



City Of Sedona Community Development Department

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Memorandum

Date: February 9, 2017
To: **Planning and Zoning Commission**
From: Cari Meyer, Senior Planner
Meeting Date: February 16, 2017
Subject: Discussion regarding the update of the Sign Ordinance (Sedona Land Development Code Article 11).

The Planning and Zoning Commission began a discussion regarding the Draft Revised Sign Code (DRSC) at the February 7, 2017 meeting. This discussion will continue at the February 16, 2017 meeting. The continued discussion will focus on the questions in the Public Review Worksheet as well as general comments and questions on the DRSC.

While Staff has made notes of all of the comments and direction from the Commission given during the February 7 meeting, no changes to the Draft Revised Sign Code (DRSC) have been made and no new materials (other than this memo) are being provided to the Commission for the February 16 meeting. The packet for the February 7 meeting may be reviewed online at: <http://www.sedonaaz.gov/your-government/council-commissions-committees-boards/meetings-documents/-cfs-2401>.

Once the Commission has completed their discussion, Staff will review all input received, including that from the Commission, members of the public, community groups, and business owners, and begin to make changes to the DRSC. Definitions will be provided for discussion on a future agenda.

In order to make efficient use of the February 16 meeting, Staff is requesting Commissioners who have extensive comments or questions, to provide those to Staff in advance of the meeting. In addition, we encourage Commission members to set up a meeting with us to discuss specific comments or questions.

February 7, 2017 Meeting

The following is a summary of the recommendations and direction the Planning and Zoning Commission gave during the February 7, 2017 Meeting. Please refer to the meeting materials from the February 7 Meeting (<http://www.sedonaaz.gov/your-government/council-commissions-committees-boards/meetings-documents/-cfs-2401>) for an in depth explanation of each item.

1. Content Neutral Regulations
 - a. Temporary, off-premises signs, such as garage sales and lead-in signs for open houses.
 - i. Planning and Zoning Commission Direction: Option 2: Remove provisions for any sign type to be located off-premises.
 - ii. Additional Comments: Provide a definition for “premises/off-premises” and a clearer explanation of how easements may impact the on/off-premises sign regulations.

- b. Marquee (changeable copy) signs.
 - i. Planning and Zoning Commission Direction: Option 2: Remove provisions allowing for marquee (changeable copy) signs).
 - ii. Additional Comments: The Code should be clear as to whether an LED Display could be used as an alternative to a marquee sign. In addition, the City should explore ways to incentivize the removal of existing marquee signs.
 - c. Temporary Signs.
 - i. Planning and Zoning Commission Direction: Option 1: Allow temporary signs in general for all businesses with restrictions to the number of days per year.
 - ii. Additional comments: Allow for up to 25 days per year per business. The Commission is interested in hearing feedback from businesses regarding temporary signs.
2. Design Guidelines.
- a. 3-Dimensional (3D) Relief.
 - i. Planning and Zoning Commission Direction: Option 1: Keep existing language that encourages 3D signs by providing for an increase in sign area, with minimum relief be defined as 1/2 inch.
 - ii. Additional Comments: Requiring relief seems unnecessarily onerous to business owners. The Commission would be interested to understand the cost difference between a sign with relief and a sign without.
 - b. Acceptable and Unacceptable Materials.
 - i. Planning and Zoning Commission Direction: Option 2: Amend the code to more clearly define acceptable materials for signs.
 - ii. Additional Comments: Ensure the acceptable materials allow for rusted metal. While plastic may not be an acceptable background material, consider it being an acceptable material for lettering.
 - c. Sign Illumination.
 - i. Planning and Zoning Commission Direction: Option 2: Update sign lighting requirements to reflect modern technology as well as comply with the City's Dark Sky ordinance. Additional Comments: While regulating the color of sign lighting may not be appropriate, consider limiting each sign to one or two lighting colors (no rainbow lighting or multiple colors).
 - d. Master Sign Plans.
 - i. Planning and Zoning Commission Direction: Option 2: Only require Master Sign Plans for new development and redevelopment, and incentivize the creation of Master Sign Plans for existing development.
 - ii. Additional Comments: Clarify the 10% allowance that may be approved by the Director.
3. Sign Legibility.
- a. Items of Information.

- i. Planning and Zoning Commission Direction: Limit the number of items of information based on sign size.
 - ii. Additional Comments: Emphasis on this and other sign legibility requirements needs to be on Public Health, Safety, and Welfare.
- b. Font Styles.
 - i. Planning and Zoning Commission Direction: Limit the number of font styles on a sign.
 - ii. Additional Comments: Allow for deviations through approval of a Master Sign Plan.
- c. Sign Height.
 - i. Planning and Zoning Commission Direction: Allow sign height for monument signs to be measured from the top of curb of the adjacent road rather than the grade (ground) level when a sign location is lower than the road.
- 4. State Route 89A Character District.
 - a. Planning and Zoning Commission Direction: The recommended changes for the State Route 89A Character District seem appropriate given the pedestrian oriented nature of Uptown.
- 5. General clarifications.
 - a. Sign Area.
 - i. Planning and Zoning Commission Direction: Clarify how sign area is measured and what counts as sign area.
 - b. Sign Color.
 - i. Planning and Zoning Commission Direction: Regulate sign background color in the same way that building exterior colors are regulated.
 - c. Window Signs.
 - i. Planning and Zoning Commission Direction: Clarify what counts as a window sign and what should be measured.
 - d. Landscaping.
 - i. Planning and Zoning Commission Direction: Due to water concerns, leave current language as is and do not add a requirement for planting shrubs.