WESTERN GATEWAY COMMUNITY FOCUS AREA PLAN

APPENDIX

APPENDIX

Design Guidelines

Streetscape Design

To achieve community-oriented and walkable environments with a distinctive character, design matters. Streetscape design is essential in the creation of an environment that is "pedestrian friendly", where people want to walk. Streetscape elements appear in the following sections on site design (building orientation, screening, and parking) and in landscaping (public spaces and amenities). Creating a multi-modal circulation system (or "complete street") is another important aspect of the CFA Plan (see Fig. 1.8, page 22, under Circulation Recommendations). Streetscape elements are also an important element of the City of Sedona Design Review Manual. Specific consideration should be given to the following (this is not an all-inclusive list):

Several of the concepts proposed in this plan are illustrated below:

- Plaza/community gathering space with bike rack and benches
- Transit Stop
- Meandering sidewalks with landscape buffer between street and sidewalk
- Direct access from sidewalk to the buildings
- Windows facing sidewalk and street
- Pedestrian access to buildings from sidewalk and parking lot
- Buildings facing street with parking to rear of buildings
- Complete pedestrian access with connected pathways
- Landscape buffer between parking and adjacent property

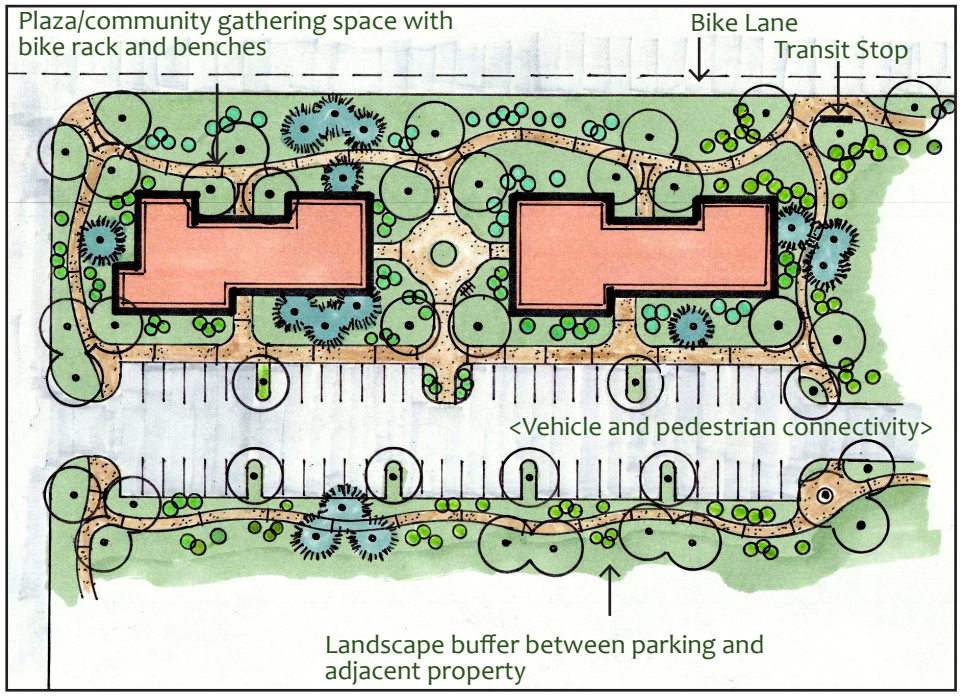


Figure 1.1: Site concept incorporating design elements of walkability and accessibility for all modes of transportation.

Aligned circulation
Building placement should allow for interconnected walkways and parking drives. This has the advantage of for example, increased convenience, enhanced pedestrian accessibility, increased building exposure and enhanced safety.

Visually connected open spaces
It is desirable for open spaces and landscaped areas to connect visually with similar spaces on adjacent sites.

Building entries
Building entries should be easily identifiable and should acknowledge the importance of the need for visibility from the public realm. Also, building entries should be placed with consideration for automobile and pedestrian approaches as well.

Public spaces
Unless otherwise limited, buildings should have a strong visual and pedestrian relationship to the street and should be clustered around and connected to public space.

Strong pedestrian connection
Where buildings are set back far from the street, a strong pedestrian connection should be provided to the street edge from the building to promote connectivity to proposed or existing transit stops, and area wide pedestrian pathways. This is in accord with the City's desire for maintaining its small town character.

Street sidewalk continuity
New projects should interconnect with existing sidewalks and pathways. Interconnected walkways should be designed with similar and/or complementary details, colors, finishes, etc.

Aligned courtyard passages
Courtyards and passages in new projects should interconnect and align with existing courtyards in adjacent developments.

Pedestrian paths and visual links
Clearly visible and direct pedestrian paths and visual links between neighboring buildings, between buildings and parking areas and between buildings and future transit stop sites should be established.

Courtyard as a focus
A courtyard or plaza may serve as the focus of a site or building, or may lead to other activities away from the street. All open courtyard or plaza areas should incorporate landscaping, shaded areas and seating opportunities.

Linked to street
It is preferable that courtyards be partially visible from the street or linked to the street by a clear circulation elements such as an open passage or covered arcade.

Lively pedestrian spaces
Pedestrian spaces should be designed to be human in scale and include inviting and attractive spaces, so that they become lively, warm, and enjoyable to people. The best location for lively pedestrian spaces should be the area that provides the greatest benefit to the most users, takes advantage of important views, sun and breezes, and, improves circulation linkages internally and/or to adjoining areas. These could include internal locations, edge locations and corner locations.

Street furniture
Comfortable and attractive street furniture should be provided in public spaces for public enjoyment, comfort, and convenience. These may include seats and benches, drinking fountains, trash receptacles, information directories or signs, and public telephones.

Outdoor dining areas
Outdoor dining areas are encouraged and should be used to activate and enliven courtyards and plazas, the edges of open space, building frontages and street frontages. Outdoor dining areas should be oriented away from off-site residential uses that are sensitive to noise and nighttime activity.

Simple circulation patterns
Pedestrian circulation patterns should be simple and easily comprehended by the user, and generally should follow landscaped islands and perimeters leading directly to buildings.

Crosswalks and pathways
Where it is necessary for pedestrians to cross traffic flows, clearly delineated crosswalks should be provided to emphasize the conflict point, improve visibility, enhance safety and provide aesthetic appeal. The use of differing colors and textures in crosswalks is encouraged, using for example, earth tone paving blocks or stamped colored concrete.

Landscaped islands
Landscaped islands should also be used for pedestrian walkways and should include benches, existing vegetation, drainage ways, rock outcrops and boulders, and other visually attractive amenities. Canopy trees that provide shade are encouraged.

Bicycle parking
Space should be provided within commercial developments for the safe parking of bicycles without interfering with pedestrian movement. Bicycle parking locations should be easily identifiable, visible and convenient, and situated close to main building entrances.

Reduce traffic congestion
Internal linkages between neighboring buildings and sites should be established. By enabling pedestrians and drivers to travel between adjacent destinations without reentering streets, traffic congestion on Sedona's major arterial roads can be reduced.

Vehicular connections
Vehicular connections between adjacent properties may be established by:

- Connecting streets and drives,
- Coordinating parking structure and parking lot entrances,
- Common service/delivery areas,
- Legally shared parking structures and parking lots,
- Linkages between parking lots and parking structures,
- Consolidating driveways for two adjacent lots from public rights-of-way to minimize curb cuts.

Landscape buffers
To maintain the sense of natural surroundings and a consistent streetscape, vehicle parking and service areas should be screened from public view or surrounded by landscaped buffers.

Eliminate glare from automobile headlights
Glare from automobile headlights within the parking lot area should not adversely impact adjacent land uses. Planting buffers, building earth berms, or other appropriate solutions are therefore encouraged.

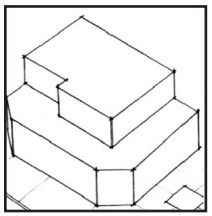
Avoid uninterrupted pavement
Vast expanses of uninterrupted pavement should be avoided because of their visual impacts, water runoff problems, and heat buildup, as well as the loss of existing trees and natural vegetation. Parking areas and other expansive areas of paved surface should be broken up with landscape planting.

Site Design

Sedona's natural environment is the most important consideration in site design. New development within the Western Gateway CFA should be sensitive to significant natural and built features, scenic views, and climate of the site. Appropriate building placement and orientation will help ensure sensitive design within the context of the site.

Building Orientation

- A building should be oriented to preserve and maximize scenic views of red rock outcroppings and other natural features.
- A building should be oriented to protect the viewshed to the greatest extent possible.
- A building should be situated to take into account such elements as airflow, solar orientation and exposure, topography, other natural features and other buildings. Proper siting can make the building more energy efficient and reduce the size or need for many costly mechanical systems. Where possible, buildings should be oriented so that the longest axial dimension faces within 20 degrees of south to maximize the potential for passive solar gain and natural lighting.
- Portions of a building's facade should be set back to provide areas for plazas, pedestrian areas, pedestrian paseos, outdoor eating spaces, and small landscaped areas.
- Primary entrances should be oriented to encourage a high level of pedestrian activity. Clearly defined pedestrian paths should be provided to primary entrances.
- The relationship between buildings, as well as the spaces between buildings and sidewalks, is important in creating a pleasant pedestrian environment. Buildings should be linked together by landscaping, sidewalks, plazas, courtyards, pocket parks, and passages.
- Grading for new development should also be sensitive to natural surroundings and should emphasize scenic vistas and natural landforms. Preserving existing topography is strongly encouraged to minimize visual impacts, disruptions in natural drainage flows, and to preserve natural/ existing vegetation.
- Avoid massive scaled new development through the use of varied setbacks and varied placement of multiple small structures.



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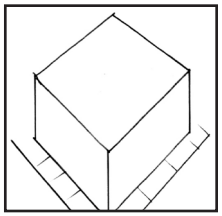
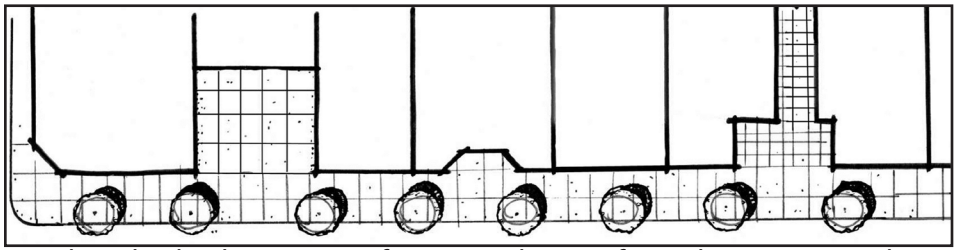


Discouraged

Screening

- Refuse storage, utilities and other equipment should be located out of view from the public and screened to the highest degree possible.
- Landscaping should be incorporated into the design of screening for refuse storage, utilities and other equipment areas to help with screening and to soften the appearance.
- Screening should be compatible with the architecture, materials, and colors of the building(s).
- Incorporating creativity and art in the design of screening devices is encouraged, providing the art/design is congruent with the character of the area.
- All exposed and visible vent pipes and other mechanical equipment shall be fully concealed consistent with the building's materials and architectural style.



Facade setbacks along a street front provide areas for pedestrian areas, plazas, and outdoor eating spaces.

Parking

- Parking areas should be located at the rear of buildings, along alleys, or on side streets where possible.
- Parking areas should be broken up into smaller parking modules separated by landscaping.
- Large expanses of uninterrupted pavement should be avoided to minimize visual impacts, drainage issues, heat buildup, and to minimize the impact to the natural environment.
- Parking lot and other paved surfaces should meet the principles of sustainability. Darker heat collecting surfaces, such as asphalt, should be avoided or minimized. Permeable surfaces and surface containment that reduces water runoff should be used. The life-cycle of the surface material from its origin to long-term maintenance costs to the environmental impact of disposal should be considered.
- Parking surface materials should not detract from the surroundings and may be of natural rock/gravel, decomposed granite, exposed aggregate, or decorative pavers.
- Parking areas adjacent to streets should be attractively landscaped with peripheral planting strip of trees and shrubs.
- Parking areas should be softened through the use of trees, landscaped islands, potted plants, benches, and other amenities
- Access drives should be kept to the absolute minimum number and width required for the project to avoid conflicts with pedestrians.
- Common/shared access drives and shared parking circulation aisles are strongly encouraged in adjacent parking areas. Adjacent parking areas should be interconnected.
- The provision of safe, convenient pedestrian links between parking areas and businesses is an important element. Parking areas should be linked directly to public sidewalks, pedestrian walkways, mid-block paths, alleys, or open space areas.
- Bicycle parking should be incorporated into parking lots.

Parking Structure Design

- If parking structures are considered, retail, commercial and residential space may be incorporated. Greater height allowances may be considered under this condition.
- Horizontal and vertical facade articulation, especially on multi-level structures is encouraged through changes in the wall plane, recessed entries, and other architectural details. Exterior elevations should be consistent with the main building facade and should include window patterns.
- Considerable rock accents should be incorporated on the exterior elevations of the structure. At a minimum, at least 30% of the solid wall portions should be covered in rock.
- Dense canopy trees clustered together, vines, and architectural features should be utilized to help screen back walls and parked cars on top level of garage.

Architecture

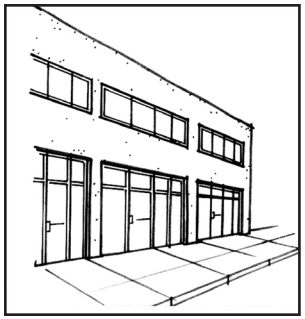
Architectural Styles

- Side and rear building facades should have a comparable level of design detail and finish compatible with the front facade, particularly if they are visible from streets, adjacent parking or residential areas.
- Reduce scale in development through facade articulation and detail.
- Standard corporate and/or franchise style architecture is not acceptable. Chain store architecture must be compatible with surrounding architectural styles and materials.
- Architectural "gimmicks" should be avoided. The use of dramatic visual contrast from neighboring structures as an attention-getter should not be utilized.

Appropriate infill development.

Building Mass and Organization

- When appropriate, limited use of vertical elements, such as piers, columns, etc. can be incorporated into a building's design to break up the massing and to create visual interest.
- Large, undifferentiated wall planes are strongly discouraged. Significant horizontal and vertical articulation should be expressed on all sides of a building visible from pedestrian viewpoints through:
- Variation of roof eave line or roof structure
- Changes in the wall plane
- Full roofs with overhang
- Recessed entries and doors
- Covered walkways, trellises and/or architectural awnings
- Architectural details consistent with style
- Building mass and features should reasonably allow for unrestricted views of the surrounding natural beauty of Sedona.
- New construction should be responsive and compatible with surrounding buildings in terms of mass, scale, and height.
- Relationship of height to width proportions of existing facades should be respected in infill development.
- Building mass should be reduced on structures with two stories by "stepping back" the second story. A reduced second story floor area and building mass can allow for attractive balconies and outdoor spaces.



Buildings without variation appear flat and monotonous.

Building Materials

- Manmade materials simulating natural products/ materials are strongly discouraged.
- The use of sustainable building materials is encouraged. Sustainable materials are those that improve the energy efficiency of a building and that incorporate recycled materials, such as steel or recycled insulation.
- Materials consistent with local vernacular architecture, as well as indigenous to the area/region are desired.
- Coarse and highly textured materials that create shadow patterns are preferred.
- Limit the variety of building materials to be used.
- Material changes should generally occur at a change in building plane. If a change is proposed along the line of a single plane, a pronounced expansion joint should be used to define a clear separation.

Color

There are an unlimited number of colors and color combinations, and the appropriateness of any given color or combination for a particular building will depend on a number of factors, including, architectural style and details, building material, building size, building context, etc. The Land Development Code, Color (Section 904) outlines the color requirements.

- Use contrasting colors to accent architectural details, window trim, and entrances.
- Color should not be used to obscure the integrity of natural building materials.
- Exterior colors should be compatible with the surrounding character area and adjacent buildings.
- Satin and flat paints are desirable and encouraged. Matte finishes are encouraged while glossy paints and finishes are strongly discouraged.
- Colors should be chosen and analyzed on both sunny and cloudy days to ensure the desired appearance.
- The use of corporate signature color schemes on buildings and signs is strongly discouraged.

Recommended Materials:

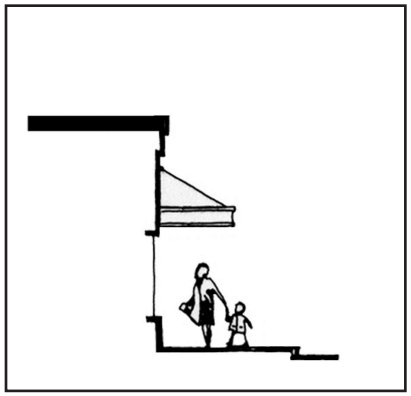
- Genuine "red rock"
- Dimensioned cut red sandstone
- Board and batten
- Beams and timbers
- If stucco is used, it should be limited and only used to complement the predominant architectural styles of the particular character district.
- Horizontal wood siding
- River rock
- Treated wood shake roofs
- Non-reflective metal roofs
- Clay or cement tile roofs

Discouraged Materials:

- Imitation masonry
- Highly reflective or opaque glass
- Imitation or concrete flagstone
- Used brick with no fired face
- Plywood (T-111) siding
- Plastic panels
- Brightly colored tile (orange, blue, etc.) roofs
- Corrugated fiberglass roofs
- White, black, brightly colored or reflective roofs

Roofs

- Roofs may be flat or pitched. Rooflines should be consistent with the architectural style of the building.
- The visible portion of pitched roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.
- Special design consideration shall be taken for roof design and roof materials when a building is in the viewshed of properties nearby and higher in elevation, or seen from other parts of Sedona.
- Multi-planed roofs are encouraged to divide horizontal surfaces into smaller scale elements, providing strong shade and shadow areas that can be used as protection from the sun.
- Overly exaggerated roof pitches that create prominent features to buildings such as A-frames, mansard roofs, geodesic domes, or chalet style buildings are discouraged.
- Any rooftop equipment must be concealed from public view. Screening method must be an integral part of the building's design.



Building elements should be designed at human scale.

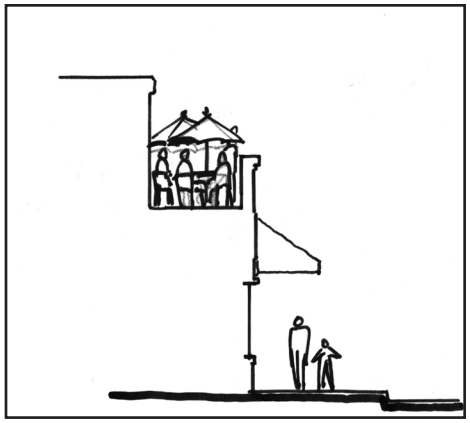
Doors

- Doors should be consistent with the predominant architectural style of the building.
- Doors should match the materials, design, and character of window framing.
- Entries to commercial structures should be clearly defined and articulated.
- Recessed entries that provide for weather protection and a transition zone from sidewalk activity into the businesses are strongly encouraged.
- Providing rear pedestrian entrances via alleys and parking areas is encouraged.

Windows

- Windows are an important element of a building's overall composition and architecture. Windows should be consistent with the predominant architectural style.
- Wood frames and sills should be used to enhance openings and add additional relief. They should be proportional to the glass area framed (e.g. a larger window should have thicker framing members).
- Windows and large areas of glass should be recessed in deep shadow to reduce glare. Glass should be inset a minimum of 3 inches from the exterior wall surface to add relief to the wall.
- Windows are part of a building system and can affect a building's overall energy performance. The use of sustainable practices are encouraged and include minimizing the total amount of glazing, selecting windows with low U-values, low Solar Heat Gain Coefficients (SHGC), and low-E coatings or other technologies that reduce heat transmission through the glass, using light tubes to bring natural light to interior spaces, and using sun-blocking screens or shades on east and west facing windows to cut heat gain in the summer. South facing windows should incorporate overhangs that block the direct sun from entering the building during summer months.
- Clear glazing is strongly recommended.

- Glass should be non-reflective and not heavily tinted in order to reduce mirror effects.
- Interior shading treatment that may be visible from the exterior should be compatible with the exterior wall colors.
- In general, upper stories should have a window to wall area proportion that is smaller than that of ground floor storefronts (typically 30 to 50 percent).
- The use of security grilles on windows are discouraged as they communicate a message of high crime and are difficult to integrate into the building design.



A reduced second story floor area can be used for outdoor space.

Architectural Details

- A strong relationship to the terrain to help anchor buildings should be established through the use of low planter walls, trees and shrubs, railings, veneer banding, and other materials and textures.
- The scale of the building elements, especially at the ground floor level, should be kept at human-scale using small parts and accents.
- Special architectural features should be used to accent buildings at prominent street corners and at the terminus of a street corridor or pedestrian way.
- Where the facade is divided into distinct storefronts, it is desirable to cover portions of the facade with an arcade, but preferably not along its entire length.
- The width of the covered arcade should be no less than six feet from the exterior to the inside of supporting columns or piers.
- Arcade columns and supports should appear thick and substantial enough to structurally support the overhead shed roof element. Local natural materials including red rock, wood, or a combination of both can be utilized.
- Down-directed, fully-shielded exterior lighting should be designed as part of the overall architectural style of the building and may highlight interesting architectural features.
- Lighting should not produce glare or spill over onto adjacent properties from interior or exterior of stores and buildings. The latest technical and operational energy conservation concepts should be considered in lighting designs.
- Walk-up ATM's, vending machines, multi-functional kiosks and similar uses should be integrated into existing or planned building designs and not included as an afterthought.

Landscaping & Amenities

Landscaping should be an integral part of the overall design concept. A carefully planned landscape is able to serve more than one function for the site as well as the streetscape. The landscaping and public spaces add character as well as provide a functional purpose. The landscaping also serves to preserve and restore the scenic qualities of the natural landscape by retaining and/or re-vegetating areas with native plant species.

The Land Development Code, Landscaping (Section 910.05, General Landscaping Requirements and Regulations, Table 9-H) outlines the minimum standard landscaping requirements.

Landscaping

- Existing features such as mature trees, shrub masses, washes, and rock outcroppings should be recognized, preserved, and incorporated into the design.
- The use of native plants and natural landscaping is strongly encouraged. For guidance on plant selection and approved plant materials, refer to the approved plant list in the City's Design Review Manual.
- Landscaping should be used to create boundaries between buildings, different developments, and incompatible uses.
- Landscaping should be used for screening parking areas, refuse storage, and utilities, as well as for aesthetic purposes.
- It is important for landscape designers to understand the specific site conditions and the environmental water and maintenance requirements of selected plant materials.
- The landscape design should blend with the dominant existing or planned streetscape and character of the area.
- The plant and site materials should be with the context of its environment including scale and density.
- Along streets and highways, plant materials must be selected and placed to avoid blocking sight lines at intersections and curb cuts.
- Buildings should be softened and anchored to the site and surrounding environment with landscaping.
- Raised planters are acceptable when designed to accentuate the architecture and/or enhance pedestrian areas.
- Natural rocks and boulders, consistent with local geology, are encouraged in landscaped areas to add interest and variety and should be grouped in a manner that reflects the natural rock outcroppings in the area.
- Sidewalks, walkways, and pathways should be of permeable surfaces whenever possible. Surface containment that reduces water runoff from hard surfaces should always be addressed.

Walls and Fences

- Walls and Fences should be designed to be compatible with the surrounding landscape and architectural features of the building.
- Walls and fences should follow the terrain on slopes in a stepped fashion and not impede or divert the flow of water in drainage ways.
- Walls and fences should be designed to increase the shadow pattern so as not to create a continuous blank wall and reduce mass.
- Chain link fencing, security wire, and razor wire are not permitted.
- Landscaping should be used to soften the appearance of walls and fences.
- Materials consistent with local architecture vernacular, as well as indigenous to the area are desired.
- Elements made of iron and other metals may be integrated into fence and wall designs if responding to architectural details.

Recommended Wall and Fence Materials:

- Weathered corrugated metal
- Native stone and rock
- Wood/Heavy timber
- Vine covered trellises
- Textured concrete block or stucco surfaced walls (if compatible with adjacent buildings)

Discouraged Wall and Fence Materials:

- Bright colored plastic
- Non-textured or unfinished concrete or block walls

Public Spaces and Amenities

- Plazas, courtyards, pedestrian paseos, and gardens are strongly encouraged.
- Projects should provide site amenities and other design features that encourage pedestrian utilization, including benches, seating areas, public art, bicycle racks, and lighting. Design of amenities should be consistent throughout the project.
- Outdoor spaces should be designed with public amenities and landscaping that provides shade, an opportunity to rest, and adequate lighting.
- The location of site amenities should not interfere with pedestrian movement.
- Public spaces should include a variety of appropriately designed pedestrian amenities that may include the following:
  - Benches and seating of natural red rock, river rock, and wood are encouraged. Creative benches, as well as rock planters with integrated seating, are encouraged.
  - Site furniture (chairs, tables) should be simple in design and not detract from the surroundings. It should be designed to maximize shade areas while also maintaining overall site visibility.
  - Wind resistant umbrellas are encouraged to create shade areas and to minimize heat build up.
  - Trash and recycling containers should be appropriately sized and located not to interfere with pedestrian circulation or design and should be enclosed in red rock or other local natural/simple materials.
  - Cigarette receptacles should be located in open environments and should be enclosed in containers that blend well with the setting.
  - Bicycle racks should be located in areas that do not conflict with pedestrian and/or vehicular movement. The design of the racks should be complementary to the environment where it's located and may function as a work of art incorporating functional artistic elements.
  - Kiosks directing pedestrians to local amenities and displaying community information should be considered as an important element of any larger public space design. Kiosks should incorporate architectural details of red rock and heavy timber.
  - Identifiable decorative paving that helps to add visual interest and a sense of place is encouraged.
  - Drinking fountains housed in simple and easily identifiable design which blends with the surrounding environment. Multi-use fountains with "pet" drinking bowls are encouraged.
  - If appropriate, low level, decorative lighting should provide appropriate nighttime visibility for safety and pedestrian movement as well as providing accent detail. Wall mounted exterior sconces may also be appropriate.
- Magazine/news racks should be located in enclosures that reflect their surrounding environment and should not affect pedestrian circulation. They should be grouped together in a "cluster" style and shall not be located as stand-alone racks.
- ATM machines should be located in an area that visually does not detract from the site, impair pedestrian circulation and should ideally incorporate red rock or other local natural material in the housing of the machine or its foundation.
- Interpretive signs may be incorporated as an integral part of the design of pedestrian spaces. Design features that highlight the area's history and natural environment are encouraged.
- Public art/design features that invite participation and interaction in public spaces are encouraged. Design features should add local meaning, interpret the local culture, environment and/or history, and capture or reinforce the unique character of place (interpretive features and signs, sculptures, etc.).
- Murals may only be allowed on building walls that are visible from interior courtyards and alleys. Murals should not be readily visible from public rights-of-way. Murals should not include commercial advertising of any kind. Murals shall reflect the local environs and/or history.

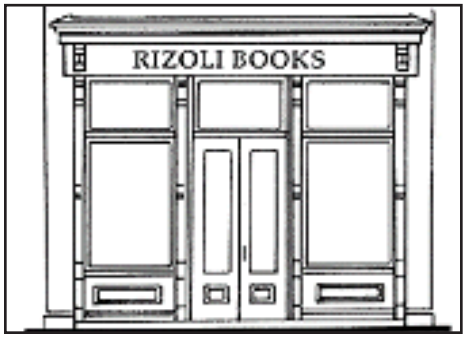
Signs

Signs
The Land Development Code, Sign Regulations (Section 11) outlines the specific sign requirements.

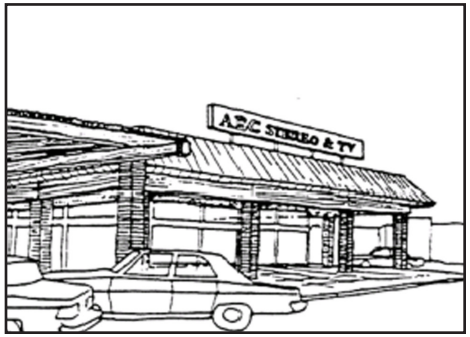
Sign Legibility
- A brief message should be used whenever possible. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive.
- An effective sign should do more than attract attention; it should communicate its message clearly. The most significant influence on legibility is lettering style and spacing.
- Avoid hard-to-read intricate typefaces. Typefaces that are difficult to read reduce the sign's ability communicate effectively.
- Letters should not occupy more than 75 percent of the sign face.
- There should be an adequate amount of contract 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 is more difficult to read.
- Symbols and words are encouraged in place of words whenever possible. Pictographic images usually register more quickly in the viewers mind than a written message.

Sign Placement
- When multiple tenants share a development site, signs should be integrated as one unit to create shared identity for the property or be located and designed as a unified package so that signs do not visually compete with each other.
- Signs should be designed to relate to the architectural features of the building on which they are located.
- Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.
- Signs should 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.
- Signs should not be located so that they cover or interrupt the architectural details or ornamentation of a building's facade.
- Signs cannot project above the edge of the rooflines and should not obstruct windows and/or doorways.
- The location and extent of signs and advertising should not obstruct scenic views.
- Repetitious signage information on the same building frontage should be avoided.

Sign Color
- Too many colors overwhelm the viewer's ability to process fast what the sign is communicating. Limit use of accent colors to increase legibility. Colors should be limited to no more than three on a single sign.
- Contrast is an important influence on the legibility of signs. The most aesthetic and effective graphics are produced with light colored letters and images on a dark contrasting colored background.
- Bright fluorescent colors should be avoided as they are distracting and do not blend well with other background colors.
- Sign colors should relate to and complement the materials or color scheme of the buildings, including accent and trim colors.
- Signs should not be painted directly over stone facades.



Encouraged sign placement


Discouraged sign placement

Sign Materials

- Materials should be selected with consideration for the architectural design of the building's facade. Sign materials should complement the architecture and materials of the structure.
- Appropriate sign materials may include:
- Wood (carved, sandblasted, etched, properly sealed and painted or stained)
- Red rock and river rock
- Tile (painted, sealed, inlaid tiles)
- In certain cases, metal may also be appropriate (formed, etched, cast, engraved, and properly primed or factory coated to protect against erosion).
- Stucco
- Three dimensional signs are strongly encouraged.
- Handcrafted signs are strongly encouraged.
- Vinyl and plastic signs are discouraged.
- Decorative iron brackets or wood are preferred for sign hardware support.
- The selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.
- Sign materials should be very durable. Paper and cloth signs are not suitable for outside because they deteriorate quickly.
- Individually mounted internally illuminated channel letters, and internally illuminated plastic faced cabinet signs are strongly discouraged.

Sign Illumination

- First, consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. This is particularly true if good window graphics are used.
- Other than "open" signs, digital or electronically lit messages of any kind or signs having the same effect are discouraged.
- It is best to illuminate the sign by a shielded external source of light because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the sign will cast light on the sign and generally a portion of the building as well.
- Whenever external lighting fixtures are used, lighting must be properly shielded and directed down to preserve the night sky.
- Back-lighted solid letters are preferred to internally illuminated letter signs. Signs consisting of opaque individually cut letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure. Visible raceways and transformers for individual letters are discouraged.
- Blinking, rotating, flashing, hanging, or reflecting lights are prohibited.

Encouraged Sign Types

Wall Signs:
- A wall sign should be located where the architectural features or details of the building suggest a location, size, or shape for the sign. The best location for a wall sign is generally a band or blank area between the storefront and the parapet.
- Wall signs should not project from the surface upon which they are attached more than that is required for construction purposes and in no case more than 6 inches.
- Wall signs and "ghost" signs painted directly on a structure may be appropriate in some cases.
- Internally illuminate cabinet-type signs are discouraged.
- New wall signs for individual businesses in a business/shopping center should 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.
- For new and remodeled center with multiple tenants, a comprehensive sign program for all signs in the center should be developed.

Projecting Signs:
- The use of small, pedestrian-oriented signs is strongly encouraged.
- Projecting signs should be used for ground floor uses only. On a multi-storied building, the sign should 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.
- The scale of projecting signs should not detract from the architectural character of the building.
- Projecting signs should be hung perpendicular to the face of the building.
- Sign supports and brackets should be compatible with the design and scale of the building. Decorative iron and wood brackets are encouraged.
- Avoid damaging brick and stonework; brackets should be designed so that they can be bolted into masonry joints when possible.
- Internal illumination of projecting signs is discouraged.

Hanging Signs:
- Where overhangs or covered walkways exist, pedestrian oriented hanging signs are encouraged. Signs should be hung over the pedestrian right-of-way.
- Hanging signs should be simple in design and not used to compete with existing signage at the site, such as wall signs.

Awning Signs:
- The text of awning signs should be located only on the valance portion of the awning. Letter color should be compatible with the awning and the building color scheme.
- The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where multiple awnings are used on the building, the design and color of the sign awnings should be consistent with all other awnings.
- Backlit, internally illuminated awnings are strongly discouraged.
- Only permanent signs that are an integral part of the canopy or awning should be used. To avoid having to replace awnings or paint out previous tenant signs when a new tenant moves in, the use of replaceable valances should be considered.
- Awning signs should be painted directly on the awning. The use of adhesive/press lettering is strongly discouraged.

Window Signs:
- Window signs (permanent or temporary) should not cover more than 25-percent of the area of each window.
- Window signs should be primarily individual letters placed on the interior surface of the window and intended to be viewed from outside. Off-white and gold-leaf paint are the recommended colors. Glass-mounted graphic logos may also be applied as long as they comply with the 25-percent

limitation.
- The text or sign copy of a window sign should be limited to the business name, and brief messages identifying the product or service (e.g. "western wear" or "cafe"), or pertinent information (e.g. "reservations required").
- Interior signs 12-inches or less from the window are considered as exterior advertising signs and as such are counted in the overall sign square footage limits of the City's lighting regulations.

Monument Signs:
- Monument-type signs (on ground) are strongly encouraged where appropriate. A monument sign is a ground sign generally having a low profile with little or no open space between the ground and the sign.
- The sign area and height of the sign should be in proportion to the site and surrounding buildings. Signs should not be overly large so as to be a dominant feature of the site.
- Monument signs should be placed perpendicular to the street.
- Monument signs should be placed so that sight lines at entry driveways and circulation aisles are not blocked.
- Monument signs should be designed to create visual interest and complement their surroundings. Monument signs should incorporate architectural elements, details, and articulation as follows:
- Provide architectural elements on the sides and top to frame the sign pane(s). Use columns, pilasters, cornices, and similar details to provide design interest.
- Incorporate materials and colors into the sign support structures to match or be compatible with materials and colors of the development the sign serves so it does not appear out of scale with its adjacent building(s).
- Monument signs may be incorporated into wall elements where appropriate.
- Landscaping around monument signs should be designed to ensure the long-term readability of the sign.

Figurative Signs:
- Signs, which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified above.

Strongly Discouraged Sign Types:
- Pole Signs – signs supported by a single pole are strongly discouraged. These signs are typically out of scale with the built environment and designed for high-speed interstate traffic.
- Neon Signs – signs that are internally illuminated letter signs are strongly discouraged.
- Cabinet Signs – Internally illuminated cabinet or awning signs are strongly discouraged in these districts. These signs, where only the sign face is illuminated, tend to stand out and not appear integrated with the building's facade.

Good examples of monument signs.