

AGENDA

4:30 P.M.

CITY OF SEDONA, CITY COUNCIL MEETING

TUESDAY, SEPTEMBER 26, 2017

NOTES:

- Public Forum:
Comments are generally limited to **3 minutes**.
- Consent Items:
Items listed under Consent Items have been distributed to Council Members in advance for study and will be enacted by one motion. Any member of the Council, staff or the public may remove an item from the Consent Items for discussion. Items removed from the Consent Items may be acted upon before proceeding to the next agenda item.
- 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

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.

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/ROLL CALL

2. CITY'S VISION

3. CONSENT ITEMS - APPROVE

LINK TO DOCUMENT = 

- a. Minutes - September 12, 2017 City Council Regular Meeting. 
- b. Minutes - September 13, 2017 City Council Special Meeting. 
- c. AB 2275 Approval of a Special Event Liquor License for Rotary Club of Sedona Red Rocks for an Octoberfest event scheduled for Saturday, October 21, 2017, from 12:00 to 10:00 p.m. located at Posse Grounds Park, 525 Posse Grounds Road, Sedona, AZ. 
- d. AB 2276 Approval of a recommendation regarding a new Series 01 In-State Producer Liquor License application for Sedona Orchard, LLC located at 145 Copper Cliffs Ln., Sedona, AZ (License #01033006). 
- e. AB 2282 Approval of award of a Construction Contract for the WWRP Bar Screen and Headworks Replacement Project to Fann Environmental, LLC in the approximate amount of \$617,905. 
- f. AB 2284 Approval of a five-year USDA Forest Service "Emergency Facilities and Land Use" agreement for the use of wastewater effluent for fire suppression. 
- g. AB 2286 Approval of a resolution authorizing an Intergovernmental Agreement between the City of Sedona and the Sedona-Oak Creek Unified School District for utilization of a School Resource Officer. 

4. APPOINTMENTS

- a. AB 2283 Discussion/possible action regarding the appointment of commissioners to the Planning and Zoning Commission. 

5. SUMMARY OF CURRENT EVENTS BY MAYOR/COUNCILORS/CITY MANAGER

6. PUBLIC FORUM

(This is the time for the public to comment on matters not listed on the agenda. The City Council may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. § 38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.)

7. PROCLAMATIONS, RECOGNITIONS & AWARDS - None

8. REGULAR BUSINESS

- a. AB 2229 Public hearing/discussion/possible action regarding the Draft Revised Sign Code (DRSC), an update of Sedona Land Development Code Article 11, Sign Regulations. 
- b. AB 2281 Presentation from Molly Spangler regarding the Economic Development Program. 
- c. AB 2285 Discussion/possible direction regarding ideas and concepts for environmental sustainability. 
- d. Reports/discussion on Council assignments.
- e. Discussion/possible action on future meeting/agenda items.

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.

AGENDA

4:30 P.M.

CITY OF SEDONA, CITY COUNCIL MEETING

TUESDAY, SEPTEMBER 26, 2017

Page 2, City Council Meeting Agenda Continued

9. 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.

10. 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. 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.

Action Minutes
Regular City Council Meeting
City Council Chambers, Sedona City Hall,
102 Roadrunner Drive, Sedona, Arizona
Tuesday, September 12, 2017, 4:30 p.m.

1. Call to Order/Pledge of Allegiance/Moment of Silence/Roll Call

Mayor Moriarty called the meeting to order at 4:30 p.m.

Roll Call: Mayor Sandy Moriarty, Vice Mayor Martinez, Councilor John Currivan, Councilor Scott Jablow, Councilor Tom Lamkin, Councilor Jon Thompson. Councilor Joe Vernier was absent and excused.

Staff Present: City Manager Justin Clifton, Assistant City Manager Karen Osburn, City Attorney Robert Pickels, Jr., Law Clerk Robert Pollock, Director of Community Development Audree Juhlin, Assistant Director of Community Development Warren Campbell, Arts and Culture Coordinator Nancy Lattanzi, Director of Public Works and City Engineer Andy Dickey, Police Chief David McGill, Deputy City Clerk JoAnne Cook.

2. City's Vision/Moment of Art

The City's Vision Statement was read by Councilor Thompson.

Nancy Lattanzi introduced Dennis Ott, recent recipient of the Mayor's Arts Award for Education. A video about Mr. Ott and his impact on the Sedona arts community was played. Mr. Ott thanked the Mayor and Council and provided information about the annual Loving Bowls Event that will be held on Saturday, December 9, 2017 from 12:00 – 3:00 p.m. Each Councilor was given a bowl made by the volunteers who participate in the event.

3. Consent Items

- a. **Minutes – August 08, 2017 City Council Regular Meeting.**
- b. **Minutes - August 09, 2017 City Council Special Meeting.**
- c. **Approval of a Proclamation Supporting a Statewide/Citywide Attainment Goal & World Class Education for All Students.**
- d. **Approval of Proclamation, National Constitution Week, September 17-23, 2017.**
- e. **AB 2269 Approval of the donation of a bronze statue of a police canine from the Friends of Police to be placed in the City Hall Plaza in front of the Police Department Building.**
- f. **AB 2270 Approval of appointments of Thomas Freestone and Ronald Ramsey as Magistrates Pro Tem for the Sedona Municipal Court.**
- g. **AB 2246 Approval of a Special Event Liquor License for Friends of the Sedona Library for a fund raising event scheduled for Sunday, November 12, 2017, from 4:00 to 6:30 p.m. located at the Sedona Public Library, 3250 White Bear Road, Sedona, AZ.**

Motion: Vice Mayor Martinez moved to approve consent items 3a, 3b, 3c, 3d, 3e, 3f, and 3g. Seconded by Councilor Lamkin. Vote: Motion carried unanimously with six (6) in favor and zero (0) opposed.

4. Appointments – None.

5. Summary of Current Events by Mayor/Councilors/City Manager

Councilor Thompson advised that the Corporation Commission voted today on the AMI (smart meter) portion of the APS rate case. As a result there will be a \$50 installation fee for all of those who have a non-transmitting meter and a \$5 monthly opt-out fee. Councilor Thompson said that the monthly Keep Sedona Beautiful (KSB) Speaker Series meeting will be held tomorrow at the KSB building, located at 360 Brewer Road from 5:30-7:00 p.m. Dr. Michael Crimmins will be speaking on Arizona climate, past, present, and future. Councilor Jablow thanked the Mayor, Council, and all who attended the 9/11 memorial ceremony. He complimented Sedona Police Chief David McGill and Sedona Fire Chief Kris Kazian on their eloquent speeches. Councilor Jablow provided information about the Monte Carlo Night event that will be held on September 30th at 6:00 p.m. Tickets are \$90 and all proceeds will benefit the Sedona Humane Society. Vice Mayor Martinez commended Councilor Jablow for his work to bring the 9/11 Memorial to Sedona. He attended the Fiesta de Tlaquepaque last Saturday and said it was a great event. The 9th Annual Sedona Wine Festival will be held on September 23rd & 24th. Vice Mayor Martinez encouraged all to attend. He advised that Yappy Hour will be offered two times a week during the renovation of the dog park. He volunteered to work during the second session and urged people to clean up after their pets. Mayor Moriarty attended the Yavapai College's formal opening of the culinary college this afternoon. She commented on the winery and vineyards on campus, advised that the college will be offering a wine appreciation class, and encouraged all to sign up.

6. Public Forum –

Chief McGill, Village of Oak Creek, introduced Sedona Fire District Chief Kris Kazian and spoke to bring awareness to the World Suicide Prevention Day & Week that runs September 10th through 16th. This year's theme is "Take a Minute and Change a Life". He commented on how his family, and the Police and Fire profession have been impacted by this tragedy. He provided a list of resources: The American Foundation for Suicide Prevention website AFSP.org, the Mental Health Coalition of the Verde Valley website mentalhealthcoalitionvv.org, the National Suicide Prevention hotline 1-800-273-8255, or text the word TALK to number 741741. Chief McGill stressed the importance of seeking help and said that people can talk to a cop.

Jon Thompson, Sedona, represented himself and the Sedona Smart Meter Awareness (SSMA). He stated that SSMA has leftover funds from their campaign that will be used to repay the \$5 monthly fee for residents in the greater Sedona area who are APS customers in need of assistance. Those wishing to be kept informed of this program can call him at 928-821-5142 or email sedonajon@me.com.

7. Proclamations, Recognitions, and Awards

a. Presentation of the Proclamation Supporting a Statewide/Citywide Attainment Goal & World Class Education for All Students.

Mayor Moriarty read the proclamation and presented it to Jennifer Hernandez, Expect More Arizona, and Evelyn Casuga, Future of Arizona. Evelyn Casuga introduced Jennifer Chilton, Sedona-Oak Creek School District and thanked the City Council and community for their recognition and support of education. Jennifer Hernandez thanked Council and the Community of Sedona for the hard work and excellent education happening in Sedona. She commended the Sedona-Oak Creek School District for their

graduation rate of 93%, and acknowledged the West Sedona Elementary School as one of two accredited STEM schools in the state. Jennifer Chilton thanked Council for their support and expressed her appreciation for Expect More Arizona.

b. Presentation of Proclamation, National Constitution Week, September 17-23, 2017.

Mayor Moriarty read the proclamation and presented it to Donna Pratt. Ms. Pratt introduced Roberta Rust and Mary Alcorn. She thanked the Council for their recognition urged all to visit the exhibit in the children's section of the Sedona Library. Ms. Rust expressed her thanks to Council.

8. Regular Business

a. AB 2274 Discussion/possible direction to provide official City comments to the Forest Service in response to a draft National Environmental Policy Act (NEPA) study which assesses three possible alternatives to create an access easement for the construction of a private road to Coconino County parcels 408-27-003 C, E, and F, located across Oak Creek from Poco Diablo Resort and Chavez Crossing Campground in Sedona.)

Presentation by Nicole Branton, Red Rock Ranger District, and Judy Adams, Coconino National Forest Lands Team Leader. Andy Dickey, Carol Flynn and Bruce Tobias were available to answer questions.

Comments and questions from Council.

Opened to the public at 5:52 p.m.

The following spoke on this item: John Sather, Sedona, John Nugent, Sedona, Phyllis Nugent, Sedona, Anne Vonesh, Sedona, Paul Loef, Sedona, Mark Thatcher, Sedona, Natalie Stetz Tobias, Sedona, and Constance Loef, Sedona.

Brought back to Council at 6:14 p.m.

Further comments and questions from Council.

By majority Consensus, Council approved the following comments to the Coconino National Forest regarding the proposal to issue a permit/easement for the construction of an access road to the Tobias-Flynn private property under the National Environmental Policy Act (NEPA):

- **Alternative D is not preferred at all because of public safety concerns.**
- **Avoid additional HWY 179 access.**
- **Request the Forest Service consider and analyze Alternative B/C submitted by Councilor Currivan, with priorities for environmental protection and aesthetic views.**

Break at 6:57 pm. Reconvened at 7:15 p.m.

b. AB 2229 Discussion/possible direction regarding the Draft Revised Sign Code (DRSC), an update of Sedona Land Development Code Article 11, Sign Regulations.

Presentation by Audree Juhlin and Cari Meyer.

Comments and questions from Council.

Opened to the public at 8:03 p.m.

The following spoke on this item: Julie Talbot, Sedona, and Ron Volkman, Sedona.

Brought back to Council at 8:11 p.m.

Further comments and questions from Council.

By majority consensus, Council agreed with staff's recommendations and asked staff to:

- **clarify language to the Temporary Off-Premises Signs criteria that addresses repeat offenses and fees**
 - **clarify language regarding the residential activity component, clarify the 3-D incentive language**
 - **allow single family residential identifications signs**
 - **evaluate removing single support signs as prohibited signs and bring back to Council at the September 26, 2017 meeting.**
- c. Reports/discussion on Council assignments - None.**
- d. Discussion/possible action on future meeting/agenda items**

Robert Pickels, Jr. advised that an agenda item to consider revisions to the Planning & Zoning Commission's operating rules and procedures, particularly related to attendance, has been requested. Vice Mayor Martinez supported. It was decided that the operating rules and procedures for the Historic Preservation Commission would also be examined. Councilor Thompson suggested an agenda item to discuss clarifying the procedures and requirements for voter information pamphlets. Councilor Jablow supported.

Executive Session

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.**

No Executive Session was held.

9. Adjournment

Mayor Moriarty adjourned the meeting at 8:39 p.m. without objection.

I certify that the above are the true and correct actions of the Regular City Council Meeting held on September 12, 2017.

JoAnne Cook, Deputy City Clerk

Date

**Action Minutes
Special City Council Meeting
City Council Chambers, Sedona City Hall,
102 Roadrunner Drive, Sedona, Arizona
Wednesday, September 13, 2017, 3:00 p.m.**

1. Call to Order/Pledge of Allegiance/Moment of Silence

Mayor Moriarty called the meeting to order at 3:00 p.m.

2. Roll Call

Roll Call: Mayor Sandy Moriarty, Vice Mayor John Martinez, Councilor John Currivan, Councilor Scott Jablow, Councilor Tom Lamkin, Councilor Jon Thompson. Councilor Joe Vernier was absent and excused.

Staff Present: City Manager Justin Clifton, Assistant City Manager Karen Osburn, City Attorney Robert Pickels, Jr., Law Clerk Robert Pollock, Director of Finance Cherie Wright, Director of Public Works & City Engineer Andy Dickey, Engineering Supervisor Stephen Craver, Economic Development Director Molly Spangler, Communications Manager Marty Macurak, Citizen Engagement Coordinator Lauren Browne, City Clerk Susan Irvine.

3. Special Business

a. AB 2273 Discussion/possible direction regarding strategies for long-term fiscal sustainability.

Presentation by Cherie Wright and members of the Long-Term Fiscal Sustainability Work Group Ron Budnick, Doris Granatowski, Lou Harper, and Charlotte Hosseini. Other members present were Kurt Gehlbach, Kris Kazian, Holli Ploog, and Molly Spangler.

Questions from Council.

Opened to the public at 4:11 p.m.

The following spoke on this item: Steve Segner, Sedona, Marcia Ellis, Oak Creek Canyon, Ronald Maassen, Sedona, and Dave Ellis, Oak Creek Canyon.

Brought back to Council at 4:20 p.m.

Additional questions and comments from Council.

By majority consensus, Council asked staff to provide examples of capital projects and costs in context with projected taxes.

b. Discussion/possible action on future meeting/agenda items - None.

4. Executive Session

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.

No Executive Session was held.

5. Adjournment

Mayor Moriarty adjourned the meeting at 5:59 p.m. without objection.

I certify that the above are the true and correct actions of the Special City Council Meeting held on September 13, 2017.

Susan L. Irvine, City Clerk

Date



**CITY COUNCIL
AGENDA BILL**

**AB 2275
September 26, 2017
Consent Items**

Agenda Item: 3c
Proposed Action & Subject: Approval of a Special Event Liquor License for Rotary Club of Sedona Red Rocks for an Octoberfest event scheduled for Saturday, October 21, 2017, from 12:00 to 10:00 p.m. located at Posse Grounds Park, 525 Posse Grounds Road, Sedona, AZ.

Department	City Clerk
Time to Present	N/A
Total Time for Item	
Other Council Meetings	N/A
Exhibits	Special Event Liquor License Application is available for review in the City Clerk's office.

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required	\$ 0
City Manager's Recommendation	Approve a Special Event Liquor License for Octoberfest.	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: State liquor laws require the City of Sedona's governing body to approve or disapprove applications for a Special Event Liquor License [A.R.S. § 4-203.02.A].

Rotary Club of Sedona Red Rocks has submitted an application for a Special Event Liquor License for an Octoberfest event scheduled for Saturday, October 21, 2017, from 12:00 to 10:00 p.m. located at Posse Grounds Park, 525 Posse Grounds Road, Sedona, AZ.

A Special Event Liquor License is a temporary, non-transferable, on-sale retail privileges liquor license that allows a charitable, civic, fraternal, political or religious organization to sell and serve spirituous liquor for consumption only on the premises where the spirituous liquor is sold, and only for the period authorized on the license. The applicant for a special event license must request a special event application from the State and file the application with the governing body of the city or town, or Board of Supervisors of an unincorporated area of a county, where the special event is to take place, for approval or disapproval. If the application is approved by the local authority, and the event meets the requirements for

granting the license, the director will issue a special event license to the qualifying organization. Qualifying organizations will be granted a special event license for no more than ten (10) days in a calendar year. Events must be held on consecutive days and at the same location or additional licenses will be required. The license is automatically terminated upon closing of the last day of the event or the expiration of the license, whichever occurs first. The qualified organization must receive at least twenty-five percent (25%) of the gross revenues of the special events.

Community Development, Finance, Parks and Recreation, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application. No objections were noted.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): Do not approve the Special Event Liquor License application for Rotary Club of Sedona Red Rocks for an Oktoberfest event scheduled for Saturday, October 21, 2017, from 12:00 to 10:00 p.m. located at Posse Grounds Park, 525 Posse Grounds Road, Sedona, AZ.

MOTION

I move to: approve the Special Event Liquor License application for Rotary Club of Sedona Red Rocks for an Oktoberfest event scheduled for Saturday, October 21, 2017, from 12:00 to 10:00 p.m. located at Posse Grounds Park, 525 Posse Grounds Road, Sedona, AZ.



**CITY COUNCIL
AGENDA BILL**

**AB 2276
September 26, 2017
Consent Items**

Agenda Item: 3d
Proposed Action & Subject: Approval of a recommendation regarding a new Series 01 In-State Producer Liquor License application for Sedona Orchard, LLC located at 145 Copper Cliffs Ln., Sedona, AZ (License #01033006).

Department	City Clerk
Time to Present	N/A
Total Time for Item	
Other Council Meetings	N/A
Exhibits	Liquor License Application is available for review in the City Clerk's office.

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required	\$ 0
City Manager's Recommendation	Approve a Series 01 In-State Producer Liquor License for Sedona Orchard, LLC.	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: State liquor laws require Sedona's City Council to forward a recommendation for approval or denial of applications for liquor licenses.

The City has received an application for a new Series 01 In-State Producer Liquor License application for Sedona Orchard LLC located at 145 Copper Cliffs Ln., Sedona, AZ (License #01033006). The liquor license application is available for review and inspection in the City Clerk's office or by email.

Sedona Orchard, LLC has submitted an application for a Series 01 In-State Producer Liquor License. This non-transferable liquor license allows an in-state producer to produce or manufacture beer, wine, and distilled spirits (all spirituous liquor) and sell/deliver the product to a licensed wholesaler. A person who holds an In-State Producer license may also sell to on-site patrons liquor produced or manufactured on the licensed premises. A.R.S. §4-243

Sampling is permitted only for new products or products unfamiliar to the person receiving the sample.

Community Development, Finance, the Sedona Police Department (SPD), and Sedona Fire District (SFD) have conducted a review of the application. No objections regarding its approval were noted.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): Recommend denial of a new Series 01 In-State Producer Liquor License application for Sedona Orchard, LLC located at 145 Copper Cliffs Ln., Sedona, AZ (License #01033006).

MOTION

I move to: recommend approval of a new Series 01 In-State Producer Liquor License application for Sedona Orchard, LLC located at 145 Copper Cliffs Ln., Sedona, AZ (License #01033006).



**CITY COUNCIL
AGENDA BILL**

**AB 2282
September 26, 2017
Consent Items**

Agenda Item: 3e
Proposed Action & Subject: Approval of award of a Construction Contract for the WWRP Bar Screen and Headworks Replacement Project to Fann Environmental, LLC in the approximate amount of \$617,905.

Department	Wastewater
Time to Present	N/A
Total Time for Item	
Other Council Meetings	N/A
Exhibits	A. Contract

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required
		\$ 617,905
City Manager's Recommendation	Award a construction Contract for the Bar Screen project to Fann Environmental, LLC.	Amount Budgeted
		\$ 716,775
		Account No. 59-5320-89-6864 – (Description) Rebuild Wastewater Headworks (\$440,000)
		59-5320-89-6868 – Replace WWRP Bar Screens & Tertiary Filters (\$276,775)
		Finance Approval <input checked="" type="checkbox"/>

SUMMARY STATEMENT

Staff is requesting City Council approval of a construction contract in the amount of \$617,905 for the WWRP Headworks Bar Screen Replacement Project with Fann Environmental, LLC. The scope of work includes replacement of two (2) bar screens, the addition of two (2) washer compactors, and all associated electrical and programming.

Background: The existing bar screens were installed with the original construction of the Wastewater Reclamation Plant. Replacement parts to make repairs to the existing bar screens are increasingly hard to procure because the equipment is obsolete. This project will replace the two existing bar screens with more modern bar screens designed to fit in the original concrete channels. In addition the project will provide new electrical wires and controls.

The Contract:

- The project was bid twice in FY17, however no bids were received.
- Staff solicited proposals using the State JOC program; however, proposals received far exceeded the budget for the project.
- The project was rebid in September 2017, with minor changes to the scope of work, and one (1) bid was received. The results of the bid are below:

BIDDER	BASE BID	RECOMMENDED BID ALTERNATES	TOTAL CONTRACT AMOUNT
Engineers Estimate	\$539,660	\$83,050	\$622,710
Fann Environmental, LLC	\$548,650	\$69,255	\$617,905

- Recommended bid alternates include:
 - A redundant washer compactor, including all appurtenances, electrical, and instrumentation required to operate the equipment through SCADA.
- The equipment was approved for sole source procurement, with Hydro-Dyne, because of its ability to be installed without modifications of the existing influent channel width or depth.

The Contractor:

- The City has previous experience with Fann Environmental, LLC.
- Fann Environmental, LLC meets the requirements of the contract and can competently complete the work.
- Programming for the project is sole-sourced using the City’s on-call programmer, Alliance Service & Control Specialists, Inc.

Schedule:

- Equipment lead time is estimated to be 12-16 weeks.
- Total allowable contract time is 250 calendar days.
- Assuming a contract start date of October 2, 2017, final completion is expected by June 9, 2018.

Budget:

- Total budget for the construction phase of the project is \$716,755.
- Total budget amount includes re-lining of the influent flow channel, which was removed from the scope of work for the project.
- At a total contract price of \$617,905, there is remaining budget to complete the channel lining. Quotes for the channel lining will be obtained and work will commence upon completion of the bar screen replacements.

Staff is recommending approval of this contract.

Community Plan Consistent: Yes - No - Not Applicable

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

Alternative(s): Not approving this contract would result in: increased downtime of the bar screen equipment and increased maintenance costs to make repairs to the equipment.

MOTION

I move to: approve award of a construction contract with Fann Environmental, LLC for the Wastewater Reclamation Plant Headworks Bar Screen Replacement Project in an amount not to exceed \$617,905, which includes bid alternates totaling \$69,255, subject to approval of the written contract by the City Attorney's Office.

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CONTRACT

THIS CONTRACT, made and entered into this ____ day of _____, 2017 by and between the City of Sedona, Arizona, hereinafter called the "Owner", and **Fann Environmental, LLC.**, hereinafter called the "Contractor."

WITNESSETH:

WHEREAS, the City has caused Contract Documents to be prepared for the construction of the **WWRP Headworks Bar Screen Replacement Project (the "Project")**, City of Sedona, Arizona, as described therein; and

WHEREAS, the Contractor has offered to perform the proposed work in accordance with the terms of the Contract; and

WHEREAS, the Contractor, as will appear by reference to the minutes of the proceedings of the City Council was duly awarded the work.

NOW, THEREFORE, the parties hereto hereby stipulate, covenant and agree as follows:

1. The Contractor promises and agrees to and with the City that it shall perform everything required to be performed and shall provide and furnish all the labor, materials, necessary tools, expendable equipment, and all utility and transportation services required to perform and complete in a workmanlike manner all of the work required in connection with construction of **the Project** all in strict accordance with the Specifications and Drawings, including any and all Addenda, and in strict compliance with the Contractor's Proposal and all other Contract Documents, which are a part of the Contract; and the Contractor shall do everything required by this Contract and the other documents constituting a part thereof.
2. The Contractor agrees to perform all of the work described above in accordance with the Contract Documents and comply with the terms therein for the initial estimated Contract price of **\$617,905**, subject to increase or decrease in accordance with the Contract Documents, and the Bid Schedule set forth therein; and the City agrees to pay the Contract Prices in accordance with the Bid Schedule for the performance of the work described herein in accordance with the Contract Documents.
3. The Contractor and the City agree that the terms, conditions, and covenants of the Contract are set forth in the Contract Documents and the Plans and Technical Specifications, and the Drawings numbered 1 through 12, all defined as the Contract Documents, and by this reference made a part hereof as if fully set forth herein.
4. The Contractor and the City agree that each will be bound by all terms and conditions of all of the Plans and Technical Specifications, and Contract Documents, as if the same were fully set forth herein, and hereby incorporate all of the foregoing into this Agreement.
5. The Contractor shall abide by all the laws of the United States of America, State of Arizona, Coconino/Yavapai Counties, and the City of Sedona, including a requirement that Contractor

obtain an annual Sedona Business License for every year that they do business with Sedona or within the City limits.

6. The Contractor shall carry Workers' Compensation Insurance and require all Subcontractors to carry Workers' Compensation Insurance as required by the Law of the State of Arizona, and all other insurance as set forth in the General Conditions.
7. Contractor, its agents, employees, and subcontractors, shall not discriminate in any employment policy or practice. "Discrimination" means to exclude individuals from an opportunity or participation in any activity or to accord different or unequal treatment in the context of a similar situation to similarly situated individuals because of race, color, gender, gender identity, sexual orientation, religion, national origin or ancestry, marital status, familial status, age, disability, or veteran status. (Ordinance 2015-10 (2015)).
8. Work under this Contract shall commence on the date specified in the written Notice to Proceed from the City to the Contractor. Upon receipt of said Notice, the Contractor shall diligently and continuously prosecute and complete all work under this Contract within the time specified on page A-2.
9. The Contract Document consist of the following component parts, all of which are a part of this Contract whether herein set out verbatim, or attached hereto:

Advertisement for Bids
Information for and Instructions to Bidders
Bid Proposal and Bid Guaranty Bond
Contract (this document)
Change Orders
Addenda
Performance Bond, Labor and Material Payment Bond
Special Conditions
General Conditions
Technical Specifications
Notice of Award
Notice to Proceed
Plans and Drawings
Design Reports
Standard Specifications
Insurance Certificates

The above named documents are essential parts of the Contract, and a requirement occurring in one is as binding as though occurring in all. They are intended to be complementary and to describe and provide for a complete work. In case of discrepancy, the order of precedence is as follows:

1. Change Orders
2. Contract (this document), including addenda

3. Payment and Performance Bonds
4. Advertisement for Bids
5. Information for and Instructions to Bidders
6. Notice of Award
7. Notice to Proceed
8. Special Conditions
9. Bid Proposal
10. Technical Specifications
11. Plans and Drawings
12. General Conditions
13. Bid Guaranty Bond
14. Standard Specifications

In the event there is a conflict between any of the above listed documents, the provision of the document with the lower numerical value shall govern those documents with a higher numerical value. Within a category, the last in time is first in precedence.

The Contractor shall not take advantage of any apparent error or omission in the Plans or Specifications. In the event the Contractor discovers such an error or omission, he shall immediately notify the Owner. The City will then make such corrections and interpretations as may be deemed necessary for fulfilling the intent of the Plans and Specifications.

10. As part of the inducement for City to enter into this Agreement, Contractor makes the following representations:
 - A. Contractor has familiarized himself with the nature and extent of the Contract Documents, work, locality, and with all local conditions and federal, state and local laws, ordinances, rules and regulations that in any manner may affect cost, progress, or performance of the work.
 - B. Contractor has studied carefully all reports of investigations and tests of subsurface and latent physical conditions at the site or those reports that otherwise may affect cost, progress or performance of the work, which were utilized by Design Engineer in the preparation of the Drawings and Specifications and which have been identified in the Contract Documents.
 - C. Contractor has made or caused to be made examinations, investigations and tests, and studies of such reports and related data as he deems necessary for the performance of the work at the Contract Price, within the Contract Time and in accordance with the other terms and conditions of the Contract Documents; and no additional examinations, investigations, tests, reports or similar data are or will be required by Contractor for such purposes.
 - D. Contractor has correlated the results of all such observations, examinations, investigations, tests, reports and data with the terms and conditions of the Contract Documents.

- E. **Contractor has given the Wastewater Manager written notice of all conflicts, errors or discrepancies that he has discovered in the Contract Documents** and the written resolution thereof by Wastewater Manager is acceptable to Contractor.
 - F. Contractor has attended mandatory pre-bid meetings and walk-throughs.
11. A. No assignment by a party hereto of any rights under or interest in the Contract Documents will be binding on another party hereto without the written consent of the party sought to be bound; and specifically but without limitation, monies that may become due and monies that are due may not be assigned without such consent (except to the extent that the effect of this restriction may be limited by law), and unless specifically stated to the contrary in any written consent to an assignment, no assignment will release or discharge the assignor from any duty or responsibility under the Contract Documents.
- B. City and Contractor each binds itself, its partners, successors, assigns and legal representatives to the other party hereto, and its partners, successors, assigns and legal representatives in respect to all covenants, agreements and obligations contained in the Contract Documents.
- C. Pursuant to Arizona Revised Statutes Section 38-511, the provisions of which are incorporated by reference as if fully set forth herein, all parties are hereby given notice that this Agreement is subject to cancellation by the City if any person significantly involved in initiating, negotiating, securing, drafting, or creating the Contract or Contract Documents on behalf of the City is, at any time while the Contract or Contract Document or any extension thereof is in effect, an employee or agent of any other party to the Contract or Contract Documents in any capacity or a consultant to any other party to the Contract or Contract Documents with respect to the subject matter of the Contract or Contract Documents.
12. During the performance of this Agreement, Contractor may also be under contract with the City for performance of work on other projects. A breach in the performance of any of Contractor's obligations under this Agreement shall constitute a breach of Contractor's obligations under any other agreement with the City and the breach by Contractor under other agreement with the City shall also constitute a breach of Contractor's obligations under this Agreement. The City may offset any amounts owed by Contractor under any such other agreement from any amounts owed to Contractor under this Agreement.
13. The Contract Documents constitute the entire Agreement between the parties.

IN WITNESS WHEREOF, the parties hereto have executed, or caused to be executed by their duly authorized officials, this Agreement which shall be deemed an original on the date first above written.

CITY: City of Sedona, Arizona

BY: _____

NAME: _____

TITLE: _____

(SEAL)

ATTEST:

BY: _____

NAME: _____

CONTRACTOR:

BY: _____

NAME: _____

TITLE: _____

(SEAL)

ATTEST:

BY: _____

NAME: _____

APPROVED AS TO LEGAL FORM:

BY: _____

(City Attorney)

DATE: _____

EXHIBIT/S

Exhibit A

- Bid Schedule

Exhibit B

- Affidavit of Lawful Presence as set forth in ARS 1-502/8 USC §1621.
- Affidavit of Lawful Presence not required as this consultant is a corporation.

Exhibit C

- Israel Boycott Document

EXHIBIT A

Bid Schedule – Revised Addendum #1

City of Sedona – WWRP Headworks Bar Screen Replacement Project
Project # 2018-WW-02

ITEM NO.	ITEM DESCRIPTION	QTY	UNIT	UNIT PRICE	EXTENDED TOTAL
BASE BID					
1	MOBILIZATION	1	LS	\$25,000	\$25,000
2	DEMOBILIZATION	1	LS	\$15,000	\$15,000
3	SITE DEMOLITION	1	LS	\$15,000	\$15,000
4	SITE WORK (CONCRETE, GRADING, UTILITY TIE-INS, ETC.)	1	LS	\$15,000	\$15,000
5	HYDRO-DYNE SYSTEM (EQUIPMENT ONLY)	1	LS	\$329,800	\$329,800
6	HYDRO-DYNE SYSTEM MECHANICAL/STRUCTURAL APPURTENANCES	1	LS	\$12,000	\$12,000
7	HYDRO-DYNE SYSTEM INSTALLATION MECHANICAL/STRUCTURAL	1	LS	\$67,000	\$67,000
8	HYDRO-DYNE SYSTEM ELECTRICAL & INSTRUMENTATION APPURTENANCES	1	LS	\$20,750	\$20,750
9	HYDRO-DYNE SYSTEM INSTALLATION ELECTRICAL & INSTRUMENTATION	1	LS	\$43,600	\$43,600
10	HYDRO-DYNE SYSTEM PROGRAMMING (by Alliance Service & Control Specialists, Inc.)	1	LS	\$5,500	\$5,500
TOTAL BASE BID					\$548,650
BID ALTERNATES					
11	BOLLARDS	3	EA	\$2,300	-
12	WHITETIP SHARK WASHING COMPACTOR (EQUIPMENT ONLY)	1	LS	\$38,360	\$38,360
13	WHITETIP SHARK WASHING COMPACTOR MECHANICAL/STRUCTURAL APPURTENANCES	1	LS	\$6,000	\$6,000
14	WHITETIP SHARK WASHING COMPACTOR INSTALLATION MECHANICAL/STRUCTURAL	1	LS	\$11,000	\$11,000
15	WHITETIP SHARK WASHING COMPACTOR ELECTRICAL & INSTRUMENTATION APPURTENANCES	1	LS	\$2,995	\$2,995
16	WHITETIP SHARK WASHING COMPACTOR INSTALLATION ELECTRICAL & INSTRUMENTATION	1	LS	\$9,400	\$9,400
17	WHITETIP SHARK WASHING	1	LS	\$1,500	\$1,500

	COMPACTOR PROGRAMMING				
TOTAL BID ALTERNATES					\$69,255
TOTAL BASE BID + BID ALTERNATES					\$617,905
<p>CIP: COMPLETE IN PLACE Owner reserves the right to vary the quantities shown at their discretion. The contractor will accept the quantities if no corrections are made at the conclusion of the pre-bid meeting. All facilities incidental to the item are included in the unit price estimate. Bid Prices submitted include all local, state and federal taxes.</p>					

EXHIBIT C

PARTICIPATION IN BOYCOTT OF ISRAEL

All materials submitted as part of a response to a solicitation are subject to Arizona public records law and will be disclosed if there is an appropriate public records request at the time of or after the award of the contract. Recently legislation has been enacted to prohibit the municipalities from contracting with companies currently engaged in a boycott of Israel. To ensure compliance with A.R.S. §35-393.01 This form must be completed and returned with the response to the solicitation and any supporting information to assist the City in making its determination of compliance.

As defined by A.R.S. §35-393.01:

1. "Boycott" means engaging in a refusal to deal, terminating business activities or performing other actions that are intended to limit commercial relations with Israel or with persons or entities doing business in Israel or in territories controlled by Israel, if those actions are taken either:
 - (a) In compliance with or adherence to calls for a boycott of Israel other than those boycotts to which 50 United States Code section 4607(c) applies.
 - (b) In a manner that discriminates on the basis of nationality, national origin or religion and that is not based on a valid business reason.
2. "Company" means a sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, limited liability company or other entity or business association, and includes a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate.
3. "Direct holdings" means all publicly traded securities of a company that are held directly by the state treasurer or a retirement system in an actively managed account or fund in which the retirement system owns all shares or interests.
4. "Indirect holdings" means all securities of a company that are held in an account or fund, including a mutual fund, that is managed by one or more persons who are not employed by the state treasurer or a retirement system, if the state treasurer or retirement system owns shares or interests either:
 - (a) together with other investors that are not subject to this section.
 - (b) that are held in an index fund.
5. "Public entity" means this State, a political subdivision of this State or an agency, board, commission or department of this state or a political subdivision of this state.
6. "Public fund" means the state treasurer or a retirement system.
7. "Restricted companies" means companies that boycott Israel.
8. "Retirement system" means a retirement plan or system that is established by or pursuant to title 38.

All offerors must select one of the following:

- _____ My company **does not** participate in, and agrees not to participate in during the term of the contract a boycott of Israel in accordance with A.R.S. §35-393.01. I understand that my entire response will become public record in accordance with A.R.S. § 39-101 et seq.
- _____ My company **does** participate in a boycott of Israel as defined by A.R.S. §35-393.01. :

By submitting this response, proposer agrees to indemnify and hold the City, its agents and employees, harmless from any claims or causes of action relating to the City's action based upon reliance on the above representations, including the payment of all costs and attorney fees incurred by the City in defending such an action.

Company Name

Signature of Person Authorized to Sign

Address

Printed Name

City

State

Zip

Title

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**CITY COUNCIL
AGENDA BILL**

**AB 2284
September 26, 2017
Consent Items**

Agenda Item: 3f
Proposed Action & Subject: Approval of a five-year USDA Forest Service “Emergency Facilities and Land Use” agreement for the use of wastewater effluent for fire suppression.

Department	Wastewater
Time to Present	N/A
Total Time for Item	
Other Council Meetings	N/A
Exhibits	A. Emergency Facilities and Land Use Agreement

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required	\$ 0
City Manager’s Recommendation	Approve the Emergency Facilities and Land Use agreement with the US Forest Service.	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

This IGA between the USDA Forest Service and the City of Sedona Wastewater Reclamation Plant allows the Forest Service to use treated wastewater effluent, withdrawn by helicopter from storage reservoir number one, for wild land fire suppression.

Background:

This contract has been in place for 15 years and the previous five-year agreement expires on October 1st. This agreement outlines the procedures that will be followed by the Forest Service during helicopter operations to ensure the safety of Wastewater and Forest Service employees, and plant property and equipment. It also ensures that the plant will remain compliant with its ADEQ Aquifer Protection Permit requirements.



Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): N/A

MOTION

I move to: approve the five-year USDA Forest Service “Emergency Facilities and Land Use” Agreement for the use of effluent for fire suppression.

EMERGENCY FACILITIES & LAND USE AGREEMENT

INCIDENT AGENCY (name, address, phone number)
**UNITED STATES DEPARTMENT OF AGRICULTURE
 FOREST SERVICE
 2324 E McDowell RD
 PHOENIX AZ 85006**

**AGREEMENT NUMBER MUST APPEAR ON ALL PAPERS
 RELATING TO THIS AGREEMENT
 AGREEMENT NUMBER**

AG-94TZ-B17-5002

EFFECTIVE DATES
 a. beginning 10/01/2017

b. ending 09/30/2022

OWNER (name, address, phone number-include day/night/cell/fax)
**CITY OF SEDONA
 WASTEWATER TREATMENT PLANT
 7500 West State Route 89A Sedona, AZ 86336**
 DUNS:
 EIN/SSN: 86-0596516
 PAYMENT ADDRESS:[] Same as above, or
 102 Roadrunner Drive
 Sedona, AZ 86336

INCIDENT NAME:
 INCIDENT NUMBER:
 RESOURCE ORDER NUMBER:
 JOB CODE (P#) AND OVERRIDE:

TYPE OF CONTRACTOR ("X" APPROPRIATE BOXES)

SMALL BUSINESS LARGE BUSINESS SMALL DISADVANTAGED OWNED WOMEN OWNED HUBZONE SERVICE DISABLED VETERAN

The owner of the property described herein, or the duly appointed representative of the owner, agrees to furnish the land/facilities for use as fire suppression water.

DESCRIPTION OF LAND/FACILITIES: Address or specific location. If street or highway address is unavailable, use distance from nearest city, crossroads, or other significant landmark. The local description of how to get to the land/facilities is also acceptable.

7500 West State Route 89A Sedona, AZ 86336, near mile marker 365 & 366. Sedona Wastewater Treatment Plant, Storage Reservoir #1 for fire suppression water.

County: YAVAPAI State: AZ Township: 17N Range: 4 E Section: 25

ORDINARY WEAR AND TEAR: Ordinary wear and tear is based on the customary use of the land/facilities, and not the use resulting from the incident.

RATE: For each month that the land/facilities are used, the Government will pay the rate of **\$N/A per 1000 gallons for effluent water measured by BAMBI SYSTEM through the US FOREST SERVICE.** Ordinary wear and tear is included in the rate. The minimum amount guaranteed to be paid under this agreement shall be \$ N/A, regardless of the length of use. Payment shall be in accordance with the incident Agency payment procedures. Payment for a lesser period shall be prorated based on a month being 30 days and rounded to the nearest dollar.

UTILITIES AND SERVICES: (check only one)

- The above rate includes utility charges for the following: GAS ELECTRICITY WATER TOILET SUPPLIES
- JANITORIAL SERVICES & SUPPLIES TRASH REMOVAL SEPTIC SERVICE EXISTING TELECOMMUNICATIONS
- The above rate excludes utility charges. The Government will pay to the owner the sum determined due by the Contracting Officer based on: _____

RESTORATION: Restoration beyond ordinary wear and tear. (check only one)

- The above sum includes Government restoration of land/facilities. Restoration shall be performed to the extent reasonably practical. Restoration work includes: _____
- The above sum excludes restoration of land/facilities. Reasonable costs incurred by the owner in restoring land/facilities to their prior condition shall be submitted to the Contracting Officer.

ALTERATIONS: The Government may make alterations, attach fixtures or signs, erect temporary structures in or upon the land/facilities, install temporary culverts, trenching for utilities, which shall be the property of the Government. Alterations will be removed by the Government after the termination of the emergency use, unless otherwise agreed.

ORAL STATEMENTS: Oral statements or commitments supplementary or contrary to any provisions of this Agreement shall not be considered as modifying or affecting the provisions of this Agreement.

CONDITION REPORTS: A joint pre and post-use physical inspection report of the land/facilities shall be made and signed by the parties; the purpose of the inspections shall be to reflect the existing site condition. Refer to attached Checklists.

OTHER: Describe in detail: **US Forest Service will require gate key access through the treatment plant to Storage Reservoir 1. Dates are not applicable until incident arises.**

TERMS AND CONDITIONS: See attachment.

CHECKLIST(s): See attachment.

Fill in the following drawing showing the land/facilities under agreement. Include buildings, roads, paved areas, utility lines, fences, ditches, landscaping and any other physical features which help describe the area.

ADDITIONAL CLAUSES:

The Attached Federal Acquisition Regulation (FAR) Clauses apply to this agreement.

OWNER / OWNER'S AGENT SIGNATURE:	DATE:	CONTRACTING OFFICER'S SIGNATURE:	DATE:
PRINT NAME AND TITLE: Justin Clifton, City Manager PHONE NUMBER (if different from Owner's) (928) 203-5186		PRINT NAME AND TITLE: PHONE NUMBER:	

PRE-USE INSPECTION: Description or photos (no digital) or condition immediately prior the Government's occupancy. Refer to attached checklist.

Photos of pre-use are above on page 3 of 7 - 5/1/2017

Conditions of Facility Use:

1. Storage Reservoir #1 is the only pond that the USDA Forest Service is allowed to take water from. Please see attached map on page 3. The use of Reservoir #3 by helicopters is strictly prohibited because of the liner installed on the reservoir.
2. USDA Forest Service will contact and coordinate the utilization of the facility with Wastewater Staff:
 - a. Main Office (during working hours); (928) 204-2234
 - b. Roxanne Holland, Wastewater Manager: (928) 202-9808
 - c. Kelly Hanzel, Regulatory Compliance Specialist : (928) 301-2098
 - d. Mike Atwater, Chief Plant Operator: (603) 494-2668
 - e. Hugo Rodriguez, Plant Operator: (928) 239-0472
 - f. Frank VanDevender, Plant Operator: (928) 239-0457
 - g. David McGill, Chief of Police: (928) 204-7172
3. USDA Forest Service will install a windsock on Storage Reservoir Number One.
4. The preferred flight path of the helicopters for ingress and egress is westerly (and easterly as secondary) depending on the winds, and should try to avoid flying over the firing range or wastewater treatment plant facility.
5. The USDA Forest Service must ensure a Dip Site Manager will be on site as soon as practical during use and operation of the facility.
6. No landing of helicopters is permitted within the facility are unless it is pre-coordinated with the Wastewater Manager in coordination with the Police Chief if the shooting range is used for landing, except in the event of an emergency.
7. Watertenders or Fire Engines are not allowed to fill from the fire hydrants from within the plant site unless it is pre-coordinated with the Director of Wastewater to ensure that the plant water pressure will not drop.
8. Motorized access on the reservoirs is available for vehicles, but not available for heavy equipment use due to the reservoir dam integrity.

Owner/Agent: _____ Justin Clifton, City Manager _____ Government Agent: _____
(Print Name) (Print Name)

Signature: _____ Signature: _____

Date: _____ Date: _____

POST-USE INSPECTION: Description of photos (no digital) or condition immediately following the Government's occupancy.

It is the responsibility of the Dip Site Manager to log and submit a daily written report to Kelly Hanzel containing the following information: 1.) Number of loads 2.) Volume in gallons of each load 3.) Date and time of each load.

Kelly Hanzel:
Office: (928) 203-5029
Cell: (928) 301-2098
e-mail: KHanzel@SedonaAZ.gov

TOTAL AMOUNT DUE \$ _____ N/A _____

RELEASE OF CLAIMS STATEMENT: The Government shall indemnify and hold the Contractor harmless for any and all claims, expenses, and damages, and all other costs arising out of this Agreement and the Government's use of Contractor's facilities unless caused by the negligence of Contractor.

REMARKS:

Owner/Agent: _____ Justin Clifton, City Manager _____ Government Agent: _____
(Print Name) (Print Name)

Signature: _____ Signature: _____

Date: _____ Date: _____

FEDERAL ACQUISITION REGULATION (FAR) CLAUSES EMERGENCY FACILITIES AND LAND USE AGREEMENT

52.213-4 -- Terms and Conditions -- Simplified Acquisitions (Other Than Commercial Items) (Aug 2007)

(a) The Contractor shall comply with the following Federal Acquisition Regulation (FAR) clauses that are incorporated by reference:

- (1) The clauses listed below implement provisions of law or Executive order:
 - (i) 52.222-3, Convict Labor (June 2003) (E.O. 11755).
 - (ii) 52.222-21, Prohibition of Segregated Facilities (Feb 1999) (E.O. 11246).
 - (iii) 52.222-26, Equal Opportunity (Mar 2007) (E.O. 11246).
 - (iv) 52.222-50, Combating Trafficking in Persons (Aug 2007) (22 U.S.C. 7104(g)).
 - (v) 52.225-13, Restrictions on Certain Foreign Purchases (Feb 2006) (E.o.s, proclamations, and statutes administered by the Office of Foreign Assets Control of the Department of the Treasury).
 - (vi) 52.233-3, Protest After Award (Aug 1996) (31 U.S.C. 3553).
 - (vii) 52.233-4, Applicable Law for Breach of Contract Claim (Oct 2004) (Pub. L. 108-77, 108-78).
- (2) Listed below are additional clauses that apply:
 - (i) 52.232-1, Payments (Apr 1984).
 - (ii) 52.232-8, Discounts for Prompt Payment (Feb 2002).
 - (iii) 52.232-11, Extras (Apr 1984).
 - (iv) 52.232-25, Prompt Payment (Oct 2003).
 - (v) 52.233-1, Disputes (July 2002).
 - (vi) 52.244-6, Subcontracts for Commercial Items (Mar 2007).
 - (vii) 52.253-1, Computer Generated Forms (Jan 1991).

(b) The Contractor shall comply with the following FAR clauses, incorporated by reference, unless the circumstances do not apply:

- (1) The clauses listed below implement provisions of law or Executive order:
 - (i) 52.222-19, Child Labor—Cooperation with Authorities and Remedies (Jan 2006) (E.O. 13126). (Applies to contracts for supplies exceeding the micro-purchase threshold.)
 - (ii) 52.222-20, Walsh-Healey Public Contracts Act (DEC 1996) (41 U.S.C. 35-45) (Applies to supply contracts over \$10,000 in the United States, Puerto Rico, or the U.S. Virgin Islands).
 - (iii) 52.222-35, Equal Opportunity for Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (Sep 2006) (38 U.S.C. 4212) (Applies to contracts of \$100,000 or more).
 - (iv) 52.222-36, Affirmative Action for Workers with Disabilities (Jun 1998) (29 U.S.C. 793) (Applies to contracts over \$10,000, unless the work is to be performed outside the United States by employees recruited outside the United States.) (For purposes of this clause, *United States* includes the 50 States, the District of Columbia, Puerto Rico, the Northern Mariana Islands, American Samoa, Guam, the U.S. Virgin Islands, and Wake Island.)
 - (v) 52.222-37, Employment Reports on Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (Sep 2006) (38 U.S.C. 4212) (Applies to contracts of \$100,000 or more).
 - (vi) 52.222-41, Service Contract Act of 1965, As Amended (Jul 2005) (41 U.S.C. 351, *et seq.*) (Applies to service contracts over \$2,500 that are subject to the Service Contract Act

and will be performed in the United States, District of Columbia, Puerto Rico, the Northern Mariana Islands, American Samoa, Guam, the U.S. Virgin Islands, Johnston Island, Wake Island, or the outer continental shelf lands).

(vii) 52.223-5, Pollution Prevention and Right-to-Know Information (Aug 2003) (E.O. 13148) (Applies to services performed on Federal facilities).

(viii) 52.225-1, Buy American Act—Supplies (June 2003) (41 U.S.C. 10a-10d) (Applies to contracts for supplies, and to contracts for services involving the furnishing of supplies, for use within the United States or its outlying areas, if the value of the supply contract or supply portion of a service contract exceeds the micro-purchase threshold and the acquisition--

(A) Is set aside for small business concerns; or

(B) Cannot be set aside for small business concerns (see 19.502-2), and does not exceed \$25,000.)

(ix) 52.232-33, Payment by Electronic Funds Transfer—Central Contractor Registration (Oct 2003). (Applies when the payment will be made by electronic funds transfer (EFT) and the payment office uses the Central Contractor Registration (CCR) database as its source of EFT information.)

(x) 52.232-34, Payment by Electronic Funds Transfer—Other than Central Contractor Registration (May 1999). (Applies when the payment will be made by EFT and the payment office does not use the CCR database as its source of EFT information.)

(xi) 52.247-64 Preference for Privately Owned U.S.-Flag Commercial Vessels (Feb 2006) (46 U.S.C. Appx 1241). Applies to supplies transported by ocean vessels (except for the types of subcontracts listed at 47.504(d).)

(2) Listed below are additional clauses that may apply:

(i) 52.209-6, Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment (Sep 2006) (Applies to contracts over \$30,000).

(ii) 52.211-17, Delivery of Excess Quantities (Sep 1989) (Applies to fixed-price supplies).

(iii) 52.247-29, F.o.b. Origin (Feb 2006) (Applies to supplies if delivery is f.o.b. origin).

(iv) 52.247-34, F.o.b. Destination (Nov 1991) (Applies to supplies if delivery is f.o.b. destination).

(c) **FAR 52.252-2, Clauses Incorporated by Reference (Feb 1998).** This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(es):

<http://www.arnet.gov/far>

or

<http://farsite.hill.af.mil/>

(d) **Inspection/Acceptance.** The Contractor shall tender for acceptance only those items that conform to the requirements of this contract. The Government reserves the right to inspect or test any supplies or services that have been tendered for acceptance. The Government may require repair or replacement of nonconforming supplies or reperformance of nonconforming services at no increase in contract price. The Government must exercise its postacceptance rights --

(1) Within a reasonable period of time after the defect was discovered or should have been discovered; and

(2) Before any substantial change occurs in the condition of the item, unless the change is due to the defect in the item.

(e) **Excusable delays.** The Contractor shall be liable for default unless nonperformance is caused by an occurrence beyond the reasonable control of the Contractor and without its fault or negligence, such as acts of God or the public enemy, acts of the Government in either its sovereign or

contractual capacity, fires, floods, epidemics, quarantine restrictions, strikes, unusually severe weather, and delays of common carriers. The Contractor shall notify the Contracting Officer in writing as soon as it is reasonably possible after the commencement of any excusable delay, setting forth the full particulars in connection therewith, shall remedy such occurrence with all reasonable dispatch, and shall promptly give written notice to the Contracting Officer of the cessation of such occurrence.

(f) Termination for the Government's convenience. The Government reserves the right to terminate this contract, or any part hereof, for its sole convenience. In the event of such termination, the Contractor shall immediately stop all work hereunder and shall immediately cause any and all of its suppliers and subcontractors to cease work. Subject to the terms of this contract, the Contractor shall be paid a percentage of the contract price reflecting the percentage of the work performed prior to the notice of termination, plus reasonable charges that the Contractor can demonstrate to the satisfaction of the Government, using its standard record keeping system, have resulted from the termination. The Contractor shall not be required to comply with the cost accounting standards or contract cost principles for this purpose. This paragraph does not give the Government any right to audit the Contractor's records. The Contractor shall not be paid for any work performed or costs incurred that reasonably could have been avoided.

(g) Termination for cause. The Government may terminate this contract, or any part hereof, for cause in the event of any default by the Contractor, or if the Contractor fails to comply with any contract terms and conditions, or fails to provide the Government, upon request, with adequate assurances of future performance. In the event of termination for cause, the Government shall not be liable to the Contractor for any amount for supplies or services not accepted, and the Contractor shall be liable to the Government for any and all rights and remedies provided by law. If it is determined that the Government improperly terminated this contract for default, such termination shall be deemed a termination for convenience.

(h) Warranty. The Contractor warrants and implies that the items delivered hereunder are merchantable and fit for use for the particular purpose described in this contract.

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**CITY COUNCIL
AGENDA BILL**

**AB 2286
September 26, 2017
Consent Items**

Agenda Item: 3g
Proposed Action & Subject: Approval of a resolution authorizing an Intergovernmental Agreement between the City of Sedona and the Sedona-Oak Creek Unified School District for utilization of a School Resource Officer.

Department	Police
Time to Present	N/A
Total Time for Item	
Other Council Meetings	October 9, 2012
Exhibits	A. Resolution B. Intergovernmental Agreement with Sedona-Oak Creek Unified School District.

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required
		\$ 82,365
City Manager's Recommendation	Approve a resolution authorizing an IGA with the School District regarding a School Resource Officer.	Amount Budgeted
		\$ 82,365
		Account No. 10-5510-43-xxxx (Description) Salary & Benefits (portion assigned to SRO program)
		Finance Approval <input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: In July 2011, the Sedona-Oak Creek Unified School District was notified by the Arizona Department of Education that their application for renewal of the School Safety Program Grant was denied. This grant had provided the funding for the police officer position assigned to Sedona Red Rock High School as the School Resource Officer (SRO).

The District appealed the decision by the Department of Education and was notified in August 2011 that the appeal hearing was denied. Based on the actions taken by the Department of Education, the Police Department initially needed to eliminate one sworn police officer position to remain within its personnel budget. For the next four years, the Police Department did not deploy a SRO full time to the schools, but did assign an officer on rare occasions when deployment allowed.

Having a SRO assigned to the schools full time is essential in maintaining school campus safety and providing ongoing, positive interaction with students, staff, and parents. School Resource Officers have been deployed at local school campuses since 1997 and have been successful in addressing issues of crime, drug use, disruptive behavior, and crisis intervention. Additionally, the SRO Program is the only full-time youth centered program that is conducted by the Police Department.

The Chief of Police, the District Superintendent, and the Sedona Red Rock High School principal have met to discuss designing a program that would be responsive to the needs of their agencies and the community. Additionally, leaders have promised to make good-faith efforts to equally share the compensation/salary costs for the SRO Academic year when possible, generally August through May. However, the Chief of Police believes strongly that this program is so essential that he has assigned a SRO full time while alternative funding avenues can be secured.

The Police Department is requesting City Council approval of an Intergovernmental Agreement (IGA) between the City of Sedona and the Sedona-Oak Creek Joint Unified School District No. 9 for utilization of a School Resource Officer (SRO). The Intergovernmental Agreement will be for four (4) years, starting on May 31, 2017 and ending on May 31, 2021.

Community Plan Compliant: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): not to approve an intergovernmental agreement (IGA) between the City of Sedona and the Sedona-Oak Creek Joint Unified School District No. 9 for utilization of a School Resource Officer (SRO).

MOTION

I move to: approve Resolution No. 2017-__ authorizing an Intergovernmental Agreement (IGA) between the City of Sedona and the Sedona-Oak Creek Joint Unified School District No. 9 for utilization of a School Resource Officer (SRO).

RESOLUTION NO. 2017-__

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA,
ARIZONA, APPROVING THE INTERGOVERNMENTAL AGREEMENT WITH
SEDONA-OAK CREEK JOINT UNIFIED SCHOOL DISTRICT NO.9 FOR
UTILIZATION OF A SCHOOL RESOURCES OFFICER (“SRO”).**

WHEREAS, the City of Sedona the City of Sedona (City) and the Sedona-Oak Creek Joint Unified School District No. 9 (District) desire to establish a position of School Resources Officer (SRO) to serve at certain campuses of the District for the mutual benefit of the parties; and,

WHEREAS, the SRO will be acting through the Sedona Police Department in the performance of this agreement; and,

WHEREAS, the funding of the position, and the training of the officer, would be shared between the City and the District, as set forth in the Intergovernmental Agreement attached hereto as Exhibit A.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE COUNCIL OF THE CITY OF SEDONA, ARIZONA, THAT;

The City of Sedona, through its Mayor and Council, hereby approves the Intergovernmental Agreement with the Sedona-Oak Creek School District No. 9 for utilization of a school resources officer, and authorizes the Mayor to execute said agreement on behalf of the City of Sedona, Arizona.

PASSED AND ADOPTED by the Mayor and Council of the City of Sedona, Arizona this 26th day of September, 2017.

Sandra J. Moriarty, Mayor

ATTEST:

Susan L. Irvine, CMC, City Clerk

APPROVED AS TO FORM:

Robert L. Pickels, Jr., City Attorney

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**INTERGOVERNMENTAL AGREEMENT BETWEEN THE CITY OF SEDONA AND
THE SEDONA-OAK CREEK JOINT UNIFIED SCHOOL DISTRICT NO. 9 FOR
UTILIZATION OF A SCHOOL RESOURCES OFFICER ("SRO")**

This is an Agreement by and between the City of Sedona, a municipal corporation, hereinafter to as "City," and the Sedona-Oak Creek Joint Unified School District No. 9, a school district, hereinafter referred to as "District," their successors, heirs and assigns.

Whereas, the District and the City desire to establish a position of School Resource Officer (SRO) to serve at certain campuses of the District for the mutual benefit of the parties, and to promote public safety on District properties and within the community, and

Whereas, the District desires the SRO be provided by the Sedona Police Department, and

Whereas, the City desires to provide the SRO, based on deployment needs, and

Whereas, the funding of the SRO, and the training of the SRO, shall whenever possible, be shared expenses of the parties, and

Whereas, the City and the District wish to enter into an agreement for the assignment of one SRO to the District schools, and

Whereas, the District and the City are authorized to enter into intergovernmental agreements for services or for the exercise of joint or common power pursuant to A.R.S. § 11-952, 15-341, and 15-342,

In consideration of the terms, conditions and obligations set forth herein, the parties agree as follows:

Section 1. Recitals

The above recitals are true and correct and incorporated herein.

Section 2. Purpose

The purpose of this Intergovernmental Agreement is to provide for a SRO for the District during the academic year, generally August through May.

Section 3. City Obligations

- A. The City agrees to assign one police officer as SRO to the District.
- B. The SRO is an employee of the City and is under the operational control of the Sedona Police Department according to the Sedona Police Department's Policies; the SRO is not a District employee.
- C. The SRO shall fulfill all duties and responsibilities as a sworn law enforcement officer for the City of Sedona and the State of Arizona.
- D. The SRO shall meet all law enforcement training requirements and program certification established by the Sedona Police Department, the District and the Arizona Department of Education.

- E. The SRO shall be insured under the City's liability insurance and workman's compensation insurance.
- F. The SRO's supervisor shall solicit input from the school's administrator concerning the SRO's performance evaluation.
- G. The City will incur all costs for the maintenance of a police vehicle assigned to the SRO for the performance of the services to be rendered under this agreement.

Section 4. District's Obligations

- A. The District will supply office space, necessary furniture, office telephone and computer with Internet access for the SRO, together with any office supplies and any assistance needed to carry out SRO duties.
- B. The District acknowledges that the SRO shall be under the operational control of the Sedona Police Department, according to the Sedona Police Department Policies.
- C. The SRO shall meet all training requirements for law enforcement and program certification established by the Sedona Police Department, the District and the Arizona Department of Education.
- D. The District or site administrator shall not interfere with the duties of the SRO as a sworn law enforcement officer.
- E. The District shall allow the SRO to adjust their time for required after-school activities to avoid unnecessary overtime costs. If the SRO is not allowed to adjust their time for required after-school activities, the District will be responsible to cover the SRO's overtime costs.

Section 5. General Provisions

- A. There shall be no cash payments required under this Intergovernmental Agreement.
- B. The City and District will make a good-faith effort to equally share the compensation/salary costs for the SRO for the academic year, generally August through May. The costs will be based on the City total compensation rates for the classification from which the SRO is elected, not to exceed the classification of a Police Officer salary scale. Once a shared amount is determined and its funding is secured, the District shall reimburse the City for the SRO compensation on a monthly basis. This amount may change with an agreement between the City and the District based on budgetary issues.
- C. If the District cannot in good faith fulfill their obligatory equal shared expense to fund the SRO position, the City will make a good faith effort to unilaterally staff the SRO position, depending on deployment and budgetary concerns.
- D. Any overtime costs for the SRO to provide services at mandated school functions outside of regular school hours shall be borne by the District, unless approved by the Chief of Police in advance. The District may, with agreement from the SRO's Division Commander, adjust the working hours of the SRO to provide services at these functions to minimize overtime costs.

Section 6. Duties and Responsibilities of the SRO

The SRO's duties and responsibilities include, but are not limited to, the following:

A. LAW ENFORCEMENT:

1. The SRO is first and foremost a law enforcement officer. As a law enforcement officer, the SRO will act as deterrent to prevent crime on the school campus and in the surrounding community by uniformed presence, and the development of positive relationships with students, faculty, and community members.
2. The SRO will perform police duties as assigned by the City and specified in policy, while attempting to ensure that such activities do not unnecessarily interfere with school operations and student curriculum schedules.
3. The SRO may assist school administration in enforcing school policies, but will **NOT** act as a school disciplinarian. Disciplining students is a school responsibility. However, if the principal/school administration believes that an incident is a violation of the law, they may contact the SRO and request assistance. The SRO will then determine whether law enforcement action is appropriate.
4. District and/or school personnel will not interfere with the law enforcement duties and responsibilities of the SRO. This does not preclude the principal and/or other school administrative staff from contacting the SRO for assistance relating to law enforcement matters. However, the SRO will make the final determination whether law enforcement action is appropriate.
5. If law enforcement action is taken, the SRO should make the school administration aware of the action as soon as practical.
6. At the principal's request, the SRO will take appropriate law enforcement action against intruders and unwanted guests who may appear at the school and at related school functions, to the extent that the SRO may do so under the authority of the law.
7. School officials will follow procedures established by the State law for reporting crimes and/or threats to law enforcement personnel (ARS § 13-2911 and 15-341).
8. The SRO's police duties also include, but are not limited to, the following:
 - a) Protecting the school, staff, and students from violations of the law.
 - b) Investigating crimes or other school related incidents that originate on their assigned school campus, and making arrests when appropriate.
 - 1) If an incident occurs off campus involving students from the campus served by the SRO, the SRO may become involved if necessary, but will normally allow the on-duty field officers to handle the incident. If the incident is investigated by an outside agency, the SRO may request copies of the documentation.

- c) Making necessary notifications to other agencies (DCS, probation, other police jurisdictions, etc.) when appropriate.
- d) Maintaining peace and order within the school and surrounding community.
- e) Gathering information regarding potential problems (such as criminal activity, gang activity, student unrest, etc.), and attempting to identify particular individuals who may be disruptive to the school and/or students.

B. SCHOOL SAFETY AND SECURITY:

1. The SRO will assist administrators in formulating plans and strategies to prevent and/or minimize dangerous situations which might occur on campus.
2. The SRO will work closely with the school administration, and their chain of command, to develop a "School Safety Plan."
 - a. Effective school safety planning should begin with a site assessment or a review of the physical facilities from the standpoint of preventing crime through environmental design. The site assessment should identify key issues, concerns, or problems faced by the school. The site or safety assessment shall be conducted annually at a minimum.
 - b. The site assessment should include a review of the following:
 - 1) Floor plan of the school buildings.
 - 2) A site plan showing the campus boundaries and access points.
 - 3) Current crime prevention efforts.
 - 4) Current crisis prevention and response plans.
 - 5) Student discipline problems.
 - 6) Student activities and extracurricular programs.
 - 7) Health and medical services provided on campus.
 - 8) Recent crimes or "calls for service" generated from the school.
 - 9) Past crime and activity reports.
 - 10) Known safety or security concerns of the staff and students.
3. The development of specific plans and procedures will depend primarily on the needs of the school. However, the following is a list of the basic plans or ideas that may be implemented:
 - a) Crisis prevention and response plans.
 - b) Step-by-step procedures for potential crisis or emergency situations.
 - c) Evacuation or Lockdown procedures.
 - 1) Staff classroom coverage.
 - 2) Student accounting.
 - 3) Emergency kits

4) Uniform procedures to screen and monitor campus visitors and potential intruders.

5) Peer counseling and peer mediation programs.

6. The SRO will coordinate their activities with the principal (or appropriate faculty members), and will seek permission, guidance, and/or advice prior to enacting any programs or plans with the school.

C. EDUCATION:

The SRO will act as a resource, consultant, and/or adjunct presenter to both the staff and students in areas of law related education (LRE).

1. Student Education

a) At the school's request, the SRO may provide instruction and other information to students concerning law related topics.

b) Methods of instruction may include:

1) Classroom instruction.

2) Outside class activities.

3) Individual/group discussions.

4) Questions/answer sessions.

2. Suggested topics may include: conflict resolution, general law enforcement information (search and seizure, criminal law, juvenile law and procedures, shoplifting/theft, etc.), driver education (traffic law, DUI awareness, mock accident investigations, bicycle safety, etc.), family violence relationships and interpersonal communications, drug/alcohol educations, justice system/mock trials, Other LRE programs.

D. ADMINISTRATION/STAFF EDUCATION:

1. In-service training may include the following:

a) Drug and alcohol awareness (recognizing the signs and symptoms in students).

b) Gang awareness and education.

c) Student and staff safety issues.

d) Violence prevention.

E. OTHER EDUCATION:

1. Intervention activities.

2. Prevention programs.

3. Community outreach.

F. DEVELOPMENT OF LRE LESSONS, EDUCATIONAL MATERIAL, AND PREVENTION PROGRAMS:

1. The SRO should participate in existing educational and prevention programs, while attempting to develop or implement other worthwhile programs as need arises.

2. The SRO will coordinate activities with the principal (or appropriate faculty members), and will seek permission, guidance, and/or advice prior to enacting any programs or presenting any new material within the school.

G. OTHER DUTIES:

1. The SRO shall perform such other duties as mutually agreed upon by the principal, or designee, the SRO, and the SRO's immediate supervisor (when appropriate). These duties shall be performed so long as the performance of such duties is legitimately and reasonably related to the SRO program as described in this agreement, Department policy, and/or within applicable state and federal laws.

SECTION 7. INFORMATION SHARING

- A. The Family Education Rights Act of 1974 (FERPA) has established procedures for the release of student records and information sharing.
- B. Rights under FERPA do not apply to records maintained by the school's SRO. However, for a record to be exempt, the SRO must create it for purpose of law enforcement.
 1. Other records may not be included (i.e. discipline records, health records, etc.)
 2. Records must be kept separate from student educational records.
 3. The records may only be used for law enforcement purposes.
- C. The school may furnish educational records to the SRO under appropriate circumstances. However, those records, and personally identifiable information contained therein, do not lose their status as educational records and remain subject to FERPA, including the disclosure provisions, while in the possession of the SRO.
- D. In accordance with the policies and directives set forth by the Sedona Police Department, the SRO will convey information relevant to the well-being of the School, District, students, staff, etc. In turn, the District or School will convey relevant information necessary for the SRO to perform his/her assigned duties.

SECTION 8. TERM OF AGREEMENT

This intergovernmental Agreement shall be for the term of four (4) years, commencing on May 31, 2017 and terminating on May 31, 2021. The parties may, by mutual agreement, agree to renew this Intergovernmental Agreement for an additional four (4) years, by joint Memorandum of Understanding (MOU). The parties agree to review and evaluate the program under this Agreement annually in May.

SECTION 9. TERMINATION

Either party with or without cause may terminate this Intergovernmental Agreement by providing thirty (30) days written notice.

SECTION 10. ENTIRE AGREEMENT

The Intergovernmental Agreement is the entire agreement between the parties and all oral representations, prior written agreements or correspondence are superseded by this Intergovernmental Agreement.

SECTION 11. AMENDMENTS OR MODIFICATIONS

Any amendments to this Intergovernmental Agreement shall be in writing, approved by the District and City and executed with equal dignity herewith.

SECTION 12. SEVERABILITY

In the event any provision of this Intergovernmental Agreement is declared void or unenforceable by a court of competent jurisdiction and said provision does not make it impossible to carry out the mutual intent of the parties, all other provisions shall remain in full force and effect.

SECTION 13. APPLICABLE LAW

This Intergovernmental Agreement shall be governed and interpreted in accordance with the laws of the State of Arizona.

IN WITNESS WHEREOF, the parties have executed this Intergovernmental Agreement on the date under each signature.

City

District

Justin Clifton, City Manager
City of Sedona

David Lykins, Superintendent
Sedona-Oak Creek Joint Unified
School District

CERTIFICATION

This Intergovernmental Agreement is hereby approved as to proper form. The parties hereto have the power and are authorized by the law of the State of Arizona to enter into this Intergovernmental Agreement.

City

District

**Robert Pickels, City Attorney
City of Sedona**

Attorney for District



**CITY COUNCIL
AGENDA BILL**

**AB 2283
September 26, 2017
Appointments**

Agenda Item: 4a
Proposed Action & Subject: Discussion/possible action regarding the appointment of commissioners to the Planning and Zoning Commission.

Department	City Clerk
Time to Present	2 minutes
Total Time for Item	5 minutes
Other Council Meetings	N/A
Exhibits	A. Applications

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required	\$ 0
City Manager's Recommendation	N/A	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: The Planning and Zoning Commission advertised seeking applicants to fill two open seats on the Commission with the final application deadline of August 3, 2017. At that time, the City received five applications. The term for each of the open seats begins November 1, 2017 and ends October 31, 2020 or until a successor is appointed.

The Selection Committee, made up of Mayor Sandy Moriarty, Vice-Mayor John Martinez, and Commission Chair Marty Losoff interviewed the applicants on August 30 & 31, 2017. The Selection Committee unanimously recommended the reappointment of Larry Klein and the appointment of Kathy Kinsella to seats on the Planning and Zoning Commission, each for a three-year term beginning November 1, 2017.

Community Plan Consistent: Yes - No - Not Applicable

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): to repost to fill the vacancies for the Planning and Zoning Commission.

MOTION

I move to: reappoint Larry Klein and appoint Kathy Kinsella to seats on the Planning and Zoning Commission, each for a three-year term beginning November 1, 2017 through October 31, 2020, or until a successor is appointed.

AUG 08 2017

CITY OF SEDONA
CITY CLERK'S OFFICE



PLANNING AND ZONING COMMISSION APPLICATION

READ THE FOLLOWING INSTRUCTIONS CAREFULLY
BEFORE FILLING OUT YOUR APPLICATION – TYPE OR PRINT CLEARLY
IN INK ONLY.

All requested information must be furnished. If an item does not apply to you, or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

A RESUME MAY BE SUBMITTED, HOWEVER, YOU MUST COMPLETE ALL
INFORMATION REQUESTED ON THE APPLICATION.

Resume Attached: Yes No

All information submitted in this application is public information and subject to disclosure in response to a public records request.

APPLICANT'S NAME: Larry Kane

MAILING ADDRESS: [Redacted] Sedona, AZ 86336
(Street or P.O. Box) (City) (State) (Zip)

HOME ADDRESS [Redacted] Sedona, AZ 86336
(Street or P.O. Box) (City) (State) (Zip)

PHONE: Home: [Redacted] Work: 928-282-2215 Cellular: [Redacted]

EMAIL: [Redacted]

Are there any days you will not be available for an interview?

No

Sedona residency is a requirement to serve on the Planning and Zoning Commission.

Do you live within the incorporated boundaries of the City of Sedona? Yes No

If so, for how many years? 5

Have you previously been appointed by the City of Sedona to any position or commission/board other than the one for which you are currently applying?

Yes No If so, for which board/commission and for what length of term?

In answering the following questions, if more space is required, please attach a separate sheet of paper.

Qualifications – Please indicate your qualifications, experiences, employment history, etc. that you feel are relevant and qualify you for this appointment.

I am a degreed engineer (IIT 1962) with an MBA (University of Chicago 1982) and have worked continuously (until retirement) in management since 1964. I have held research engineering positions up to president and CEO of a company I started in 1988. This company ultimately went public and employed over 5,000 people. I excel in developing long term strategies as well as tactical planning and solutions. I am skilled at motivating and directing people. My resume (attached) provides complete detail of my work experience. While I have been a full-time Sedona resident for five years, we have owned a home in Sedona for over 20 years.

What skills do you believe you possess that would enable you to help to achieve consensus on issues?

Running a large corporation requires skill that brings people and different views together to obtain consensus on project/issues at many different levels. This is one of my strongest attributes and capabilities. As an example, I started a company from first writing the business plan, then grew the company from standing start to over \$400 million annual revenue in less than nine years. I have worked for both large and small companies, both public and private. I work well with others and understand how to get people to achieve objectives. Personal accomplishment is a major strength. I am also very analytical when required.

What are your perceptions of the duties, responsibilities, and role of the Planning and Zoning Commission?

Understanding long term planning objectives of the City and assisting in developing clear and concise wording of the rules and regulations that are used to manage the Commission's intermediate and long term goals is major personal strength. Input to achieve these objectives will come from many City departments, the public, State of Arizona commissions, both local and state laws, and business interests. Review, evaluation, and determination of plans "on the margin" of existing code is an important role of the Commission. This includes interpretation of existing code and applying these standards to submitted projects with productive and responsive feedback.

What experience and special skills would you bring that would demonstrate an understanding of the potential impacts, both positive and negative, of land development, i.e., environment, aesthetics, economics, transportation, storm-water/drainage, parking, etc.?

I have a strong engineering and business background and understand most all technical issues that affect planning and zoning. My strong personal skill is taking input from others and crafting both policy and a tactical response that creates maximum effectiveness. Review and determination of submitted plans and how this impacts Sedona is a critical skill I have. This skill is the mark of a capable executive and I worked in this capacity for over thirty years in business. The Commission should do more than read from policy and regulation manuals as it evaluates and responds to submitted plans.

What do you believe are the major land use and/or planning issues facing the Planning and Zoning Commission and the City at this time?

Sedona is a growing community that has unique challenges being surrounded by a national forest, increasing retired population, and a major tourist destination. Traffic, parking, utility resources, and municipal services are critical issues that need to be addressed both in the short and long term. Yet, protecting the environment while accommodating residents, tourists, and businesses is a key element to long term success in our community. Zoning in Sedona has been at the forefront of what all communities should be doing, and my horizon is to continue this policy and its objectives. Evaluation of projects is an important function of the Commission, and I will contribute to the process in a very practical way.

What do you hope to accomplish as a Planning and Zoning Commission member?

My goal is to become an active contributor to the growth and progress of the community where I plan to live for a long time. The skills needed in this position are the personal strength, knowledge, and evaluative capability I will bring to the Commission. I won't suggest I can make the Commission better, but I will be an active and productive member of the Commission that is proud of the work it accomplishes.

If appointed to the Planning and Zoning Commission, are you willing to serve the full term of the appointment?

Yes, I am a full-time resident of Sedona and plan to live here for years.

Have you read the Sedona Community Plan, Land Development Code, or the Design Review Manual?

No. I just found out about this position last weeeek and have not had time to study these documents.

Explain the differences between the Sedona Community Plan, the Land Development Code, and the Design Review Manual.

I have not yet studied these documents, but don't expect this to be a challenge. There is no reason for me to find fault with the Community Plan, Land Development Code, or Design Review. But, I do know and understand that these documents are not static. Long term success in Sedona means insuring these documents and manuals remain current and reflect the goals of the City, its council, residents, and all involved in the continued growth of Sedona.

As a Planning and Zoning Commissioner, how will you make your decisions about a proposal or planning issue?

One of my strengths is to "telescope" issues. By this I mean that I will look at the smallest detail at the same time as stepping back to see the broad picture. The only way I can make an informed decision is to be informed. This means listening to those who can/wish to voice an opinion, study relavant documents, and weigh all issuses. Decision making does not mean making everyone happy all the time or being patronizing. Decision making is not simple.

If you are appointed as a Planning and Zoning Commissioner and you are faced with a proposal that is supported by the Community Plan and applicable zoning codes, but you have reservations or do not personally support the proposal, what would you do?

I would certainly voice my opinion about any project I do not think would contribute to the objectives of the Commission or community. But, that does not mean I would automatically vote against such a project. Most certainly, there can be projects that are in the best interest of the City and/or meet code that I don't personally agree with. But as a member of the Commission, I have a responsiblity to all in Sedona and make decisions that are correct even if I don't provide popular support.

Thank you for your interest in serving on the Planning and Zoning Commission. Please return your completed application to the City Clerk's office located at 102 Roadrunner Drive, Sedona Arizona. If you have questions about the application and selection process the City Clerk's office is glad to assist you, please call 282-3113. For questions about the Planning and Zoning Commission, please contact the Community Development Department at 282-1154.

LARRY KANE

Larry Kane, is the retired (August 1998) Chairman of the Board, Chief Executive Officer, and founder of Alternative Resources Corporation (ARC). ARC is a leading provider of information technology (IT) services. Started in early 1988, ARC was based in Lincolnshire, Illinois, with sixty offices across the U.S. and Canada (at the end of 1998). ARC is an information technology (IT) management services organization that provides technical solutions, including component outsourcing (Smartsourcing[®]) and project-based resources for information technology operations and application support and development to Fortune 1000 and mid-sized companies.

Under Larry's leadership, ARC has grown from a successful start-up organization to a publicly traded company, with 1998 revenues that approached \$400 million. The company's stock is listed on the NASDAQ stock market under the ticker symbol, ALRC.

ARC has established a market niche as a component outsourcer that provides consistent and full spectrum IT delivery across North America. Since its founding, ARC has evolved its offerings from a mainframe/midrange support organization to expanded core competencies that now include help desk service and management, PC/desktop and deskside services, client server operations, voice/data communications, LAN/WAN support, national technology deployments, technical writing, and application (programming) support and development.

At Larry's retirement, ARC had more than 700 staff employees and more than 5,000 technical employees on projects at diverse client sites. Through 1997, virtually all growth in ARC's branch network was organic (59 of 60 current offices). Under Larry's direction, ARC completed two strategic acquisitions. One is the purchase of a subsidiary of the IBM Corporation engaged in applications support and the other is a technical writing firm that brings another dimension to ARC.

Prior to founding Alternative Resources Corporation, Larry owned and operated his own computer services company, Data Statistics, Inc. Additionally, he held various management positions at IIT Research Institute, Martin-Marietta Corporation, LTV Corporation, General Electric Information Services Company, Automatic Data Processing Inc., and Brandon Systems.

Larry Kane is a 1962 graduate of Illinois Institute of Technology (IIT) in Chicago with a bachelor's degree in metallurgical engineering. Early in his career, he worked in rocket technology on NASA-sponsored research. There are not too many executives who can claim to be a rocket scientist! Further, Larry also received a master's degree in business administration from the University of Chicago in 1981. He has more than forty years of experience in engineering, information technology, and business management.

In 1993, Larry was named Ernst & Young's "Entrepreneur of the Year" for Northern Illinois. He was the recipient of the 1994 Illinois High Tech Entrepreneur Award. Also,

in October of 1994, he was inducted as a member of the Entrepreneurial Hall of Fame at the University of Illinois.

As a publicly traded company with an entrepreneurial spirit, ARC has been listed among Forbes Magazine's America's 200 Best Small Companies, ranking 21st in 1997. Also, in 1997, Deloitte & Touche awarded ARC its Technology Fast 500 Award. In 1996, Crain's Chicago Business named ARC 2nd among Illinois' Fastest Growing Publicly Held Firms. Fortune Magazine listed ARC as the 53rd Fastest Growing Public Company in America in 1995. In 1994, Larry led ARC to become the 13th Fastest Growing Private Company in America (INC. Magazine).

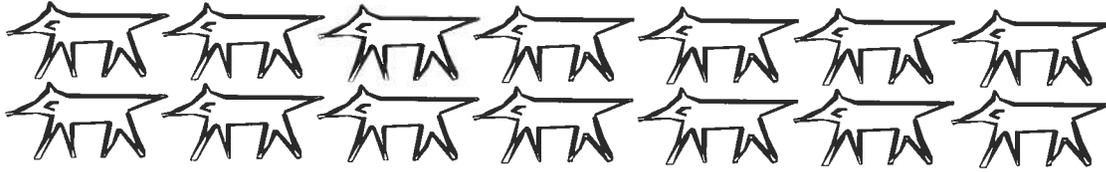
In addition to being a successful executive and entrepreneur, Larry also is a skilled photographer. This has led him and his wife, Fern, on photo expeditions from the American Southwest to the Serengeti, in Africa. If you ask him for a business card, more often than not, you will receive the one that reads "Photographer," not the one that reads, "CEO" - along with a colorful anecdote (or two) about his other passion in life.

From 1998 through 2006 Larry managed (as part-time CEO) the turnaround of Mindsight Productions LLC, a 15,000 square foot state-of-the-art television production and postproduction facility in suburban Chicago. Larry has taken an undercapitalized and debt-ridden business losing a million a year with sales of only \$500 thousand to a profit-making venture with revenue of over \$3.0 million (2001) and growing at 25% in an industry that is consolidating. This is a unique application of his skills considering his background in imagery, computer applications, and business, which are the three requirements for the CEO at a video production studio. Larry's goal is to set the standard in the production and post production industry which he describes as a fragmented and undisciplined business environment generally run by wonderfully creative professionals who don't understand that it is important to make money to insure survival.

Larry was also asked (2002) by his alma mater (IIT) to act as CEO for a startup software company (Intranet Mediator, Inc) that is focusing on commercialization of a software system developed by two IIT computer science professors. The goal here is to demonstrate that the system works, can be scaled, and is commercially useful. Larry spearheaded the effort for funding necessary to market the product nationally and internationally.

Larry was also on the Board of Directors of the Northbrook Symphony Orchestra (1998-2014) and the advisory board of a joint University of Illinois and Illinois Institute of Technology technology transfer organization (2000-2005).

In Sedona, AZ Larry is the photographer for Red Earth Theater and Sedona Posse Ground Hub. Red Earth is a community theater, and the HUB is a city sponsored venue for performing arts. Larry is also the photographer for Rainbow Acres, an adult community for developmentally disabled in Camp Verde, AZ.



Larry Kane

• Sedona, Arizona 86336 •

PERSONAL REFERENCES

Joe Vernier
Sedona City Council

Eric Brandt
Sedona Planning and Zoning Commission

Chief Chris Kazian
Sedona Fire Chief

Adele O'Conner
Director of Marketing
Rainbow Acres
602-686-9852

Kate Hawkes
Artistic Director
Red Earth Theater and Posse Ground HUB
(503) 351-3331

JUL 24 2017

CITY OF SEDONA
CITY CLERK'S OFFICE



PLANNING AND ZONING COMMISSION APPLICATION

**READ THE FOLLOWING INSTRUCTIONS CAREFULLY
BEFORE FILLING OUT YOUR APPLICATION – TYPE OR PRINT CLEARLY
IN INK ONLY.**

All requested information must be furnished. If an item does not apply to you, or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

**A RESUME MAY BE SUBMITTED, HOWEVER, YOU MUST COMPLETE ALL
INFORMATION REQUESTED ON THE APPLICATION.**

Resume Attached: Yes No

**All information submitted in this application is public information and subject to
disclosure in response to a public records request.**

APPLICANT'S NAME: Kathy Kinsella

MAILING ADDRESS: [REDACTED], Sedona, AZ 86336
(Street or P.O. Box) (City) (State) (Zip)

HOME ADDRESS: same as above
(Street or P.O. Box) (City) (State) (Zip)

PHONE: Home: _____ **Work:** _____ **Cellular:** [REDACTED]

EMAIL: _____

Are there any days you will not be available for an interview?

[REDACTED] (it would not let me enter above)

Sedona residency is a requirement to serve on the Planning and Zoning Commission.

Do you live within the incorporated boundaries of the City of Sedona? Yes No

If so, for how many years? 1.5 FT + 6 PT

Have you previously been appointed by the City of Sedona to any position or commission/board other than the one for which you are currently applying?

Yes No If so, for which board/commission and for what length of term?

In answering the following questions, if more space is required, please attach a separate sheet of paper.

Qualifications – Please indicate your qualifications, experiences, employment history, etc. that you feel are relevant and qualify you for this appointment.

I have a background in community planning, zoning, and traffic planning from my work experience. I retired from the position of Highway Superintendent in the Town of Rhinebeck, in NY State, an elected position that I held for ten years. Prior to that, I worked for the City of New York for six years as the District Manager of Manhattan Community Planning Board Five. I worked with planning policy and zoning law in that position, and developed a keen understanding of the impact of those principles on neighborhood residents, businesses, and other use groups. My work experience, as well as my extensive volunteer experience uniquely qualify me for P&Z.

What skills do you believe you possess that would enable you to help to achieve consensus on issues?

I work well within a group structure. I consider all opinions and I do not leap to conclusions. I believe in evaluating all relevant information. I am a proactive communicator and I have the ability to relay complex information in easy to understand formats.

What are your perceptions of the duties, responsibilities, and role of the Planning and Zoning Commission?

The Commission acts as an advisory body to the City Council on land use and development issues. It makes recommendations on the Community Plan, the LDC, zoning matters, and subdivision development. It reviews and decides conditional use permits and lot development applications.

What experience and special skills would you bring that would demonstrate an understanding of the potential impacts, both positive and negative, of land development, i.e., environment, aesthetics, economics, transportation, storm-water/drainage, parking, etc.?

I have a broad understanding of land development and traffic and their impact on the environment and aesthetics of an area. I bring over twenty years of experience and understanding of how development and traffic impact lives and livelihoods. I have extensive experience coordinating large scale capital construction projects. I have been involved in the redesign of some of the most significant landmark areas in NYC as well as having been the primary responsible party for road design, traffic impact, drainage issues, and emergency response in the Town of Rhinebeck (similarly sized to Sedona.) I have a comprehensive understanding of the sometimes sensitive issues around development.

What do you believe are the major land use and/or planning issues facing the Planning and Zoning Commission and the City at this time?

It is a unique time for Sedona as it is conducting large scale review of both its LDC and its TMP. I feel it is important to understand the link between these two areas. Each effects the other. Particularly challenging is the City's choice and implementation of traffic improvements, as they represent a significant investment of public money in Sedona's future. Traffic is the number one complaint of many residents. Their concerns need to be addressed in a manner that balances the needs of the entire community. Our land development needs to address the need for affordable housing for our City's workforce.

What do you hope to accomplish as a Planning and Zoning Commission member?

I would like to be part of the Commission as it reviews and evaluates the recommendations of its professional consultants in the important areas of land development and traffic. It is important to have actual, involved community members being part of that evaluation and offering advice to the Council. I look forward to working within an experienced group. One learns by listening, and I hope to combine the information from professional consultants and staff, and the experience of the current Commission Members with the knowledge and experience that I have developed to make the best recommendations possible on Commission matters.

If appointed to the Planning and Zoning Commission, are you willing to serve the full term of the appointment?

I would like to serve the City the best way that I can. I would do so as a P&Z Commissioner, unless I can be more useful in another role.

Have you read the Sedona Community Plan, Land Development Code, or the Design Review Manual?

I have read the Community Plan and the LDC. I have not read the Design Manual.

Explain the differences between the Sedona Community Plan, the Land Development Code, and the Design Review Manual.

The Sedona Community Plan outlines the City's vision for its future. It describes the City's priorities for development, such as preserving views, providing affordable housing, environmental stewardship, and other guiding principles for the development of the City. The Land Development Code details the actual rules for zoning. It enumerates what uses are allowable in what districts and addresses compatibility of uses within districts. The Design Review Manual contains actual building specifications.

As a Planning and Zoning Commissioner, how will you make your decisions about a proposal or planning issue?

I will include all relevant information in my evaluation. I will thoroughly listen to City staff and to professional consultants. I will ask my fellow Commissioners what they think and why, and add my experience to the discussion. I will put proposals in context of the area that they will impact.

If you are appointed as a Planning and Zoning Commissioner and you are faced with a proposal that is supported by the Community Plan and applicable zoning codes, but you have reservations or do not personally support the proposal, what would you do?

If I had knowledge of some negative impact that was not considered within the Community Plan or LDC, I would make that known. I would do my best to uphold the Community Plan and the LDC. I agree with the principles of those documents. If I had strong reservations, it would mean that I thought the proposal contradicted those goals and I would state that vote. If I had any personal conflicts on an application I would recuse myself if appropriate.

Thank you for your interest in serving on the Planning and Zoning Commission. Please return your completed application to the City Clerk's office located at 102 Roadrunner Drive, Sedona Arizona. If you have questions about the application and selection process the City Clerk's office is glad to assist you, please call 282-3113. For questions about the Planning and Zoning Commission, please contact the Community Development Department at 282-1154.

Kathy Kinsella

., Sedona, AZ 86336

PROFILE

Extensive background in government administration, community planning, and community service. Broad management experience. Highly developed communication skills. Creative problem solver.

GOVERNMENT SERVICE EXPERIENCE

SUPERINTENDENT of HIGHWAYS (Elected 2-year terms) January 2006 – December 2015

Town of Rhinebeck, Rhinebeck, NY

- Managed all aspects of \$1.6 M municipal highway department including day to day operations, project planning, procurement, staff supervision, and public communication
- Responsible for the care, maintenance, and improvement of town infrastructure including roads, culverts and bridges, drainage, and capital improvement projects
- Engaged in community planning efforts, outreach, and communication
- Developed multi-year capital infrastructure plan
- Established 5-year capital equipment replacement program for \$2M fleet
- Initiated policy and practice reforms in the areas of environment, purchasing, personnel, public outreach, and constituent services
- Directed emergency storm response, including coordination of response and recovery during three declared natural disasters
- Secured government and private project grants and FEMA recovery grants, instituted surplus equipment and materials sales program, and established department services fees, resulting in over \$2M of new income into the town budget
- Coordinated all projects, repairs, and maintenance, including snow and ice control

DIRECTOR OF COMMUNICATION

December 2004 – December 2005

NYS Assembly Member Richard Gottfried, Albany, NY

- Directed all aspects of Member's communications
- Developed Member policy on legislative and community issues
- Liaised with government agencies, legislative offices, and public and private interests
- Wrote extensively, including press releases, newsletters, public information bulletins, and correspondence
- Designed systems for tracking constituent communication and records management

DISTRICT MANAGER

September 1998 - October 2004

Manhattan Community Planning Board Five, New York, NY

- Managed all aspects of city agency representing Midtown Manhattan, including budget, policy development, staff management, and communication
- Counseled board chair and committee chairs on a wide range of issues (including land use and zoning, transportation and traffic, and business licenses and permits)
- Advocated for the needs of the community related to the City's policies and budget
- Coordinated the impact of local land development projects
- Resolved citizens' complaints related to the delivery of municipal services
- Cultivated professional relationships, including government and elected officials, news media, local business community, and civic organizations
- Responsible for all agency communication including press releases, training manuals, board resolutions, public service announcements, and a public newsletter
- Represented the board as its spokesperson

LEGISLATIVE AIDE

June 1994 – August 1998

NYS Assembly Member Richard Gottfried, New York, NY

- Resolved community and constituent issues related to government policy and services
- Involved in coordinating the impact of local land development projects
- Organized community groups around neighborhood and state-wide issues
- Coordinated the delivery of social services to neighborhood residents
- Advised the Assembly Member on a wide range of community issues
- Wrote newsletters, community reports, press releases, and testimony for variety of public hearings
- Supervised staff

OTHER WORK EXPERIENCE

Positions in the areas of project management, office management, market research, and banking (specialized in consumer lending.) Details available on request.

EDUCATION AND TRAINING

Sedona Citizens' Academy, Sedona, AZ	May 2016
Cornell University, Ithaca, NY: Road Master, Level 2	April 2015
Road Master, Level 1	December 2010
American Institute of Banking, White Plains, NY: Consumer Lending	December 1986
Mercy College, Dobbs Ferry, NY: Bachelor of Science, Behavioral Science	May 1985

VOLUNTEER AFFILIATIONS AND POSITIONS

Yavapai Food Neighbors Project	2016 - present
As a Neighborhood Coordinator for this food donor program, I conduct program outreach, solicit new donors, maintain donor records, and arrange pick up and transport of donations.	
Vista Montana Homeowners' Association	2016 - present
Board member of homeowners' association representing 66 residential units. Responsible for budget, developing maintenance and improvement projects, and overseeing management company and service delivery to association members.	
The Gardens at Rhinebeck Condominium 1,	2004 - 2016
Have held all officer positions on the board of this 83 unit residential association, responsible for budget development, identifying maintenance and improvement projects, and overseeing project coordination and service delivery	
Town of Rhinebeck Web Committee	2006 - 2015
Committee member participation in the complete overhaul of Town of Rhinebeck web presence, including policy development and protocols for subscription, security, posting, franking, and open government compliance	
Chelsea West 200 Streets Block Association	1992 - 2004
Have held all officer positions on the board of this neighborhood association. Represented the needs of the community to local elected officials and organizations.	
Volunteer with numerous other community organizations and projects.	past and present

REFERENCES AVAILABLE ON REQUEST

JoAnne Cook - Larry Klein

From: Audree Juhlin
To: JoAnne Cook
Date: 7/17/2017 10:26 AM
Subject: Larry Klein

Hi Jo! Larry indicated that he does want to re-apply for P&Z. Can you please pull his application and put it back in the hat! Thanks, Audree

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

RECEIVED

Application Larry
Seeking another
term.

JUL 17 2017

Received

OCT 30 2014

CITY OF SEDONA
CITY CLERK'S OFFICE



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A RESUME MAY BE SUBMITTED, HOWEVER, YOU MUST COMPLETE ALL
INFORMATION REQUESTED ON THE APPLICATION.

Resume Attached: Yes No ()

All information submitted in this application is public information and subject to
disclosure in response to a public records request.

NAME: Larry Klein

ADDRESS: [Redacted] Sedona, AZ 86336
(Street No P.O. Boxes) (City) (State) (Zip)

MAILING ADDRESS (if different): _____

PHONE: Home: Same Work: Same Cellular: [Redacted]

E-MAIL ADDRESS: [Redacted]

Sedona residency is a requirement to serve on the Planning and Zoning Commission. Do you
live within the incorporated boundaries of the City of Sedona? Yes No ()
If so, for how many years? 1

Have you previously been appointed to any position by the City of Sedona?
Yes () No If so, what and for what length of term? _____

In answering the following questions, if more space is required, please attach a separate sheet
of paper.

Qualifications – Please indicate your qualifications, experiences, employment history, etc. that you feel are relevant and qualify you for this appointment.

See Attachment 1

What skills do you feel you possess that would enable you to help to achieve consensus on issues?

See Attachment 2

What are your perceptions of the duties, responsibilities and role of the Planning and Zoning Commission?

See Attachment 3

What experience and special skills would you bring that would demonstrate an understanding of the potential impacts, both positive and negative, of land development, i.e., environment, aesthetics, economics, transportation, storm-water/drainage, parking, etc?

See Attachment 4

What do you feel are the major land use and/or planning issues facing the Planning and Zoning Commission and the City at this time?

See Attachment 5

What do you hope to accomplish as a Planning and Zoning Commission member?

See Attachment 6

If appointed to the Planning and Zoning Commission, are you willing to serve the full term of the appointment?

Yes

Have you read the Sedona Community Plan, Land Development Code or the Design Review Manual?

See Attachment 7

Explain the differences between the Sedona Community Plan, the Land Development Code and the Design Review Manual.

See Attachment 8

As a Planning and Zoning Commissioner, how will you make your decisions about a proposal or planning issue?

See Attachment 9

If you are appointed as a Planning and Zoning Commissioner and you are faced with a proposal that is supported by the Community Plan and applicable zoning codes, but you have reservations or do not personally support the proposal, what would you do?

See Attachment 10

Thank you for your interest in serving on the Planning and Zoning Commission. Please return your completed application to the City Clerk's office located at 102 Roadrunner Drive, Sedona Arizona. If you have questions about the application and selection process the City Clerk's office is glad to assist you, please call 282-3113. For questions about the Planning and Zoning Commission, please contact the Community Development Department at 282-1154.

LARRY KLEIN JD

[REDACTED], Sedona, AZ 86336
[REDACTED]

PROFESSIONAL EXPERIENCE

LAW OFFICES OF LARRY KLEIN, INC.

1981 to Present

Civil litigation practice handling all types of personal injury cases including medical malpractice, insurance bad faith, product liability, employment disputes, workplace injuries, vehicle accidents, and government liability; tried 14 Superior Court cases to a conclusion.

SILVER & KLEIN, Napa, CA

1978 to 1981

Partner in law firm. General civil trial practice with emphasis on personal injury cases.

HAGENBAUGH & MURPHY, Los Angeles, CA

1972 to 1978

Associate in insurance defense firm. Handled all types of civil litigation cases including medical malpractice, insurance coverage and bad faith cases, government liability, workplace injuries and motor vehicle accidents. Tried to conclusion 16 Superior Court trials. Handled several appeals in the California Court of Appeals.

EDUCATION

Syracuse University

Dean's List

University of Missouri

B.A., Political Science, Dean's List

Loyola University School of Law, Los Angeles, CA

- Graduated in top 8% of class
- Dean's List
- American Jurisprudence Award for outstanding scholastic achievement in the field of Remedies
- Chosen as finalist in Moot Court Competition

LICENSES

Admitted to California Bar, 1972

Admitted to U.S. District Court of California for Northern and Southern Districts

Licensed California Real Estate Broker Since 1976

JUDICIAL EXPERIENCE

Judge Pro Tem, Napa Superior Court

Small Claims Judge

PUBLICATIONS

The Essentials of Cross Examination, Forum Magazine

ATTACHMENT 1 - QUALIFICATIONS

Before moving to Sedona, I practiced law in California as a civil litigation attorney. I was in practice for 41 years, and was self employed for 33 of those years, Larry Klein Inc. For a significant period of time, I managed five employees in my law practice.

I have worked on cases in the California Superior Courts, the California Appellate Court, and the California Federal District Courts. I have arbitrated and gone to trial in numerous cases, both jury trials and Court trials, and have sat as a neutral arbitrator.

I have been a licensed California Real Estate Broker since 1976. I operated my own real estate business which involved looking at many houses that were listed for sale.

I sat as a Judge Pro Tem of the Napa Superior Court for 12 years, sitting as one of the Small Claims judges. As a Small Claims judge, I sat as the trier of fact on many cases. This involved witnesses testifying and presenting documentary evidence, analyzing the facts, researching the law if necessary, and rendering a decision. Some decisions were rendered in open Court and some were by written opinion.

I have participated in numerous mediations and settlement conferences where the purpose was to reach a consensus on the value of a case. Also, I have prepared numerous Court documents which involved a written presentation of the relevant facts, a discussion of the law, and an application of the facts to the law.

ATTACHMENT 2 - SKILLS

The skills I possess to foster consensus on issues are as follows:

Sitting as a Small Claims judge for 12 years, my duties were listening to witnesses testify, reading documents submitted as evidence, analyzing the issues in the case, researching the law if necessary, applying the law to the facts, and rendering a decision in Court or by a later written decision. In ruling on cases, I had to be able to look at the arguments of both sides of the case and render a decision without injecting any personal preferences or thoughts into the decision.

I have participated in hundreds of mediations and settlement conferences on the legal cases I have handled. The purpose of these were to try to reach a consensus on the value of a case and settle the case without going to trial. To successfully be able to resolve cases, I had to be able to present a well reasoned explanation of my case, and needed to appreciate and analyze the arguments being made by the attorney on the other side of the case.

ATTACHMENT 3 - DUTIES OF PLANNING AND ZONING COMMISSION

The duties of the Commission are to hear, review and make recommendations to the City Council regarding amendments to the Land Development Code (except for grading and drainage), re-zoning applications, subdivision plat applications, and amendments to the Sedona Community Plan. Also, to hear, review and act on development review applications, applications for conditional use permits, and appeals of decisions made by the Director for temporary use permits. And to serve as advisor to the City Council on land use planning topics.

Responsibilities include conducting fair and impartial hearings; being courteous to applicants and fellow committee members; making appropriate rulings taking into account the facts, and the Sedona Community Plan, Land Development Code and Design Review manual; and disclosing any reasons for bias or recusal.

ATTACHMENT 4 - SPECIAL SKILLS

As an adult I have lived in several different communities; Los Angeles, CA; Napa, CA; and Lake Tahoe, CA. Living in these communities I was aware of the impact that development had on the environment, the economy, transportation, and parking.

When I was operating my real estate business and would look at houses for sale, I would need to look at them keeping in mind many factors including how they were constructed, the density of the area they were in, the aesthetics of the house and neighborhood, the parking in the area, what the schools were like in the area.

ATTACHMENT 5 - MAJOR ISSUES

Major land use and planning issues include: traffic - driving around Sedona and Oak Creek Canyon it is obvious that at certain times drivers encounter significant delays in traffic; smart development - there should be growth but not at the expense of the quality of life for residents living here and for tourists who visit; allowing growth that will benefit the City economically without adversely impacting the environment.

ATTACHMENT 6 - HOPE TO ACCOMPLISH

As a planning commissioner I would want to conduct fair hearings for all applicants, be courteous to the applicants, and fellow commissioners, and render appropriate rulings on planning issues based on the facts and application of the Sedona Community Plan, the Land Development Code, and the Design Review Manual.

ATTACHMENT 7 - READ PLAN, CODE, DESIGN MANUAL

I have read the Sedona Community Plan, the Land Development Code and the Design Review Manual though not word for word.

ATTACHMENT 8 - DIFFERENCE BETWEEN PLAN, CODE, AND MANUAL

The Sedona Community Plan is an expression of the community's goals and policies for future growth and development. It is an assessment of the community's priorities. Over the next ten years, the Plan seeks six major outcomes: commitment to environmental protection; housing diversity; community gathering places; economic diversity, less dependent on tourism; reduced traffic; and access to Oak Creek. The Plan discusses each of these in detail.

The Land Development Code establishes standards and regulations to govern the use of land; determines the zoning districts guided by the Community Plan; to fit the built environment into the natural environment so as to minimally disturb Sedona's natural environment; and to promote the public safety, health and welfare by providing reasonable controls for the development of such land while respecting private property rights. The Code sets forth the duties of the various decision making and administrative bodies, i.e. City Council, Planning and Zoning Commission, etc. The Code contains the procedures for amending the code or zoning map, and contains the requirements for submitting various applications and how those applications are ruled on. The Code also sets forth the rules relating to many other issues, too numerous to list here.

The Design Review Manual is Article 10 of the Land Development Code. This manual sets forth the City of Sedona's applicable standards for all development proposals in the City. This manual along with the Land Development Code is the basis for review and approval of all new construction and renovation projects. The manual contains the standards relating to site analysis, architectural character and building form, and landscaping.

ATTACHMENT 9 - MAKING DECISIONS

I will make my decisions fairly without regard to whom the applicant is by listening to oral presentations during commission hearings, by reviewing pertinent documents, and by following the Sedona Community Plan, Land Development Code, and Design Review Manual. I will make full disclosure regarding any potential bias or conflict of interest, and will work with my fellow commissioners to try to reach a consensus.

ATTACHMENT 10

Sitting as one of the Small Claims judges in Napa, CA for 12 years, I know that you have to follow the law in rendering a decision even if you do not like it. Under the hypothetical given, I would vote in accordance with the applicable Community Plan and Zoning Codes.

July 25, 2017

I am sending my resume and commission application for consideration of the position as a planning and zoning commissioner.

I worked at Forest Properties since March 2006. I feel my experience at an older complex combined with the responsibilities of superintendent at a new facility have given me a wide range of knowledge in the operation and construction in residential/commercial buildings.

I have a natural mechanical ability and many years experience in all the aspects of construction, landscape use, Land management. With my mature people skills, organizational skills and management background, I feel I can be an asset to your staff and am truly ready for the challenge.

I look forward to an interview with you.

Sincerely,

A handwritten signature in cursive script that reads "James P. Mattia". The signature is fluid and extends across the width of the text area.

James P. Mattia

Qualifications – Please indicate your qualifications, experiences, employment history, etc. that you feel are relevant and qualify you for this appointment.

(please see the attached resume) I have experience as the general contractor in the building of two homes using my own skills and knowledge plus the proposal and hiring of skilled labor.

What skills do you feel you possess that would enable you to help to achieve consensus on issues?

My management skills and training along with the many committees and focus groups I have participated in have given me the tools to work with other commissioners to resolve Issues.

What are your perceptions of the duties, responsibilities and role of the Planning and Zoning Commission?

The Planning and Zoning commission recommends effective ways to accomplish Council and Community goals and objectives. Responsibilities include the technical consulting and land use planning, zoning and design considerations for the City of Sedona.

What experience and special skills would you bring that would demonstrate an understanding of the potential impacts, both positive and negative, of land development, i.e., environment, aesthetics, economics, transportation, storm-water/drainage, parking, etc?

Living and working in a large city for most of my life and working with construction contractors, land management and utility workers and city management.

What do you feel are the major land use and/or planning issues facing the Planning and Zoning Commission and the City at this time?

Parking issues in the uptown area. traffic flow. Hotel, Motel construction Issues.
Environmental protection. provide a rational pattern of the land development.

What do you hope to accomplish as a Planning and Zoning Commission member?

I hope to contribute my skills and knowledge to make Sedona a great place to live now and in the future.

If appointed to the Planning and Zoning Commission, are you willing to serve the full term of the appointment?

Yes

Have you read the Sedona Community Plan, Land Development Code or the Design Review Manual?

Yes

Explain the differences between the Sedona Community Plan, the Land Development Code and the Design Review Manual.

The Sedona Community Plan is the Sedona blueprint for future development and describes development goals and polices.

The purpose of the land development Code is to establish standards and regulations to govern the use of land; to establish and apply zoning guided by the Sedona Community Plan.

The Design Review Manual is the City of Sedona's standard and guiding policy document for all development proposals. This Manual forms the basis for the review and approval of all new construction and renovation proposals to the City.

As a Planning and Zoning Commissioner, how will you make your decisions about a proposal or planning issue?

My decisions will be based on the city code, the community plan and the design review manuals plus the considerations and knowledge of the other commission members.

If you are appointed as a Planning and Zoning Commissioner and you are faced with a proposal that is supported by the Community Plan and applicable zoning codes, but you have reservations or do not personally support the proposal, what would you do?

I would discuss and review my concerns with the 6 other commission members and submit the agreed recommendation to the Council.

Thank you for your interest in serving on the Planning and Zoning Commission. Please return your completed application to the City Clerk's office located at 102 Roadrunner Drive, Sedona Arizona. If you have questions about the application and selection process the City Clerk's office is glad to assist you, please call 282-3113. For questions about the Planning and Zoning Commission, please contact the Community Development Department at 282-1154.

JAMES P. MATTIA (CONT'D)

Feb. 04 - Senior Maintenance Supervisor for 400 unit complex 30 years old
Nov. 04 The Village at Brookline, 77 Village Way, Brookline, MA

- Preventative maintenance and minor repairs on boiler systems.
- Repair and replace appliances
- Repair and replace plumbing and electric problems.
- Preventative maintenance schedule tasks
- Painting
- Landscaping and snow removal
- On call coverage

KEYSPAN ENERGY DELIVERY (BOSTON GAS) 1971 – May 2003
201 Rivermoor Street, West Roxbury, MA 02132

1990-May 2003 Dispatch Supervisor

1986-1990 Customer Service Field Supervisor

- Management, Supervision, and Technical Guidance to thirty-five Union Employees.

1981 – 1986 Fitting Department Working Supervisor

1971 – 1981 Customer Service Field Repair Technician

- Responsible for the diagnosis and repair of all residential gas heating, hot water and cooking equipment.

PERSONAL: Date of Birth 12/28/1952 – Married

REFERENCES Furnished upon request

JAMES P. MATTIA

Sedona, Az. 86336

OBJECTIVE: To apply knowledge, experience and professionalism in the position of planning and zoning commissioner.

QUALIFICATIONS: I have supervisory & training experience. Working knowledge of commercial building systems, computer energy management systems, plumbing, carpentry, electrical, Appliance repair and mid-rise building piping systems. I am computer literate in windows based environment including internet, excel spreadsheets, databases and word.

EDUCATION: Graduate Braintree High School 1970
Union/Management Contract Seminar 1981
N.E.G. A. Gas Operations School 1987
Interaction Management Training 1987
APEX Public Speaking Course 1988
Written Communications Training 1988
Plumber's Journeyman's License 2001
CPT – Certified Pool Technician 2007

EMPLOYMENT: FOREST PROPERTIES
625 Mount Auburn St S- 210, Cambridge, MA 02138 · (617) 630-9566

March 2006 Barclay House, 1530 Beacon Street, Brookline, MA
June 2014 Working building superintendent for 15 story 111 unit luxury apartment complex in Boston, Ma. and three apartment complexes in the Southern Florida area.

- Hire and supervise outside contractors as needed
- Supervise cleaning staff and one maintenance technician
- Perform repairs to unit appliances, boiler systems, plumbing, wall repair, tile work and painting
- Maintain records of apartment repairs, preventative maintenance schedules
- Order and replenish stock supplies as needed with monthly budget considerations
- Perform make ready repairs on luxury apartments
- Perform full unit renovations as needed

WINN COMPANIES
Six Faneuil Hall Marketplace, Boston, MA 02109

Nov. 04 - Superintendent of new Residential complex with 285 units
March 06 Maverick Landing, 42 Border Street, East Boston, MA 02128

- Worked closely with installers of the heating and hot water systems to overcome installation set backs and made several suggestions for system improvements and better reliability of operations.
- Supervised a staff of 5.
- Compiled files with contractors, equipment warranties, and preventative maintenance schedules
- Set up stockroom/workshop and cleaners stock equipment area.
- Daily/weekly scheduling of work orders and preventative maintenance work.
- Monthly site stock inventory assessment and ordering with monthly/yearly budget considerations.

JAMES P. MATTIA

Sedona, Az. 86336

OBJECTIVE: To apply knowledge, experience and professionalism in the position of planning and zoning commissioner.

QUALIFICATIONS: I have supervisory & training experience. Working knowledge of commercial building systems, computer energy management systems, plumbing, carpentry, electrical, Appliance repair and mid-rise building piping systems. I am computer literate in windows based environment including internet, excel spreadsheets, databases and word.

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EMPLOYMENT: FOREST PROPERTIES
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- Monthly site stock inventory assessment and ordering with monthly/yearly budget considerations.

JAMES P. MATTIA (CONT'D)

Feb. 04 - Senior Maintenance Supervisor for 400 unit complex 30 years old
Nov. 04 The Village at Brookline, 77 Village Way, Brookline, MA

- Preventative maintenance and minor repairs on boiler systems.
- Repair and replace appliances
- Repair and replace plumbing and electric problems.
- Preventative maintenance schedule tasks
- Painting
- Landscaping and snow removal
- On call coverage

KEYSPAN ENERGY DELIVERY (BOSTON GAS) 1971 – May 2003
201 Rivermoor Street, West Roxbury, MA 02132

1990-May 2003 Dispatch Supervisor

1986-1990 Customer Service Field Supervisor

- Management, Supervision, and Technical Guidance to thirty-five Union Employees.

1981 – 1986 Fitting Department Working Supervisor

1971 – 1981 Customer Service Field Repair Technician

- Responsible for the diagnosis and repair of all residential gas heating, hot water and cooking equipment.

PERSONAL: Date of Birth 12/28/1952 – Married

REFERENCES Furnished upon request

JoAnne Cook - Avrum Cohen

From: Audree Juhlin
To: JoAnne Cook
Date: 7/18/2017 4:06 PM
Subject: Avrum Cohen

Hi Jo! Avrum would like for you to please put his application back in the hat! Thanks! Audree

Audree Juhlin, Director
Community Development Department
(928) 204-7107

RECEIVED

JUL 18 2017

applied for another term

Received

AUG 18 2014

CITY OF SEDONA
CITY CLERK'S OFFICE



CITY OF SEDONA
CITY CLERK'S OFFICE

PLANNING & ZONING COMMISSION APPLICATION

READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE FILLING OUT YOUR APPLICATION – TYPE OR PRINT CLEARLY IN INK ONLY.

All requested information must be furnished. If an item does not apply to you or if there is no information to be given, write in the letters "N/A" for "Not Applicable".

A RESUME MAY BE SUBMITTED, HOWEVER, YOU MUST COMPLETE ALL INFORMATION REQUESTED ON THE APPLICATION.

Resume Attached: Yes No ()

All information submitted in this application is public information and subject to disclosure in response to a public records request.

NAME: AVRUM COHEN

ADDRESS: [REDACTED] SEDONA AZ 86336
(Street No P.O. Boxes) (City) (State) (Zip)

MAILING ADDRESS (if different): —

PHONE: Home: — Work: — Cellular: [REDACTED]

E-MAIL ADDRESS: [REDACTED]

Sedona residency is a requirement to serve on the Planning and Zoning Commission. Do you live within the incorporated boundaries of the City of Sedona? Yes No ()

If so, for how many years? 1 YEAR 2 MOS,

Have you previously been appointed to any position by the City of Sedona?

Yes () No If so, what and for what length of term? —

In answering the following questions, if more space is required, please attach a separate sheet of paper.

Avrum Cohen

Education Post-Sullivan High School: BA conferred by the University of Illinois, 1963; MSW conferred by the University of Illinois, 1966; Ph.D. conferred by Tulane University, 1971.

Married Susan, 1963, and have two sons and two grandsons.

Work experience: Social Group Worker/Day Camp Director, 1966-1968, Jewish Community Center of Niles Township of the Jewish Community Centers of Chicago; Assistant Professor, School of Social Work, Tulane University, 1970-1971; Assistant Executive Director, Jewish Community Center of Greater New Orleans, 1971-1973; Executive Director, Jewish Community Center of Greater New Orleans, 1973-1980; Executive Director/CEO Jewish Community Centers of Metropolitan Los Angeles, 1980-1990; Executive Director/CEO, Jewish Federation of Greater Dallas, 1990-1997; General Director/CEO, Jewish Community Centers of Chicago, 1997-2008.

Member of the Field Faculties (part time), various dates: Louisiana State University, University of New Orleans, Yeshiva University and Tulane University, 1971-1980; Lecturer, Hebrew Union College/Jewish Institute of Religion, 1983-1986; Adjunct Professor, University of Judaism, 1986-1990; Family Crisis Intervention Trainer, New Orleans Police Department Academy, 1976-1977.

Served on the Board of Directors of the Fort Sheridan Master Homeowners Association 2009-2013.

Currently retired.

Other interests: Running (12 marathons including New York, Los Angeles, Boston); Lay Religious Chaplain Leader, Great Lakes Naval Training Center; crafting chess sets; reading; ~~traveling~~.

Avrum I. Cohen

[REDACTED]
Sedona, AZ 86336
[REDACTED]

- ① Qualifications – Please indicate your qualifications, experiences, employment history, etc. that you feel are relevant and qualify you for this appointment.

PLEASE SEE ATTACHED PAGES

- ② What skills do you feel you possess that would enable you to help to achieve consensus on issues?

PLEASE SEE ATTACHED PAGES

- ③ What are your perceptions of the duties, responsibilities and role of the Planning and Zoning Commission?

PLEASE SEE ATTACHED PAGES

- ④ What experience and special skills would you bring that would demonstrate an understanding of the potential impacts, both positive and negative, of land development, i.e., environment, aesthetics, economics, transportation, storm-water/drainage, parking, etc?

PLEASE SEE ATTACHED PAGES

5) What do you feel are the major land use and/or planning issues facing the Planning and Zoning Commission and the City at this time?

PLEASE SEE ATTACHED PAGES

6) What do you hope to accomplish as a Planning and Zoning Commission member?

PLEASE SEE ATTACHED PAGES

7) If appointed to the Planning and Zoning Commission, are you willing to serve the full term of the appointment?

YES

8) Have you read the Sedona Community Plan, Land Development Code or the Design Review Manual?

YES

9) Explain the differences between the Sedona Community Plan, the Land Development Code and the Design Review Manual.

PLEASE SEE ATTACHED PAGES

10) As a Planning and Zoning Commissioner, how will you make your decisions about a proposal or planning issue?

PLEASE SEE ATTACHED PAGES

11) If you are appointed as a Planning and Zoning Commissioner and you are faced with a proposal that is supported by the Community Plan and applicable zoning codes, but you have reservations or do not personally support the proposal, what would you do?

PLEASE SEE ATTACHED PAGES

Thank you for your interest to serve on the Planning and Zoning Commission. Please return your completed application to the City Clerk's office located at 102 Roadrunner Drive, Sedona Arizona. If you have questions about the application and selection process the City Clerk's office is glad to assist you, please call 282-3113. For questions about the Planning and Zoning Commission, please contact the Community Development Department at 282-1154.

PLANNING AND ZONING COMMISSION
APPLICATION

① QUALIFICATIONS

OVER MY 40+ CAREER YEARS, I HAVE SERVED AS THE CHIEF EXECUTIVE OFFICER OF THE JEWISH COMMUNITY CENTER OF NEW ORLEANS - FROM 1973-1980 - THE JCC OF N.O. IS A ONE BUILDING OPERATION WITH AN ANNUAL BUDGET OF \$1 MILLION PLUS GRANTS FROM THE STATE OF LOUISIANA FOR SPECIAL PROGRAMS.

FROM 1980-1990, I WAS THE CHIEF EXECUTIVE OFFICER OF THE JEWISH COMMUNITY CENTERS OF GREATER LOS ANGELES - AN ORGANIZATION WITH 6 INDIVIDUAL JEWISH COMMUNITY CENTERS, EACH WITH THEIR OWN BUILDINGS AND FACILITIES AS WELL AS THEIR OWN BOARDS OF DIRECTORS, 2 OVERNIGHT CAMPS, AND A VARIETY OF EXTENSION PROGRAMS IN DIFFERENT SITES ALL OVER L.A. I WORKED WITH A MASTER BOARD OF DIRECTORS IN A CENTRAL OFFICE AND OVERSAW A BUDGET OF \$25 MILLION DOLLARS ANNUALLY.

FROM 1990-1997, I WAS CHIEF EXECUTIVE OFFICER OF THE JEWISH FEDERATION OF DALLAS. THIS IS THE UMBRELLA ORGANIZATION OVER ALL THE JEWISH SOCIAL SERVICE AGENCIES SUCH AS THE JEWISH FAMILY SERVICE, JEWISH HOME FOR THE AGED JEWISH COMMUNITY CENTER ETC. I WAS RESPONSIBLE

FOR RAISING \$10 MILLION ANNUALLY TO FUND THESE AGENCIES.

FROM 1997-2008, I WAS THE CHIEF EXECUTIVE OFFICER OF THE JEWISH COMMUNITY CENTERS OF CHICAGO - AN ORGANIZATION WITH 6 INDIVIDUAL CENTERS AND 6 STAND-ALONE EARLY CHILDHOOD CENTERS, 2 DAY CAMP SITES AND A 650 ACRE OVERNIGHT CAMP. EACH JEWISH COMMUNITY CENTER HAD ITS OWN BOARD RESPONSIBLE TO THE MASTER BOARD, AS DID THE 3 CAMPS. I EMPLOYED 2200 PEOPLE, HAD AN EXECUTIVE STAFF OF 12 AND ADMINISTERED A BUDGET IN EXCESS OF \$35 MILLION A YEAR.

IN EACH CITY, I DEALT WITH UNITED WAY ORGANIZATIONS, CITY COUNCILS, CITY PLANNING AND DEVELOPMENT COMMISSIONS, CITY ZONING BOARDS AND COMMISSIONS, DEPARTMENTS OF STREETS AND SANITATION, POLICE DEPARTMENTS AND BUILDING AND FACILITIES DEPARTMENTS.

MY RESPONSIBILITIES ALSO INCLUDED WORKING WITH STATE AND FEDERAL LEGISLATORS IN BATON ROUGE, LA; SACRAMENTO, CA; AUSTIN, TX AND SPRINGFIELD, IL.

DURING MY CAREER, I INITIATED AND SUPERVISED THROUGH COMPLETION, THE BUILDING OF COMMUNITY CENTERS, ATHLETIC AND RECREATIONAL FACILITIES AND OVERNIGHT AND DAY CAMP SITES,

SHEPHERDING THE PROCESS THROUGH THE INTRICACIES OF THE VARIOUS CITY AND COUNTY JURISDICTIONS AS PART OF THE PERMIT, APPROVAL AND INSPECTION DEMANDS.

I WAS AWARDED A PH.D. FROM TULANE UNIVERSITY IN 1971 WITH A CONCENTRATION IN THE ADMINISTRATION AND MANAGEMENT OF SOCIAL SERVICE AGENCIES.

I WAS AWARDED AN MSW (MASTERS OF SOCIAL WORK) IN 1966 FROM THE UNIVERSITY OF ILLINOIS WITH A CONCENTRATION IN SOCIAL GROUP WORK.

I RECEIVED MY B.A. IN 1963 FROM THE UNIVERSITY OF ILLINOIS.

AFTER I RETIRED, I SERVED FOR 4 YEAR (2009-2013) ON A 7 PERSON BOARD OF DIRECTORS OF THE MASTER HOMEOWNERS ASSOCIATION OF THE TOWN OF FORT SHERIDAN.

FORT SHERIDAN ORIGINALLY WAS A MAJOR ARMY BASE, BUILT MOSTLY IN THE 1890S. 96 OF THE ORIGINAL STRUCTURES REMAIN. THE FORT WAS DECOMMISSIONED IN THE 1990S & DESIGNATED A NATIONAL HISTORIC DISTRICT. ITS STRUCTURES WERE GUTTED ^{WITH ALL EXTERIORS PRESERVED} AND TURNED INTO HOUSING FOR APPROXIMATELY 300 FAMILIES, BUT THE ESSENTIAL, UNIQUE CHARACTER OF THE FORT ~~IS~~ REMAINS INTACT, EVEN THOUGH JURISDICTION IS SHARED BY TWO CITIES,

A COUNTY, A FOREST PRESERVE DISTRICT, THE STATE OF ILLINOIS HISTORICAL LANDMARKS COMMISSION, THE OPEN LAND PRESERVES, THE UNITED STATES ARMY'S TWO RESERVE BASES AND A NATIONAL CEMETERY. THE MASTER HOMEOWNER'S ASSOCIATION BOARD OF THE TOWN OF FORT SHERIDAN HAS TO MANAGE THE CONFLICTING JURISDICTIONS FOR THE BENEFIT OF THE PEOPLE WHO LIVE IN THE FORT.

AS A MEMBER OF THAT 7 PERSON BOARD, I TIGHTROPED MY WAY AMONG ALL THOSE DIVERSE ENTITIES. MY SPECIAL ASSIGNMENTS INCLUDED THE MANAGEMENT OF THE LAKE MICHIGAN WATERFRONT ENVIRONMENT, THE DRAINAGE ISSUES AND ENVIRONMENTAL IMPACT OF THE NEW CONSTRUCTION ON THE LAKEFRONT; GUIDING FUTURE GROWTH AND DEVELOPMENT OF THE TOWN OF FORT SHERIDAN SO AS TO PROTECT THE ENVIRONMENT ~~AP~~ IN AND AROUND IT AND TO PRESERVE THE HISTORICAL FEATURES OF THE TOWN.

VOLUNTEERING AS A BOARD MEMBER OF THE MASTER HOMEOWNERS ASSOCIATION WAS AN ENORMOUSLY INTERESTING AND EXTREMELY CHALLENGING JOB, AND I RELISHED IT.

THIS PAST YEAR, TO PREPARE FOR A POSSIBLE APPOINTMENT TO SEDONA'S PLANNING AND ZONING COMMISSION, I WAS A PARTICIPANT IN THE CITIZEN'S ACADEMY SPONSORED BY THE CITY COUNCIL OF THE CITY OF SEDONA.

② SKILLS

THROUGH MY CAREER, I HAVE PROVED MYSELF TO BE A TACTFUL DIPLOMAT WHO CAN GENERALLY ACHIEVE CONSENSUS WHEN FACILITATING DECISIONS AMONG GROUPS OF DIVERSE INDIVIDUALS WITH DIFFERENT CONCERNS

I HAVE A DEEP UNDERSTANDING OF THE DIFFERENT ELEMENTS INHERENT IN SMOOTHING INTERACTIONS BETWEEN FACTIONS.

I AM AN EXPERT IN HELPING PEOPLE DEFINE WHAT EXACTLY IS IMPORTANT TO THEM AND WHY.

I BACK UP THIS SKILL SET WITH A LARGE BODY OF EXPERIENCE AND KNOWLEDGE DESCRIBED IN THE ANSWER TO QUESTION ①.

I ALSO CAN LAUGH AT MYSELF AND AM EXCESSIVELY MODEST.

③ PERCEPTIONS

I PERCEIVE THE RESPONSIBILITIES OF THE PLANNING AND ZONING COMMISSION TO BE AS FOLLOWS :

- ① TO BE A MAJOR INSTRUMENT OF THE CITY COUNCIL WORKING TOWARDS MAINTAINING THE SPECIAL CHARACTER OF THE CITY OF SEDONA
- ② TO MAINTAIN A PERSPECTIVE ENABLING THE P&Z COMMISSION TO ALWAYS SEE THE BIG PICTURE
- ③ TO UNDERSTAND AND PRIORITIZE DEVELOPMENT OF NEW OR DIFFERENTLY POSITIONED INFRASTRUCTURE AND PROVIDE RECOMMENDATIONS TO THE CITY COUNCIL BASED ON THAT UNDERSTANDING;
- ④ TO KEEP AN OPEN MINDED APPROACH TO ALL PROJECTS PRESENTED TO THE COMMISSION.

I SEE THE ROLE OF THE P&Z COMMISSION AS THE BODY THAT IMPLEMENTS THE SEDONA COMMUNITY PLAN AS THE COMMISSION REVIEWS DEVELOPMENT PROJECTS, INFRASTRUCTURE CONCERNS ENVIRONMENTAL PROBLEMS, WATER, STORM AND SEWERAGE DRAINAGE ISSUES. THE COMMISSION MUST PLAN FOR A GROWING SEDONA WITHIN THE VISION WHICH THE CITY OF SEDONA EXPRESSED IN THE COMMUNITY PLAN.

THEREFORE, THE DUTIES OF THE MEMBERS OF THE PLANNING AND ZONING COMMISSION INCLUDE ENSURING THAT SEDONA REMAIN A SPECIAL PLACE WITH A UNIQUE ENVIRONMENT & MAINTAINING THE

QUALITY OF LIFE ENJOYED BY RESIDENTS AND VISITORS ALIKE IN OUR CITY.

TO BE A MEMBER OF THE PCZ COMMISSION REQUIRES LOTS OF HOMEWORK - THOROUGH AND CAREFUL STUDY OF THE ISSUES, PROBLEMS, & BENEFIT. WITHIN EACH PRESENTED PROJECT. MEMBERS MUST ALSO BE COGNIZANT OF THE HISTORICAL PRECEDENT IN SEDONA AND RESPECT THOSE PRECEDENTS.

④ DEMONSTRATING UNDERSTANDING

THIS IS HOW I GOT AN UNDERSTANDING OF THE POSITIVE AND NEGATIVE IMPACTS OF LAND DEVELOPMENT.

WHILE LIVING IN DALLAS IN THE 1980S, I OBSERVED THE "BLOCK BUSTING" TECHNIQUES THAT THE FIRST DEVELOPERS IN THE AREA WERE USING TO LEVEL OLD, CHARMING, STURDY HOMES IN MY NEIGHBORHOOD TO BUILD THE FIRST MC MANSIONS - HOMES OF IMMENSE SQUARE FOOTAGE WHOSE FOOTPRINT TOOK UP THE ENTIRE LOT.

THE FIRST OF THESE HOUSES BUILT TOWERED OVER THE MODEST EXISTING HOMES, DESTROYING THEIR VALUE AND CHANGING THE ESSENTIAL CHARACTER AND AMBIANCE OF MY NEIGHBORHOOD. I WATCHED AS GORGEOUS OLD TREES DIED, THEIR ROOTS DESTROYED BY CONSTRUCTION, THEIR CANOPIES SHADED BY THOSE MONUMENTAL EDIFICES. I SADLY WITNESSED PEOPLE SELL PRECIOUS HOMES THEY'D LIVED IN FOR 30 OR MORE YEARS - MY NEIGHBORS - SELLING FOR MUCH LESS THAN THE HOMES WERE WORTH - SELLING TO THE DEVELOPERS SO THEY COULD GET OUT WITH SOMETHING.

IT WAS SICKENING TO SEE THE WONTON WASTE OF MATERIALS, THE OVERUSE OF UTILITIES, THE DESTRUCTION OF GREEN SPACE, THE DISREGARD OF ANY PUBLIC NEEDS AND THE DISRUPTION OF A

COMMUNITY'S LIFE THAT HAD GONE ON IN MY OLD ESTABLISHED NEIGHBORHOOD.

WATCHING HOW A FEW INDIVIDUALS COULD SO EFFECTIVELY DESTROY A SINGLE NEIGHBORHOOD, AND THEN, SEEING THESE DEVELOPERS BEGIN TO MARCH ACROSS ALL OF DALLAS, WAS A SOBERING LESSON ON THE NEED FOR CONTROLS IN A CITY.

AS A SEDONAN ON THE PLANNING AND ZONING COMMISSION, I WOULD USE ALL MY ABILITIES TO MAKE CERTAIN THAT A JUDICIAL, WELL STUDIED AND THOUGHT-OUT BALANCE IS ALWAYS MAINTAINED BETWEEN THE NEED FOR SEDONA TO REMAIN A VIGOROUS, VIABLE CITY WITH ALL THE REQUIREMENTS FOR A RICH, DECENT, AFFORDABLE LIFE FOR ITS CITIZENS, AND THE POSSIBLE NEGATIVE IMPACTS OF THE DEVELOPMENT AND GROWTH THAT FUELS THAT VITALITY.

IT IS A BALANCING ACT, AND A TOUGH ONE. BUT I THINK I POSSESS THE ABILITIES AND THE COURAGE TO WALK THAT TIGHTROPE.

⑤ ISSUES

AS I SEE IT, THE ISSUES FACING THE PLANNING AND ZONING COMMISSION AND THE CITY AT THIS TIME ARE :

HOW TO PROTECT THE UNIQUE ENVIRONMENT OF SEDONA WHILE DEVELOPING OPEN-MINDED AND CREATIVE PLANS TO ALLOW GROWTH VITAL TO THE VIGOR OF THE CITY,

HOW TO DIRECT NEW CONSTRUCTION AND ADD TO EXISTING INFRASTRUCTURE TO SUPPORT CURRENT PROPOSED AND NEW DEVELOPMENT,

HOW TO ACHIEVE A BALANCE BETWEEN COMMERCIAL NEEDS AND RESIDENTIAL NEEDS

HOW TO BEAUTIFY THAT WHICH NEEDS BEAUTIFICATION WHILE INSURING THAT WHAT WE DO COMPLEMENTS THE ALREADY BEAUTIFUL ENVIRONMENT,

HOW TO CONTRIBUTE KNOWLEDGE AND DIRECTION TO WATER AND SANITATION ISSUES AND MANAGE TRAFFIC AND PARKING ISSUES WITHIN OUR CONSTRICTIVE ROAD PATTERNS WHILE MAINTAINING ENOUGH PUBLIC SPACES

THESE ISSUES SHOULD BECOME THE FOCUS OF OUR PROBLEM SOLVING OBJECTIVES.

PLANNING TO MEET THESE OBJECTIVES WITHIN SEDONA'S DISTINCT NEIGHBORHOODS, AND WITH THE LIMITED LAND AVAILABLE

FOR DEVELOPMENT MEANS THAT THE P&Z COMMISSION AND THE CITY OF SEDONA HAVE TO BE WATCHFUL AND CAREFUL, JUDICIOUS AND WISE - AND MOST IMPORTANT - WE MUST BE THOROUGH IN OUR PREPARATION FOR DECISION-MAKING.

⑥ MY HOPES FOR ACCOMPLISHING AS A P&Z
COMMISSION MEMBER

I HAVE LOVED SEDONA AND ITS WONDEROUS ENVIRONMENT AND FASCINATING CHARACTER FOR DECADES. LIVING HERE IS A PRIVILEGE AND A TREAT. SEDONA IS A SPECIAL PLACE THAT CALLS OUT TO ME.

I HAVE LIVED IN NEW ORLEANS, LOS ANGELES, DALLAS AND CHICAGO. EACH IS ABSOLUTELY UNIQUE, BUT LIVING IN THIS BEAUTIFUL PLACE - SEDONA - SEEMS TO CREATE AN AMBIANCE THAT AFFECTS ITS RESIDENTS WHO ENJOY THEIR LIVES HERE SO VERY MUCH. I HAVE MET NO ONE WHO LIVES HERE WHO HAS NOT MADE A CONSCIOUS CHOICE TO BE HERE AND WHO DOES NOT WANT TO BE ANYWHERE ELSE.

MY PERSONAL GOAL AS A MEMBER OF THE PLANNING AND ZONING COMMISSION IS TO WATCH AND MONITOR THAT WHICH MIGHT HAPPEN IN MY ENVIRONMENT SO I CAN PROTECT THE QUALITIES THAT ARE SPECIAL AND UNIQUE IN SEDONA.

IF I CAN KEEP THE BALANCE INTACT BETWEEN AWESOME AND PRACTICAL, I WILL HAVE ACCOMPLISHED MY GOAL.

⑨ DIFFERENCES IN DOCUMENTS

TO MY EYES THESE THREE DOCUMENTS ARE VERY DIFFERENT. TO DEMONSTRATE THAT I COMPREHEND THOSE DIFFERENCES, I WILL EXPLAIN EACH DOCUMENT AS I UNDERSTAND IT.

- THE SEDONA COMMUNITY PLAN IS ~~THE~~ QUITE CLEAR THAT IT IS A GUIDING DOCUMENT TO ACHIEVE THE VISION FOR THE CITY OF SEDONA OVER THE NEXT DECADE. IT HIGHLIGHTS SIX ISSUES TO WHICH THE CITY NEEDS TO PAY ATTENTION AND TOWARDS WHICH THE CITY NEEDS TO DIRECT ITS PLANNING.

AMONG THESE ISSUES ARE THE COMPELLING CONCERNS OF ECONOMIC DIVERSITY, HOUSING DIVERSITY, ENVIRONMENTAL PROTECTION, TRAFFIC MANAGEMENT AND CULTURAL DEVELOPMENT.

- THE LAND DEVELOPMENT CODE ESTABLISHES REGULATIONS TO ENSURE HARMONIOUS DEVELOPMENT WHICH IS COMPATIBLE WITH EXISTING AND FUTURE APPEARANCE OF THE CITY WHILE PROTECTING ITS PRECIOUS ENVIRONMENT.

AS WELL, THE CODE LAYS OUT THE APPROVAL PROCESSES THROUGH WHICH DEVELOPMENT SHALL BE REGULATED AND IT SPELLS OUT THE RESPONSIBILITIES OF THE COMMISSION TO THE CITY COUNCIL AND THEREFORE TO THE CITIZENS OF THE CITY.

- THE DESIGN REVIEW MANUAL IS THE CITY'S DOCUMENT WHICH GUIDES DESIGN POLICY FOR ALL DEVELOPMENT PROPOSALS.

TOGETHER THESE THREE DOCUMENTS DIRECT THE PLANNING TO CONCENTRATE ON THE ISSUES THAT THE CITY DEEMS IMPORTANT AND CRUCIAL; PROVIDES THE REGULATIONS THAT ESTABLISH THE PARAMETERS AND RULES FOR PLANNING AND GUIDES POLICY TOWARD PLANNING EXCELLENCE.

⑩ DECISION MAKING

DECISIONS ABOUT A PROPOSAL ARE GUIDED BY THE REGULATIONS, LAWS AND PRECEDENTS SET BY THE CITY AND STATE. EACH PROPOSAL NEEDS TO BE READ AND REVISED WITHIN THE CONTEXT OF THE COMMUNITY PLAN, THE LAND DEVELOPMENT CODE AND THE DESIGN REVIEW MANUAL.

IN ADDITION, THESE QUESTIONS WILL GUIDE ME

- ① HOW WILL THE PROJECT AFFECT AND CONTRIBUTE TO SEDONA, ITS RESIDENTS AND THEIR NEEDS AND ITS VISITORS AND THEIR NEEDS?
- ② HOW WILL THE PROJECT IMPACT THE SAFETY AND HEALTH OF SEDONA'S CITIZENS?
- ③ HOW WILL THE PROJECT AFFECT SEDONA'S ECONOMIC STRUCTURE?
- ④ HOW WILL THE PROJECT AFFECT THE UNIQUENESS THAT IS SEDONA?
- ⑤ HOW WILL THE PROJECT BE TRUE TO THE HISTORIC VALUES OF SEDONA AND HOW WILL IT ADD TO AND ~~ENHANCE~~ ENHANCE THE ON-GOING HISTORY OF SEDONA?

DELIBERATE INDIVIDUAL THOUGHT AND STUDY ARE REQUIRED. THEN, THE COMMISSION MEETS AND HEARS THE THOUGHTS, CONCERNS AND VISIONS OF EACH MEMBER ON EACH PROJECT. NO ONE PERSON MAKES ANY DECISION FOR OUR CITY, IT IS A

GROUP PROCESS THAT AIMS TOWARDS
INCORPORATING EVERY MEMBER'S BEST OPINION &
INFORMATION TO MAKE DECISIONS THAT THE
COMMISSION THEN RECOMMENDS TO CITY COUNCIL.

⑫ WHAT WOULD I DO IF I HAVE RESERVATIONS ABOUT OR DO NOT PERSONALLY SUPPORT A PROPOSAL

AS I HAVE SAID, THE GROUP PROCESS ALLOWS EACH INDIVIDUAL GROUP MEMBER TO BE ABLE TO SHARE KNOWLEDGE AND INFORMATION, TO EXPRESS OPINIONS AND CONCERNS AND TO MAKE SUGGESTION DURING GROUP DISCUSSION. MEMBERS NEED TO THOROUGHLY UNDERSTAND EACH FACET OF THE MAJORITY OPINION WHICH, IN THE END, BECOMES THE GROUP'S DECISION AND RECOMMENDATION.

THEREFORE, I WOULD SHARE MY CONCERNS AND RESERVATIONS AT A COMMISSION MEETING WITH THE OTHER MEMBERS OF THE COMMISSION. I WOULD LISTEN TO THEIR RESPONSES WITH RESPECT AND AN OPEN MIND, ASKING QUESTIONS TO CLARIFY POINTS I MAY HAVE NOT UNDERSTOOD. I WOULD THEN MAKE SURE, IN A PEACEABLE AND NON-CONFRONTATIONAL MANNER, THAT MY RESERVATIONS AND CONCERNS WERE CLEAR AND UNDERSTOOD.

AFTER THAT, I WOULD BE COMFORTABLE IN WHOLLY SUPPORTING THE GROUP'S DECISION, WHATEVER IT TURNED OUT TO BE.

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**CITY COUNCIL
AGENDA BILL**

**AB 2229
September 26, 2017
Regular Business**

Agenda Item: 8a

Proposed Action & Subject: Public hearing/discussion/possible action regarding the Draft Revised Sign Code (DRSC), an update of Sedona Land Development Code Article 11, Sign Regulations.

Department	Community Development
Time to Present	10 minutes
Total Time for Item	45 minutes
Other Council Meetings	May 24, 2017 (Work Session) June 14, 2017 (Work Session) July 12, 2017 (Work Session) July 26, 2017 (Work Session) September 12, 2017 (Work Session)
Exhibits	A. Summary Memorandum B. Draft Revised Sign Code, as recommended by Planning and Zoning C. Draft Revised Sign Code, based on Council feedback D. Public Comments, updated September 13, 2017 E. Resolution F. Ordinance

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required	\$ 0
City Manager's Recommendation	Approve a resolution and ordinance adopting a revised Sign Code.	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

This is a Public Hearing scheduled for possible action regarding the Draft Revised Sign Code. Work sessions were held on May 24, 2017, June 24, 2017, July 12, 2017, July 26, 2017, and September 12, 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 Commission 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.

At previous Council work sessions, consensus was reached on all aspects of the draft code with the exception of the following items:

- Temporary off-premises signs
- Potential Incentives for Sign Relief and Landscaping.

At the September 12, 2017 Work Session, Council focused primarily on these two outstanding items. Based on Council consensus, staff has incorporated the proposed changes in the Draft Revised Sign Code. However, at the conclusion of this meeting, Council felt that the following items should be addressed as part of the Public Hearing discussion:

1. Clarify language related to residential districts wayfinding signs for nonprofit activities
2. Draft an enforcement policy for off-premises sign violations
3. Clarify 3-dimensional relief incentive language
4. Remove Identification signs as a prohibited sign for single-family residential uses and include standards to allow these signs
5. Remove Single support signs as a prohibited sign.

The following is a summary of staff’s recommendations to address the items listed above.

1. Clarify language related to residential districts wayfinding signs for nonprofit activities

1114.02.A.1 (Temporary Signs, Residential Districts). Amend as follows:

*Up to four (4) temporary signs may be placed either on the owner’s property or off-site for the purpose of directing the public when the property owner is opening the property to the public for a residential **or nonprofit** activity (e.g. real estate open house, garage/yard sale, estate sale subject to the following:*

1109 (Commercial Districts). Add new Section 1109.03 as follows:

“Temporary wayfinding signs for non-profit activities are subject to the conditions in Section 1114.02.A.”

2. Draft an enforcement policy for off-premises sign violations

Based on Council’s direction to provide consequences related to violations of the proposed off-premises sign regulations, staff recommends adding a new item to Section 1114.02.A and adopting fees associated with retrieving signs that are confiscated due to noncompliance with the regulations as described below:

New Item: “1114.02.A.13. Violations are subject to any and all adopted fees and enforcement policies and regulations.”

As fees are not typically included in the Land Development Code, Staff recommends that the following language and fees be included in the Community Development Department’s adopted fee schedule.

If an off-premises sign is found to be in violation with any of the provisions of the Land Development Code, the Sign will be confiscated and subject to a retrieval fee as follows:

- 1. First time offense: \$25/sign*
- 2. Second time offense: \$50/sign*
- 3. Third or more offense: \$100/sign.*

3. Clarify 3-dimensional relief incentive language

There was concern expressed by Council that the language as proposed was not clear regarding if the requirement for relief on 50% of the sign copy was applied to the base sign area or the base sign area plus the additional sign area. Therefore, it was suggested to flip the order of that sentence. Staff recommends that Section 1107.04.C.2, Signs with Relief, is amended as follows:

The total base sign area may increase by 20% when a minimum of 50% of the total copy area incorporates 3-dimensional relief.

4. Remove Identification signs as a prohibited sign for single-family residential uses and include standards to allow these signs

Council expressed a need for single family residential properties to be able to install a sign that identifies their home. Staff recommends that 1111.B (Residential Districts, Identification Signs) be amended as follows (numbering to be updated in final version):

- ~~*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. Signs for single-family residential uses shall not exceed 6 square feet in area per face and may be double-faced.*
- 4. Each Signs for non-single-family residential uses shall not exceed 12 square feet in area per face and may be double-faced.*
- 5. An identification sign may be a wall-mounted or freestanding monument sign. ~~When placed against a wall, the sign shall not extend more than 6 feet above the grade of the wall.~~ The height of a freestanding monument sign shall not exceed 3 feet above grade.*

5. Remove Single support signs as a prohibited sign

Council discussed removing item 1115.AC (Prohibited Signs; Single Support Signs) as a prohibited sign. The purpose for the recommended prohibition is related to the goal of ensuring quality signs. Single support signs by their appearance and design do not necessarily result in a more aesthetically attractive sign. However, Staff supports removing Single Support signs as discussed by Council from the Prohibited Sign section, because the provisions for monument/freestanding signs provide that “*the sign*

base shall have a minimum aggregate width of 75% of the width of the sign cabinet or face” (Section 1109.02.A.4). Staff feels that this provision is sufficient in providing a wide enough base that addresses the aesthetics and quality of sign appearance concerns associated with single support signs. Further, in response to the discussion centered around real estate single support signs, Section 1108.20 provides an exemption for *temporary signs on properties offered for sale, lease, or rent, are permitted on-site...*” This provision would allow for the placement of a single support for sale sign.

In conclusion, Council held a number of work sessions between May and September discussing all aspects of the Draft Revised Sign Code as recommended by the Planning and Zoning Commission. The Council has reached consensus on the various issues, including the US Supreme Court Opinion regarding off-premises signs. Staff recommends approval of the draft code as discussed in previous work sessions and presented as part of the Public Hearing process.

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: approve Resolution No. 2017-__ creating a public record entitled “2017 Amendments to Sedona Land Development Code (Sedona Sign Ordinance), PZ17-00003”.

(After First Reading)

I move to: approve Ordinance No. 2017-__ regarding case number PZ17-00003 (LDC), amending the Sedona Land Development Code, Article 11 (Sedona Sign Ordinance); providing for a savings clause; and providing for repeal of any ordinance or parts of ordinances or code provisions in conflict herewith. (graphic illustrations to be inserted subsequently).



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

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.

¹ LDC 904.01 Exterior Color Requirements.

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

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

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

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

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 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 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 Article is not intended to, and does not restrict speech on the basis of its content, viewpoint, or message. No part of this Article shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for 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 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 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 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, unless otherwise permitted. 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 by the Director 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.

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 15 square feet or less
 - 1. Maximum of 7 Items of Information
 - 2. Maximum of 2 Font Styles
- B. Signs over 15 square feet
 - 1. Maximum of 12 Items of Information
 - 2. Maximum of 3 Font Styles

Items of Information (See Section 1106, 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. 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.
- B. 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.
- C. Signs shall not be located so that they cover or interrupt the architectural details or ornamentation of a building's facade.
- D. Signs shall not be mounted higher than the eave line or top of the parapet wall of the building and no portions of the sign shall extend beyond the ends of the wall to which it is attached.
- E. The location and extent of signs and advertising should not obstruct scenic views.
- F. Repetitious signage information on the same building frontage should be avoided.

1107.03. Sign Color

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

- A. Sign colors shall provide sufficient contrast to be legible, yet be subdued enough to blend with the natural landscape and/or surrounding structures.
- B. Background colors shall be limited to no more than three on a single sign.
Too many colors overwhelm the viewer's ability to process fast what the sign is communicating. Limit use of accent colors to increase legibility.
- C. The background area of a sign, exclusive of any letters, words, or symbols, shall comply with the exterior color requirements of LDC 904.01 (Exterior Color Requirements)¹, except as noted below.

1 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).

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, 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, primed or factory coated).
 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. Signs with relief are encouraged but not required.
 2. ~~Signs that incorporate relief on a minimum of 50% of the copy area may increase the total base sign area by 20%. The total base sign area may increase by 20% when a minimum of 50% of the total copy area incorporates 3-dimensional relief.~~

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.

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."

- 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 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, Temporary Business Signs).

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 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. Official signs located within City recreation facilities and placed by City of Sedona officials in the performance of their duties to provide information related to City Recreation Facilities and programs.

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 monument sign. If the property does not have a freestanding monument sign, the address number must be clearly displayed on the building. The address number must 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.
- 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. 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 equivalent to the area of each sign face of a freestanding monument sign shall be maintained. Landscaping should be designed to ensure the long-term readability of the sign.
 - a. On properties that install a freestanding monument sign in an area landscaped in accordance with the Street Frontage Landscape Standards of LDC 910, one of the following may be applied:
 - i. Base sign area may be increased by 20%; or
 - ii. Sign height may be increased by 25%
 - iii. An increase in sign height does not permit additional sign area, except as otherwise permitted by this Article.
 - iv. An increase in sign height is not permitted if it would violate another provision of the LDC (e.g. site visibility triangle, wall height)
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 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 monument sign, but directional signage may be incorporated into the freestanding monument sign. Directional information incorporated into a freestanding monument sign shall not count towards the total allowable sign area for the freestanding monument 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 monument 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 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 monument 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. Any other signs 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 (Sedona City Code Chapter 8.25).

- 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.

1109.03. Temporary wayfinding signs for non-profit activities are subject to the conditions in Section 1112.02.A

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 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. Signs for single-family residential uses shall not exceed 6 square feet in area per face and may be double-faced.
4. ~~Each~~ Signs for non single-family residential uses shall not exceed 12 square feet in area per face and may be double-faced.
5. An identification sign may be a wall-mounted or freestanding monument sign. ~~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 monument sign shall not exceed 3 feet above grade.~~

C. Subdivision Entrance Signs.

1. Not more than 2 permanent subdivision identification signs are 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 a wall-mounted or freestanding monument sign. ~~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 monument 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. A landscaped area equivalent to the area of each sign face of a monument sign shall be maintained. Landscaping should be designed to ensure the long-term readability of the sign.
 - a. On properties that install a monument sign in an area landscaped in accordance with the Street Frontage Landscape Standards of LDC 910, one of the following may be applied:
 - i. Base sign area may be increased by 20%; or
 - ii. Sign height may be increased by 25%
 - iii. An increase in sign height does not permit additional sign area, except as otherwise permitted by this Article.
 - iv. An increase in sign height is not permitted if it would violate another provision of the LDC (e.g. site visibility triangle, wall height)
6. 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 Signs, Residential Districts.

- 1. Up to four (4) temporary, signs may be placed either on the owner's property or offsite for the purpose of directing the public when the property owner is opening the property to the public for a residential **or nonprofit** activity (e.g. real estate open house, garage/yard sale, estate sale), subject to the following:
 - a. Maximum of one (1) sign may be located on-site
 - b. Maximum of three (3) signs may be located off-site, with no more than one (1) sign per turning movement
 - c. Signs may be displayed a maximum of twelve (12) times per year.

2. Signs may be displayed between the hours of 7:00 am and 8:00 pm.
3. Signs shall not exceed 3 square feet in area and 3 feet in height.
4. Signs shall not be illuminated.
5. Signs shall not be placed so as to create a traffic hazard, as determined by city staff. Signs shall not be placed in A.D.O.T. right-of-way, traffic medians, public sidewalks, or bicycle paths.
6. Signs may be placed in City of Sedona right-of-way in residential districts, but shall not be attached to any trees, fences, utility poles, light posts, street signs, or any other public facility located within city right-of-way.
7. Signs shall have sufficient weight and durability to withstand wind gusts, storms, and other weather elements.
8. Signs shall not be made of flimsy or unstable materials such as cardboard boxes, poster board, or paper.
9. Signs shall not have attachments, including, but not limited to, balloons, ribbons, loud speakers, etc.
10. Signs may be placed on privately owned property within residential districts with the written permission of the property owner.
11. Accepting payment or any form of compensation for the placement of off-premises signs is prohibited.
12. Temporary Signs in Residential Districts shall be used only for wayfinding purposes.
13. Violations are subject to any and all adopted fees and enforcement policies and regulations.

B. Temporary Signs, Commercial Districts.

1. Temporary business signs are allowed ~~only~~ in commercial districts subject to the limitations of this section.
2. Temporary Signs in Commercial Districts may be displayed on-site 5 times per year for a maximum of 5 consecutive days each 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.
 - a. Temporary signs may be freestanding if the overall height does not exceed 8 feet.
 - b. When attached to the building, temporary signs shall not be mounted higher than the eave line or top of the parapet wall of the building and no portion of the sign shall extend beyond the ends of the wall to which it is attached.
6. Temporary off-premises signs in commercial districts are prohibited.
7. 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 on-premises 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 20 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. Signs imitating an official traffic control sign;
- K. Signs that in any way obstruct the view of, be susceptible to, or be confused with an official traffic sign, signal or device or any other official sign, as defined by the Director;
- L. Signs that in any way imitate any official sign, including, but not limited to, color and font style, as defined by the Director;
- M. Signs that use words, phrases, symbols, or characters implying the existence of danger or the need for stopping or maneuvering of a motor vehicle, or create in any way an unsafe distraction for motor vehicle operators;
- N. Signs that obstruct the view of motor vehicle operators, bicyclists and pedestrians entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare;
- O. Signs that obstruct free ingress to or egress from required door, window, fire escape or other required exit;

- P. Any sign placed on city-owned property, except as otherwise provided;
- Q. Any sign placed on private property without the property owner's written approval;
- R. Off-premises signs, except as otherwise provided;
- 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. Signs with exposed raceways and conduit.

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



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

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

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

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

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

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

<p>Name: Joanne Kendrick</p> <p>Phone Number: 928-284-██████</p> <p>Email Address: ██████@me.com</p> <p>Community Affiliation (if applicable): Keep Sedona Beautiful</p>
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1.	<p>Section 1104.04: Master Sign Plans (Page 2)</p> <p>The City is moving towards requiring an approved Master Sign Plan for developments, with the goal of enhancing the aesthetic qualities of the development and the community. This will ensure consistent signage within developments in Sedona, not just the new ones. Master Sign Plans have the benefit of providing clear expectations for property owners, businesses, and the City regarding signage at a particular location and could allow for more flexibility than the standard Sign Code (See Section 1104.04.C – Flexibility Criteria). While the Master Sign Plan would need to be reviewed and approved, once that approval is obtained, a sign permit would still be required but may be a lower cost permit</p>
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	<p>(pending changes to the City’s Fee Schedule) and the review could be expedited.</p> <p>What is your opinion on this approach? Are the flexibility criteria sufficient? Should there be flexibility in more or less areas? Are there any other incentives the City could potentially offer for participation in the Master Sign Plan program?</p> <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 15th. Several businesses have requested year-round outline/string lighting. Should the revised Sign Code allow outline lighting year round? If allowed, should it be restricted to white lighting, or is colored lighting appropriate?</p> <p>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 4th of July or St. Patrick’s day march to a single crossroad banner for day of event only. If they are allowed, they must comply outdoor lighting ordinance and be turned off at 11 p.m. and the signs not posted any more than 24 hours before events and removed within 24 hours after the event.</p>
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)</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, 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)</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>Generally, this list seems appropriate. We agree that reflective surfaces are on list of prohibited signs 1115.01.</p>
18.	<p>Overall Sign Code</p> <p>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>

General Questions	
	<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.



CENTER for the NEW AGE

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



Page 174





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



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

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

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

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

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

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

<p>Name: Ronald Volkman</p> <p>Phone Number: 928-300-██████</p> <p>Email Address: ██████@hotmail.com</p> <p>Community Affiliation (if applicable): Govt. Affairs Director/Sedona-VV Assn. of REALTORS</p>

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

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

	As a result of the court opinion, the DRSC combines Promotional Signs, Going-out-of-Business, and Grand Opening Signs into one category to be more content neutral. Additionally, the Draft reduces the number of days overall, but gives more flexibility to how those days are used. Is this methodology appropriate?
17.	1115: Prohibited Signs (Pages 23-24)
	This section provides a lengthy list of signs that are not allowed, do you agree with this list? Are there any signs that should be added/removed?
	We propose that sandwich, A-frame, portable ‘Open House’ real estate signs be allowed to be displayed and placed on city streets and/or right-of-way (1105.07). Such signs may be displayed for up to 12 hours, may be plastic material, and must be removed at sunset. These signs would be exempt from Sections. 1107.01-03.
	There are special instances and conditions already exempted from the sign code: 1108.02; 1108.09; so there is precedent. Under consideration are Temporary Directional Signs in 1114.02-A and B (which we would also support) and which would align with our request.
18.	Overall Sign Code
	Are there other comments you would like to make regarding the DRSC?

General Questions	
	Think of examples of what you consider to be “good signs”? What makes them good? You may attach pictures. Things you may want to consider include placement, size, color, text, materials, lighting, readability, fonts, and functionality.
	Think of examples of what you consider to be “bad signs”? What makes them bad? You may attach pictures. Things you may want to consider include placement, size, color, text, materials, lighting, readability, font, and functionality.
	Thinking back to other communities you have lived in or visited, are there any that stand out as having signage which should be replicated in Sedona? If so, please explain.
	Any other comments?
	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
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<p>Name: Diane Greathouse</p> <p>Phone Number: 928-284-██████</p> <p>Email Address: ████████████████████</p> <p>Community Affiliation (if applicable):</p>
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	I don't care for the idea of placement vehicles.
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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 properθ es 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

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info@signs.org

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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> 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!](#)

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

>>> 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

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>

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>)

This email is a service from International Dark-Sky Association. Delivered by [Zendesk](#)

[JPEX7X-G8VM]

Cari Meyer - Real Estate Sign Comment

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
Website: coldwellbankerhomes.com

This email may be confidential. If you are not the intended recipient, please notify us immediately and delete this copy from your system.

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

MCNE*, SRS, CRS

[*Master Certified Negotiation Expert](#)

About Me -
[SheriSperry.Realtor](#)

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Cari Meyer - sign rules

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

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

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

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

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



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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)

Cari Meyer - City sign considerations

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

Draft Revised Sign Code
Public Review Worksheet
Round 1

RECEIVED
APR 10 2017
CITY OF SEDONA
COMMUNITY DEVELOPMENT



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

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

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

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

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

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

Name: Carla Williams

Phone Number: 928 821 5725

Email Address: carla.w@ak.net

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

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| 1. | Section 1104.04: Master Sign Plans (Page 2)
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 |
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	<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>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>They appear 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>I am not in favor of using logos and images rather than words.</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</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>White plastic seems out of place.</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>Yes</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>Yes, please limit number, size, and location. Keep to a minimum.</p>
8.	<p>1108.15: Exempt Signs: Outline Lighting (Page 13)</p> <p>Currently the sign code only allows outline/string lighting between Thanksgiving and January 15th. Several businesses have requested year-round outline/string lighting. Should the revised Sign Code allow outline lighting year round? If allowed, should it be restricted to white lighting, or is colored lighting appropriate?</p> <p>Only white lighting allowed.</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>Yes, remain as exempt.</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>Yes</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>No, they should not be allowed.</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>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>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>Yes</p>
14.	<p>Other Types of Signs for Discussion (Page 21)</p> <p>The City has received several comments about the need for special event signs, electronic informational (special/community events/information) kiosks, community wayfinding (directional for traffic), banners across 89a in uptown, and civic information in right-of-way. What are your thoughts about these types of signs? Should we look further into how these types of signs might be permitted?</p> <p>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>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>Yes, definitely.</p>
16.	<p>1114.02.B: Temporary Business Signs (Page 22)</p> <p>As a result of the court opinion, the DRSC combines Promotional Signs, Going-out-of-Business, and Grand Opening Signs into one category to be more content neutral. Additionally, the Draft reduces the number of days overall, but gives more flexibility to how those days are used. Is this methodology appropriate?</p> <p>Yes</p>
17.	<p>1115: Prohibited Signs (Pages 23-24)</p> <p>This section provides a lengthy list of signs that are not allowed, do you agree with this list? Are there any signs that should be added/removed?</p> <p>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>Overall Sign Code</p> <p>Are there other comments you would like to make regarding the DRSC?</p> <p>Good luck. I support you 100%.</p>

General Questions	
	<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>

	<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.</p>
	Any other comments?
	I have enclosed photos of a sign I like and a sign I don't like.

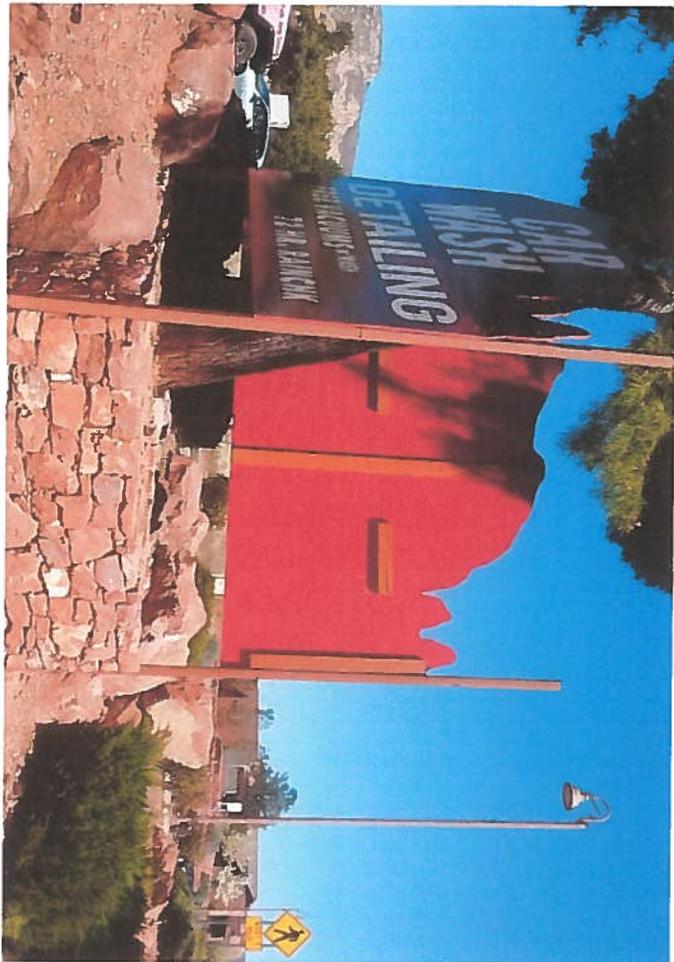
Thank you for taking the time to participate and share your ideas, comments and suggestions related to signage in Sedona.



Example of a bad sign.

No creativity

Cheap



Example of a good sign

Creative

Nice sedan color

Not too big

Cari Meyer - Fwd: Fwd:

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:9282047107)

>>> <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

Cari Meyer - Revised Draft Sedona Sign Ordinance

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

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

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.

Survey Details

Page 1

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 roundabouts 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

This is an automated message generated by the Vision Content Management System™. Please do not reply directly to this email.

Cari Meyer - RE: Draft Sign Code comments

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]
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)

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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> 7/11/2017 10:17 AM >>>
Hello Cari,

In looking at the July 12th 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

From: James Carpentier
Sent: Tuesday, February 07, 2017 3:17 PM
To: 'Cari Meyer' <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>
Cc: 'Patti King (ASA)' <pking@arizonasign.org>; David Hickey (david.hickey@signs.org)
<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

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www.signs.org | www.signexpo.org
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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.

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?

jcarpentier
2017-01-31 05:33:50

- 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



jcarpentier
2017-01-27 18:12:56

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,

jcarpentier
2017-01-27 18:17:21

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.

jcarpentier
2017-01-31 05:37:15

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

jcarpentier
2017-01-31 05:39:11

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,

jcarpentier
2017-01-31 01:42:48

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.

jcarpentier
2017-01-31 01:50:35

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.)

jcarpentier
2017-01-31 01:53:20

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

jcarpentier
2017-01-31 05:42:19

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

jcarpentier
2017-01-31 05:44:24

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)¹, except as noted below.

1. Not more than 10% of the sign background area shall exceed these color requirements.
2. Natural materials including, but not limited to, rock, natural wood, tile, and brick, which do not comply with these color requirements, may be considered on a case-by-case basis by the Director.

D. Text colors are not subject to the same color restrictions as background colors, but should provide sufficient contrast. Bright and glossy or fluorescent colors and reflective surfaces are prohibited.

E. Sign colors shall relate to and complement the materials or color scheme of the buildings, including accent and trim colors.

F. Signs may be painted directly on building facades. The Director shall review such requests on a case-by-case basis and make a determination based on a review of whether the proposed sign interferes with the architectural integrity of the building.

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)

jcarpentier
2017-01-31 05:48:35

This language is vague and is not fairly administer since sufficient

jcarpentier
2017-01-31 05:50:31

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

jcarpentier
2017-01-31 05:52:36

Acrylic should be added

¹ LDC 904.01 Exterior Color Requirements.

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

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

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

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

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

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

1107.05. Sign Illumination

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

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

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

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

jcarpentier
2017-01-31 06:08:10

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.

jcarpentier
2017-01-31 06:04:57

We believe that this section is not

jcarpentier
2017-01-31 01:55:04

Signs should not be treated as area lighting

jcarpentier
2017-01-31 06:09:23

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.

jcarpentier
2017-01-31 06:13:52

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

jcarpentier
2017-01-31 07:06:24

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.

jcarpentier
2017-01-31 07:10:39

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 a 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.

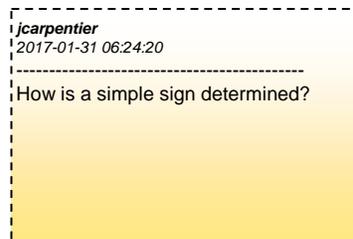
The following signs are considered business tenant signs. The cumulative area of all signs used by the business may not exceed the limits as set forth above.

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 for window coverings to be used to cover signs that are not primarily letters?
 jcarpentier 2017-01-31 06:33:26
 We suggest that the City not 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

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

12. TH Drive include other conce

jcarpentier
2017-01-31 06:41:05

We recommend the elimination of this due to content regulation.

2017-01-31 06:40:28

Why regulate signs that are intended for on site viewing?

jcarpentier
2017-01-31 06:43:10

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

We recommend that internally illuminated cabinet signs be allowed.

jcarpentier
2017-01-27 17:45:03

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.

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RESOLUTION NO. 2017-__

**A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF SEDONA, ARIZONA,
ESTABLISHING AS A PUBLIC RECORD THE TERMS OF PROPOSED AMENDMENTS TO
SEDONA LAND DEVELOPMENT CODE, ARTICLE 11
(SEDONA SIGN ORDINANCE).**

BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF SEDONA, ARIZONA that the terms set forth in that document attached hereto as Exhibit A and entitled "2017 Amendments to Sedona Land Development Code (Sedona Sign Ordinance), PZ17-00003" constitute a public record to be incorporated by reference into Ordinance No. 2017-__.

At least one (1) paper copy and one (1) electronic copy of this public record shall be kept in the office of the City Clerk for public use and inspection.

PASSED AND ADOPTED this 26th day of September, 2017 by the Mayor and Council of the City of Sedona, Arizona.

Sandra J. Moriarty, Mayor

ATTEST:

Susan L. Irvine, CMC, City Clerk

APPROVED AS TO FORM:

Robert L. Pickels, Jr., City Attorney

Exhibit A
2017 Amendments to Sedona Land Development Code
(Sedona Sign Ordinance), PZ17-00003

Article 11
Sedona Sign Ordinance

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 Article is not intended to, and does not restrict speech on the basis of its content, viewpoint, or message. No part of this Article shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for 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 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 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 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, unless otherwise permitted. 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 by the Director 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.

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 15 square feet or less
 - 1. Maximum of 7 Items of Information
 - 2. Maximum of 2 Font Styles
- B. Signs over 15 square feet
 - 1. Maximum of 12 Items of Information
 - 2. Maximum of 3 Font Styles

Items of Information (See Section 1106, 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. 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.
- B. 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.

- C. Signs shall not be located so that they cover or interrupt the architectural details or ornamentation of a building's facade.
- D. Signs shall not be mounted higher than the eave line or top of the parapet wall of the building and no portions of the sign shall extend beyond the ends of the wall to which it is attached.
- E. The location and extent of signs and advertising should not obstruct scenic views.
- F. Repetitious signage information on the same building frontage should be avoided.

1107.03 Sign Color

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

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

Too many colors overwhelm the viewer's ability to process fast what the sign is communicating. Limit use of accent colors to increase legibility.
- C. The background area of a sign, exclusive of any letters, words, or symbols, shall comply with the exterior color requirements of LDC 904.01 (Exterior Color Requirements)¹, except as noted below.
 - 1. Not more than 10% of the sign background area shall exceed these color requirements.
 - 2. Natural materials including, but not limited to, rock, natural wood, tile, and brick, which do not comply with these color requirements, may be considered on a case-by-case basis by the Director.

¹ LDC 904.01 Exterior Color Requirements.

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

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

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

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

- 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, 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, primed or factory coated).
 - 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. Signs with relief are encouraged but not required.
 - 2. The total base sign area may increase by 20% when a minimum of 50% of the total copy area incorporates 3-dimensional relief.

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 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, Temporary Business Signs).
- 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 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. Official signs located within City recreation facilities and placed by City of Sedona officials in the performance of their duties to provide information related to City Recreation Facilities and programs.
- 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 monument sign. If the property does not have a monument sign, the address number must be clearly displayed on the building. The address number must 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 non-illuminated, 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.
 - B. All Commercial and Nonresidential Zones.

1. One sign per street frontage is permitted. Signs must be non-illuminated, 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. 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 equivalent to the area of each sign face of a monument sign shall be maintained. Landscaping should be designed to ensure the long-term readability of the sign.
 - a. On properties that install a monument sign in an area landscaped in accordance with the Street Frontage Landscape Standards of LDC 910, one of the following may be applied:
 - i. Base sign area may be increased by 20%; or
 - ii. Sign height may be increased by 25%
 - iii. An increase in sign height does not permit additional sign area, except as otherwise permitted by this Article.
 - iv. An increase in sign height is not permitted if it would violate another provision of the LDC (e.g. site visibility triangle, wall height)
1. 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.
2. The sign base shall have a minimum aggregate width of 75% of the width of the sign cabinet or face.
3. Monument signs shall be placed perpendicular to the street.

4. Monument signs shall incorporate architectural elements, details, and articulation consistent with the primary building on the site.
5. Each monument sign shall incorporate the legally assigned address number.
6. 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 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 monument sign, but directional signage may be incorporated into the monument sign. Directional information incorporated into a monument sign shall not count towards the total allowable sign area for the monument 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 monument 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 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 monument 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. Any other signs 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 (Sedona City Code Chapter 8.25).

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.

1109.03 Temporary wayfinding signs for non-profit activities are subject to the conditions in Section 1112.02.A

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 an 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 an identification sign shall not count towards the total allowable sign area for the identification sign.

B. Identification Signs.

1. 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.
2. Signs for single-family residential uses shall not exceed 6 square feet in area per face and may be double-faced.
3. Signs for non single-family residential uses shall not exceed 12 square feet in area per face and may be double-faced.
4. An identification sign may be a wall-mounted or monument sign. The height of a monument sign shall not exceed 3 feet above grade.

C. Subdivision Entrance Signs.

1. Not more than 2 permanent subdivision identification signs are 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 a wall-mounted or monument sign. The height of a monument sign shall not exceed 3 feet above grade.
4. A landscaped area equivalent to the area of each sign face of a monument sign shall be maintained. Landscaping should be designed to ensure the long-term readability of the sign.
 - a. On properties that install a monument sign in an area landscaped in accordance with the Street Frontage Landscape Standards of LDC 910, one of the following may be applied:

- i. Base sign area may be increased by 20%; or
 - ii. Sign height may be increased by 25%
 - iii. An increase in sign height does not permit additional sign area, except as otherwise permitted by this Article.
 - iv. An increase in sign height is not permitted if it would violate another provision of the LDC (e.g. site visibility triangle, wall height)
1. 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 Signs, Residential Districts.

1. Up to four (4) temporary, signs may be placed either on the owner's property or offsite for the purpose of directing the public when the property owner is opening the property to the public for a residential or nonprofit activity (e.g. real estate open house, garage/yard sale, estate sale), subject to the following:
 - a. Maximum of one (1) sign may be located on-site
 - b. Maximum of three (3) signs may be located off-site, with no more than one (1) sign per turning movement
 - c. Signs may be displayed a maximum of twelve (12) times per year.
2. Signs may be displayed between the hours of 7:00 am and 8:00 pm.
3. Signs shall not exceed 3 square feet in area and 3 feet in height.
4. Signs shall not be illuminated.
5. Signs shall not be placed so as to create a traffic hazard, as determined by city staff. Signs shall not be placed in ADOT right-of-way, traffic medians, public sidewalks, or bicycle paths.
6. Signs may be placed in City of Sedona right-of-way in residential districts, but shall not be attached to any trees, fences, utility poles, light posts, street signs, or any other public facility located within city right-of-way.
7. Signs shall have sufficient weight and durability to withstand wind gusts, storms, and other weather elements.
8. Signs shall not be made of flimsy or unstable materials such as cardboard boxes, poster board, or paper.
9. Signs shall not have attachments, including, but not limited to, balloons, ribbons, loud speakers, etc.
10. Signs may be placed on privately owned property within residential districts with the written permission of the property owner.
11. Accepting payment or any form of compensation for the placement of off-premises signs is prohibited.
12. Temporary Signs in Residential Districts shall be used only for wayfinding purposes.
13. Violations are subject to any and all adopted fees and enforcement policies and regulations.

B. Temporary Signs, Commercial Districts.

1. Temporary signs are allowed in commercial districts subject to the limitations of this section.
2. Temporary Signs in Commercial Districts may be displayed on-site 5 times per year for a maximum of 5 consecutive days each 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.
 - a. Temporary signs may be freestanding if the overall height does not exceed 8 feet.
 - b. When attached to the building, temporary signs shall not be mounted higher than the eave line or top of the parapet wall of the building and no portion of the sign shall extend beyond the ends of the wall to which it is attached.
6. Temporary off-premises signs in commercial districts are prohibited.
7. 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 on-premises 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 20 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. Signs imitating an official traffic control sign;
- K. Signs that in any way obstruct the view of, be susceptible to, or be confused with an official traffic sign, signal or device or any other official sign, as defined by the Director;
- L. Signs that in any way imitate any official sign, including, but not limited to, color and font style, as defined by the Director;
- M. Signs that use words, phrases, symbols, or characters implying the existence of danger or the need for stopping or maneuvering of a motor vehicle, or create in any way an unsafe distraction for motor vehicle operators;
- N. Signs that obstruct the view of motor vehicle operators, bicyclists and pedestrians entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare;
- O. Signs that obstruct free ingress to or egress from required door, window, fire escape or other required exit;
- P. Any sign placed on city-owned property, except as otherwise provided;
- Q. Any sign placed on private property without the property owner's written approval;
- R. Off-premises signs, except as otherwise provided;
- 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. Signs in districts designated "Open Space and Recreation" are prohibited, except as otherwise provided;
- AD. Signs with exposed raceways and conduit.

ORDINANCE NO. 2017-__

AN ORDINANCE OF THE CITY OF SEDONA, ARIZONA, AMENDING THE SEDONA LAND DEVELOPMENT CODE, ARTICLE 11 (SEDONA SIGN ORDINANCE); PROVIDING FOR A SAVINGS CLAUSE; AND PROVIDING FOR REPEAL OF ANY ORDINANCE OR PARTS OF ORDINANCES OR CODE PROVISIONS IN CONFLICT HEREWITH.

WHEREAS, it is the intention of the City Council to provide further clarity and ease of administration of those provisions set forth in Article 11 relating to the regulation of signs (Sedona Sign Ordinance).

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF SEDONA, ARIZONA AS FOLLOWS:

Section 1. Amendment of Article 11 (Sedona Sign Ordinance)

Article 11 of the Sedona Land Development Code is hereby amended by incorporating by reference those changes set forth in that public record entitled "2017 Amendments to the Sedona Land Development Code (Sedona Sign Ordinance), PZ17-00003" and established as a public record by Resolution No. 2017-__ as though said provisions are fully set forth herein.

Section 2. Savings Clause

If any section, subsection, sentence, clause, phrase, or portion of this Ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remainder of this Ordinance.

Section 3. Repeal

All other code provisions, ordinances or parts of ordinances in conflict with the provisions of this Ordinance are hereby repealed to the extent of such conflict as of the effective date hereof.

PASSED AND ADOPTED by the Mayor and City Council of the City of Sedona, Arizona, this 26th day of September, 2017.

Sandra J. Moriarty, Mayor

ATTEST:

Susan L. Irvine, CMC, City Clerk

APPROVED AS TO FORM:

Robert L. Pickels, Jr., City Attorney

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**CITY COUNCIL
AGENDA BILL**

**AB 2281
September 26, 2017
Regular Business**

Agenda Item: 8b
Proposed Action & Subject: Presentation from Molly Spangler regarding the Economic Development Program.

Department	Economic Development
Time to Present	15 Minutes
Total Time for Item	1 hour
Other Council Meetings	N/A
Exhibits	A. Presentation B. Economic Development Action Plan C. Chapter 7 "Economic Development" of the Community Plan

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required	\$ 0
City Manager's Recommendation	For discussion only.	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background: We have recently eclipsed the first year of the City's Economic Development Department. This presentation will review the past, present, and future plans for the economic development program. Enclosed with this agenda bill is a PowerPoint presentation, the 2016 Economic Development Action Plan, and Chapter 7 of the Community Plan.

Community Plan Consistent: Yes - No - Not Applicable
The Community Plan lists economic diversification as one of six major outcomes and one of six major vision themes. Chapter 7 of the Community Plan is dedicated to economic development and includes 15 recommended policies and 6 action steps.

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): N/A

MOTION

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Economic Development Program

What is Economic Development?

- ▶ It's not an event. It's a process.
- ▶ Economic development aims to **influence** the growth and restructuring of a community's economy to enhance its well being. This is achieved through:
 - Partnerships
 - Job creation and retention
 - Public Policy
 - Diversification
 - Quality of life improvements

Where we have been...

Where we have been – Action Plan

- ▶ *The intent of the Economic Development program is to diversify Sedona's economy consistent with the Community Plan. The program will focus on services and programs that foster entrepreneurship, leveraging existing public and private resources at the local, regional, and state level whenever possible.*

Where we have been – Guiding Principles

- ▶ Focus on primary jobs that pay above average wages
- ▶ Focus on business creation, expansion before business recruitment
- ▶ Utilize public and private resources at the local, regional and state level whenever possible while directing internal resources to service gaps
- ▶ Focus on economic development programs while integrating economic impact perspective into all decision making, services and programs

Where we are...

Where we are – Year 1

- ▶ Strengthened economic development partnerships.
- ▶ Chair the Verde Valley Regional Economic Organization (VVREO) loan committee
- ▶ Met and worked with more than 75 local businesses.
- ▶ Started the beginning of an Economic Gardening program
- ▶ Hosted and facilitate business events
- ▶ Advocate for businesses

Where we are - VVREO

- ▶ Growing bankable businesses through financing
- ▶ Partnering with banks
- ▶ Demand for small business loans

Where we are – Economic Gardening

- ▶ Small Business Development Center (SBDC)
- ▶ Launchpad
- ▶ Data

Where we are - Leveraging

- ▶ OPM (Other People's Money)

Where we are going...

Where we are going

- ▶ Build a plan and strategy for 10 years
- ▶ Entrepreneurism and small business support
- ▶ Attracting more capital
- ▶ Working with an advisory team to further long-term strategies exploring the arts, outdoor recreation and medical/wellness industries
- ▶ Market to the business we want

Where we are going

Other strategies include:

- ▶ Support locally owned businesses.
- ▶ Explore ways to incentivize smart business growth
- ▶ Capitalize on the creative industries such as the arts, film, research, music, architecture, and design
- ▶ Better understand the supply-chain dynamics both regionally and in the Southwest
- ▶ Address issues of workforce development
- ▶ Think regionally to support and grow the Verde Valley economy



Economic Development Program Action Plan

Mission:

Create and implement an economic development program aimed at diversifying Sedona's economy by providing services that support the creation, expansion and location of quality businesses in Sedona

Guiding Principles:

- Focus on primary jobs that pay above average wages
- Focus on business creation and expansion before business recruitment
- Utilize public and private resources at the local, regional and state level whenever possible while directing internal resources to service gaps
- Focus on bonafide economic development programs while integrating economic impact perspective into all decision making, services and programs

Year 1: Building Internal Capacity

Objective 1: Create an Economic Development Department and fill the Economic Development Director position

Strategies:

- Elevate position from the previously proposed "manager" to a "director" position
- Reorganize the program from Community Development to the City Manager's Office, reporting to the City Manager
- Regrade the position from SM-2 (\$61,000-\$88,000) to an SM-7 to (\$78,000 to \$110,000)
- Secure a \$20,000-\$30,000 budget allocation for travel, training, dues, promotional efforts, office supplies, and other ancillary costs

Measurable Results:

- Filled Economic Development Director position with qualified candidate

Objective 2: Integrate with Internal Departments

Strategies:

- Focus on Community Development
 - Become familiar with the development process in order to act as an advocate/ ombudsman with new/ expanding businesses
 - Plan integration into land use code revision process in order to assess and present economic development impact and look for ways to incent business development
- Represent the voice of economic development interests in all other city departments
 - Look for programs, projects or services that have an economic impact
 - Encourage mindfulness of the economic impact of all city decisions

Measurable Results:

- Positive departmental relationships as measured by 360 evaluations
- Customer satisfaction with facilitation of the development/ approval processes
- Input resulting from integration incorporated into decision making

Objective 3: Develop relationships with key organizations and area stakeholders**Strategies:**

- Identify key organizations and individuals such as:
 - Sedona Chamber of Commerce
 - Verde Valley Regional Economic Development Organization
 - Regional municipal economic development directors
 - Arizona Commerce Authority
 - Sedona banks commercial lenders
 - Sedona commercial real estate brokers
 - Small Business Development Center
 - APS economic development
 - NACOG Economic development Council
- Create formal and informal ties such as general affiliation, governing board participation, regularly scheduled meetings etc.
- Inventory and analyze services offered
- Identify service gaps

Measurable Results:

- Solid rapport with agency representatives as measured by 360 evaluations
- Establish clear understanding of agency roles, responsibilities and resources
- Comprehensive inventory of services and gaps for later planning exercises

Objective 4: Collect key statistical data**Strategies:**

- Engage area realtors to establish inventory of available commercial real estate (developed and undeveloped)
- Collect community demographic data from state, regional and local groups (employment, education, income, age etc.)
- Collect data on local schools, health care and other community services and amenities
- Collect any previous studies on Industry/ economic cluster data, labor demand, and marketing data

Measurable Results:

- Establish master inventory of key data
- Create a concise report capturing key data

Objective 5: Create Economic Development Council (EDC)

Strategies:

- Create a 9-13 member EDC (could begin as citizens work group)
 - Incorporate key stakeholders such as Sedona Chamber of Commerce, City Council, staff and current/ retired owners/operators of Sedona businesses
 - At least 50% representing private business
 - Establish bylaws/ procedures, schedule, activities etc.
 - Refine and expand Economic Development Action Plan

Measurable Results:

- Fill all council seats, establish regular meetings with high attendance
- Creation of new objectives and strategies for the Action Plan

Year 2: Build Programs

Objective 1: Assess existing business climate/ utilization of existing resources

- Develop a standard survey questionnaire
- Conduct one-on-one interviews with local business owners/ GMs
- Analyze data for trends

Objective 2: Identify and Target Service Gaps

- Strengthen weak links with external resources
- Enhance promotional efforts for underutilized resources
- Develop strategies for the creation of internal services to address gaps

Objective 3: Market programs/ resources

- Secure additional \$30,000 budget allocation for website and print materials
- Design website as clearinghouse for demographic information and resource inventory
- Design and produce promotional material

Objective 4: Look for funding opportunities

- Explore potential private sponsorship
- Look for state and federal grants

Year 3: Expand Programs

Objective 1: Create a Business Advisors/ CEO Network

Objective 2: Complete studies targeted to key industries/ feasibility/ information gaps

Objective 3: Expand funding opportunities

Objective 4: Develop one or two targeted industries

Objective 5: Consider planning for large programs (business loans/ incubation space)

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7. ECONOMIC DEVELOPMENT

Goals

- Support locally owned businesses.
- Recruit new businesses and organizations representing different business and institutional sectors that diversify Sedona's economic base.
- Preserve and enhance Sedona's tourist based economic sector.
- Incorporate an assets-based framework into the City's economic development efforts.
- Improve the City's transportation, information and communication infrastructure to allow businesses to compete regionally, nationally and globally.

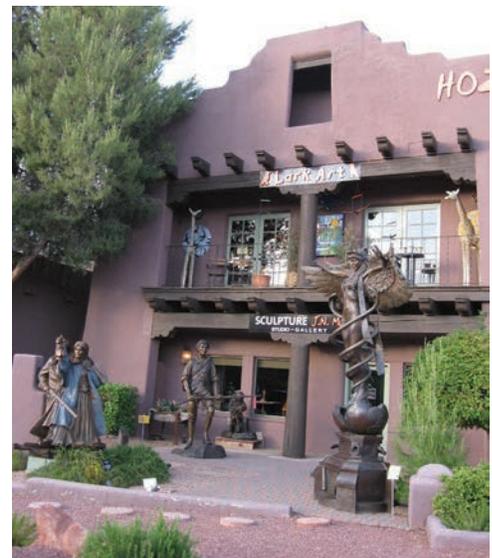
Economic Development Chapter:

- Policies
- Action Plan

What Changed Since 2002?

- The worst economic downturn since the Great Depression began in 2008.
- The Northern Arizona Council of Government's *Comprehensive Economic Development Strategy Update 2010-2015* was released.
- The *Sedona Focused Future II Strategic Plan for Community and Economic Development* was completed in 2005.
- The Sedona Chamber of Commerce launched the "My Sedona" tourism brand program in 2012.
- The City of Sedona experienced the following population changes between the 2000 and 2010 Censuses:
 - 1.58 percent decrease in the City's population
 - 4.8 percent decrease in the 18-64 age group
 - 58 percent increase in the Latino and Hispanic origin population

Economic development in Sedona has been largely shaped and defined by tourism. Sedona is a national and international travel destination. A 2006 study commissioned by the City of Sedona identified that at the time of the report, tourist spending contributed approximately \$372 million to the local economy and that the tourism industry employed 7,660 persons and generated approximately \$148 million dollars in wages (*Economic and Fiscal Impact of Annual Tourism in Sedona, Arizona*, Elliott D. Pollack & Company, August 2006). In 2012, the Nichols Tourism Group prepared a market research study for the Sedona Lodging Council and identified that the tourism industry employed 8,900 jobs and tourism spending contributed approximately \$439 million to the local economy. Since the City of Sedona does not assess a property tax, its primary revenue sources are sales tax and bed tax.



Sedona's long-term sustainability as a community and visitor-based economy depends largely on its ability to remain an attractive, welcoming, accessible, and affordable place for future generations. However, there is a lack of consensus among Sedona residents about the value that tourists bring to the City. Many residents express frustration with the traffic, noise and interferences with the enjoyment of the natural setting that they feel tourists cause.

During the winter and summer seasons, Sedona experiences fewer tourists and less traffic. From an economic standpoint however, these times of the year are challenging for many Sedona businesses. These periods of slow sales and low visitor nights highlight the need for diversification of the local economy. The Sedona economy has been and will continue to be a visitor-driven economy. However, diversification into other strategic sectors would create a much healthier, robust economy that is not as dependent on tourism.

The key to success in diversification is to understand one's strengths in the marketplace and pursue business development strategies that build off and sustain these strengths. At the same time, there are a set of community values that are critical to sustain.

Assets-based economic development focuses on a community's strengths and assets. This approach concentrates on a community's capacity, not its deficits, and

builds an internal and external positive perception of the community. It leverages strengths and assets for enhanced economic development outcomes. For the City of Sedona, an assets-based approach to economic development will be pursued.

An assets-based approach to economic development begins with a recognition that Sedona's assets are many and varied, and are not limited to its physical assets. Sedona has a variety of intangible assets, such as its natural beauty, national and international reputation, arts and culture community, pool of professional retirees, and volunteer spirit. In addition, Sedona has a history of innovation and creativity that should serve it well in the future. Another key intangible asset is the City's strong working relationships with business and non-profit groups and the United States Forest Service. Sedona can rely on these assets to enhance and diversify its economy while at the same time working to create year-round value from its visitor-based economy.

Investment in these intangible assets can be a valuable approach to developing Sedona's economy. For example, under this assets-based approach, the City will recognize that investments in arts and culture may be viewed as a form of economic development.

Through its application of the assets-based model, Sedona will further the community's stated interest in environmental stewardship, sustainability, and a sense of place.

Key Issues

- Heavy reliance on tourist based economy for jobs, income and taxes.
- Current lack of economic diversification.
- Limited dedication of City resources to economic development.

What's New in This Plan?

- An approach for future economic development efforts that is based on the community's strengths and assets.
- The incorporation of an assets-based model into future planning and economic development efforts.
- Recommendation for an economic development strategic plan to guide short-term and long-term economic development efforts.

ECONOMIC DEVELOPMENT POLICIES

1. Partner with the private sector to build an economically and environmentally attractive community by utilizing the City's unique image to promote new investment.
2. Attract high wage employment opportunities and professional based businesses to diversify the City's economic base and generate positive secondary benefits for the community.
3. Use an assets-based model to guide policy development and implementation in the areas of planning, economic development, and capital infrastructure.
4. Assist business organizations in developing and implementing new or improved product development opportunities to increase sales tax and bed tax revenue collections.
5. Prepare a ten-year economic development strategy to provide long-term guidance and direction to City leadership and the business community.
6. Support sustainable tourism that values, respects, and recognizes the economic benefit of tourism based on the protection of the National Forest.
7. Dedicate resources to pursue an expanded economic development program for the City.
8. Preserve the City's commercial and light industrial land inventory by placing limits on rezoning to residential designations.
9. Encourage the establishment of a year-round culinary institute in Sedona through partnerships with Yavapai College, business organizations, and other interested parties.
10. Create an economic development toolbox comprised of programs and incentives to reduce financial, regulatory, and operational constraints for existing or new business growth and expansion.
11. Coordinate with regional public and private partners to develop programs and support services for regional economic development efforts that will directly and indirectly benefit Sedona.

12. Work with public and private partners to build fiber optic infrastructure throughout the City to provide 21st century communications technology to current and future businesses.
13. Develop or enhance networking and relationship opportunities with public and private sector organizations inside and outside of the City to promote economic development opportunities in the City.
14. Strive to become one of the best school districts in the state.
15. Prioritize the installation of key infrastructure at identified employment areas to facilitate development of these economic centers.



ECONOMIC DEVELOPMENT ACTION PLAN

Action	Lead	Partners
Priority 1 (0-5 years):		
1 Prepare a ten-year economic development strategic plan.	Community Development	Finance, City Manager, Public Works, business organizations
2 Form a staff facilitated working group to work on development and establishment of a year-round culinary institute.	Community Development	City Manager's Office, business organizations, Yavapai College
3 Establish consistent and competitive project review timeframes and fees.	Community Development	City Council, City Manager's Office
4 Work with City Council and other key departments to identify and implement economic development incentives to attract and retain preferred business clusters.	Community Development	City Manager
5 Establish a ready response team comprised of City staff and key partners to assist in business retention, recruitment, and expansion.	Community Development	City Manager's Office, Public Works, Finance, City Attorney, business organizations
6 Regulate temporary retail spaces to support local businesses.	Community Development	

Action	Lead	Partners
Priority 1 (0-5 years):		
7 Establish an economic development on-line resources center.	Community Development, Information Technology	City Manager's Office
8 Develop and implement economic development investment guidelines to guide expenditures of public funds to support new or existing business growth.	Community Development, City Manager's Office	City Manager's Office, City Attorney, Finance
9 Identify existing and future employment centers within the City and their appropriate industry clusters.	Community Development	City Manager's Office
10 Maintain and grow professional memberships and participation in strategic events with key international, national, and regional economic development organizations.	Community Development, Public Works	City Manager's Office
11 Establish a business incubator space through a public/private partnership to assist in new business attraction and development.	Community Development	Business organizations
12 Collaborate with the Sedona-Oak Creek School District to become one of the best school districts in the state.	Community Development, City Manager's Office	Sedona-Oak Creek School District

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**CITY COUNCIL
AGENDA BILL**

**AB 2285
September 26, 2017
Regular Business**

Agenda Item: 8c
Proposed Action & Subject: Discussion/possible direction regarding ideas and concepts for environmental sustainability.

Department	City Manager
Time to Present	15 minutes
Total Time for Item	1 hour
Other Council Meetings	N/A
Exhibits	A. Chapter 5 “Environment” of the Community Plan B. Green Team Initiative and Accomplishments C. City Related Sustainable Work Efforts

City Attorney Approval	Reviewed 9/18/17 RLP	Expenditure Required	\$ 0
City Manager’s Recommendation	Discuss and provide direction on advancing environmental sustainability.	Amount Budgeted	\$ 0
		Account No. (Description)	N/A
		Finance Approval	<input checked="" type="checkbox"/>

SUMMARY STATEMENT

Background:

Environmental Sustainability is included as one of many City Council priorities for FY18. This agenda bill is meant to outline a proposed path forward for advancing the priority. The goal is to have a better understanding of where we are currently and what next steps the Council should consider taking. New ideas to promote environmental sustainability that require resource allocation will be presented as part of the FY 19 budget.

Guiding Principles:

- For the time being, environmental sustainability should be narrowly defined, focusing on mitigating negative impacts to ecological health resulting from human use of energy and materials.
- Sustainability projects and programs should first be applied internally to the City as an organization and then applied externally to the City as a community.
- Existing resources should be maximally leveraged before new resources are developed and/or used.

- Sustainability projects and programs with the greatest return on investment should be prioritized.

Proposed next steps:

- Improve energy use/efficiency at City Hall facilities.
 - Review the 2011 Taylor RyMar Corp building audit.
 - Engage with Midstate Energy to investigate new opportunities to incorporate energy efficiency improvements at City facilities.
 - Look for opportunities to consolidate energy usage data into a single “environmental footprint” metric.
- Improve internal “soft” practices.
 - Engage with the Sustainability Alliance to complete an organizational assessment (part of its green business certification program).
 - Review all existing directives relating to sustainable practices.
 - Develop measurable metrics such as materials usage, water and energy usage, waste diversion, etc.
 - Develop policies to promote improvements and implement best practices.
- Explore possible increased use of renewable energy.
 - Develop a baseline percentage of current renewable energy generation/use.
 - Explore renewable energy generation.
 - Explore the purchase of renewable energy credits.
 - Consider developing a renewable energy use target.
- Leverage existing projects/Council priorities to advance sustainability.
 - Land Development Code
 - Sustainable Tourism
 - International Building Code
 - Community Focus Areas
- Leverage existing relationships to develop next steps.
 - Work with the Sustainability Alliance, KSB, Oak Creek Watershed Council, Red Rock Trails Fund, and other local groups to support existing sustainability efforts and to identify new ones.
 - Review other municipal sustainability programs to identify best practices.

Enclosed with this agenda bill are Chapter 5 of the Community Plan and notes collected over the years from the City’s “Green Team” outlining accomplishments and goals for broader sustainability.

Community Plan Consistent: Yes - No - Not Applicable

The Community Plan identifies sustainability as an “inclusive” and “fundamental goal” of the entire plan. Commitment to environmental protection is one of six major outcomes in the plan and environmental stewardship is one of six major vision themes. The plan sets high expectations by suggesting that by 2020 and beyond, “Sedona has become an international model for the successful balancing of environmental protection and human wants and needs.”

Board/Commission Recommendation: Applicable - Not Applicable

Alternative(s): for discussion and possible direction only.

MOTION

I move to: for discussion and possible direction only.

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5. ENVIRONMENT

Goals

- Preserve and protect the natural environment.
- Ensure a sufficient supply of quality water for the future.
- Protect Oak Creek and its riparian habitat.
- Reduce the impacts of flooding and erosion on the community and environment.
- Promote environmentally responsible building and design.

Environment Chapter:

- Water Resources
- Resource Conservation
- Policies
- Action Plan

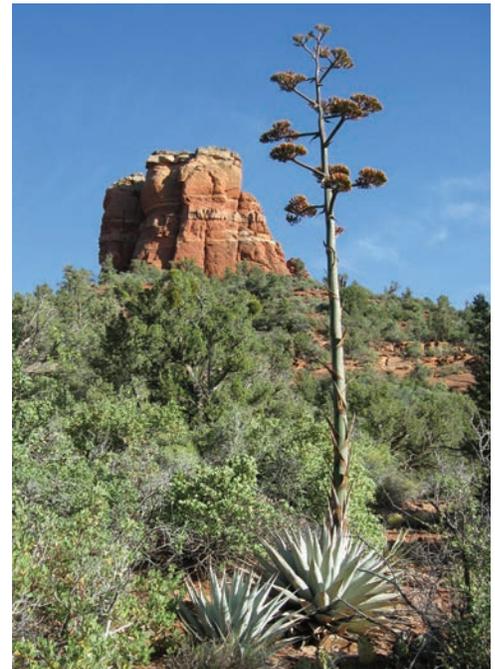
What Changed Since 2002?

- New studies on water supply and projected demand for the Verde Valley Region.
- Educational programs on water conservation.
- Ordinance adopted that prohibits wood-burning stoves and fireplaces.
- Adopted covered loads ordinance.
- Native, drought tolerant plants ordinance adopted.
- *Stormwater Master Plan* adopted.
- The Sedona Wetlands Preserve constructed at the City's Wastewater Treatment Plant.

What's New in This Plan?

- Recommendation to develop a green building program.
- Recommendation to develop an action plan that would focus on methods to improve energy efficiency and conservation and reduce harmful emissions.
- Recommendation to use low impact development and green infrastructure to manage stormwater.

Protection of the environment is the community's top priority, and sustainability is a fundamental goal of the Plan. This chapter addresses our impacts to the environment, locally and globally, from conserving non-renewable resources to protecting the health of the ecosystem. While some of these issues may not seem to be a problem today, if the current rates of consumption and impacts continue, the long-term results will be a significant decline in the health of the environment, the availability of vital resources, and the community's quality of life.



WATER RESOURCES

Water is a vital resource for the health of the community, the environment, and the economy. Oak Creek was the main attraction for early settlement of Sedona and is now a draw for recreational activities by those wanting to escape the heat of summer. Oak Creek flows to the Verde River and is part of the Verde Watershed, which is relied upon by growing communities, including Cottonwood and Camp Verde. An ample supply of clean water for future generations is critical to the future of Sedona and the region.

Water Supply and Demand

Surface water includes Oak Creek and other streams, springs, lakes, ponds, and reservoirs. Appropriated water rights to surface water in the Verde Watershed currently exceed the available supply of water. Flood and stormwater can also be a source of water, yet require collection, storage, appropriate use, and treatment that is difficult with an intermittent and unreliable source. Wastewater effluent is another potential water source (see wastewater discussion below).

Groundwater is found in underground aquifers that are recharged by water seeping into the pores and cracks in soil and rocks. Aquifers are connected and can be influenced by recharge and withdrawals occurring far beyond the immediate area, and they will be impacted by the cumulative effects of what occurs throughout a region.

Groundwater is the primary source of domestic water for most communities, including Sedona. There are several private water providers in the City that supply potable water, including the Arizona Water Company and Oak Creek Water Company. Both draw on groundwater wells to supply residential and business needs. While groundwater is a currently available supply of water, there is an overdraft in the Verde Valley. Overdraft occurs when the amount of water being used exceeds the amount being recharged.

There have been several studies concerned with the future of our regional water supply, such as the *Central Yavapai Highlands Water Resource Management Study*, a partnership of the Yavapai County Water Advisory Committee, the U.S. Bureau of Reclamation, and the Arizona Department of Water Resources; and the findings of the U.S. Geological Survey's regional groundwater flow model. The predictions are that based on water supply and population estimates, demand will exceed the supply of water in the Verde Watershed by 2050.

The City partners with multiple organizations concerned with the sustainability of the region's water supply, including the Yavapai County Water Advisory Committee, the Verde River Basin Partnership, the Coconino Plateau Water Advisory Council, and the Northern Arizona Municipal Water Users Association.

Key Issues

- Projections that the long-term supply of water in the Verde Watershed will be inadequate.
- Oak Creek's water quality has exceeded standards for E. Coli bacteria.
- The water supply for City residents is managed by private entities.
- Flooding has resulted in property damage and other impacts.
- Flooding and erosion have impacted property, habitat, and the water quality of Oak Creek.

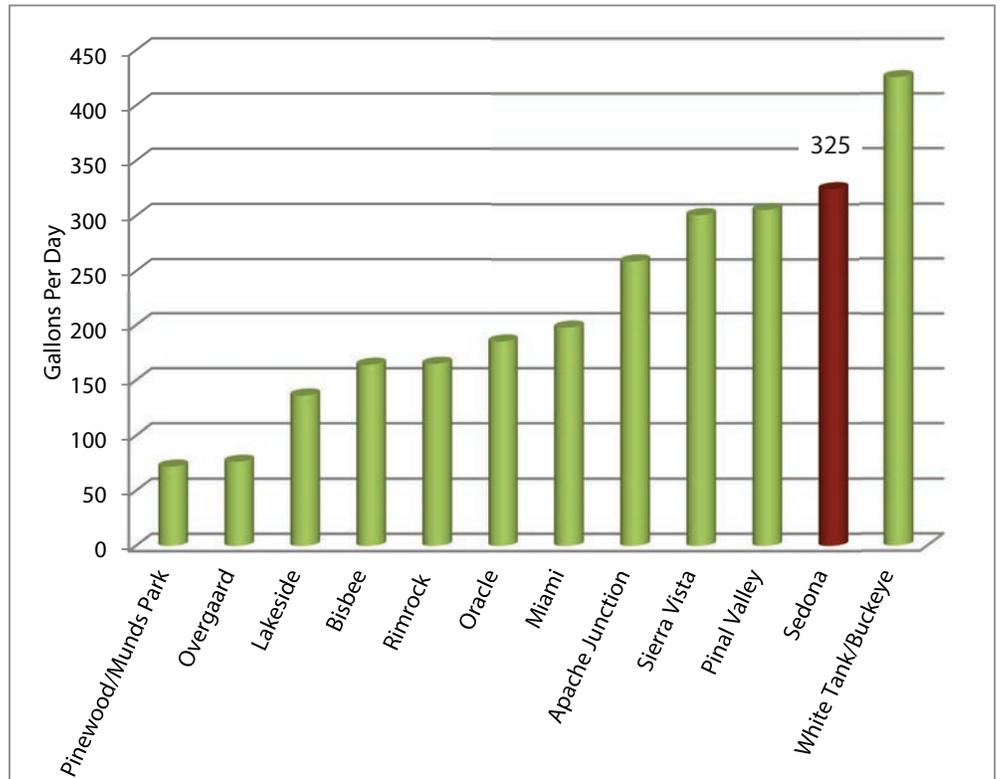
Water Conservation

The City and local water companies have provided education and outreach programs that encourage the public to reduce water use. However, Sedona residents have higher rates of water use than most Arizona communities (see table below). Commercial businesses and non-residential users rank as the 2nd highest in water use compared to the other communities listed below. Much of the water use in Sedona goes to landscaping, which could be reduced by using more efficient irrigation and landscaping techniques that require less water.

Water Quality

One of Sedona’s greatest assets is Oak Creek, which is also a major attraction for tourists to Oak Creek Canyon. Unfortunately, the creek has suffered from poor water quality since at least 1973. The levels of *E.Coli* bacteria have often exceeded water quality standards, resulting in health warnings and restrictions. Contaminants enter the water supply from multiple sources, and can impact both groundwater and surface water. The causes of contamination include waste from wildlife, humans, dogs, livestock, septic systems, recreation, and agriculture. Stormwater can carry

2012 Average Water Use of Sedona Residential Water Users



Source: Arizona Water Company

pollutants such as pesticides and oil, as well as trash and other debris. Efforts are underway, led by the Oak Creek Watershed Council, to counteract these impacts through education and outreach, and through projects such as installing more public toilets, trash receptacles, and dog waste stations.

Wastewater Management

The City incorporated in 1988, and most of the City's infrastructure was originally developed under the jurisdiction of either Coconino or Yavapai Counties. The City established its sewer system in 1993 and has since converted 60 percent of City homes and businesses off of septic systems. Reducing the number of septic systems by converting to the City sewer system is removing one of the threats to Oak Creek's water quality.

Treated wastewater is a form of effluent that is considered an available supply of water if it is claimed at the time of discharge. Typically it is impounded, evaporated, or stored underground. The City's Wastewater Treatment Plant produces treated effluent that is currently stored in reservoirs or disposed of in ponds or with spray irrigation. Effluent can be reused for a variety of purposes when treated to appropriate levels. The challenge to reusing effluent from the City's Wastewater Treatment Plant is in distributing the water, especially since the treatment plant is four miles beyond the city limits.



Stormwater Management

The City's 2005 *Stormwater Facilities Master Plan* proposes drainage improvements where there are significant flooding concerns. Projects are prioritized based on criteria such as the threat to life or property, the frequency of flooding, and the potential to coordinate with other projects. The City continues to implement these projects annually as part of the City's Capital Improvement Plan. The City's storm drain system consists of culverts, roadside drainage ditches, and natural washes. Besides the potential for flood damage, stormwater can also carry pollutants. One key aspect of the City's stormwater management program is public education and outreach to citizens and businesses about protecting water quality by preventing pollutants from entering the stormwater system.

The City's *Stormwater Management Plan* addresses measures to maintain and improve the quality of stormwater being discharged into Oak Creek and its tributary drainages. The plan focuses on reducing the discharge of pollutants into

Oak Creek, increasing public awareness of water quality issues, promoting regional programs, and satisfying the water quality requirements of the Clean Water Act. Stormwater can be managed with the use of more natural features that accommodate the water rather than funneling it across paved surfaces to enter drainages, referred to as low impact development. The intent is to increase infiltration rather than runoff. Increased infiltration can reduce the impacts of flooding downstream and ultimately contribute to groundwater recharge. Just as in nature, plants can slow the movement of water, discourage erosion, and naturally irrigate landscaping, while increasing wildlife habitat and improving property appearance. This may be as simple as adding a curb cut that allows water to collect in a median or strip of landscaping between a street and sidewalk. Other methods include using permeable or porous pavers and pavements, creating depressions or bioswales that act as retention basins, or simply preserving more natural open space within developments.

Low Impact Development:
A stormwater management approach that preserves or mimics natural drainage systems for infiltration and the reuse of stormwater.



RESOURCE CONSERVATION

The environment that surrounds us is made up of resources that we all depend on, and with the goal of sustainability in mind, these resources must be conserved for future generations.

Energy Conservation and Air Quality

Conserving energy will reduce costs while decreasing the use of fossil fuels and resulting pollution. Improving the efficiency of buildings can reduce the need for heating and cooling and result in lower utility bills. Solar power is already in use by many homes and businesses, and there is the potential for expanding the use of solar energy throughout the community.

Air quality is affected by vehicle exhaust, fireplaces, wood burning stoves, prescribed burns, and dust from off-highway vehicles. Less manageable air quality impacts are primarily from wildfires and excessive winds carrying dust and particulates. Improving energy efficiency and reducing vehicle use and traffic congestion are ways of reducing air pollution and thus improving air quality.

Habitat Conservation

A healthy natural environment is reliant on maintaining the natural functions of the ecosystem, on which plants and animals depend. The idea that the built environment is in harmony with the natural environment means that the natural landscape should be preserved wherever possible and replicated in landscaping and restoration. While preserving the landscape in its natural state is preferred, landscaping with native plants can reduce water consumption while providing wildlife habitat.

Green Building

Green building and low impact development are environmentally friendly design and construction practices. Integrating these methods into new and existing projects will have multiple benefits, such as improving energy efficiency, reducing air pollution, conserving water, and providing wildlife habitat.

Key Issues

- The impacts to environmental quality from increasing traffic and vehicle use.
- Environmental impacts of increasing numbers of people recreating on public land.
- Habitat loss and degradation from development, erosion, and recreation.
- The potential for increasing the use of solar and other renewable energy.

Green Building:
Design, construction, and operational practices that use resources responsibly and efficiently.

ENVIRONMENT POLICIES

1. Participate in and contribute to regional and statewide water planning efforts.
2. Investigate and implement appropriate methods to reuse treated wastewater and to recharge groundwater.
3. Improve and maintain the water quality of Oak Creek.
4. Implement incentives or regulations for existing and new development to incorporate water conservation measures and energy efficient site design and building features.
5. Incorporate water conservation, energy efficiency, the use of renewable energy sources, and sustainable practices into new and existing City facilities and programs.
6. Establish standards for the use of low impact development practices to manage stormwater.
7. Work with Coconino County to relocate structures out of floodways during redevelopment efforts.
8. Reduce harmful emissions.
9. Support community efforts to be dark sky compliant.
10. Preserve and restore natural drainages and open space areas with native plants to provide wildlife habitat, reduce erosion, and improve stormwater retention.
11. Control the spread of invasive exotic plant species through education, removal, and prevention.
12. Implement a green building program that includes education, standards, and incentives.
13. Support recycling and other waste stream reduction efforts.

ENVIRONMENT ACTION PLAN

Action	Lead	Partners
Priority 1 (0-5 years):		
1 Ensure that a City representative participates in regional water advisory organizations.	Community Development, Public Works	Yavapai County, Verde Valley municipalities and regional organizations
2 Collaborate with private water companies to reduce water consumption.	Community Development, Public Works	Private water companies
3 Reevaluate and update the dark sky ordinance.	Community Development	Planning and Zoning Commission, City Council
4 Investigate existing weed management efforts and implement appropriate actions, which may include a partnership weed management plan.	Public Works	Community Development, Forest Service
5 Develop a City green building code and associated incentives for all development.	Community Development	Planning and Zoning Commission, City Council, citizens, building community
Priority 2 (6-10 years):		
6 Conduct an inventory and audit of water conservation and energy efficiency of City facilities and operations and implement appropriate measures.	Public Works	Private water companies, Community Development
7 Develop an action plan that would focus on methods to improve energy efficiency and conservation and reduce harmful emissions.	Community Development	Public Works, City Manager's Office, Planning and Zoning Commission
8 Investigate the acquisition of private water companies.	City Manager's Office	Public Works, City Attorney, Community Development, water companies

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City of Sedona Green Team Initiatives and Accomplishments

1. Water conservation measures implemented at City Hall, such as low flow devices on faucets, toilets and urinals
2. Installation of energy efficient lighting and motion sensors
3. Installation of public recycling receptacles on City Hall campus
4. Weekly informational green/sustainability tips emailed to City staff
5. Implemented yearly, post-holidays, area-wide electronics recycling collection day at City Hall
6. Obsolete office furniture, equipment and supplies diverted from landfill, donated to Habitat for Humanity for repair and reuse
7. First Environmental Policy for City Hall written and implemented as City Manager Directive 2011-01; Highlights:
 - a. Lays out City's commitments to energy efficiency, resource conservation, recycling and general sustainability
 - b. Contains list detailing materials acceptable for recycling
 - c. Eliminates purchase of bottled water except by Dept. Head approval
 - d. Instructs city staff to inform vendors/contractors working at city facilities of COS recycling policy and practices, encouraging compliance
 - e. Requires battery recycling
 - f. Commits to becoming a more 'paperless' operation
 - g. Requires repurposing/donation or recycling as first option for disposition of such things as obsolete equipment and furniture, non-standard metals and plastics, etc.
 - h. Commits to showing preference for environmentally responsive companies, vendors, products, etc.
 - i. Eliminates redundant and personally utilized, energy consuming appliances where common area appliances are provided
8. Reduced trash hauling needs at City Hall accomplished through better diversion, more stringent recycling practices and oversight, reducing city hauling fee by \$166 per month
9. Fluorescent tubes are shipped for proper disposal
10. Arranged recycling audits of City facilities and recycling educational presentations to staff provided by Sedona Recycles
11. Passage of Resolution 2011-18 affirming City's commitment to Green Team and sustainability efforts
12. Funds now allocated specifically to Green Team initiatives
13. Implemented composting program for the City Hall campus, composting instructional presentation provided for staff; program diverts food waste and biodegradables from trash stream; upholding commitment to become a zero waste city (Resolution 2008-35).
14. Household Hazardous Waste collection event, March 2016

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City-related Sustainable Work Efforts

The following is a list of City-related sustainable work efforts and includes current and completed projects.

GREEN TEAM:

The Green Team is a city team comprised of staff members from various departments. Currently, per the City Manager's direction, this team is working on a policy document that aims to be a comprehensive environmental approach focusing on the governmental and administrative practices and culture at City Hall. Please see the following summarizing their work to date:

Green Initiatives In Place

Material Usage

- Use paper with a set amount of post consumer recycled content (30% post-consumer is standard)
- Duplex copying is the normal setting for all printers

Waste Management

- Provide recycling bins in all areas of city buildings and emphasize recycling
- Add recycling cans in parks

Gas

- Control temperatures, use setback thermostats (turn on the fan, do not leave on "auto")
- Set water heaters to lowest practical setting

Electricity

- Turn off computers and other equipment at night and over weekends
- Use copiers that sleep when not in use
- Office lighting that is appropriate for the task.
- Relamping with T-8 Bulbs and electronic ballasts
- Replaced incandescent bulbs with CFL wherever possible

Water

- Replaced old urinals with new efficient, low flow devices
- Utilizing plants that require little or no water
- Installed flow limiting devices on faucets

COMMUNITY DEVELOPMENT

Temporary Use Permit applications

- Encourage applicants during the pre-application meeting about the importance of accommodating recycling during large community events and direct them to Sedona Recycles.

Land Development Code

- Updated the Landscape section to meet the goals of sustainable development to promote the preservation of existing natural vegetation.
- Updated the Plant List to focus on low water use and native plants and included a list of discouraged plants.

Water Conservation Demonstration Gardens

- Converted three City Hall water fountains to a low water use, native/adaptive plant demonstration garden.

PV System Permit Applications

- Streamlined the permit process and provided specific information to the contractors to facilitate a more user-friendly application/permit process.

PUBLIC WORKS

Sewer infrastructure program

- Many of the projects involved taking existing private systems (i.e. septic, leach fields, etc.) off-line, which were near Oak Creek.
- Projects that protect existing sewer lift stations (i.e. SR 179 Lift Station Project)

Solar pedestrian light

- Installed solar pedestrian light in Uptown, adjacent to the C-Market.

Maintenance

- Working on grant funding for interior lighting, occupancy sensors and exterior LED lighting
- Lighting upgrade: changing fixtures from T12 bulbs and mag ballasts to T8 electronic ballasts. This project may get a boost from the APS rebate program and state grant money
- Thermostats at City Hall have been reprogrammed for the 4-10 work schedule
- Irrigation run time at the parks is adjusted for weather conditions; Will be installing a water saving device for irrigation at City Hall
- Tree and bush trimmings are chipped and brought to the Sedona Dog Park for ground cover
- Removed grass at City hall
- Installed low flow toilets and urinals at city hall and Wastewater Treatment Plant
- Moved to green janitorial services Citywide

Parks & Recreation

- Bringing recycling to City parks this fiscal year
- Earth Day annual event
- Installed new weather station at Posse Grounds Park which monitors precipitation and adjusts irrigation accordingly; this equipment is also at the Uptown lot
- Installing new energy efficient ball field lighting at Posse Grounds Park

ECONOMIC PLANNING

Verde Valley Regional Economic Organization

- Under the umbrella of this organization, working on the VVBC, Verde Valley Broadband Cooperative; the VVWC, Verde Valley Wine Consortium; the VV Sustainable Agriculture working group; and the VV renewable energy working group.

Coconino County Sustainable Economic Development Initiative

- Under this umbrella, working on organizational sustainability.

WORKING TEAM ON SUSTAINABILITY

Sustainability Working Team, April 20, 2010 Notes:

Regarding the Sustainability Working Team, two of the first things the team wanted to do were look at the current Community Plan Vision Statement to determine how to weave in sustainability, and the other thing was to come up with a common definition.

Commissioner Soutenet read the following definitions for sustainability: “Sustainable developments are those that meet present needs without compromising the ability of future generations to meet their needs.” The second paragraph that elaborates on the first is, “Communities achieve sustainability when humans and nature exist in productive harmony, and fulfill the social, economic, and other requirements of present and future generations without undermining the natural resources and environmental quality on which life depends.”

The working team is also tasked with going through the Community Plan elements to identify sustainability principles within each one. The team started the process and their work will be combined, and they will look at those sustainability principles and action steps accomplished from the last update in the next meeting, which will be their second examination of the current Community Plan and how sustainability is addressed in principle and in action steps. It is considered to be an important part of the team’s work, to understand what the plan says now, how it can be carried forward and how potential strategic action steps can be derived from the plan for the future.

The team also started looking at other communities to determine the level of sustainability incorporated in their Community Plans.

Commissioner Losoff indicated that we shouldn’t leave each working team in its vacuum; we didn’t have the slide presentation or this article, and all of the Commissioners

should be getting them, so we can help the other teams. This definition is very good; one comment on the first sentence is that he is not sure what that means, and if it is given to the general public. The second paragraph makes all the sense, but you have to think about the first sentence.

Commissioner Soutenet explained the idea was to have the more or less internationally accepted definition that is the U.N. definition, which is the first sentence, but we can tweak a few words if that is necessary. The second one was to apply to a community and elaborate on those vague meanings that may be conveyed in the first definition.

Commissioner Soutenet presented the idea that we should have a scientific model to build our understanding and to thread sustainability through the Community Plan, and that involves obtaining and analyzing baseline data in the areas of Water Quality, Water Resources, Air Quality, Land Use, Energy and the Human Environment, and we have started collecting that information. The model is intended to create today's current conditions and to come up with a measurement for where we want to be in each of those areas. When you look at a variety of different models, they tend to display concentric circles that cross over for the interrelationships between these principles of sustainability, so Commissioner Soutenet has stressed that it is important to take a scientific approach that is credible, measurable and will create goals for the community, so we are headed down that path. Lastly, we will be inviting people, such as John Neville, to continue to participate in the working team meetings and to seek others that have backgrounds that can benefit our understanding.

Commissioner Eaton indicated that finding new ways to meet changing needs might be added to this. This seems to deal with preserving existing resources, but there are things like solar, etc., that are beginning to be used, and when we run out of oil, etc., we are going to need to find new ways to meet those needs, and there might be a way to add that concept to this.

Commissioner Soutenet asked about the draft of the Vision Statement and Kathy referenced the second half of the page titled "Prepared 4-20-10" and indicated there was consensus among the working team today to suggest the proposed revisions to the Vision Statement. In the second paragraph, removing "manmade improvements" and replacing that with "built environment", and the second to the last paragraph would read, "To be a city that provides for a strong and vital economy, which supports and strengthens the community and preserves and protects its natural resources." In the last statement it is just modifying the word "stewardship" by removing "proper" and replacing it with "environmental". These suggested changes are to thread the concepts of sustainability into the Community Plan's Vision Statement.

Commissioner Taylor asked where we get more specifically into making it a community where people can travel from point A to point B more efficiently, and more specifically about solar and even power distribution. He thinks the rewording is great, but it helps people see what you are talking about by putting in specific things that could happen. Making bicycle transportation better, because a lot of people are riding bicycles around

town, and the streets aren't properly designed for those people; they are riding on the sidewalks. We may need bicycle trails. Kathy explained that there are many places in the plan that speak to non-vehicular transportation and to promote walkability and the use of bicycles, etc., as laudable goals, but what you are talking about is about four layers down and how we make that happen. Commissioner Taylor indicated he was trying to tie it into the general statements, but he doesn't have an overall sense of the book plan, so he was just making a general observation.

Commissioner Soutenet indicated that the way we want to address that is by identifying the elements of sustainability in the plan today, to measure that against all the principles of sustainability, and then find a path to implement it in the different element.

Commissioner Losoff stated that another alternative would be each element, in this particular issue, the Circulation Element talks all about that stuff, but each element has a Vision Statement unto itself, so could you take each element's Vision Statement and put that into the overall City's Vision Statement? Not to add or burden the Vision Statement, because it shouldn't be lengthy, but there are seven or eight Vision Statements that could perhaps make it up.

Commissioner Soutenet explained that in the Format Working Team, he read that the template for the plan would have to be agreed upon prior to actually making statements, so he understands that point, but the template needs to be clearly defined, and then we can look at how the sustainable elements of the Vision Statement can be integrated into it.

Draft Definition of Sustainability; Proposed by Community Development Working Team on Sustainability

Sustainable developments are those that meet present needs without compromising the ability of future generations to meet their needs.

Communities achieve sustainability when humans and nature exist in productive harmony, and fulfill the social, economic, and other requirements of present and future generations without undermining the natural resources and environmental quality on which life depends.

Draft Sedona Community Plan Vision Statement, Proposed by Community Development Working Team on Sustainability

To be a city that is constantly vigilant over the preservation of its natural beauty, scenic vistas, pristine environment and cultural heritage.

To be a city that retains its small- town character and creates its ~~manmade improvements~~ **built environment** in strict harmony with nature.

To be a city that is animated by the arts, and lives with a spirit of volunteerism to help achieve our common goals.

To be a city that offers equal opportunities for all and fosters a sense of community.

To be a city that welcomes and accommodates all of its visitors and future residents with a spirit of fellowship.

To be a city that ~~retains and enhances~~ provides for a strong and vital economy which ~~preserves existing lifestyles without exploiting the natural beauty~~ supports and strengthens the community and preserves and protects its natural resources.

And finally,

To be a city that lives up to the challenge of proper environmental stewardship of one of the earth's great treasures.

Sustainability Working Team, June 15, 2010 Notes:

Since the last report to the Planning and Zoning Commission, the Working Team has had one meeting that focused primarily on a presentation by a local citizen, Gerhard Mayer. See attachment entitled "Sedona, "Sustainability Commission", Drain or Sustain" submitted by Mayer.

Mayer's primary ideas are summarized below:

- Let's make Sedona a "Green City"
- Adopt green building practices
- Involve youth and students
- Set up a "Green Desk" to provide information on sustainable lifestyle habits and choices; tax incentives, tax rebate programs
- Examine the International Green Building Code

"Next Steps" for the Working Team include the following tasks:

- 1- Chronicle the accomplishments that embody sustainability principles since the last update
- 2- Continue data collection
- 3- Invite John Neville to speak to the team
(Note: Neville is out of town until mid-September but nevertheless eager to work with the Team)
- 4- Study the sustainability measures in effect in Santa Fe and Park City

Working Team on Sustainability (May 18 PZ)

The Working Team is involved in the following tasks:

- 1- Review of the current Community Plan, element by element to identify “sustainability” principles throughout the document (nearly done)