
2.	<p>1107: Design Standards Applicable to All Signs (Page 7)</p> <p>The DRSC groups all of the design standards in one section and adds several additional design standards that are intended to ensure high quality, legible signs. Please review and offer comments regarding whether these standards are clear and understandable.</p>
3.	<p>1107.01.D: Sign Legibility; Symbols and Logos (Page 8)</p> <p>Is encouraging the use of logos and images rather than words something that the community desires?</p>
4.	<p>1107.03.F: Sign Color; Signs on Building Facades (Page 9)</p> <p>Are signs painted directly on building facades appropriate for Sedona?</p>
5.	<p>1107.04.B: Sign Materials (Page 9-10)</p> <p>Are there any additional materials that should be added to the list of approved materials for backgrounds and lettering? Are there any materials that shouldn’t be included?</p>
6.	<p>1107.05.E: Sign Illumination (Page 10)</p> <p>Currently, the Sign Code does not regulate the color of sign illumination. Is this something that should be regulated?</p>
7.	<p>1108.09: Exempt Signs: On-Site Directional Signs (Page 12)</p> <p>Should wayfinding signs be allowed to aid in traffic circulation within a developed site? If so, what limits should be placed on number, size, and location?</p>
8.	<p>1108.15: Exempt Signs: Outline Lighting (Page 13)</p> <p>Currently the sign code only allows outline/string lighting between Thanksgiving and January 15th. Several businesses have requested year-round outline/string lighting. Should the revised Sign Code allow outline lighting year round? If allowed, should it be restricted to white lighting, or is colored lighting appropriate?</p>
9.	<p>1108.17: Exempt Signs: Signs on Vehicles (Page 13)</p> <p>The City has received complaints about the placement of vehicles in visible locations adjacent to street frontages when the vehicle acts as a sign. Should these remain as an exempt sign or should we develop further regulations?</p>

10.	<p>1109.01.D:Window Signs (Page 16)</p> <p>The DRSC proposes that an interior sign located 24 inches or less from the window is considered a window sign. Is 24 inches the appropriate distance away from the window?</p>
11.	<p>1109.01.D:Window Signs (Page 16)</p> <p>Should lifestyle graphics (window coverings with no text and only images) and/or decorative artwork be allowed? If so, should they be counted towards the total allowable signage?</p>
12.	<p>1109.02.E: Drive Thru Menu Board Signs (Page 18)</p> <p>The current Code doesn't regulate Drive Thru Menu Boards. The DRSC includes language that is typical in other communities. Any comments, concerns, suggestions?</p>
13.	<p>1110: Permanent Signs (Main Street 89A Character District) (Page 19)</p> <p>Due to the pedestrian-oriented nature of Uptown, it is recognized that it should be regulated differently. The shops in Uptown tend to have smaller storefronts than the rest of the City. In general, the signs in Uptown are well under the 12 sq. ft. maximum and the stores that have maximized the 12 sq.ft. currently allowed have signs that tend to look out of proportion with the size of their storefront. The DRSC proposes that the allowable sign area starts at a lower number but allows an increase at generally same rate based on building frontages. The intent is to create more proportional signs (pedestrian scale) in the Uptown area. Do you agree with the methodology proposed by this new section?</p>
14.	<p>Other Types of Signs for Discussion (Page 21)</p> <p>The City has received several comments about the need for special event signs, electronic informational (special/community events/information) kiosks, community wayfinding (directional for traffic), banners across 89a in uptown, and civic information in right-of-way. What are your thoughts about these types of signs? Should we look further into how these types of signs might be permitted?</p>
15.	<p>1114.02.A Temporary Directional Signs (Page 22)</p> <p>Temporary directional signs are currently only allowed for events that obtain a Temporary Use Permit (TUP). Large events that don't require a TUP may benefit from Temporary Directional Signs for wayfinding/directional purposes. However, the City has received a number of comments and concerns about the proliferation of these types of signs. Should we be exploring ways to permit these types of signs or should they be prohibited altogether?</p>
16.	<p>1114.02.B: Temporary Business Signs (Page 22)</p>

	As a result of the court opinion, the DRSC combines Promotional Signs, Going-out-of-Business, and Grand Opening Signs into one category to be more content neutral. Additionally, the Draft reduces the number of days overall, but gives more flexibility to how those days are used. Is this methodology appropriate?
17.	1115: Prohibited Signs (Pages 23-24)
	This section provides a lengthy list of signs that are not allowed, do you agree with this list? Are there any signs that should be added/removed?
18.	Overall Sign Code
	Are there other comments you would like to make regarding the DRSC?

General Questions	
	Think of examples of what you consider to be “good signs”? What makes them good? You may attach pictures. Things you may want to consider include placement, size, color, text, materials, lighting, readability, fonts, and functionality.
	Think of examples of what you consider to be “bad signs”? What makes them bad? You may attach pictures. Things you may want to consider include placement, size, color, text, materials, lighting, readability, font, and functionality.
	Thinking back to other communities you have lived in or visited, are there any that stand out as having signage which should be replicated in Sedona? If so, please explain.
	Any other comments?

Thank you for taking the time to participate and share your ideas, comments and suggestions related to signage in Sedona.



1.	<p>Section 1104.04: Master Sign Plans (Page 2)</p> <p>The City is moving towards requiring an approved Master Sign Plan for developments, with the goal of enhancing the aesthetic qualities of the development and the community. This will ensure consistent signage within developments in Sedona, not just the new ones. Master Sign Plans have the benefit of providing clear expectations for property owners, businesses, and the City regarding signage at a particular location and could allow for more flexibility than the standard Sign Code (See Section 1104.04.C – Flexibility Criteria). While the Master Sign Plan would need to be reviewed and approved, once that approval is obtained, a sign permit would still be required but may be a lower cost permit (pending changes to the City’s Fee Schedule) and the review could be expedited.</p> <p>What is your opinion on this approach? Are the flexibility criteria sufficient? Should there be flexibility in more or less areas? Are there any other incentives the City could potentially offer for participation in the Master Sign Plan program?</p> <p>MIKE RABER, SENIOR PLANNER: Under Flexibility Criteria C2: Should there be a maximum percentage or square footage that a sign can deviate from the standards?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: I read this section but have not experienced these issues before. I think the idea of a master sign plan sounds reasonable. The flexibility criteria are many and not sure how you will make sure they are no more than 10% of the plan. That may be confusing to the public but maybe not. Can each deviation be 10% or all of them added up to 10%?</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Thank you for 1104.04.C.3 “Lighting standards shall not deviate from the standards of this article”. The Sedona Outdoor Lighting Ordinance should be strictly enforced. Keeping the lighting standard nonflexible is critical from KSB perspective. Thank you also for 1104.4 B.3. Architectural theme. There are some signs along 89A that demean the building, the building grounds, and the whole block on their side of the street. If an existing sign is in clear violation of the new Master Sign Plan, would the City have an expectation that the owner make alterations? It seems it should.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: I agree with the approach. The flexibility criteria seems to be too subjective at times, which may be the intent, but may have negative results. 1104.04.C.2.a subsections ii, v, and ix are especially subjective. When I read through this I just imagined someone trying to get a master sign plan approved that we would normally not allow, but they say that it is better for their “desired function of the site” and we have no way to refute it. Sometimes it may just require the application of common sense, but I think it also may open the door to a lot of gray area.</p> <p>MATT KESSLER, ASSISTANT PLANNER: This is a great approach to encourage higher quality, consistent signs. The flexibility criteria seem very open ended, as I assume they are considered on a case by case basis. I also support exploring the ability to offer a lower cost permit when applying under a master sign plan, as another ongoing incentive to participate in the program. As stated in #8 below additional flexibility criteria, such as allowing white outline/string lighting when appropriate, may also encourage participation.</p>
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	<p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: I think it’s important to understand the potential costs to the business/developer. We should also understand the savings the business/developer may experience in money and time as a result of this master plan.</p> <p>This is for existing developments as well, correct? If cost is an issue, can we roll out a program where the city buys down the cost for the first five (or pick a number that makes sense) businesses to create a master plan? Maybe we match up to a certain dollar amount or pay for 25-50%. Do we have the funds for this to incentivize?</p> <p>I think at a minimum it is important to have a couple five-star examples of what would be an approved master sign plan. Perhaps we create a template as well.</p>
2.	<p>1107: Design Standards Applicable to All Signs (Page 7)</p> <p>The DRSC groups all of the design standards in one section and adds several additional design standards that are intended to ensure high quality, legible signs. Please review and offer comments regarding whether these standards are clear and understandable.</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: This all made sense to me.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Okay. While any flexible standard is open to interpretation, these seem clear and understandable.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER:</p> <ul style="list-style-type: none"> • 1107.01.A and B: It seemed odd to me that signs greater than 12 SF would be allowed more items of information. I figured the size of signs was more a matter of scale than a matter of more information. However, if the intent of larger signs is that they may need to have two signs, then more items of information would be needed. Should we be encouraging larger signs (scale) to have more items of information, or only more items of information if two signs are used? • Many of these are guidelines, and not standards. How enforceable are these going to be? • 1107.02.F: Obstructing scenic views with signs. Who determines if it is obstructing a scenic view? • 1107.05.D: “and no light shall spill over” seems unnecessary • 1107.05.E: “lumen cap” maybe change to “total lumens allowed” <p>MATT KESSLER, ASSISTANT PLANNER: 1106.01.C: Does this refer specifically to internally illuminated signs? It could be difficult to accurately determine and measure the illuminated area of an externally illuminated sign.</p> <p>1106.03: This is a good idea for reducing sign clutter. While I could see some applicants feeling a bit confused on how to determine number of items in their submittal, the graphic for this item may clarify this for readers.</p> <p>1107.02.F: How would this be determined when an application is submitted for a new freestanding sign? Once a sign is constructed, could a neighbor use this regulation as something to cite and claim that the City approved something they shouldn’t have, if the sign obstructs a view from somewhere on their property? We often tell customers that scenic views are not /cannot reasonably be preserved for all property owners in Sedona when it comes to their neighbors developing, trees, etc. , so this item’s extent should be clearly defined if it is going to be included.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: These standards will likely increase the cost to businesses and developers. How will we justify this? We will need to be able to fully articulate our city values and aesthetics.</p>
3.	<p>1107.01.D: Sign Legibility; Symbols and Logos (Page 8)</p> <p>Is encouraging the use of logos and images rather than words something that the community desires?</p>

	<p>RACHEL MURDOCH, PARKS AND RECREATION: I don't know if logos will be helpful to visitors, but maybe the community. Now if you are talking Universal Symbols then I think that makes sense for sure. Much quicker for the mind to pick up on the meaning of the image over text. Not the same for a logo unless maybe it's McDonalds.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: If the logo fits aesthetically, its use should not be discouraged. We might suggest that the section state something like "Symbols and logos should be incorporated in place of words when those images are clear and easy to understand."</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: Yes. Recognizable logos and/or simple sign messaging.</p> <p>MATT KESSLER, ASSISTANT PLANNER: I strongly agree; logos and symbols can reduce clutter and result in a cleaner, easier to read sign. A good example of this is the Starbucks signage along 89A, which uses their highly recognizable logo over additional text.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: I think this is a good idea particularly in pedestrian areas. It creates a better walking and inviting ambience.</p>
4.	<p>1107.03.F: Sign Color; Signs on Building Facades (Page 9)</p> <p>Are signs painted directly on building facades appropriate for Sedona?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: I don't like them, but I'm sure there are examples where it would look okay. I guess leaving it up to the Director is good. Having that option I mean.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: No, please no painted signs directly on building facades. Painted facades are more often seen in lower-level businesses and undeveloped communities. They are inconsistent with the image Sedona should be projecting. If you prefer not to prohibit all types of painted signs directly on building facades, might we suggest that the wording of the first sentence be changed to something like the following: "Signs may be painted directly on building facades, when approved in advance by the Director." Also, if signage painted on buildings is allowed by the Director, the same size and lighting requirements should be the same as other signage.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: Yes, they can look really good. Perhaps only on certain building materials (brick, stucco; not on natural stone; metal on a case by case basis).</p> <p>MATT KESSLER, ASSISTANT PLANNER: I believe they can be, and the case-by-case basis highlighted in the draft is appropriate.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: I think this is still ambiguous. I think murals and building signs can add to the aesthetics of our community while I can think of other examples where we may not want this. The code states the Director will make the decision. I think we need to have stronger criteria that define what is and is not allowable. Maybe we contemplate the age of the building or the material of the building.</p>
5.	<p>1107.04.B: Sign Materials (Page 9-10)</p> <p>Are there any additional materials that should be added to the list of approved materials for backgrounds and lettering? Are there any materials that shouldn't be included?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: Oh that's a hard one. I have no idea of other examples, but again you left it open by saying alternative materials may be approved by Director.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Should "Red Rock" be changed to "Red Rock</p>

	<p>Sandstone”?</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: No answer.</p> <p>MATT KESSLER, ASSISTANT PLANNER: Consideration should be given on clarifying which types of wood and metal are approved and prohibited. In the past, applicants have attempted to meet the Main Street Design Guidelines through cheaper, lower quality wood and metal materials such as medium density overlay (MDO) wood, alumalite, and diabond aluminum. Stronger language to either prohibit or allow these composite materials could help avoid confusion for future applicants.</p> <p>Acrylic is another potential material to consider, as it is a common choice for cut-out letters and can look high quality when done correctly.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: I don’t have a strong opinion either way on this.</p>
6.	<p>1107.05.E: Sign Illumination (Page 10)</p> <p>Currently, the Sign Code does not regulate the color of sign illumination. Is this something that should be regulated?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: No don’t regulate the color.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Absolutely, the color of sign illumination should be regulated. Only IDA-recommended color temperature lights should be used. White LEDs should not be allowed. As stated, only IDA-recommended color lights should be used, with color temperature configuration of 3000K and lower. It should be noted that flashing illumination or illumination that changes color are prohibited. Also, all lighting should be shielded and should not cause glare.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: Yes, I think we should regulate illumination color if it is externally illuminated. Different colors can make signs more difficult to read. Illumination should be meant to make the sign visible, not to alter the signs appearance. However, backlit signs with different colors can look really great and add color to a sign where the daytime sign color is not visible.</p> <p>MATT KESSLER, ASSISTANT PLANNER: Sign illumination color should be regulated, however I could see colored lights being much more appropriate with internal illumination methods when it is part of a business’ brand/identity. External methods of illumination should be more heavily regulated and restrictive.</p>
7.	<p>1108.09: Exempt Signs: On-Site Directional Signs (Page 12)</p> <p>Should wayfinding signs be allowed to aid in traffic circulation within a developed site? If so, what limits should be placed on number, size, and location?</p> <p>MIKE RABER, SENIOR PLANNER: Yes, they should be allowed, but not sure of the limits.</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: If it helps you not get lost within the site then I think signs are great. I think number depends on the site. It would be nice not to place a restriction on it until you have seen the property.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Wayfinding signs should be allowed only when essential to finding the target, and target might be limited to commercial lodging or other services. If allowed, we recommend the number of such signs be limited to two. If the number of such signs is not limited, we feel abuses will occur. The size limitation of 3 feet in height and 4 square feet in area is appropriate, but not larger than those dimensions.</p>

	<p>ADAM LANGFORD, ASSISTANT PLANNER: My initial thought was that this seems to be content based and we may not be able to regulate it very well, but I do like the idea of directional signage on large sites with extensive pedestrian and vehicular networks. Perhaps only located at one drive aisle intersection per cohesive parking area, limited to ≈5 items of information or 3 SF.</p> <p>MATT KESSLER, ASSISTANT PLANNER: Yes, these are a necessity in larger developments. Perhaps limit to number of signs based on number of drive aisles or curb cuts should be considered? Or set an overall maximum for sign area, allowing developments to do a greater number of smaller, less obtrusive signs if necessary.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: Yes, wayfinding signs will enhance the tourist and residential experience. Disney does a great job of this as well as many downtowns. This will help businesses because customers will more easily be able to locate them.</p> <p>As for limits, I suggest researching comparable communities and see what parameters are placed on their wayfinding signs.</p>
8.	<p>1108.15: Exempt Signs: Outline Lighting (Page 13)</p> <p>Currently the sign code only allows outline/string lighting between Thanksgiving and January 15th. Several businesses have requested year-round outline/string lighting. Should the revised Sign Code allow outline lighting year round? If allowed, should it be restricted to white lighting, or is colored lighting appropriate?</p> <p>MIKE RABER, SENIOR PLANNER: Maybe white only.</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: Yes! Allow this. It is so pretty. I love the restaurants that have it up on their patios and in their trees. I think it is great ambiance. If you want to regulate to only “warm” white lights I guess that would be okay. People are really enjoying the colored rope lights now too. I don’t know if rope lights are in your string light category, but they can be used decoratively. I think maybe not colored lights because it could get carried away, but please at least allow the white lights. My preference is always warm, but you could be not picky and just say white.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: No, Sedona should not allow outline lighting year around. This would be inconsistent with at least the spirit of a Dark-Sky Community. String lighting, no matter the color, especially if draped free-hanging from gables to posts or between posts, should not be allowed; cheapens the neighborhood to tingle tangle commercial area. All outdoor lighting should be dark-sky compliant according to the Sedona Outdoor Lighting Ordinance.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: I don’t think it should be allowed year round, only during the holidays. I’ve seen a lot of tacky looking outline lights.</p> <p>MATT KESSLER, ASSISTANT PLANNER: White lighting may be appropriate on a more permanent basis, however those instances should be considered case by case. Allowing this type of lighting only through a Master Sign Plan’s flexibility criteria may be another incentive to participate.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: Lighting creates a nice inviting ambience for shopping and dining experiences. This offers and opportunity for businesses to create a “sense of place”. I think of what Tlaq does and what other communities do to create a business corridor and pedestrian areas.</p> <p>DIANE GREATHOUSE, CITIZEN: I think allowing it year-round is fine. White might be preferable.</p>
9.	<p>1108.17: Exempt Signs: Signs on Vehicles (Page 13)</p>

	<p>The City has received complaints about the placement of vehicles in visible locations adjacent to street frontages when the vehicle acts as a sign. Should these remain as an exempt sign or should we develop further regulations?</p> <p>MIKE RABER, SENIOR PLANNER: Is this more of an enforcement issue?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: Yes I think it looks tacky when an entire van or truck is being used as advertising in a parking lot right by the street. It is obvious what they are doing. I think Jay’s Bird Barn did that for a while. I would still say it shouldn’t be allowed. A vehicle shouldn’t be acting as a sign, it should be advertising for while they drive.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Develop further regulations to prevent vehicles being used as de facto signs. These vehicles are unsightly and would contribute to a clutter feeling; vehicles should not be allowed as signs.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: The existing and proposed regulations seem sufficient.</p> <p>MATT KESSLER, ASSISTANT PLANNER: If located in a legal parking space, used regularly, and not taking up required customer parking, these vehicles should remain as an exempt form of signage.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: Leave it the same.</p> <p>DIANE GREATHOUSE, CITIZEN: I don't care for the idea of placement vehicles.</p>
10.	<p>1109.01.D:Window Signs (Page 16)</p> <p>The DRSC proposes that an interior sign located 24 inches or less from the window is considered a window sign. Is 24 inches the appropriate distance away from the window?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: I have no opinion on this.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: It seems that 24” is okay. A concern about bright colored graphic window shades could be a problem. Allow them to ask for Director’s approval of anything over 25% coverage. Director’s approval could also be used for painting directly on building – but still, beauty is in the eyes of the beholder and regulations based on that are tricky.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: 2 feet seems sufficient, but if their intent is to circumvent the regulations I’m sure they’ll figure out a way to make 2 feet 1 inch work.</p> <p>MATT KESSLER, ASSISTANT PLANNER: 24 inches is an appropriate distance. Further away from the window, and I assume it would be considered a window display?</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: This is going to be an issue with some businesses because the window is another place for them to advertise. If this proposal moves forward, we need to articulate our story and reasoning. What’s the research say about consistent aesthetics and creating a brand? What is our brand? If this is (which I believe it is) and effective retail strategy, then we need to build that into our reasoning for recommending this.</p>
11.	<p>1109.01.D:Window Signs (Page 16)</p> <p>Should lifestyle graphics (window coverings with no text and only images) and/or decorative artwork be allowed? If so, should they be counted towards the total allowable signage?</p> <p>MIKE RABER, SENIOR PLANNER: I think they should. The ability to see into a store can enhance the pedestrian environment in some locations.</p>

	<p>RACHEL MURDOCH, PARKS AND RECREATION: It seems that they should be allowed and I would not think they should be considered towards the total allowable sign limit.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: It would be okay to allow; but it should count towards total allowable signage. Further, it seems there should be some size limitation to prevent the whole window being covered with images—size limited to 25% of window area, as a suggestion.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: My preference is that lifestyle graphics are not allowed. Seasonal decorative window artwork (painted on) should be allowed.</p> <p>MATT KESSLER, ASSISTANT PLANNER: No, lifestyle graphics and imagery should not be allowed. Often they act as advertising for the business regardless of the absence of text, and could be used to circumvent the window sign requirements.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: Does the existing sign regulations address the number of allowable signage and what constitutes as signage? If so, let that govern this. We should identify areas in town where this type of signage is allowable.</p> <p>DIANE GREATHOUSE, CITIZEN: Yes</p>
12.	<p>1109.02.E: Drive Thru Menu Board Signs (Page 18)</p> <p>The current Code doesn't regulate Drive Thru Menu Boards. The DRSC includes language that is typical in other communities. Any comments, concerns, suggestions?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: I didn't even know these were an issue. This sign code covers everything! I guess I have no opinion on drive thru signs.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Okay, but No LED or changing board should be allowed.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: Usually two menu boards are used to help with queueing and ordering.</p> <p>MATT KESSLER, ASSISTANT PLANNER: N/A</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: Standards should be similar to our comparable communities as it relates to number of boards and size.</p>
13.	<p>1110: Permanent Signs (Main Street 89A Character District) (Page 19)</p> <p>Due to the pedestrian-oriented nature of Uptown, it is recognized that it should be regulated differently. The shops in Uptown tend to have smaller storefronts than the rest of the City. In general, the signs in Uptown are well under the 12 sq. ft. maximum and the stores that have maximized the 12 sq.ft. currently allowed have signs that tend to look out of proportion with the size of their storefront. The DRSC proposes that the allowable sign area starts at a lower number but allows an increase at generally same rate based on building frontages. The intent is to create more proportional signs (pedestrian scale) in the Uptown area. Do you agree with the methodology proposed by this new section?</p> <p>MIKE RABER, SENIOR PLANNER: This seems reasonable although some of Main Street is outside of Uptown. Should this be limited to Uptown?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: It seems to make sense.</p>

	<p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: This seems okay. We support 89A Uptown-signs proportion to frontage, maybe a permitting fee might be tiered according to size.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: Yes, I agree with this approach.</p> <p>MATT KESSLER, ASSISTANT PLANNER: Agreed, this is a great idea.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: A business owner will likely have difficulty with downsizing future signage. This will make it even harder to see from the road. That said, it appears that such codes will help with the overall inviting, pedestrian-friendly ambience of Uptown. If this is the reason for the change, then we need to do a good job of explaining why and how this following main street and retail strategy excessive. We should also discuss allowing addition signage such as kiosks or wayfinding so customers can locate specific businesses.</p> <p>DIANE GREATHOUSE, CITIZEN: Yes</p>
14.	<p>Other Types of Signs for Discussion (Page 21)</p> <p>The City has received several comments about the need for special event signs, electronic informational (special/community events/information) kiosks, community wayfinding (directional for traffic), banners across 89a in uptown, and civic information in right-of-way. What are your thoughts about these types of signs? Should we look further into how these types of signs might be permitted?</p> <p>MIKE RABER, SENIOR PLANNER: Yes</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: YES PLEASE! It would be great if you looked into it. When people come to an event, they should be able to find their way easy. An electronic sign or kiosk would be heaven! They can be made super classy so as not to upset the balance of Sedona. I support all of these ideas, even the banners across 89a. I think that looks super “old school main street”.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Electronic informational kiosks should not be allowed. No crossroad or electronic signs should be allowed, except perhaps exempt 4th of July or St. Patrick’s day march to a single crossroad banner for day of event only. If they are allowed, they must comply outdoor lighting ordinance and be turned off at 11 p.m. and the signs not posted any more than 24 hours before events and removed within 24 hours after the event.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: Banners over the roadways don’t seem to fit Sedona’s character. No other comments.</p> <p>MATT KESSLER, ASSISTANT PLANNER: These types of special event signs are worth being explored further.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: Kiosk, wayfinding, electronical and special event signage should be allowed. These signs are helpful to residents and tourists. Signs should be easy to see but consistent with our brand. To minimize city costs, we could update these once or twice a year.</p> <p>DIANE GREATHOUSE, CITIZEN: I think the City needs to be more lenient in allowing temporary signage for events.</p>

<p>15.</p>	<p>1114.02.A Temporary Directional Signs (Page 22)</p> <p>Temporary directional signs are currently only allowed for events that obtain a Temporary Use Permit (TUP). Large events that don't require a TUP may benefit from Temporary Directional Signs for wayfinding/directional purposes. However, the City has received a number of comments and concerns about the proliferation of these types of signs. Should we be exploring ways to permit these types of signs or should they be prohibited altogether?</p> <p>MIKE RABER, SENIOR PLANNER: Not having directional signs may be worse than allowing them with greater regulation. The LDC Update may be expanding the scope of the TUP coverage.</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: I don't understand. Currently these rules are the ones we abide by. What large events are doing it without permission and causing problems? I don't get that. Please don't prohibit any sign that helps people find the event they are looking for.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: They should be prohibited altogether. Again, we do not want Sedona to revert to what it was 40 years ago as described in AZ Republic "Sedona is a honky-tonk cluttered town with billboards/signs".</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: I think they should be permitted and regulated. Just because an event is indoors and doesn't require a TUP doesn't mean they shouldn't be allowed to have directional signs.</p> <p>MATT KESSLER, ASSISTANT PLANNER: Yes, there should be a way to permit these types of special events that do not qualify for signage through a TUP. Whether it is a different annual allowance and permitted under Temporary Business Signs, or done through a separate process, should be explored.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: Perhaps we define the difference between large community and/or tourist events from standard garage sale signage.</p> <p>DIANE GREATHOUSE, CITIZEN: I think the City needs to be more lenient in allowing temporary signage for events but strict about removal deadlines.</p>
<p>16.</p>	<p>1114.02.B: Temporary Business Signs (Page 22)</p> <p>As a result of the court opinion, the DRSC combines Promotional Signs, Going-out-of-Business, and Grand Opening Signs into one category to be more content neutral. Additionally, the Draft reduces the number of days overall, but gives more flexibility to how those days are used. Is this methodology appropriate?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: This seems appropriate.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Yes, it seems the methodology is appropriate. However, this seems to allow any number of temporary signs to be displayed at one time, which we feel is not appropriate.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: That is a big cut to the number of temp signs. I can't imagine that being popular.</p> <p>MATT KESSLER, ASSISTANT PLANNER: I believe it's a fair trade off to further restrict the number of days in exchange for more allowable sign types. For the list of allowed types, 20 days is a fair amount. Thought into how to limit certain sign types that are more difficult to quantify (e.g. pennants, streamers, balloons) would help enforcement later on.</p>

	<p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: It seems that this will result in businesses having less days to have promotional signs. Instead of allowing four 10-day permits for this signage, why don't we add more frequency with less days.</p> <p>For example, we could do eight times with three day each. 24 is less than the 40 that is currently allowed. This example may offer more flexibility to businesses as well.</p>
17.	<p>1115: Prohibited Signs (Pages 23-24)</p> <p>This section provides a lengthy list of signs that are not allowed, do you agree with this list? Are there any signs that should be added/removed?</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: F. Electronic message signs should be allowed. H. Banners, inflatable signs and costumed characters for events would be nice (not permanent basis). R. Off-premises signs where appropriate for events. X. sandwich board and a-frame only for event purposes. I'm getting confused on if this category is for permanent or temporary signage.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Generally, this list seems appropriate. We agree that reflective surfaces are on list of prohibited signs 1115.01.</p> <p>RONALD VOLKMAN, SEDONA VERDE VALLEY ASSOCIATION OF REALTORS: We propose that sandwich, A-frame, portable 'Open House' real estate signs be allowed to be displayed and placed on city streets and/or right-of-way (1105.07). Such signs may be displayed for up to 12 hours, may be plastic material, and must be removed at sunset. These signs would be exempt from Sections. 1107.01-03. There are special instances and conditions already exempted from the sign code: 1108.02; 1108.09; so there is precedent. Under consideration are Temporary Directional Signs in 1114.02-A and B (which we would also support) and which would align with our request.</p> <p>ADAM LANGFORD, ASSISTANT PLANNER: Sign walkers (costumed characters) are allowed for temp signs? I think that should be prohibited, even for temporary signs. Do adversails count as pole signs?</p> <p>MATT KESSLER, ASSISTANT PLANNER: I agree with the current list.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: We need to provide the rationale of our suggested changes. For example, the reason to omit internally lit signs is to become even more compliant with our dark-sky designation.</p>
18.	<p>Overall Sign Code</p> <p>Are there other comments you would like to make regarding the DRSC?</p> <p>MIKE RABER, SENIOR PLANNER: The organization is much better.</p> <p>RACHEL MURDOCH, PARKS AND RECREATION: Why yes there are. I don't know exactly where all of this fits into the sign code, but since you know it so well I figured if I just quote things "I would like to have" you can fit them in to those categories in your notes.</p> <ol style="list-style-type: none"> 1. I want the ability to purchase a new sign for Posse Grounds Road. This sign has inaccurate information and doesn't even have the correct name of the park on it! I have been told it cannot be updated because it would violate sign code. 2. I would like to be able to make this sign electronic. With changing information on it. 3. I would like people to be able to get permission to hand a banner on this sign. We all know they do it, and we all know they aren't allowed to. Can we just give them permission? Then I can also start doing it again. 4. I would like banners to be able to be large. All of those I purchased to hang on that sign are like

10' x 8' (or 6'). They have to be that big at that location to be seen from the road.
 Under Section 1111 Temporary Sign
 F. Sport Event signs says they must apply for a permit and can only hang for one day before and after. Just FYI but Little League puts up their banners at the park for the entire season. This is how they get sponsorships. Is that not allowed? Lastly, Direction Signs say no more than 2 and can only be 6 sq. ft. and 3' above grade. We have directional signs all over the park. Is this okay?

JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: Just to confirm, all existing signs would be subject to review and not grandfathered, correct?

ADAM LANGFORD, ASSISTANT PLANNER:

- 1106.01.C (Measurement of sign area when illuminated): Is this referring to if the illuminated portion of the sign is greater than elements described in section A?
- I've had complaints about new freestanding signs being placed in front of freestanding signs on adjacent parcels. Is there a way to prevent this from happening? Perhaps a minimum distance between freestanding signs. Or guideline language that states that they **should** not block other freestanding signs.

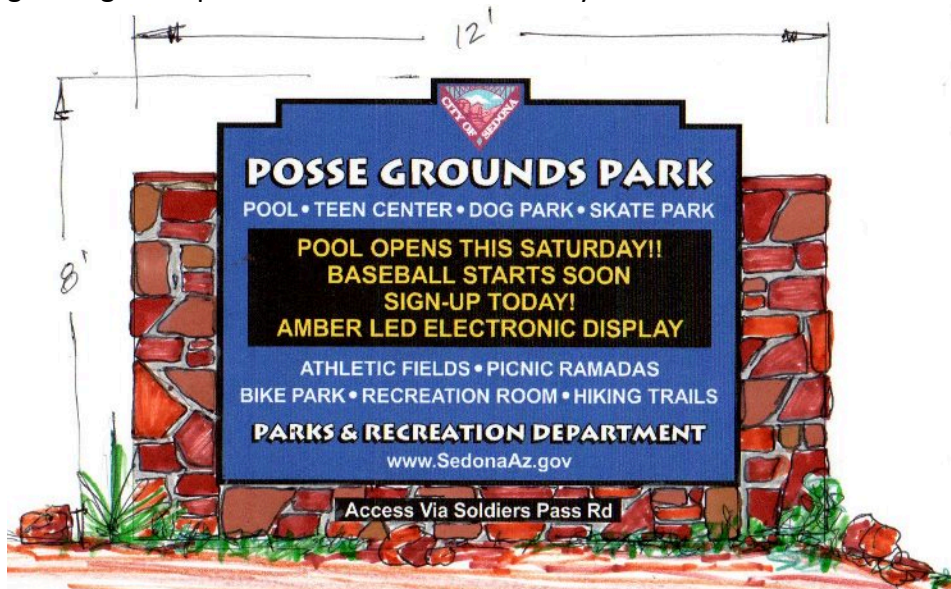
MATT KESSLER, ASSISTANT PLANNER: The inclusion of graphics in upcoming drafts will certainly help clarify the newer concepts of the code (items of information, how area is measured, etc.), and additional review should be taken so that these figures make sense to all readers. It would be a benefit for this draft to be more graphic heavy than the existing sign code.

MOLLY SPANGLER, ECONOMIC DEVELOPMENT: Is there room in a budget where we could offer grants to buy-down the cost of businesses who wish to comply with the regulations sooner than later?

General Questions

Think of examples of what you consider to be "good signs"? What makes them good? You may attach pictures. Things you may want to consider include placement, size, color, text, materials, lighting, readability, fonts, and functionality.

RACHEL MURDOCH, PARKS AND RECREATION: I think the sign I wanted to build at Posse Ground Rd is a good sign. People use these all over and they can look nice.



<p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: See attached examples of two good signs – Tlaquepaque and the Heartline Cafe</p>
<p>Think of examples of what you consider to be “bad signs”? What makes them bad? You may attach pictures. Things you may want to consider include placement, size, color, text, materials, lighting, readability, font, and functionality.</p>
<p>MIKE RABER, SENIOR PLANNER: Some of the signs with yellow and red combinations.</p>
<p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: See attached examples of two bad signs – Cleaner Quicker Car Wash and Center for the New Age</p>
<p>Thinking back to other communities you have lived in or visited, are there any that stand out as having signage which should be replicated in Sedona? If so, please explain.</p>
<p>Any other comments?</p>
<p>RACHEL MURDOCH, PARKS AND RECREATION: Thanks for including me.</p> <p>JOANNE KENDRICK, KEEP SEDONA BEAUTIFUL: We commend the City for these efforts to keep Sedona beautiful.</p> <p>RONALD VOLKMAN, SEDONA VERDE VALLEY ASSOCIATION OF REALTORS: Sedona has professed itself to be a city with small town atmosphere and we believe that Open House signs are not only a demonstration of that ethic, if it is true, but also a very direct tool which grows the economy of Sedona in the real estate sector. Real estate sales are very large part of the Sedona economy and they generate sales in nearly every other sector of the economy. We believe that the professionals in real estate will adhere to reasonable regulations and that our industry’s own policing will result in a beneficial experience for the community and visitors looking to come and live in Sedona.</p> <p>MOLLY SPANGLER, ECONOMIC DEVELOPMENT: Thank you for the opportunity to comment. I think as this gets rolled out to the public for more comments, we need to work on our presentation. What I mean, is we need to provide rationale or justification to the staff recommendations. I think we should employ Lauren as we outreach to our citizens and also use Marty for our messaging. I think we need to be even more transparent about telling the commenters what this could mean to them. Also, I think it would be helpful for you to provide examples and images of what you are recommending versus what you aren’t. As we move forward and adopt this, I think it will be helpful to have examples of templates, images, etc. accessible on our website for people to look at as they work on master sign plans and new signs.</p>

From: denise <dmbarnhartus@gmail.com>
To: <cmeyer@sedonaaz.gov>
Date: 1/25/2017 11:13 AM
Subject: Your Input Invitation is Odd

I don't use Word. If you'd simply PDF'd it, you'd be far more inclusive. In Safari, the worksheet was pretty DOA ... exports as a non-input doc.

In any event, I've only 2 comments:

1. In the quest for pretty-ness, Sedona businesses are hard to locate. I've lived here 10+ years, and am surprised so many businesses I was unaware of ... carefully hidden in the bushes (per the plan). I think the interstates had the better answer standard grouped finding signage.

I'd bet a significant deterrance to healthy businesses is simple customers unaware. That doesn't mean garrish. Maybe 'organized'. I suspect the TacoBell/Kentucky business is a victim. I think the Village is FAR better signed, and still pretty.

2. Not part of the code, but should be. Visitor guidance well before decision-time. Diagram of shopping areas, parking, major attractions. And done quietly of course. Just watching the roundabouts, visitors don't know what is available.

Ignoring my snarky-ish comment above, I appreciate your work. You guys are very much dedicated.

denise barnhart
20 juniper trl
9282823251

COMMENTS RECEIVED VIA FACEBOOK POST

Jonathan Zaun:

I've always been amazed by the abundance of signage along 179 and 89A... within any roundabout area, or even along straightaways, you can't go 50 feet without seeing multiple roadside signs. At the roundabouts especially though, I'd imagine there's 30 or more signs clustered within a tiny radius.

And I suspect this has some influence on the poor driving we see from visitors to the area. Just bombarded with signage in every direction, hard to process everything while trying to navigate through a new area

Helen Jarnes:

So true! On one part of the 179 I remember Counting about 14 signs in a short 500 foot section. We can only read so many signs when we're driving.

James Hilson:

This type of zoning consideration is badly needed here in Meadville. Just drive down Park Avenue and look at the signage, or the new "monument" at one of the banks on Main Street.



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