

# AGENDA

# 3:00 P.M.

## CITY OF SEDONA, SPECIAL CITY COUNCIL MEETING WEDNESDAY, JULY 26, 2017

### NOTES:

- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

[www.SedonaAZ.gov](http://www.SedonaAZ.gov)

### GUIDELINES FOR PUBLIC COMMENT

#### PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.
- The decision to receive Public Comment during Work Sessions/Special City Council meetings is at the discretion of the Mayor.

#### PROCEDURES:


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

### 1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE

### 2. ROLL CALL

### 3. SPECIAL BUSINESS

LINK TO DOCUMENT = 

- a. AB 2229 Discussion/possible direction regarding the Draft Revised Sign Code (DRSC), an update of Sedona Land Development Code Article 11, Sign Regulations. 
- b. Discussion/possible action on future meeting/agenda items.

### 4. 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 Council 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.

### 5. ADJOURNMENT

Posted: \_\_\_\_\_

By: \_\_\_\_\_

Susan L. Irvine, CMC  
City Clerk

Note: Pursuant to A.R.S. § 38-431.02(B) notice is hereby given to the members of the City Council and to the general public that the Council will hold the above open meeting. Members of the City Council will attend either in person or by telephone, video, or internet communications. The Council may vote to go into executive session on any agenda item, pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney. Because various other commissions, committees and/or boards may speak at Council meetings, notice is also given that four or more members of these other City commissions, boards, or committees may be in attendance.

A copy of the packet with material relating to the agenda items is typically available for review by the public in the Clerk's office after 1:00 p.m. the Thursday prior to the Council meeting and on the City's website at [www.SedonaAZ.gov](http://www.SedonaAZ.gov). The Council Chambers is accessible to people with disabilities, in compliance with the Federal 504 and ADA laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made **forty-eight hours** prior to the meeting.

CITY COUNCIL CHAMBERS  
102 ROADRUNNER DRIVE, SEDONA, AZ

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.

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**CITY COUNCIL  
AGENDA BILL**

**AB 2229  
July 26, 2017  
Special Business**

**Agenda Item: 3a**  
**Proposed Action & Subject:** Discussion/possible direction regarding the Draft Revised Sign Code (DRSC), an update of Sedona Land Development Code Article 11, Sign Regulations.

<b>Department</b>	Community Development
<b>Time to Present</b>	30 minutes
<b>Total Time for Item</b>	2 hours
<b>Other Council Meetings</b>	May 24, 2017 (Work Session) June 14, 2017 (Work Session) July 12, 2017 (Work Session)
<b>Exhibits</b>	A. Summary Memorandum B. Draft Revised Sign Code, as recommended by Planning and Zoning C. Draft Revised Sign Code, Tracked Changes Version based on feedback from City Council D. Public Comments, updated July 17, 2017

City Attorney Approval	Reviewed 7/17/17 RLP	<b>Expenditure Required</b>	\$ 0
City Manager's Recommendation	Discuss and give direction on the proposed revised sign code.	<b>Amount Budgeted</b>	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

**SUMMARY STATEMENT**

*This is a continued work session from May 24, 2017, June 24, 2017 and July 12, 2017. The materials provided are the same as those meetings with the following exceptions:*

- *Draft Revised Sign Code, Tracked Changes Version (Exhibit C): This version reflects proposed changes based on feedback received from the Council (June 24, 2017)*
- *Public Comments (Exhibit D): This attachment has been updated to include all public comment received as of July 17, 2017*

**Background:**

The City of Sedona's current Sign Regulations (Sedona Land Development Code, Article 11) are approximately 20 years old. The need for an update has been identified for a number of

years, and was identified as a City Council priority several years ago. A few months into the update process, the project was put on hold due to a United States Supreme Court case involving how cities may regulate signs (*Reed vs. Town of Gilbert*). Essentially, the U.S. Supreme Court stated that a City cannot regulate signs based on the content of a sign (message and words) but can regulate such things as location, height, material, lighting, size, and function.

When the U.S. Supreme Court opinion in this case was issued, staff restarted the project operating under the U.S. Supreme Court's direction. The primary goals regarding the update to the Sign Regulations include the following:

- Ensure compliance with the U.S. Supreme Court opinion regarding content-neutral sign regulations.
- Update to reflect current technologies, methodologies, and materials of sign construction and illumination.
- Address concerns about the quality of signage in Sedona.
- Ensure signs are legible and are appropriately conveying the intended message to the intended audience.
- Provide general clarifications to areas that have been identified over the years as not being clear and/or creating confusion.

The first draft of the Draft Revised Sign Code (DRSC) was completed and released for public review in December 2016. The Planning and Zoning held two work sessions (February 7 and 16, 2017) and two public hearings (March 21 and 30, 2017). The agendas, meeting materials, and minutes from these meetings are available on the project page at:

<http://www.sedonaaz.gov/your-government/departments/community-development/land-development-code/sign-code-update>

The general information related to the update of the Sign Regulations and information presented to the Planning and Zoning Commission, along with the Commission's recommendations on specific points, is summarized in the attached Summary Memorandum (Exhibit A).

#### Definitions and Graphics

The proposed DRSC does not include new or updated definitions or graphics. While we understand these items are an important part of the code, staff determined that, until a final draft was approved, it was premature to update items such as text, methodologies, definitions, and illustrations that may change during the course of the update process. Staff felt that the best use of resources, including money and time, was to wait to create these items until the final draft is approved. As the sign definitions are included in the general definitions section of the Land Development Code (Article 2), they are anticipated to be included in the overall LDC Update. For graphics, we will be asking that, if the DRSC is approved, the resolution/ordinance adopting the DRSC would include a provision that would allow staff to administratively add graphics in the future as needed.

Next Steps:

July 26, 2017 Work Session: The focus of this meeting is primarily on off-premises sign options, including allowing with or without regulations and prohibiting in whole or in part.

Future meeting: Based on discussion at Council's July 12, 2017 work session, staff will also research and draft proposed language for the following items. These items will be brought forward at a future meeting.

- 3 dimensional relief – revise existing language to allow for an increase in sign area when 3-D relief is voluntarily incorporated. Further, evaluate and possible revise formula to be more user friendly.
- Based on recommendations regarding 3-D relief, finalize language regarding the measurement of sign area.
- Propose language that provides incentives to include “plantings” as part of the landscape requirements for monument signs.
- Evaluate an incentives based program to achieve desired sign design and quality goals.

**Community Plan Consistent:** Yes - No - Not Applicable

The following statements from the Community Plan were instrumental in drafting the DRSC:

- Our Vision: Sense of Place (page 15) states that the City will have design standards to limit signage.
- The introduction to the Land Use, Housing, and Growth Element (page 18) states that the built environment should encourage uniqueness, typical franchise architecture should not be found in Sedona, and signs should be understated.
- Land Use Policy #8 (page 53) states that the city will “require design standards that reflect Sedona’s unique historic and cultural heritage and sign standards that provide diversity and prevent “franchise/monoculture” (corporate signature) signs.
- The Community Character section of the Community Plan (page 99) states that “one of the most obvious character features that a new arrival sees is a harmony in buildings and signage that have minimum visual impact.”

**Board/Commission Recommendation:** Applicable - Not Applicable

At the March 30, 2017 meeting, the Planning and Zoning Commission recommended approval of the Draft Revised Sign Code by a 4-2 vote (Commissioners Klein and Mayer opposed, Commissioner Cohen excused). Both Commissioners Klein and Mayer stated their reason for opposition as being due to the prohibition of off-premises signs. For more information about the Commission’s discussion, please see meeting material and minutes at:

<http://www.sedonaaz.gov/your-government/departments/community-development/land-development-code/sign-code-update>

**Alternative(s):** Do not approve the Draft Revised Sign Code.

**MOTION**

**I move to:** for discussion and direction only.

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## **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.

## **Definitions and Graphics**

The proposed DRSC does not include new or updated definitions or graphics. While we understand these elements are an important part of the code, staff determined that until a final draft was approved, that it was premature to update these items as text, methodologies, definitions and illustrations may change during the course of the update process. Staff felt that the best use of resources, including money and time, was to wait to create these items until the final draft is approved. As the sign definitions are included in the general definitions section of the Land Development Code (Article 2), they are anticipated to be included in the overall LDC Update. For graphics, we will be asking that, if the DRSC is approved, the resolution/ordinance adopting the DRSC include a provision that would allow Staff to administratively add graphics in the future as needed.

## **Community Outreach**

With the update to the Sign Ordinance, a number of different organizations/individuals were identified as stakeholders. These stakeholders are those who have expressed interest in the Sign Code update or who interact with the Sign Code on a regular basis. This list of stakeholders included local sign companies, the Chamber of Commerce, and Keep Sedona Beautiful, along with individuals who own multiple commercial properties in town (thus having multiple tenants who install signs).

Understanding the complexities of the sign regulations, Staff developed a worksheet to accompany the DRSC to direct those reviewing it to specific areas where we had identified the need for additional feedback. The first draft of the DRSC, along with the worksheet, was distributed to the stakeholders group in December 2016 for review and comment. Outreach to the general public began in January 2017. Along with having the information on the City's website, we distributed a press release, posted updates on Facebook, and the Red Rock News ran a front page article on the project. Throughout January, Staff met with the stakeholders and other citizens who requested a meeting. A record of all comments received is included as Exhibit C to the City Council Agenda Bill. In February 2017, Staff worked with the Chamber of Commerce to set up meetings with realtors, West Sedona business/property owners, and Uptown business/property owners to provide for additional review and comment.

## **Planning and Zoning Commission Work Sessions**

The Planning and Zoning Commission held two work sessions on the DRSC on February 7 and 16, 2017, at which time the Commission reviewed the DRSC, public comments received as of the dates of the

meetings, and staff comments. During these meetings, the Commission discussed the entire DRSC and the items identified in the worksheet as areas where Staff was requesting additional feedback.

### **Planning and Zoning Commission Public Hearings**

The Planning and Zoning Commission public hearings were held on March 21 and 30, 2017. During the March 21 meeting, the Commission reached consensus on all outstanding items with the exception of temporary off-premises signs. The March 30 meeting was primarily devoted to the different options available for these types of signs.

At the March 30 public hearing, the Planning and Zoning Commission recommended approval of the DRSC by a 4-2 vote (Commissioners Klein and Mayer opposed, Commissioner Cohen excused). Commissioners Klein and Mayer both stated their reason for opposition was due to the prohibition of off-premises signs.

### **Proposed Changes to the Sign Ordinance**

The following pages contain a summary of the proposed changes to the Sign Code, including an explanation of the issue, options available to address the issue, and the recommendation from the Planning and Zoning Commission that is reflected in the Planning and Zoning Commission Recommendation Draft of the Sign Code. Unless otherwise stated, Staff supports the Commission's recommendation. However, it is important to note that there were a couple areas where the Commission did not support Staff's recommendation. In these instances, also provided in the information to follow is an explanation of Staff's recommendation and the Commission's reasoning for making a different recommendation.

In general, the proposed changes can be broken into the following categories:

- A. Content Neutral Regulations (U.S. Supreme Court Opinion)**
- B. Design and Sign Quality Standards**
- C. State Route 89A Character District Sign Standards**
- D. Legibility and Readability Standards**
- E. General Clarifications**

The following sections discuss each of these categories and the issues within each category in depth.

### **A. Content Neutral Regulations (U.S. Supreme Court Opinion)**

In June 2015, the United State Supreme Court issued an opinion (Opinion) regarding content neutral 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. Essentially, 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.** The City's current sign code prohibits all off-premises signs with an exception for lead-in signs for garage sales and open houses. Since this exception is applied when a sign is advertising an open



house or a garage sale, this existing regulation is content based and is in conflict with the Opinion.

In order to comply with the Opinion, the city has three options:

- Allow all off-premises signs with or without regulations;
- Prohibit all off-premises signs; or
- Keep existing regulations (prohibit, with lead in signs exempted)

In order to comply with the Opinion, the City should not allow one type of business to place off-premises signs while prohibiting others (businesses, property owners, residents, short-term vacation rental properties, etc.) from doing the same thing.

*Realtor Input:* On February 28, 2017, City Staff members met with a group of local realtors. These realtors felt that the proposal of prohibiting all off-premises signs is not a viable option. In response, the realtors offered the following proposal under which off-premises signs might be allowed:

- Residential properties: All residential properties would be allowed 3 off-premises signs 7 times per year.
- Commercial/Non-Residential properties: Each Business/Agency/Organization would be allowed 3 off-premises signs 7 times per year.
- Allowed Off-Premises Locations: Private property with property owner's written authorization and City right-of-way.
- Prohibited Off-Premises Locations: ADOT right-of-way, sidewalks, or within a traffic visibility triangle.
- Off-Premises signs should be located in such a way as not to create a hazard for pedestrian or vehicular traffic.
- Size: No more than 3 feet in height, not to exceed 6 square feet.
- Illumination: Illumination of off-premises signs is prohibited.
- Duration: 1 time is defined as a 24 hour period, from 8 am to 8 am the following day OR only up an hour before the event and cannot be left up overnight.
- Permitting process: Online or over-the-counter
- Permitting cost per sign: \$2 but no more than \$5

*Analysis:* Staff understands the desire from the real estate community to continue their practice of placing off-premises signs. While the proposal offered would comply with the Opinion, Staff remains concerned about the potential negative impacts of allowing off-premises signs for all businesses, property owners, and residents. These concerns include the following:

- Allowing off-premises signs would not be consistent with the Sedona Community Plan, which includes statements regarding sense of place, a unique and distinctive image and identity, understated signs, discouraging franchise/monoculture signs, and ensuring signs have minimal visual impact.
- Allowing off-premises signs would not be consistent with the Land Development Code goals of ensuring the built environment is designed in harmony with the natural environment and the many standards Sedona has for achieving that goal.
- Based on the number of inquiries City Staff currently receives from businesses, residents, and property owners wanting to place off-premises signs, staff is concerned about the unintended consequences of this proposal, including sign proliferation.

- There is currently an issue with the enforcement of the existing off-premises sign regulations. The proposal will most likely significantly increase the amount of time Code Enforcement officers spend removing illegally placed signs.
- Additional resources required to permit and track off-premises signs.
- Sign proliferation could negatively impact the readability and legibility of off-premises signs.
- Potential for off-premises signs from businesses, residents, and property owners who are not located within the City limits. For example, it is conceivable that Village of Oak Creek business may place off-premises signs in the City limits to direct traffic their way.
- Potential variety of off-premises signs (farmers market ahead, we buy ugly houses, world's best beef jerky, etc.)
- While the City does not regulate political signs, every election cycle, staff receives a large number of complaints about the proliferation of political signs.

These considerations are comprehensively outlined in the meeting materials for the March 30, 2017 public hearing available online at:

<http://www.sedonaaz.gov/Home/ShowDocument?id=30862>

*Option 1:* Allow off-premises signs for any sign message. Anyone or any business wishing to use a temporary off-premises sign would be able to do so. If Council wishes to select option 1, discussion should also include whether or not these types of signs should be subject to additional regulations (e.g. duration, permit required). This option complies with the Opinion. If off-premises were allowed, there is a high likelihood that the City could see a proliferation of off-premises signs over time. 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 Code Enforcement or Public Works Staff must remove.

*Option 2:* Prohibit all off-premises signs. This option also complies with the Opinion and addresses the concern of sign proliferation in City.

*Option 3:* Keep existing code language that allows for an exception for garage sale signs and open house signs. This option does not comply with the Opinion.

***Recommendation: Option 2. Prohibit all off-premises signs.***

*Further Comments:* Understanding that this is a significant topic for discussion, Staff reached out to other Arizona jurisdictions to determine what, if anything, they are doing in response to the Opinion. The responses included the following:

- Prohibition of all off-premises signs (most common response)
- Allow off-premises signs within a defined distance from the property (e.g. 10 feet from property)
- Allow off-premises signs through a special permit or master sign program
- Not making any changes to their sign code now and are waiting to see how things play out in the "Post-Reed world."

While many jurisdictions are beginning to consider how they will approach the issue of off-premises signs in light of the Opinion, many are in the beginning stages of this process, having

only began after the Opinion was issued. Since Sedona began the Sign Code update prior to the Opinion, we are further along in the process than most other cities. While city staff, along with the cities who responded to the survey, have generally not found a solution to this issue other than the options identified above, there is some hope that the Opinion may be challenged or modified in the future to provide additional options. Some communities indicated that new approaches to this issue could be found as more cities across the country amend their sign codes. If there is a solution that addresses the desires of the real estate community, complies with the Opinion, and addresses the concerns of Staff identified in the March 30, 2017 memo, that could be brought forward as a proposed amendment to the sign code at that time. However, in the meantime, the recommendation from Staff and the Commission is to prohibit all off-premises signs.

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 be amended to apply these regulations to any business/property owner wanting to use a marquee/changeable copy sign or eliminate this sign type entirely as an allowable sign.

*Option 1:* Allow all businesses and property owners to use a marquee 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 a marquee sign to advertise specials, sales, and other general information. Given that we will not 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 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. Remove provisions allowing for marquee signs.***

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 additional days 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. With the elimination of categories, each business will be allowed the same number of times and days each year.

*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 the same number of days per year.***

4. **Grand Opening Signs.** Following the Commission’s discussion regarding eliminating types of temporary signs, there was a concern raised that eliminating grand opening signs could have a negative impact on businesses, as permanent signs are not always ready and installed in time for the business opening. As businesses cannot always wait for a sign to be installed to open, it was requested that the City look into content-neutral options that would allow for some type of temporary sign until the permanent sign could be installed.

*Option 1:* Do not modify the proposed regulations to address this concern.

*Option 2:* Provide for a temporary sign in conjunction with the approval of a tenant occupancy permit for a maximum of 30 days, starting no earlier than the date of issuance of the tenant occupancy permit and ending no later than 30 days after issuance of the certificate of occupancy.

**Recommendation: Option 2. Allow new businesses to have a temporary sign for maximum of 30 days, starting no earlier than the date of issuance of a Tenant Occupancy permit and ending no later than 30 days after issuance of a Certificate of Occupancy.**

5. 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.

## B. Design/Sign Quality Changes

One of the most common comments the City receives in regard to signs in Sedona is in relation to the quality of signs. As one of the goals of this update is to improve the overall quality of signage in Sedona, the DRSC recommends the following changes to the design standards:

### 1. **Master Sign Plans.**

A Master Sign Plan is a plan that establishes the parameters of the size, number, location, and design of all signs within a property or development site. Master Sign Plans ensure consistent signage throughout a single development and can provide a tool to address unique situations where strict application of the City’s sign regulations does not address unique site conditions.

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 development. In addition, this can limit creativity in sign design and does not allow a way to effectively address challenging sign situations for specific developments.

*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. 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). 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 (or other size/tenant requirement). 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).

**Recommendation: Option 2, require a Master Sign Plan for new and redevelopment and incentivize the creation of Master Sign Plans for existing development.**

**2. 3-Dimensional (3D) Relief.** Under the current code, “sign with relief” is defined as follows:

*“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, it does not define the amount of offset (3D relief) 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 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.

*Planning and Zoning Commission Work Session:* During the Planning and Zoning Commission’s Work Sessions, the concept of requiring all signs to incorporate 3D relief on at least 50% of the sign and defining relief at as a minimum of ½ inch was presented. The Commission expressed concern with this proposal, as they believed that the increased costs associated with a 3D sign would be too onerous to business owners. Based on this, the Commission requested that Staff get feedback from the community, including business owners and sign makers, regarding this topic.

*Community Input:* Staff met with a number of business owners, sign makers, and community members. While they acknowledged that the requirement for relief would increase the cost of signs, there was general agreement that requiring relief would help to accomplish the goal of higher quality signage throughout the community. While the requirement for 50% relief was acceptable, they asked that consideration be given for allowing an increase in sign area if additional relief is incorporated, much in the same way that additional sign area is allowed by providing relief in the current code. In addition, it was asked that consideration be given for defining relief as 1/4 inch and providing for Director’s discretion when natural materials are used, as providing relief when using natural materials, especially stone, can be a challenge.

*Option 1:* Keep existing language that encourages 3D signs by providing for an increase in sign area and define the amount of minimum relief as 1/4 inch. The Director would have the discretion to approve relief at less than 1/4 inch when natural materials are used. 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 1/4 inch 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. If 75% of the sign area incorporates relief, the sign area could increase by 10%. If 95% of the sign area incorporates relief, the sign area could increase by 20%. The Director would have the discretion to approve relief at less than 1/4 inch when natural materials are used. This option addresses the issue of better quality signage.

**Staff Recommendation: Option 2, require 3D relief in all signs and provide an incentive of a larger sign to achieve a greater percentage of sign relief. As one of the goals of the sign code is to improve the overall quality of signage in Sedona, Staff believes that making 3D relief a requirement will contribute to this goal being realized. In addition, the majority of complaints staff receives from the community regarding quality of signage are regarding signs without 3D relief, as those signs take on a temporary banner-like appearance, rather than a permanent sign appearance. Therefore, Staff believes that requiring 3D relief in signs is something the community desires and will address the goal of better quality signage.**

**Planning and Zoning Commission Recommendation: Option 1, keep language that encourages 3D relief by providing for an increase in sign area when it is incorporated. The Planning and Zoning Commission did not support Staff's recommendation, believing that requiring 3D relief in signs would be too onerous to businesses and requiring too much out of businesses. While some members of the Commission agreed that signs with 3D relief are higher quality signs, they also expressed a belief that businesses didn't need this to be a requirement in order to do it. They believed that businesses would see the value in a better sign and use 3D relief on their own, without it being a requirement from the city.**

3. **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.**

4. **1107.05.F: Sign Illumination/Number of Colors:** During the Planning and Zoning Commission Work Session, the Commission discussed whether the City should regulate the color of sign lighting. While there was not support for regulating colors, there was support for limiting the number of different colors of lighting a sign could use.

*Community Input:* A local sign maker was the only one to directly address this question. He recommended 2 but not more than 3 different colors as a maximum.

*Option 1:* Do not regulate sign lighting color or number of different colors.

*Option 2:* Limit the maximum number of lighting colors to two (2).

***Recommendation: Option 2, limit the number of lighting color to a maximum of two (2).***

5. **1109.02.A.2: Landscaping.** The current code requires a landscape area around the base of monument (freestanding) signs at a 1:1 (sign area:landscape area) ratio. This ratio is lower than that of comparable cities and including additional landscaping around the base of a monument sign can improve the overall appearance of the sign. 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. Staff's original recommendation was to increase the ratio to 1:2.5 (sign area:landscape area) and include planting standards.

*Planning and Zoning Commission Discussion:* Some members of the Planning and Zoning Commission had concerns regarding requiring planting around signs due to water use and water conservation issues. The City's landscape regulations require that plantings be native or adaptive plants, which, after they have been established (typically 3-5 years), are capable of surviving without irrigation, using rainwater for water needs. The City's Design Review Manual also has a list of acceptable plants that property and business owners use a reference when choosing plant materials for their sites. The City's landscape standards were established based on water conservation goals and objectives as recommended by the City's Water Conservation Advisory Committee in place at that time. Staff believes that the area around the sign can be aesthetically enhanced by incorporating landscape material while addressing water conservations concerns, while also addressing concerns about the quality of the appearance of a sign area.

*Option 1:* Leave code as currently written.

*Option 2:* 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.

*Option 3:* Option 2 (increase size of landscape area), plus include 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 overall size of the required landscape area.

***Staff Recommendation: Option 3. Include requirements for a landscaped area consisting of shrubs and/or perennial ground cover plants and increase the overall size of the required landscape area.***

***Planning and Zoning Commission Recommendation: Option 1. Leave code as currently written.***

6. **1114.02.B.2: Number of days allowed for Temporary Signs.** 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, and the City often receives complaints from citizens regarding the number of temporary signs being displayed. Temporary signs are typically used 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 25 days per year, for a minimum of 5 days for each display. This would allow up to 5 temporary signs

per year, but would limit each sign to being displayed for 5 days each. Alternatively, a business could choose to display temporary signs for fewer times per year but for more days at a time (for example, 2 permits, one for 12 days, one for 13 days).

Staff's original recommendation on this item was to allow temporary signs for up to 20 days per year per business, a 50% decrease from the 40 days currently allowed (maximum of 4 permits for a maximum of 10 days each). However, during the work session discussions, the Planning and Zoning Commission felt that 25 days per year would be a better solution. Allowing 25 days per year would still decrease the number of days per year, addressing concerns about the proliferation of temporary signs, but with the change to allow temporary signs for a 5 days at a time instead of the current requirement of 10 days, this would allow businesses one additional event per year for which they could have a temporary sign (up to 5 events per year rather than the current allowance of 4 events per year). Staff supports this recommendation from the Commission.

**Recommendation: Allow each business to display a temporary sign for a maximum of 25 days per year, for a minimum of 5 days per display.**

### C. 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:

1. **Wall Signs:** 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).
2. **Monument Signs:** 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.
3. **Under Canopy Signs:** 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.

Further, during a walking tour of Uptown Sedona with business owners, it was pointed out that the design of a number of those pedestrian walkways do not allow for an under canopy sign to be hung with an 8 foot clearance to the bottom of the sign, as required by the code. The tour group was in agreement that, in Uptown, the Director should have the ability to approve a lower clearance of 7 feet, based on the design of the building.



## D. 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, the sign code does not address these factors and the DRSC includes the following recommendations. Approval of a Master Sign Plan would allow for these standards to be modified based on site specific conditions.

1. **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. The DRSC recommends limiting the number of items of information based on sign size: 7 items of information for signs 12 square feet or less and 12 items of information for signs over 12 square feet.
2. **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. The DRSC recommends limiting the number of font styles on a sign to 2 font styles for signs 12 square feet and under and 3 font styles for signs over 12 square feet. This proposal does not regulate the type of font used, only the number of different types of fonts.
3. **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. The DRSC includes 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.

## E. 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:

1. **1109.01: Sign Area:** One of the changes made to the sign code is the way that sign area is measured. Currently, only text (copy) is measured and the code states that the background area should be appropriately scaled to the size of the copy. The issue over the years regarding this regulation is the term “appropriately scaled” and the subjectivity of its interpretation. For example, while the message including text and graphics may be restricted to no more than 12 sf, the total sign including background and sign framing/supports creates a wide variety of overall sign sizes. The DRSC proposes to include the background as well as text and graphics in the overall area calculations. This change was proposed to address different interpretations of

how to measure sign in the current code. However, while this recommendation would still have the same maximum square foot requirement (e.g. 12 sq. ft.), the finished sign could be smaller because the background would be included within the total allowable area, whereas currently it is not.

*Community Input:* While there was a general understanding of the concerns regarding sign size and the more subjective nature of the current language regarding the measurement of sign area, the public also expressed concern that the proposed method of measuring would create signs that were too small. Additionally, if 3D relief is incorporated as recommended by Staff, the increased sign area available for signs with relief would no longer be available.

In trying to address this concern, Staff was provided with an analysis and examples of existing signs and what they would be measured as under the proposed regulations. After reviewing this information, Staff agrees if the proposed measurement of a sign area is to include the background in addition to sign information, the resulting sign would be smaller than intended and that it is appropriate to increase the size of signs to ensure readability. Due to the nature of this issue as it relates to various sections of the code, Staff will provide illustrations at the work session to demonstrate these concepts.

*Option 1:* Leave as is, no change to measurement of sign area and no increase to sign area.

*Option 2:* Include background in measurement of sign area and increase base sign area by 25%. This would allow for a small increase to account for background area being included in the size of the sign. This would increase the base sign size for businesses on multi-tenant parcels from 12 sq. ft. to 15 sq. ft. and for businesses on single-tenant parcels from 20 sq. ft. to 25 sq. ft. The 25% increase would also apply to signs in the 89A (Uptown) Character District. Allowance for increased sign area based on business frontage and a maximum size of 50 square feet would not change.

*Option 3:* Increase base sign area by 50% for businesses on multi-tenant parcels and by 25% for businesses on single-tenant parcels. This would allow for a small increase to account for background area being included in the size of the sign as well as an additional increase to account for relief being required. Including an increase to allowable sign area would counterbalance the elimination of the additional sign area currently possible by providing a sign with relief. This option would increase the base sign size for businesses on multi-tenant parcels from 12 sq. ft. to 18 sq. ft. and for businesses on single-tenant parcels from 20 sq. ft. to 25 sq. ft. These increases would also apply to signs in the 89A (Uptown) Character District. Allowance for increased sign area based on business frontage and a maximum size of 50 square feet would not change.

***Recommendation:*** The difference between Option 2 and Option 3 is based on whether 3D relief will be mandatory or if it will remain optional. This is one of the areas that the Planning and Zoning Commission did not agree with Staff's recommendation (See Point B.2: 3-Dimensional (3D) Relief above).

***Staff Recommendation:*** Option 3. Since Staff's recommendation on 3D relief is to require it for all signs, the added bonus currently available for a sign with 3D relief would not be available. Therefore, Staff's recommendation, in conjunction with our recommendation for 3D relief, would be to increase allowable sign area as outlined in Option 3.

***Planning and Zoning Commission Recommendation:*** Option 2: The Commission's recommendation regarding 3D relief is to not require it, leaving it as optional, and keeping

**the bonus available when signs incorporate 3D relief. Since the bonus would still be available and 3D relief is not required, the Commission's recommendation is Option 2.**

2. **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.**

3. **1109.01.D.4: Window Tinting.** The question of what is considered a window sign is one that comes up often in discussions between Staff and the business community. The question came up again during the Planning and Zoning Commission Work Session, and the Commission asked Staff to have the Police Department weigh in on the public safety concerns of covering entire windows, whether through graphics or tinting.

*Police Department Input:* Chief of Police David McGill offered the following comment regarding window tinting and coverage:

*"This is probably the only real law enforcement concern from a tactical/safety point of view. We need to be able to look inside a business in an emergency, so we are concerned about tinting that does not allow for this (i.e., too dark), or obstructions limiting our views. I see a 25% coverage limit, so if that is the case, then good. If we can limit the tinting to such that does not prohibit visual identification of people or things inside the business, that would be preferable. Of course, shading during peak times when the sun is setting or rising would be permissible."*

**Recommendation: Based on Police Department comments, limit coverage of windows to a maximum of 25% no matter the content. This would include all window signs, lifestyle graphics, and tinting.**

4. **1108.10: On-Site Directional Signs:** The City currently has no standards for internal signs for directing traffic within a lodging, business, or shopping complex. During the Planning and Zoning Commission Work Session, the Commission discussed whether on-site directional signs should be permitted for directing traffic within a site. While there was general agreement that these types of signs are beneficial, there was no agreement regarding how many signs would be appropriate, as the number of signs needed could vary widely based on site and parking lot configuration and number of businesses on site.

**Recommendation: Allow one on-site directional sign per property or development site. Additional signs could be allowed through approval of a Master Sign Plan, which would allow review for the appropriate number and location of on-site directional signs based on specific site conditions.**

5. **1109.02.E.3: Drive-Thru Menu Board Signs.** During the Planning and Zoning Commission Work Session, there was discussion regarding Drive-Thru Menu Board Signs. The Commission asked Staff to get feedback from the public so that they could make an informed decision.

*Community Input:* During various meetings with members of the community, Staff brought up the question regarding standards for Drive-Thru Menu Board Signs. The general consensus is

that this is not a common sign type in Sedona and there does not seem to be a significant amount of concern regarding these signs, with the exception that the signs should not be “too large” or allowed to have added “banners” on or around the menu board. The community was generally supportive of going with industry standards and mirroring the standards that other cities currently have in place.

***Recommendation: Adopt the Drive-Thru Menu Board Sign Regulations as presented, as the proposed regulations were developed by reviewing standards from a number of other cities and using the most conservative regulations.***

## **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.

### **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.

1102.03. This Division is not intended to, and does not restrict speech on the basis of its content, viewpoint, or message. No part of this Division shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial message displayed on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different non-commercial message, without the need for any approval or permit, provided that the size of the sign is not altered. To the extent any provision of this Division is ambiguous, the term shall be interpreted not to regulate on the basis of the content of the message.

### **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. 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.
- 3. 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;
  - 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.
- F. Amendments. A Master Sign Plan may be amended in the same manner in which the original Master Sign Plan was approved.

**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 XXXX, 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.

### **1107.01. Sign Legibility.**

In the interest of public safety, the following standards are meant to ensure that signs have adequate visibility and legibility. Deviations may be permitted through approval of a Master Sign Plan if it can be shown that the proposed deviation will not have a negative impact on visibility and legibility of the sign.

- 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.

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 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.

#### 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)<sup>1</sup>, 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.

#### 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)
  - 4. Metal, including rusted 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. Signs with Relief.
  - 1. Where signs with relief are proposed, only 85% of the area of the sign that incorporates relief shall count against the allowable sign area.

<sup>1</sup> 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."

## 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.
- F. Sign illumination shall be limited to a maximum of two (2) different colors.
- G. 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.
- H. 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).
- I. 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. Governmental signs. Any sign, posting, notice or similar signs placed, installed or required by law by a city, county, or a federal or state governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including, but not limited to, the following:

- A. Emergency and warning signs necessary for public safety or civil defense;
- B. Traffic signs erected and maintained by an authorized public agency;
- C. Signs required to be displayed by law;
- D. Signs directing the public to points of interest; and
- E. Signs showing the location of public facilities.

1108.06. Historic Plaques. Historic plaques erected or provided by the city designating an area of historical significance.

1108.07. Information Signs. Signs on commercial properties containing no advertising or business identification; limited to a maximum of 2 square feet per business entrance.

1108.08. 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 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.

1108.09. 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.

1108.10. On-Site Directional Signs. One (1) directional signs per property or development site, 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. Additional on-site directional signs may be permitted through the approval of a Master Sign Plan.

1108.11. 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.

1108.12. 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.

1108.13. 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. 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.

1108.16. Signs not Readable from the Public Right-of-Way

- A. Signs or displays located entirely inside of a building and not visible from the building's exterior;
- B. Signs intended to be readable from within a parking area but not readable beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way; and
- C. Signs located within City Recreation Facilities.

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 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. 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.

1108.20. 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.

1108.21. 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.

1108.22. Window Display. Merchandise or models of products or services which are incorporated as an integral part of an indoor window display.

1108.23. Window Signs. Window signs covering no more than 10% of a window.

1108.24. 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 25 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 15 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 building 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 metal 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 intended to be viewed from outside. Glass-mounted graphics may be applied as long as they comply with the 25% limitation.
4. Window tinting is considered a window sign and is subject to the 25% limitation.
5. Electronic or LED Monitors (such as TV Screens) shall not be used as a window sign.

#### 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 is required around the base of all monument signs. The landscape area must be a minimum of 1 square foot 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 25 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 35 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 building 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:
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.

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 12.5 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 9 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.**

1. Where a building 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.
2. Where the building design does not permit an under canopy sign with an 8 foot clearance, the Director may approve a minimum clearance of 7 feet.

### **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 18 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.
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.

**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.

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 25 days per year for a minimum of 5 consecutive days at a time.
- 3. New businesses shall be permitted to display one (1) temporary sign for a maximum of 30 days. This 30 day period shall not start prior to issuance of a Tenant Occupancy permit and shall not extend beyond installation of the permanent sign for the business or 30 days after issuance of a Certificate of Occupancy, whichever is sooner.
- 4. Temporary business signs shall not exceed 20 square feet in area.
- 5. 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.
- 6. 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.

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:

- 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;
- 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. Off-premises signs;
- R. 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;
- S. Signs constituting a hazard to safety, health or public welfare;
- T. Neon signs where the light source is visible from the public right-of-way, except as otherwise provided

- U. Roof-mounted signs;
- V. 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;
- W. Sandwich board, A-frame, portable and other similar types of signs, except as otherwise provided;
- X. Signs with reflective surfaces;
- Y. Temporary signs, except as otherwise provided;
- Z. 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;
- AA. Signs with any statement, symbol or picture of an obscene nature;
- AB. Single support signs;
- AC. Signs in districts designated "Open Space and Recreation" are prohibited, except as otherwise provided;
- AD. Exposed raceways and conduit.

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## 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.

1102.03. This ~~Division~~ Article is not intended to, and does not restrict speech on the basis of its content, viewpoint, or message. No part of this ~~Division~~ Article shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for ~~any~~ another non-commercial message displayed on a sign, or the content of any non-commercial message displayed on a sign may be changed to a different non-commercial message, without the need for any approval or permit, provided that the size of the sign is not altered. To the extent any provision of this ~~Division~~ Article is ambiguous, the term shall be interpreted not to regulate on the basis of the content of the message.

## 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. 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. 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.
- 3. 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;
  - 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.
- F. Amendments. A Master Sign Plan may be amended in the same manner in which the original Master Sign Plan was approved.

**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 **removing abandoned signs within 5 days.**

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 **not more than** 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.~~ *{Tied to illumination standards. If internally illuminated cabinet signs are allowed, this should be kept.}*

### 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 XXXX, 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.

### 1107.01. Sign Legibility.

In the interest of public safety, the following standards are meant to ensure that signs have adequate visibility and legibility. Deviations may be permitted through approval of a Master Sign Plan if it can be shown that the proposed deviation will not have a negative impact on visibility and legibility of the sign.

- A. Signs 12 square feet or less *{{Note: Should be adjusted based on the final recommendation of City Council for sign size, +25% if relief is not required, +50% if 3D relief is required}}*
  - 1. Maximum of 7 Items of Information
  - 2. Maximum of 2 Font Styles
- B. Signs over 12 square feet *{{Note: Should be adjusted based on the final recommendation of City*

*Council for sign size, +25% if relief is not required, +50% if 3D relief is required}}*

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.

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 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.

#### 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)<sup>1</sup>, 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.

#### 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)
  - 4. Metal, including rusted 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. Signs with Relief.

<sup>1</sup> 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."

1. Where signs with relief are proposed, only 85% of the area of the sign that incorporates relief shall count against the allowable sign area.

#### 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.
- F. Sign illumination shall be limited to a maximum of two (2) different colors.
- G. 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.
- H. 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).
- I. 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 1115, 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 1114.02.B.6, Promotional Temporary Business Signs). Flagpoles shall not exceed maximum height regulations as set forth in LDC 903.10.
- 1108.05. Governmental signs. Any sign, posting, notice or similar signs placed, installed or required by law by a city, county, or a federal or state governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including, but not limited to, the following:
  - A. Emergency and warning signs necessary for public safety or civil defense;
  - B. Traffic signs erected and maintained by an authorized public agency;
  - C. Signs required to be displayed by law;
  - D. Signs directing the public to points of interest; and
  - E. Signs showing the location of public facilities.
- 1108.06. Historic Plaques. Historic plaques erected or provided by the city designating an area of historical significance.
- 1108.07. Information Signs. Information signs on commercial properties containing no advertising or business identification; are limited to a maximum of 2 square feet per business entrance.
- 1108.08. 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 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.
- 1108.09. 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.
- 1108.10. On-Site Directional Signs. One (1) directional signs per property or development site, 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. Additional on-site directional signs may be permitted through the approval of a Master Sign Plan.

1108.11. 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.

1108.12. 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.

1108.13. Residential Nameplates, Street Address or Combination. One nameplate sign showing the name of the occupant of a residence; the occupant's profession, occupation, and/or title; and/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. 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.

1108.16. Signs not Readable from the Public Right-of-Way

- A. Signs or displays located entirely inside of a building and not visible from the building's exterior;
- B. Signs intended to be readable from within a parking area but not readable beyond the boundaries of the lot or parcel upon which they are located or from any public right-of-way; and
- C. Signs located within City Recreation Facilities.

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 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. 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.

1108.20. Temporary signs on properties offered for sale, lease, or rent, 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 an 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.

1108.21. 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.

1108.22. Window Display. Merchandise or models of products or services which are incorporated as an integral part of an indoor window display.

1108.23. Window Signs. Window signs covering no more than 10% of a window.

1108.24. 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 tenants 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 25 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 15 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 building 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 metal 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 intended to be viewed from outside. Glass-mounted graphics may be applied as long as they comply with the 25% limitation.
4. Window tinting is considered a window sign and is subject to the 25% limitation.
5. Electronic or LED Monitors (such as TV Screens) shall not be used as a window sign.

#### 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 is required around the base of all monument signs. The landscape area must be a minimum of 1 square foot 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 25 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 35 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 building signage for center identification in lieu of a monument sign, subject to the same maximum area as the monument sign.

##### B. Directional Signs.

1. **Directional signs shall be placed at the driveway entrance** ~~There shall be no more than 1 directional sign per driveway entrance to a lot, parcel or multiple use lot or parcel.~~ **There shall**

be no more than one (1) directional sign per driveway.

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:
  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;
  7. Directory signs shall not be subject to items of information restrictions (see 1107.01, Sign Legibility)

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~~ Any other signs are prohibited ~~may be considered through approval of a Master Sign Plan,~~ 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.
- 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 a 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 12.5 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 9 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.

1. Where a building 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.
2. Where the building design does not permit an under canopy sign with an 8 foot clearance, the Director may approve a minimum clearance of 7 feet.

1110.02. Site Signs

A. Monument (Freestanding) Signs

1. On properties will less than 100 feet of street frontage, monument signs are permitted a maximum area of 18 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.

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.

#### **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.~~

B. Temporary Business Signs.

- 1. Temporary business signs are allowed only in commercial districts.
- 2. All businesses shall be permitted to display ~~a temporary signs for a maximum of 25 days per year for a minimum of 5 consecutive days at a time~~ **5 times a year for a maximum of 5 consecutive days.**
- 3. New businesses shall be permitted to display one (1) temporary sign for a maximum of 30 days. This 30 day period shall not start prior to issuance of a Tenant Occupancy permit and shall not extend beyond installation of the permanent sign for the business or 30 days after issuance of a Certificate of Occupancy, whichever is sooner.
- 4. Temporary business signs shall not exceed 20 square feet in area.
- 5. 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.
- 6. 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.
- 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:

- 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;
- 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. Off-premises signs;
- R. 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;
- S. Signs constituting a hazard to safety, health or public welfare;
- T. Neon signs where the light source is visible from the public right-of-way, except as otherwise provided
- U. Roof-mounted signs;
- V. 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;
- W. Sandwich board, A-frame, portable and other similar types of signs, except as otherwise provided;
- X. Signs with reflective surfaces;
- Y. Temporary signs, except as otherwise provided;
- Z. 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;
- AA. Signs with any statement, symbol or picture of an obscene nature;
- AB. Single support signs;
- AC. Signs in districts designated "Open Space and Recreation" are prohibited, except as otherwise provided;
- AD. Exposed raceways and conduit.

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**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 1<sup>st</sup> 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](mailto:cmeyer@sedonaaz.gov). Thank you for your participation!

<p><b>Name:</b> Joanne Kendrick</p> <p><b>Phone Number:</b> 928-284-██████</p> <p><b>Email Address:</b> ██████@me.com</p> <p><b>Community Affiliation (if applicable):</b> Keep Sedona Beautiful</p>
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1.	<p><b>Section 1104.04: Master Sign Plans (Page 2)</b></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> <p>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.</p> <p>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.</p> <p>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>
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>Okay. While any flexible standard is open to interpretation, these seem 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> <p>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>
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>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>
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>Should “Red Rock” be changed to “Red Rock Sandstone”?</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>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>
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>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>
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 15<sup>th</sup>. 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>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>
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>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>
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>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>
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>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>
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>Okay, but No LED or changing board should be allowed.</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>This seems okay. We support 89A Uptown-signs proportion to frontage, maybe a permitting fee might be tiered according to size.</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>Electronic informational kiosks should not be allowed. No crossroad or electronic signs should be allowed, except perhaps exempt 4<sup>th</sup> 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>
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>
	<p>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>
16.	<p>1114.02.B: Temporary Business Signs (Page 22) 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>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>
17.	<p>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?</p>
	<p>Generally, this list seems appropriate. We agree that reflective surfaces are on list of prohibited signs 1115.01.</p>
18.	<p>Overall Sign Code Are there other comments you would like to make regarding the DRSC?</p>
	<p>Just to confirm, all existing signs would be subject to review and not grandfathered, correct?</p>

<p>General Questions</p>	
	<p>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.</p>
	<p>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>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>

	Any other comments?
	We commend the City for these efforts to keep Sedona beautiful.

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



Page 67

CENTER for the NEW AGE

VORTEX INFO  
CRYSTALS · JEWELRY  
BOOKS · MUSIC  
PSYCHIC READERS  
AURA PHOTOS  
UFO NIGHT TOURS



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Page 70

**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 1<sup>st</sup> 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](mailto:cmeyer@sedonaaz.gov). Thank you for your participation!

<p><b>Name: Ronald Volkman</b></p> <p><b>Phone Number: 928-300-██████</b></p> <p><b>Email Address: ██████@hotmail.com</b></p> <p><b>Community Affiliation (if applicable): Govt. Affairs Director/Sedona-VV Assn. of REALTORS</b></p>
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1.	<p><b>Section 1104.04: Master Sign Plans (Page 2)</b></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 15<sup>th</sup>. 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.	1109.01.D:Window Signs (Page 16) 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?
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	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.	<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>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.</p> <p>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>
18.	<p>Overall Sign Code</p> <p>Are there other comments you would like to make regarding the DRSC?</p>

<b>General Questions</b>	
	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?
	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.

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

**From:** denise <[REDACTED]@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

[REDACTED]  
928282 [REDACTED]

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



**City of Sedona**  
**Community Development Department**  
102 Roadrunner Drive Sedona, AZ 86336  
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<p><b>Name: Diane Greathouse</b></p> <p><b>Phone Number: 928-284-██████</b></p> <p><b>Email Address: ████████████████████</b></p> <p><b>Community Affiliation (if applicable):</b></p>
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1.	<p><b>Section 1104.04: Master Sign Plans (Page 2)</b></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>
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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>

	<b>I don't care for the idea of placement vehicles.</b>
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	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?



**1. I have an issue with the signage allowed for the drive-thru Car Wash on 89A. I'm assuming the following Code allows for the abundance of signage they have installed. I have to respectfully disagree with allowing more signs based on length of the frontage. I don't see any local businesses that would need that.**

*For properties or development sites with 2 or more tenants, tenant 15 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.*

**2. Also, I think the City should spend the money to replace their own sign next to Ace Hardware on Posse Ground and 89A. The current sign seems unattractive, and could be updated to be an example of signage the City wants to see.**

**3. I did not see anything about shutting off lights at night. It is amazing to me how many businesses, churches, restaurants, etc. are lit up at night after hours. Can this be regulated to some degree? How about discontinuing the grandfathering in of lights allowed to be on all night, such as with St. John Vianney's Church?**

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

# Linda Brecher

I am going to preface my thoughts and comments on various signage issues by introducing myself as a Sedona Resident who is deeply involved in our community. I was awarded, Spirit of Sedona Volunteer of the Year in 2011. I have arranged meetings with various city employees several times over the past few years and have submitted photographs of what I feel our Mission Statement did **not** have in mind.

I have long felt signage is out of control and have had many citizens and tourists voice this to me. It seems to be quite distracting to those just learning to drive as well as our senior population. As our tourists are escorted down 89A, they see a plethora of signs and above ground wires competing with the view.

So I am thrilled that finally this issue is being addressed and I will list on the next page all my concerns.

**Corner of Posse Grounds** and 89A (blank wooden sign that has been there for at least 10 years. The weeds were once mowed on the lot, but they left all the weeds under the disgusting sign.)

**4 EKA ugly signs** (all the same) on the corner of Upper Red Rock Loop and 89A. This is the *Gateway to Sedona*???. I sent in photographs, and the reply was that because this is a “large” piece of property, it was allowed.

**Empty building** on corner of Road Runner and 89A has 2 signs on each side of the driveway. Isn't 1 enough???

**3 No Parking** signs in front of Hiros..Really #?

**Bead Store Banner** across from Los Abrigados on your way up the hill is paper, ugly, and been there forever. I thought there was a time limit?

**Thunder Mountain Properties** has a sign that has no reason, no purpose. It is on the hill by the main Post Office before the Roundabout. Why is it there?

**Kiritan Yoga** as you drive into the library..3 signs...

**Sedona Motors/ATV Rentals**...so many signs plus “flags” I was told this was grandfathered in.

And my very favorite.. the **FULLY LEASED** sign as you round onto Dry Creek from 89A.. Really? These are allowed? What's the point of them? I complained immediately and was told they had a certain amount of time to keep it there. I think it was 3 months. That was about a year ago.

**KUDOS** to Quicker Cleaner Car Wash. I don't know why Bill changed those awful blue and yellow signs, but I sent him an e-mail thanking him. That's pride in your community.

January 31, 2017

To: Cari Meyer, Senior Planner

From: James Carpentier AICP, Director of Government Affairs, International Sign Association

Re: Comments of the Draft Sign Code

I am contacting you on behalf of the Arizona Sign Association and the International Sign Association. Both associations work with jurisdictions to assist in the creation of beneficial and enforceable sign regulations.

We appreciate the opportunity to provide comments on this draft sign code.

We have a number of suggestions for your consideration. A summary of these suggestions for your consideration are noted below. A copy of the draft code is attached with some additional comments and recommendations. I have also attached some reference material that is noted below and in the attached draft code.

### **Content Neutrality**

Some portions of the draft code are not content neutral. Section 1102.22 C. of the purpose states the following, "To recognize free speech rights by regulating signs in a content neutral manner." In order for the sign code to comply with this section of the code and the recent Reed v. Town of Gilbert Supreme Court case we have a number of suggestions for your consideration in the attached document.

### **Master Sign Plan 1104.04**

We are very supportive of this proposed section of the code with some modifications. We believe that this can achieve superior designs and provide for additional functionality of signs in Sedona. We are recommending additional flexibility of 20% rather than the proposed 10% in order to have some beneficial results by enhancing the legibility and safety of signs.

### **Sign Color 1107.03**

We understand the unique physical character of Sedona and the importance that the built environment respect and compliment the natural beauty. We recommend that the aesthetic regulations focus on the sign structure and not the sign message. A number of requirements

are vague and due to this will be a challenge to administer. For instance Section 1107.01B.C. states the following: "Signs should use light colored letters on a contrasting background." Since this statement is vague administration by city staff will be a challenge and an applicant will not be sure if a design complies with this requirement. Also regulating the message color background, may conflict with the Lanham Act which protects Federal Trademarks.

Therefore, we recommend less regulation of the message and background, and focus design regulations of the sign structure to ensure the sign complies with the aesthetic desires of Sedona.

### **Sign Areas for Ground Signs and Wall Signs**

We recommend that the minimum size area for monument signs be increased from 20 sq. ft. to 40 sq. ft. Given the speed limits and ROW, in West Sedona especially, this increase in sign area will make a difference for the intended viewer. This increase in area will not increase the height of sign structure so view sheds will be maintained. This recommendation is well below the recommended sign area based on studies in the attached UDA model code. We also suggest that the regulatory scheme for wall signs be simplified. We recommend that a ratio of sign area be allowed based on the building frontage, such as 1 sq. ft. of sign area per linear foot of building along with a reasonable cap. A ratio such as this will always be in proportion to the structure. Uptown Sedona will warrant a smaller ratio than 1 to 1.

### **Sign Legibility 1107.01**

We believe that sign legibility is critical to a safe and effective signage. We suggest that this section of the code be simplified by focusing the regulations on the amount of information of the sign versus the number of fonts.

### **Sign Illumination 1107.05**

We believe that signs should not be treated as area lighting since they serve an entirely different purpose. A portion of ISA's position statement (pg. 10 of the attached Positions Statements) on internally illuminated signs states: "ISA believes that internally illuminated signs have specialized requirements not shared by fixtures designed for exterior lighting applications. These unique requirements include the need for conspicuity and readability, and the legal protection of free speech."



INTERNATIONAL SIGN ASSOCIATION

1001 N. Fairfax Street  
Suite 301  
Alexandria, VA 22314  
main (703) 836-4012  
fax (703) 836-8353  
info@signs.org

[WWW.SIGNS.ORG](http://WWW.SIGNS.ORG)

Some portions of Section 1107.05 Sign Illumination will be a challenge to administer since the requirements are vague and this can lead to unbridled discretion. For instance section Section C. states: "signs should only be illuminated if the existing ambient light (such as from streets lights or interior lights from the building) is not sufficient to light the sign. How is it determined if a street light or interior light is not sufficient to light a sign?"

#### **Window Signs 1109 D.**

The code allows for only 10% window sign area, anything over that and up to 25% is considered as a part of the allowable wall sign. We recommend that 25% of the window area be allowed as a sign without being considered as a part of the wall sign. Window signs are a very affordable and effective method for a business to advertise. We also suggest that no limitations be placed as to the content of window sign such as encouraging letters versus images.

#### **Internally illuminated Cabinet Signs 1115 B.**

These are effective and are allowed with cut out letters earlier in the code as stated in Section 1107.05G.b. This section should be clarified as to the intent since this stated that internally illuminated cabinet signs are prohibited.

We appreciate your consideration of our recommendations. Do not hesitate to contact me with any questions.

Best Regards,

A handwritten signature in black ink that reads "James Carpentier". The signature is written in a cursive, flowing style.

James Carpentier AICP  
Director State & Local Government Affairs

**Cari Meyer - Good and Bad signs**

---

**From:** <[REDACTED]@aol.com>  
**To:** <cmeyer@SedonaAZ.gov>  
**Date:** 2/10/2017 2:43 PM  
**Subject:** Good and Bad signs

---

Dear Miss Meyer,

Thinking about good and bad signs. It is good that McDonald's has teal arches in Sedona. It is bad that we have the big ugly yellow arches on a huge red sign here in the Village on 179. It makes the Village look like a cheap truck stop and it is ridiculous to advertise this Sedona business over ten miles away! This is what people first see as they enter the beauty of Sedona.

Hope there is a solution.  
Debra Christian



**Cari Meyer - Re: sign code worksheet**

---

**From:** "Caroline Johnson" [REDACTED]@esedona.net>  
**To:** "Cari Meyer" <CMeyer@sedonaaz.gov>  
**Date:** 2/16/2017 1:59 PM  
**Subject:** Re: sign code worksheet

---

Hi again Cari

My comment is in regards to the possible elimination of yard sale signs. I have lived here 17 years and have never had a yard sale. I don't go to them very often. However, I think yard sale signs are a part of a neighborhood community. Sedona more and more plans everything around are visitors and those of us who live here are often overlooked. Please do not take away yard sale signs. They help me remember I do live in a neighborhood community in spite of the thousands of visitors who come here every year. Thanks for reading my comments and I hope they get shared with others. Caroline Johnson

**Cari Meyer - Re: Sedona Signs for Garage Sales**

---

**From:** Cynthia Ramsey <[REDACTED]@yahoo.com>  
**To:** Cari Meyer <CMeyer@sedonaaz.gov>  
**Date:** 2/16/2017 9:59 PM  
**Subject:** Re: Sedona Signs for Garage Sales

---

Ms. Meyer, Thank you so much for such a prompt response to my question. I do believe I understand what you are describing as currently decided and would have to agree that the "nothing" approach makes the most sense in that context. I shall try harder to follow up on what comes next when the City Council has their say. Such a complicated situation for those of us who have never realized what the city's side of the big picture looks like. Thank you again for your time and explanation today. Cynthia Ramsey

.....Cynthia

On Feb 16, 2017, at 2:45 PM, Cari Meyer <[CMeyer@sedonaaz.gov](mailto:CMeyer@sedonaaz.gov)> wrote:

Ms. Ramsey,

Attached are the Draft Code and the worksheet. I'm sorry you weren't able to find them online.

As for the garage sale signs, they are currently considered a Lead-In Sign, which, under the current code, are permitted for garage sales and open houses, but not for businesses. Because the United State Supreme Court recently issued an opinion stating that sign regulations must be content-neutral, this distinction between garage/open house signs and business signs is not permissible. Therefore, we have to take an all or nothing type of approach. Currently, we are recommending and the Planning and Zoning Commission has agreed with the "nothing" route due to the potential for sign clutter and proliferation. Eventually, this project will go to City Council, who will have the final say on the Sign Code revisions.

If this is not clear, please feel free to call or email me and I will try to explain it better. If you have any comments or concerns, please feel free to email me. Any comments you submit in writing will become a part of the record and provided to the decision making bodies ahead of the public hearings. Thank you,

Cari Meyer, Senior Planner  
 City of Sedona Community Development  
[\(928\) 203-5049](tel:9282035049)

<IMAGE.gif> [Like us on Facebook!](#)

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>>> Cynthia Ramsey [REDACTED]@yahoo.com> 2/16/2017 2:31 PM >>>

Dear Ms. Meyer,

I wish that I had been better able to address my concerns and questions about Sedona's temporary sign codes before this very late hour and date. Sadly I have been trying to locate both the revised sign code and accompanying worksheet as suggested in the article I just happened to notice this morning from Wednesday's newspaper. Locating the worksheet was impossible for me. I still have concerns about this topic and would love to have more information so after today's meeting would you be kind enough please to email a copy of that worksheet to me and perhaps any other concerns which will be brought up today regarding garage sale signs in the future? I would be most appreciative as I work as a caregiver and am not able to get time away to attend these meetings. All of my attempts in the past have been in vain as to whether or not friends, neighbors and myself are permitted to do what we've been doing. There have been so many negative outcomes from our attempts to do what we thought and were told was right, so finding this news article, late as I may have discovered it may be very helpful. Thank you for these opportunities.

Cynthia Ramsey  
 928.274.[REDACTED]  
 [REDACTED]@yahoo.com

.....Cynthia

---

Sedona City Hall is open for business Monday through Thursday from 7 a.m. to 6 p.m. and closed on Fridays. The Municipal Court and Wastewater system maintenance remain on a Monday through Friday, 8 a.m. to 5 p.m. schedule. Police and maintenance services are not impacted.

<DRSC - Public Review and Comment Draft.pdf>

<Sign Code Public Review Questions.docx>

February 21, 2017,

Audree Juhlin  
Community Development Director, City of Sedona

Subject: Signs and the City of Sedona

From: Steve Segner, President of the Sedona Lodging Council  
Al Comello, President of the Sedona Events Alliance

Everyone acknowledges that a city needs sign codes. Nothing is uglier than a hodgepodge of signs of many colors, styles, shapes, condition, type, and size being in view as one drives or walks down a public street.

But on the other hand, sign restrictions which are too tight and rigid substantially limit a business or event's ability to communicate its core message – that they exist, what they sell, or where an event is taking place.

The new requirement that signs not be restricted based on “content” adds a new challenge to find a way to maintain some sort of order and aesthetics but still have a set of rules which are understandable and fair.

Signs seem to fall in to two categories: Identifying a business/event you can see and directional signs to “direct” one to something.

Over the years it is evident that the current sign rules can be difficult to understand and there is a propensity to try to come up with a “one size fits all” set of rules. But, in the real world, flexibility towards and deliberate focus on a businesses/event signage communication goals are necessary to give it the greatest opportunity to succeed.

Also, the use of LED signs has become quite common in the U.S.; is this type of signage, under strict conditions acceptable in Sedona? The desire to be pure cannot override the need to be modern in a world that is utilizing modern signage tools.

In addition, some signs reflect a time and place endearing to all, such as the sign at the Star Motel on Jordan Rd., the sign on the Matterhorn Hotel or the marquee neon sign at Red Planet Diner. To require these signs be removed to come into “code” compliance after a requirement to change has been triggered by a change of ownership or need to renovate a sign would be a mistake as it would eventual erase most of the historic character of Sedona. Perhaps the rule would be the age of the sign, i.e. 20 years older or more can be renovated without having to live up to new sign standards.

As for event directional signage for actual events such as the Arts Festival, Oktoberfest, a church service, a garage sale, or a realtor open house, the challenge is even more daunting. Ideally, standards could be adopted which could require a low cost “permit,” administratively issued, and would clearly describe the required look and style of the sign.

Such event signs should be allowed to go up a few days in advance, (as long as the sign actually identified the name of the event) as this would also inform locals of a pending event. Maybe the additional time allowed, i.e. 3 days instead of 1 day would be defined by the number of attendees such as 100 or more, or 500 or more would be given the longer advance time.

Another idea that has merit: The city could actually own a series of signs of different sizes which are suitable for event directions that can be rented or loaned. If done right, there would be continuity of the sign look without creating code which makes all these signs “illegal.” Note that these signs have interchangeable sign panels to create maximum flexibility of use.

If an event takes place on a regular basis, such as a church service, the permit would address that but still have a way to require the sign maintain a certain “look,” i.e. the color of the frame, the type of frame, size and height, etc. Such signs are shown here. Note the custom approach of the Winefest.



36" BY 24" SIGN



24" BY 18" SIGN



24" BY 18" SIGN

These 6 sq. ft. sign panels can be changed out to reflect a different sign. Some could be uniform, generic signs for parking and event directions, or custom like these.

These signs with interchangeable panels are also available in 24" by 18" or 3 sq. ft. This is the size of a typical real estate sign.

Additional Thoughts on Sign Issues

Sign design rules should not dictate the font or style, since each business has set their own style in their logo and other marketing materials. It would be helpful though to provide some suggestions and advice on what type of sign designs are considered to have the best readability. For example, certain colors work well together in forming a contrast that the eye can easily discern, where others that have too little contrast and may actually make the sign harder to read. In other words, to provide an education to businesses to help them succeed by designing their signs to be readable would be a valuable service of the city. Perhaps the chamber would want to tackle this project.

Another sign issue which is actually outside the sign code issue, but reflects a community benefit if information signs are used proactively. The city could use electronic signage on the side of the road (such as the police dept uses now) to educate locals to the possibility and probability of heavy traffic during certain hours in the future, such as a holiday weekend. If these signs were in place a few days prior to this pending traffic, residents could prepare or plan and adjust their lifestyle to minimize the inconvenience. This has been done in the past, but could be more deliberate and in more locations around town.

In that same vain, the city could remind residents that if they have a smart phone and use the map apps such as Google Maps and turn on the “traffic” function, they can actually view traffic status instantly. This would forewarn residents of traffic they will encounter when out and about in town.

Sincerely,

---

Al Comello  
President Sedona Events Alliance

---

Steve Segner  
President of the Sedona Lodging Council

**Cari Meyer - [International Dark-Sky Association] Re: Sign Lighting**

---

**From:** "Pete Strasser (International Dark-Sky Association)" <lighting@ida.zendesk.com>  
**To:** Cmeyer <cmeyer@sedonaaz.gov>  
**Date:** 2/27/2017 11:54 AM  
**Subject:** [International Dark-Sky Association] Re: Sign Lighting

---

## - Please type your reply above this line -##

Your request (1500) has been updated. To add additional comments, reply to this email.

---

— **Pete Strasser (International Dark-Sky Association)**

Feb 27, 11:53 MST

Hello, Pete Strasser here. Thank you for your question. In general, we recommend top-down mounting to prevent stray light shining upward into the sky. Ideally, code language would state that signs be turned off after business hours or otherwise have a curfew. Electronic Messaging Centers, otherwise called "LED" signs, are best avoided and it would be wonderful if your code said such a thing. For permanent signs, lettering should be light and the background dark or better yet, backlit if against a wall with raised lettering.

I hope this is simple and thorough enough. Please write me again if you have a specific inquiry.

Best, Pete

---

Pete Strasser

International Dark-Sky Association

3223 N. 1st Ave

Tucson AZ 85719 USA

[pete@darksky.org](mailto:pete@darksky.org)

Do you believe in IDA's mission protecting night skies?

Please consider donating today: <http://www.darksky.org>

---

— **Cmeyer**

Feb 27, 11:37 MST

From: Cari Meyer <[cmeyer@sedonaaz.gov](mailto:cmeyer@sedonaaz.gov)>

Subject: Sign Lighting

Message Body:

Hello,

Do you have any recommendations or guidelines for sign lighting? We are currently updating our sign ordinance and want to ensure that our sign lighting requirements are in line with dark sky principles. Thank you,

Cari Meyer

Senior Planner, City of Sedona

[\(928\) 203-5049](tel:(928)203-5049)

--

This e-mail was sent from a contact form on International Dark-Sky Association  
(<http://darksky.org>)

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[JPEX7X-G8VM]

## Cari Meyer - Real Estate Sign Comment

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**From:** Adam Langford  
**To:** Cari Meyer  
**Date:** 3/7/2017 8:19 AM  
**Subject:** Real Estate Sign Comment

---

Hi Cari,

Rick Elson of Blue Coyote Signs called to comment on off-premises real estate signs. He does not want off-premises real estate signs to be allowed because he believes they create clutter and are unnecessary. You can reach him at [928-203-](tel:928-203-) [REDACTED]. Thanks.



## Sign Meeting with Marc Jacobson, Sun Signs

City of Sedona Community Development Staff present: Audree Juhlin, Director; Warren Campbell, Assistant Director; Cari Meyer, Senior Planner

March 1, 2017 and March 7, 2017

- Master Sign Plans
  - Can be a pain; Cumbersome/too many requirements
  - What do Architectural Theme and Flexibility mean?
  - Questions regarding review timeframes
- Clearance to utility lines
  - “or” or “and”
  - **\*\*Include image\*\***
- Clearance over pedestrian walkways: 8’ is not always possible: Height of standard door instead?
- Sign Area
  - Increase area if entire sign is measured or make no changes to area, define area better
  - See how Cottonwood measures area
- Dimensional letters/Signs with relief
  - Adds to cost; Letters \$30 - \$35 each
  - Good way to increase quality
  - Bonus area for 100%; 50% / 75% or more
  - ½ inch is too much; ¼ inch may be better
  - Natural materials where sandblasting makes it difficult to meet ¼ inch requirement should be eligible for variations
- Font Styles: Raise font styles to 3
- Sign Colors
  - Likes existing way color is done
  - What if there is a fade? Discretionary/at Director’s discretion
  - Take out bright/leave as glossy and fluorescent
- Painted signs on building: Personally doesn’t like it
- Sign Materials: Dibond?
- Illumination
  - Edge lighting?
  - Reverse cut letters
  - Using LED rather than fluorescent
  - Prohibited lighting types for energy efficiency/green
  - Up to 3 different colors (even 3 may be too many)
- Business Tenant Signs: 50 square feet is really big, either for single or multi-tenant sign
- Projecting and suspended signs: Should be decorative metal (not iron)
- Drive-Thru Boards: 30 sq ft seems big
- Under Canopy Signs: Clearance at 7 feet when appropriate (particularly in Uptown)
- Window Signs: Take out “placed on interior of window”
- Landscaping around freestanding signs: 2.5 sq. ft. of landscaping/1 sq. ft. of sign is too much
- Uptown: 25 sq ft seems like a lot
- Temporary Signs
  - Grand Opening Permit needed
  - Doesn’t like taking 10 day event away and replacing with 5 day events

## Cari Meyer - Proposed sign ordinance

---

**From:** "Brearley, Andrew" <Andrew.Brearley@azmoves.com>  
**To:** "CMeyer@sedonaaz.gov" <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 3:40 PM  
**Subject:** Proposed sign ordinance

---

I am against the banning of temporary signs and against a permit system.

I am a Sedona resident.

Andrew Brearley.  
Branch Manager,  
Coldwell Banker Residential Brokerage.  
195, West State Route 89A,  
Sedona.Az 86336.  
Tel : [928 340 5006](tel:9283405006). Office direct.  
Tel: [928 300 2973](tel:9283002973). Cell.  
Email: [andrew.brearley@azmoves.com](mailto:andrew.brearley@azmoves.com)  
Website: [coldwellbankerhomes.com](http://coldwellbankerhomes.com)

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## Cari Meyer - Real Estate Signs

---

**From:** <dream@azdreamhometeam.com>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 4:21 PM  
**Subject:** Real Estate Signs

---

Good Afternoon,

I'm proud to say I'm a resident in West Sedona and an associate broker with Berkshire Hathaway Home Services. It's been brought to my attention about signs from the real estate profession that have been displayed. My hopes are that they will continue to portray the essence of "welcome" that they have extended to our prospective buyers and to those from out of the area. There has not been anything but positive response from those whom have graced their presence at our open houses. As many attendees have expressed to me is they see that somewhat as a "Welcome to Sedona" gesture to those visiting our beautiful locale.

Always at your service,

Dale and Bendy Sobol  
AZ DREAM HOME TEAM  
MULTI-MILLION DOLLAR PRODUCERS  
Luxury Collection Specialists  
BERKSHIRE HATHAWAY HOMESERVICES  
(480)-766-2993/(480)-233-8211  
dream@azdreamhometeam.com  
www.azdreamhometeam.com

YOUR Dream is OUR Goal  
...HOME SWEET HOME!!!!

**Cari Meyer - Sign considerations for Sedona**

---

**From:** Loretta J Engelhardt <lorettae@iglide.net>  
**To:** "CMeyer@sedonaaz.gov" <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 4:34 PM  
**Subject:** Sign considerations for Sedona

---

As a resident of Sedona and a real estate agent, I respectfully ask that you consider allowing open house signs to be placed in an appropriate spot for the time the open house is in progress. These signs are most helpful for directing clients and other agents to the home when we are making the premises available to the public. I have sold several homes because visitors saw the open house sign and did visit the property.

In appreciation for your openness to this plea,

Loretta Engelhardt  
350 Van Deren Rd #A  
Sedona, AZ 86336

## Cari Meyer - Open House Signs for Realtors

---

**From:** Sheri Sperry <sheri@sellsedona.com>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 4:46 PM  
**Subject:** Open House Signs for Realtors  
**Cc:** <sheri@sedona.biz>

---

I am a resident of the City of Sedona and a local Realtor for this area. I hope you and the board will seriously consider continuing to allow us to have these open house signs out for the Realtor's Tour on Thursdays and other open house events. This is how prospective clients find us and learn more about what is available for housing. It also gives them the ability to speak with someone who can tell them more about our beautiful city & all it has to offer. PLEASE DO NOT TAKE THIS IMPORTANT MARKETING TOOL AWAY FROM US. When Realtors are busy and making money, so are many other trades people, restaurants, hair stylists, etc.

Regards,

*Sheri Sperry*

**SHERI SPERRY**  
**COLDWELL BANKER**  
**RESIDENTIAL BROKERAGE**  
Cell [\(928\) 274-7355](tel:9282747355)  
[Sheri@SellSedona.com](mailto:Sheri@SellSedona.com)

MCNE\*, SRS, CRS

[\\*Master Certified Negotiation Expert](#)

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About Me -  
[SheriSperry.Realtor](#)

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## Cari Meyer - sign rules

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**From:** Rebekah Fairlight <fairlight@commspeed.net>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 5:06 PM  
**Subject:** sign rules

---

Hello

I am a Realtor® who has lived in Sedona for more than 20 years. I am very concerned that you want to take away our ability to put out our open house and tour signs. Not once in the time that I have lived here, has a real estate sign bothered me in any way, not even in the years before I became a Realtor®. Now that I am, I need and use those signs to do my job. They are only put up for a few hours on a few days per month, are not permanently affixed in any way, do not impede traffic or pedestrian access to businesses and present no danger that I can see.

Please consider this before making changes to something that has worked just fine for years and years.

Yours -

Rebekah Fairlight, Broker/Owner, ABR  
Fairlight Realty  
[928-282-4727](tel:928-282-4727)

Sedona resident since January 1, 1995.

## Cari Meyer - Realtor signage in Sedona

---

**From:** Ginny Hays <ginnyhaysrealty@gmail.com>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 10:56 PM  
**Subject:** Realtor signage in Sedona

---

I am a 47 year resident, a Realtor for 45 of those years in SEDONA. We pay a City business tax and the City is pleased to accept our funds. It seems that 2 weeks a month, the Realtor Association Group places open house signs out to guide the tour of homes on tour for that week. Also, those who hold open houses either during the week or weekends, place signs to allow tourist to come and view properties available in our town. We FUND a huge amount of money for our Chamber of Commerce to bring folks to the area, to spend money **and to contribute to our traffic congestion**, yet a sign to guide someone to view properties is being considered as unacceptable? Really???? These are **not billboards**, these are small signs leading persons who might, **just might** want to know more about our area and the real estate values, an opportunity to view **properties**. I think we have enough unsightly situations we could concentrate on, **one being Windsong Trailer Park on the major artery in West Sedona**...yet the City is afraid to deal with those hazardous **conditions including the Fire hazardous, due to the PC concerns**; Yet you would deny those paying local taxes, both property and business, the opportunity to have a small sign leading potentially interested persons who might desire to become "locals" to a property for inspection. Do we have our priorities mixed just a touch? Concentrate on the real problems, then when they are truly resolved, you can move onto other "minor" concerns, such as Realtors signs....Stop funding the Chamber and perhaps there will be no need for any signs, anywhere..????? **Begin with truly enforcing the codes in W. Sedona...starting with cleaning up Windsong Trailer Park...**  
**Respectively submitted**  
**Ginny Hays Sherman**

**Cari Meyer - The open house signs are much needed**

---

**From:** Cindy Dante <briandandcindyn@gmail.com>  
**To:** Cari Meyer <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 10:57 PM  
**Subject:** The open house signs are much needed

---

Hi Cari,

I have lived in Sedona since 1965 and been selling real estate here since the early 80s! Our open house signs are the last place you busy officials need to be spending time on trying to eliminate them.

I can guarantee that the commotion that the multiple cars would create in the neighborhood trying to find the home they are supposed to be attending would far outway any non-issues they are creating now.

Do you want more drivers using their cell phones to locate the house address instead of following the signs? Don't we have enough accidents already from people using their cell phones while driving and now you are going to create a need for them to use them?

What we need to concentrate on is get a HUGE SIGN to direct incoming tourists to use 260 instead of 179 and take out our unintelligent speed controlling roundabouts and use the large facilitating circles that are in Cottonwood, so they don't block up so quickly.

Your time and energy are needed elsewhere more urgently; please drop this non-issue.

Cindy Dante  
[928-300-3738](tel:928-300-3738)  
office: [928-282-4166](tel:928-282-4166) x233  
e: [cindydante@realtor.com](mailto:cindydante@realtor.com)



## Cari Meyer - Realtor Signage in City of Sedona

---

**From:** "Barbara Baker" <barbara@barbarabakerrealty.com>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 11:30 PM  
**Subject:** Realtor Signage in City of Sedona

---

To Whom it May Concern:

I am the Broker/Founder of Barbara Baker Realty – A small boutique Real Estate firm with an office in West Sedona. We have 3 full time agents working at our firm, all of whom are full time residents living in West Sedona. On behalf of myself and the agents at my brokerage, we unanimously support the continuing tradition of allowing Real Estate Brokerages to advertise open houses with Signage on Hwy 89A and juncture streets.

Thank you,

Best,

**Barbara Baker**- Broker/Founder     [928-301-0669](tel:928-301-0669)

**Barbara Baker Realty**

**Sedona's Boutique Real Estate Investment Firm - "Truth, Excellence, Experience"**

1120 W. SR89A - Ste. A1, Sedona, AZ 86336

<http://www.barbarabakerrealty.com>

"God created the Grand Canyon,

but he lives in Sedona"

The New York Times, 1997



**Broker: # AZ BR543533000**

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**Cari Meyer - Sign Ordinance**

---

**From:** <cjchiv@earthlink.net>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/16/2017 5:30 AM  
**Subject:** Sign Ordinance  
**Cc:** "Carolyn Chivers" <cjchiv@earthlink.net>, "Mary Carder" <mary@svvar.com>

---

Hello,

I am an active Realtor and resident of Sedona.

I have been a Realtor for 38 years, one of the important sales tools for all Sellers is for exposure. Being able to direct the Buying traffic to homes for sale is very important, without them how do they find the home?

Open house signs on open house and home tour days are only out for a short time, usually 4 hours tops.

Please don't take this valuable tool away from the agents, Sellers and Buyers.

You may need to sell your home in the future and will need this too.

Thank you,

Carolyn Chivers  
Coldwell Banker Residential Brokerage  
Sedona, AZ  
[928-202-8323](tel:928-202-8323)

Always available!

## Cari Meyer - Sedona Sign Code

---

**From:** Bob Dean <bobdean43@gmail.com>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 7:30 PM  
**Subject:** Sedona Sign Code

---

To whom it may concern:

I have lived in Sedona for 30 years and been a licensed Realtor for all those years. Setting up Open House signs is a vital part of the work we do as Realtors in representing the interests of our clients. We are hired by homeowners to sell their property. When we have a property on our MLS weekly tours we put out signs to direct fellow Realtors to our places. This exposure is in the best interest of our homeowner clients. If the city of Sedona prohibited those signs it would be a major disservice to its citizens. The same could be said when a Realtor holds an Open House in a property that he/she is trying to market for our client.

This prohibition of signs would harm the ability of Realtors to do their jobs and place a burden on homeowners that are trying to move on with their lives.

I implore you to not prohibit Open House signs.

Respectfully,  
Robert Dean  
[Robert.dean@russlyon.com](mailto:Robert.dean@russlyon.com)

**Cari Meyer - Sedona sign ordinance**

---

**From:** Brian Dante <brian@briandante.com>  
**To:** Cari Meyer <CMeyer@sedonaaz.gov>  
**Date:** 3/15/2017 7:32 PM  
**Subject:** Sedona sign ordinance

---

Hi Cari, As a Sedona resident and Sedona Realtor, I wanted to express my feelings that it is critical to our business and our ability to serve the interests of the Sedona residents we represent, to be able to display temporary open house signs on the corners of Sedona streets to direct people to homes that are for sale. Please support and continue the allowance of signs to be placed on a temporary basis for Realtors for directional use to open houses. Thank you very much, Brian Dante

**From:** Christine Adams <light@esedona.net>  
**To:** Cari Meyer <CMeyer@sedonaaz.gov>  
**Date:** 3/16/2017 10:54 AM  
**Subject:** REALTOR SIGNS --

Hi Cari —

I am writing to ask that the City consider to continue allowing Realtors to be able to use our tour signs and open house signs within the new sign guidelines being discussed at this time —

This is a time honored tradition and since the signs we use are of good quality ,are standard size and not cardboard and they are collected at the end of the tour and open house, this seems to be a small issue within the discussion of more permanent Sign Guidelines. —

Thank you for your consideration —  
Christine Adams  
Realtor with Russ Lyon Sothebys

## Cari Meyer - Sedona Real Estate Sign Ordinance

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**From:** Alejandro Gutierrez <alejandro.gutierrez@russlyon.com>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/17/2017 10:18 AM  
**Subject:** Sedona Real Estate Sign Ordinance

---

Hi,

I am reaching out to request that you continue to allow real estate agents in Sedona to place for sale and open house signs in the city so that we can continue to promote the sales of homes in Sedona.

I am a resident of Sedona and I enjoy having a clean and orderly city, but at the same time I believe that the city should allow its residents to conduct business in a reasonable manner and one in which it does not disturb residents. Open house signs are important for the real estate business.

Thank you for your consideration to this matter.

Alex

--

*Alejandro (Alex) Gutierrez*

Russ Lyon Sotheby's Int'l Realty

20 Roadrunner Drive, Suite A, Sedona, AZ 86336

m [928.821.8552](tel:928.821.8552) t [928.282.5966](tel:928.282.5966) [www.ag4re.com](http://www.ag4re.com)

Market Updates: <http://azluxuryrealestateblog.com/AlejandroGutierrez>

Price Statistics for 2016: <http://russlyon.rezora.com/public/3779065>,

Price Statistics for 2017: <http://russlyon.rezora.com/public/3887503>

**Cari Meyer - Sign ordinance**

---

**From:** Wendy Jones <wendyjonesrealtor@gmail.com>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/18/2017 3:20 PM  
**Subject:** Sign ordinance

---

Hi Cari,

I am not in favor of the new sign ordinance, since it is so broad sweeping and would affect our business in such a negative fashion.

Thanks,  
Wendy

[Wendyjoneshomes.com](http://Wendyjoneshomes.com)



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**Cari Meyer - Sedona sign ordinance**

---

**From:** "Jack and Lisa Frost" <jazz@sedona.net>  
**To:** <CMeyer@sedonaaz.gov>  
**Date:** 3/20/2017 11:15 AM  
**Subject:** Sedona sign ordinance

---

City of Sedona,

My husband and I have lived in Sedona since 1986, before it incorporated. We oppose the suggested changes to the Sign Ordinance. Please allow us to continue to be able to put out open house signs for MLS tours AND Open Houses, as well as personal garage sale signs & open art studio signs. The ability to use these signs is important to the residents and property owners in the City Limits to promote and communicate the sale of their personal property, as well as their real property. Let's not lose our small town feel by over regulation.

Lisa & Jack Frost  
30 Moore Dr.  
Sedona, AZ 86336  
[928-301-2523](tel:928-301-2523)

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## Cari Meyer - City sign considerations

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**From:** Loretta J Engelhardt <lorettae@iglide.net>  
**To:** "CMeyer@sedonaaz.gov" <CMeyer@sedonaaz.gov>  
**Date:** 4/20/2017 5:28 PM  
**Subject:** City sign considerations

---

I respectfully request that real estate open house signs continue to be allowed lawfully at the time the open house is in effect. As a resident of Sedona and a real estate agent, being able to serve potential clients is important as we facilitate the selling and buying homes and the signs are a most helpful step in introducing clients to our homes and neighborhoods.

Thank you,  
Loretta Engelhardt  
350 Van Deren Rd. #A  
Sedona, AZ 86336

Sent from [Mail](#) for Windows 10



Thank you for taking the time to review the 1<sup>st</sup> 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](mailto:cmeyer@sedonaaz.gov). Thank you for your participation!

**Name:** Carla Williams

**Phone Number:** 928 821 5725

**Email Address:** carla.w@ak.net

**Community Affiliation (if applicable):** Keep Sedona Beautiful Litter Lifter

- |    |  |
|----|--|
| 1. | <b>Section 1104.04: Master Sign Plans (Page 2)</b><br>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 |
|----|--|

	<p>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>I agree with providing a new comprehensive sign ordinance. I agree with the Planning and Zoning's recent decision to not allow "off premise" signs. If possible, I would also prefer no political signs.</p>
2.	<p><b>1107: Design Standards Applicable to All Signs (Page 7)</b></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>They appear clear and understandable.</p>
3.	<p><b>1107.01.D: Sign Legibility; Symbols and Logos (Page 8)</b></p> <p>Is encouraging the use of logos and images rather than words something that the community desires?</p> <p>I am not in favor of using logos and images rather than words.</p>
4.	<p><b>1107.03.F: Sign Color; Signs on Building Facades (Page 9)</b></p> <p>Are signs painted directly on building facades appropriate for Sedona?</p> <p>No</p>
5.	<p><b>1107.04.B: Sign Materials (Page 9-10)</b></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>White plastic seems out of place.</p>
6.	<p><b>1107.05.E: Sign Illumination (Page 10)</b></p> <p>Currently, the Sign Code does not regulate the color of sign illumination. Is this something that should be regulated?</p> <p>Yes</p>
7.	<p><b>1108.09: Exempt Signs: On-Site Directional Signs (Page 12)</b></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>Yes, please limit number, size, and location. Keep to a minimum.</p>
8.	<p><b>1108.15: Exempt Signs: Outline Lighting (Page 13)</b></p> <p>Currently the sign code only allows outline/string lighting between Thanksgiving and January 15<sup>th</sup>. 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>Only white lighting allowed.</p>
9.	<p><b>1108.17: Exempt Signs: Signs on Vehicles (Page 13)</b></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>Yes, remain as exempt.</p>
10.	<p><b>1109.01.D:Window Signs (Page 16)</b></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>Yes</p>
11.	<p><b>1109.01.D:Window Signs (Page 16)</b></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>No, they should not be allowed.</p>
12.	<p><b>1109.02.E: Drive Thru Menu Board Signs (Page 18)</b></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>Size, color, and how they fit into the landscape should be considered. They should blend into the landscape as well as possible, not just a lighted box.</p>
13.	<p><b>1110: Permanent Signs (Main Street 89A Character District) (Page 19)</b></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>Yes</p>
14.	<p><b>Other Types of Signs for Discussion (Page 21)</b></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>Please, no banners across the road or electronic signs. Vertical banners or flags located near the area is ok. Yes, look into permitting these signs. I was unhappy about the numerous box signs put up by the people sponsoring the rock show at the high school last fall. These signs went from I17 to the high school. Deplorable. They should have been fined, but if there is no ordinance regulating these types of signs, then they will proliferate over time. Once someone gets away with it, others will follow.</p>
15.	<p><b>1114.02.A Temporary Directional Signs (Page 22)</b></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>Yes, definitely.</p>
16.	<p><b>1114.02.B: Temporary Business Signs (Page 22)</b></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>Yes</p>
17.	<p><b>1115: Prohibited Signs (Pages 23-24)</b></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>I appreciate having the costumed character or walking signs on the "not allowed" list. It should be enforced. These are distracting to drivers and gimmicks. They are a safety concern for drivers.</p>
18.	<p><b>Overall Sign Code</b></p> <p>Are there other comments you would like to make regarding the DRSC?</p>
	<p>Good luck. I support you 100%.</p>

<b>General Questions</b>	
	<p>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.</p>
	<p>I appreciate signs that blend into the Sedona Red Rock natural landscape, so colors and materials are important, such as signs made from red rock. I also like signs that incorporate art into the sign or fountains.</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>A bad sign is one that is just printing on a rectangle or square board.</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>

My husband and I worked hard in Alaska to keep the billboard industry out. We collected signatures for an initiative and won. Billboards are not allowed in Alaska, even though the billboard industry fought hard to get in. The millions of tourists who visit Alaska don't even think about the fact there are no billboards on the highways when they admire the natural beauty of the state, which is a success to us. The four million visitors to Sedona should not have to think about signs here either. If you want to see a sign policy that has destroyed the environment, visit the Wisconsin Dells. I remember going there as a kid, so when I returned many years later I was so angry. The beautiful walls of the river were cluttered with double and triple decker billboard signs. Huge signs that covered the area. Unbelievable. Please Keep Sedona Beautiful. Thanks for all your hard work.

Any other comments?

I have enclosed photos of a sign I like and a sign I don't like.

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



*Example of a bad sign.  
No creativity  
Cheap*



*Example of a good sign*  
*Creative*  
*Nice sedona color*  
*Not too big*



**Cari Meyer - Fwd: Fwd:**

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**From:** Audree Juhlin  
**To:** Cari Meyer; Warren Campbell  
**Date:** 5/31/2017 12:39 PM  
**Subject:** Fwd: Fwd:

---

Audree Juhlin, Director  
 Community Development Department  
[\(928\) 204-7107](tel:(928)204-7107)

>>> <jinsedona@aol.com> 5/31/2017 11:49 AM >>>

AJ.....I sent this e-mail to the Council this morning. The form on the City's website didn't allow me to copy anyone else, so I wanted to make sure you saw it.

JJ

-----Original Message-----

From: jinsedona <jinsedona@aol.com>  
 To: jinsedona <jinsedona@aol.com>  
 Sent: Wed, May 31, 2017 11:48 am

Dear Mayor and City Council,

Please follow the recommendations of your Planning and Zoning Commission and your professional planning staff in the Community Development Department and do not allow off-premise signs within Sedona.

This issue has a history that goes back about 45 years! In the 1970s and 1980s before Sedona's incorporation, Keep Sedona Beautiful worked tirelessly with Sedona area property owners and Coconino and Yavapai Counties to have unsightly off-premise signs and billboards removed from our community. When Sedona incorporated in 1988, one of the first ordinances adopted by the first City Council was a Sign Code. Thankfully, at that time, the first sign code disallowed all off-premise signs. In 1996, the Sign Code was modified slightly to allow small, off-premise real estate lead-in signs on a very limited basis and subject to strict restrictions.

The City of Sedona staff and other City of Sedona officials have worked extremely hard since incorporation to make sure the signage allowed within the City limits is of the highest quality, tasteful, low in height, low key, blends in with our unique community and does not negatively impact Sedona's natural beauty. Other communities in Arizona and across the USA have used Sedona's Sign Code as a model ordinance.

Allowing off-premise signs in the new Sign Code will be a gigantic and historic step backwards for Sedona, and in my opinion, will be a disaster from an aesthetic and visual impact standpoint.

I understand that you are facing an "all or nothing" decision on this matter due to the recent Supreme Court decision.

Please do not allow ANY off-premise signs!

Thank you for your consideration.

John O'Brien  
 Sedona resident

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## Cari Meyer - Revised Draft Sedona Sign Ordinance

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**From:** Joanne Kendrick <jck48@me.com>  
**To:** Sedona City Hall Audree Juhlin <AJuhlin@SedonaAZ.gov>, Sedona City Hall ...  
**Date:** 6/13/2017 9:58 AM  
**Subject:** Revised Draft Sedona Sign Ordinance

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Dear Audree and Cari,

We've reviewed the City's draft sign ordinance and we have some concerns about lighting and size issues. Below are our suggested changes:

### 1104.04 Master Sign Plans

#### B. Master Sign Plan Requirements

5. Nonconforming Signs. *If there is a non-conforming sign on a redevelopment project site, it should be required to be brought into compliance.*

### 1105. General Standards Applicable to All Signs.

1115.02 Abandoned Signs. *There should be a time limit for removal of abandoned signage. 14 days or 30 days?*

1115.03 Clearance to Utility Lines. *These clearances seem too close. We assume these clearances were checked with APS.*

### 1107. Design Standards Applicable to All Signs.

1117.05 Sign Illumination. *It seems this is not specific enough. The design standards should clearly spell out lighting standards to comply with Dark Sky lighting. The maximum Kelvin rating on external and internally lit signs should be 2700 with 2200 being preferred. There are many other standards for LED's that should be specified by the lighting experts at Lowell Observatory.*

#### 1117.05.G. External Illumination

4. *This section should be eliminated. **No** uplighting of any type or kind should be permitted because it all puts light into the sky, which is in direct conflict with Dark Sky principles.*

### 1108. Exempt Signs

1118.04 Flags. *Flagpole lighting should be required to be downlit **only**.*

1108.20. For Sale Signs - *These dimensions seem to be in conflict with ARS 33-1808, which limit signs to the industry standard 18"x24" [3 square feet]. Is there a particular reason why the City would permit a larger sign [6 square feet] for this purpose? Even a self-service gas station under 1109.02.D is limited to 3 square feet.*

Thank you for consideration of our suggested changes. If you have any questions, please let me know.

Joanne Kendrick

Keep Sedona Beautiful, President

## Cari Meyer - City of Sedona: Comment Box Submission

---

**From:** <DoNotReply@sedonaaz.gov>  
**To:** <lbrowne@sedonaaz.gov>  
**Date:** 6/9/2017 10:30 AM  
**Subject:** City of Sedona: Comment Box Submission

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A new entry to a form/survey has been submitted.

**Form Name:** Citizen Engagement Comment Box  
**Date & Time:** 06/09/2017 10:29 AM  
**Response #:** 9  
**Submitter ID:** 212  
**IP address:** 75.172.167.181  
**Time to complete:** 3 min. , 39 sec.

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### Survey Details

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#### Page 1

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**1. What comments and concerns would you like to share with the City?**

I would like to see the ban on realty and other signs removed. It is a violation of free enterprise, this city needs to be normal like all the others. We Realtors agree to have stable signs that won't blow in the wind, that won't be placed in the round abouts and interfering with traffic or sidewalks. We are just asking for a reasonable accomodation. Real Estate is a big part of Sedona's economy, we need to make sure our visitors and locals know of open houses and sales. This is the most effective means to do that.

Rebecca Rickey, Realtor  
 Coldwell Banker Residential Brokerage  
 VOC.

**2. Would you like to be followed up with regarding this comment or concern? If so, please provide your email and phone number.**

**Email:** Not answered  
**Phone:** Not answered

Thank you,  
**City of Sedona**

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## Cari Meyer - RE: Draft Sign Code comments

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**From:** James Carpentier <James.Carpentier@signs.org>  
**To:** Cari Meyer <CMeyer@sedonaaz.gov>  
**Date:** 7/11/2017 12:58 PM  
**Subject:** RE: Draft Sign Code comments  
**Cc:** Patricia King <pking@arizonasign.org>, David Hickey <David.Hickey@signs....>  
**Attachments:** ISA ASA comments Sedona Draft Sign Code 7 10 2017.docx; Final UDA.pdf

---

Hello Cari,

Thanks for your response. The additional comments that I added to the attached document are the following:

### 1109.02 Site Signs

- What are the setback requirements for monument signs? These signs appear to be located outside the "20 degree "cone of vision" and often obscured by landscaping (see attached UDA Model code page 22 for discussion on the cone of vision).
- Language should be added that requires landscaping to be designed so as to not obscure the visibility of monument signs. A number of signs in west Sedona are not visible due to landscaping.

I appreciate you forwarding these comments to the Council. I will plan on attending even if cannot make any comments to be there to answer questions as needed.

Thanks again,

James

---

**From:** Cari Meyer [[CMeyer@sedonaaz.gov](mailto:CMeyer@sedonaaz.gov)]  
**Sent:** Tuesday, July 11, 2017 2:34 PM  
**To:** James Carpentier <James.Carpentier@signs.org>  
**Cc:** Patricia King <pking@arizonasign.org>; David Hickey <David.Hickey@signs.org>  
**Subject:** RE: Draft Sign Code comments

James,

Tomorrow's meeting is a continued work session. I do not know if the Council will be taking public comments. If you have specific comments you would like to provide to the Council, you can provide them to me in writing and I can distribute them to the Council.

Thank you,

Cari Meyer, Senior Planner  
City of Sedona Community Development  
[\(928\) 203-5049](tel:9282035049)

 [Like us on Facebook!](#)

How are we doing? Complete our customer service survey and be entered to win our periodic drawings!  
<https://www.surveymonkey.com/r/CommDevCustomerSurvey>

>>> James Carpentier <[James.Carpentier@signs.org](mailto:James.Carpentier@signs.org)> 7/11/2017 10:17 AM >>>  
Hello Cari,

In looking at the July 12<sup>th</sup> Council agenda I did not see any item for public input for the work session tomorrow. I know this is not a public hearing, but would I be able to provide some comments for the Council? I could also be there to answer any questions on behalf of the sign industry.

Thanks

James B Carpentier AICP  
Director of State & Local Government Affairs

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**From:** James Carpentier  
**Sent:** Tuesday, February 07, 2017 3:17 PM  
**To:** 'Cari Meyer' <[CMeyer@sedonaaz.gov](mailto:CMeyer@sedonaaz.gov)>  
**Subject:** RE: Draft Sign Code comments

Hello Cari,

I noticed that for some reason in the first email, I did not include our specific comments on the draft sign code (just two copies of the ISA ASA letter).

Let me know if you have any questions.

Thanks

James

---

**From:** James Carpentier  
**Sent:** Tuesday, January 31, 2017 4:51 PM

**To:** 'Cari Meyer' <[CMeyer@sedonaaz.gov](mailto:CMeyer@sedonaaz.gov)>  
**Cc:** 'Patti King (ASA)' <[pking@arizonasign.org](mailto:pking@arizonasign.org)>; David Hickey ([david.hickey@signs.org](mailto:david.hickey@signs.org))  
<[david.hickey@signs.org](mailto:david.hickey@signs.org)>  
**Subject:** Draft Sign Code comments

Hello Cari,

I am contacting you on behalf of the Arizona Sign Association and the International Sign Association. Both associations work with jurisdictions to assist in the creation of beneficial and enforceable sign regulations. I have attached the draft code with our recommendations along with a letter that is a summary of our suggestions. I have also attached the references that I cited.

Do not hesitate to contact me with any questions.

Best Regards,

**James B Carpentier AICP**  
Director State & Local Government Affairs

1001 N. Fairfax Street, Suite 301  
Alexandria, VA 22314  
[\(480\) 773-3756](tel:(480)773-3756) Cell  
[www.signs.org](http://www.signs.org) | [www.signexpo.org](http://www.signexpo.org)  
[james.carpentier@signs.org](mailto:james.carpentier@signs.org)



**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 Plan 

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 *requirements of the Master Sign Plan* are very supportive of the Master Sign Plan approach. We recommend that the 10% administrative approval be increased to at least 20%. The proposed 10% increase in sign height or area will not have an effective or noticeable added benefit.

*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?*

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- 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.

F. Amendments. A Master Sign Plan may be amended in the same *Master Sign Plans (Continued)* manner in which the original Master Sign Plan was approved.

**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



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A reasonable time frame needs to be to deem a sign abandoned such as 3 to 6 months, to account for properties that are for sale and similar scenarios.

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 FigureXXXX
- 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,

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We recommend that multiple geometric be allowed to determine sign area. This will encourage creative designs that are irregular in shape. See page 28 of the attached model code for additional explanation and drawings.

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.

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This section cannot be effectively ~~en~~ without undue discretion and therefore should be eliminated.

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Since this section will lead to undue ~~ca~~ we suggest Section C be eliminated. Designers are very aware of the contrast needs for an effective sign. We recommend that this that contrast not be legislated, due to the vagueness of the language and challenge in fairly

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,

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Since this section will be a challenge to... since this is not a requirement we recommend the desire to have symbols and logos be eliminated.

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What are the setback requirements for signs? It appears that these signs may be located outside of the desired cone of vision. (see attached UDA model code page 22.)

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We do not support the regulation of sign face colors other than the bright...

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We believe that that it is appropriate to the aesthetics of the sign structure but not the message.

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An image could easily have more than colors and not overwhelm a viewer.

or symbols, shall comply with the exterior color requirements of LDC 904.01 (Exterior Color Requirements)<sup>1</sup>, 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.

#### 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)

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This language is vague and is not fairly administer since sufficient

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This section should clearly state that the sign colors of the sign structure shall relate to and compliment the materials or color scheme of the building

4. Are building Sedon

5. Are there any additional materials that should be added to the list of

appro and le that s

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Acrylic should be added

<sup>1</sup> 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.~~

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

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We believe that signs should not be treated as area lighting since they serve an entirely different purpose. A portion of ISA's position statement (pg. 10 of the attached Positions Statements) on internally illuminated signs states: "ISA believes that internally illuminated

This section is not possible to fairly edit since no standard is stated.

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We believe that this section is not

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Signs should not be treated as area lighting

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As stated previously signs should not be treated as area lighting, see the comment at the beginning of this section.

6. Current regulation Is this regulation?

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 11-2)

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.

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We recommend that soft-glow letters be eliminated since that requirement is not clearly stated.

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Why would the City want to exempt only noncommercial speech affixed to motor vehicles? Does this mean that commercial bumper stickers are not exempt speech?


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 LDC903.10.

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.

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These signs should be allowed but they be referred to as minor signs, or something similar so as to be content neutral. These signs should be allowed at 4' in height and 8 sq. ft.

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.

*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?*

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.

*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?*

1108.18. Street Address Signs. Each property must display its

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

*jcarpentier*  
2017-01-31 06:23:20

Window signs are a very affordable and method to advertise for a business. We recommended that at least 25% be allowed for window signs.

*jcarpentier*  
2017-01-31 07:27:03

We recommend that the content of the sign be eliminated and refer to this sign type as a wall sign. The allowances for wall signs are not designed to be legible for the intended viewer. We suggest a simpler regulatory scheme be utilized such as

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.

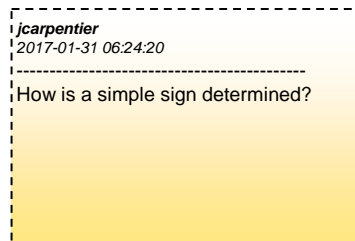
The following signs are considered business tenant signs. The cumulative area of all signs used by the business may not exceed the limits as set forth above.

#### 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 it be possible to regulate the content of wall signs by requiring window signs to be primarily letters. This section would be a challenge to administer since it is not clear what "primarily individual letters" means and how an applicant would comply with

*jcarpentier*  
2017-01-31 06:33:26

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

**Comment [JC1]:** Language should be added that requires landscaping to be designed so as to not obscure the visibility of monument signs. A number of signs in west Sedona are not visible due to landscaping.

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

*jcarpentier*  
2017-01-31 06:34:28

Given the ROW width and speed limits in Sedona a 20 sq. ft. sign will not be safely seen by the intended viewer.

**Comment [JC2]:** What are the setback requirements for monument signs? These signs appear to be located outside the "20 degree "cone of vision" and often obscured by landscaping.

*jcarpentier*  
2017-01-31 06:36:41

We recommend that a different term be used to describe this sign type such as driveway sign.

*jcarpentier*  
2017-01-31 06:38:11

We recommend that the content be eliminated due to Reed v. town of Gilbert.



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.

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

*jcarpentier*  
2017-01-31 06:41:05

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We recommend the elimination of this due to content regulation.

2017-01-31 06:40:28

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12. TH Drive include other conce Why regulate signs that are intended for on site viewing?

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*jcarpentier*  
2017-01-31 06:43:10

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We suggest up to 40 sq. ft. be allowed & 2 signs per drive thru.

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 a 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.

*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?*

**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.

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.

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.

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.



*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?*

*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?*

- 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:

- 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;

*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?*

*jcarpentier*  
2017-01-31 06:49:04

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We recommend that internally illuminated cabinet signs be allowed.

*jcarpentier*  
2017-01-27 17:45:03

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We recommend that this exception be eliminated, since it is content regulation. Electronic message centers need to be regulated with time place and manner regulations.

- 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.