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Article 11

SIGN REGULATIONS

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1101 Title.

This article shall be known as the Sedona Sign Ordinance.

1102 Purpose.

The purpose of this article is to prescribe standards for the location, design, color, illumination, height and size of all types of signs within the city in order to protect the unique natural beauty and small-town character of the city, our primary assets. This article also intends to promote the following:

A. To encourage the effective use of signs as a means of communication for the convenience of the public by preventing their over concentration, improper placement and excessive size;

B. To maintain and enhance the aesthetic environment while promoting creativity and the city's ability to attract sources of economic development and growth;

C. To minimize the possible adverse effect of signs on nearby public and private property;

D. To protect and enhance the small-town character of the city by requiring new and replacement signage which is:

1. Creative and distinctive;

2. Compatible with its surroundings;

3. An integral component of the style and character of the building to which it relates;

4. Appropriate to the type of activity to which it pertains;

5. Expressive of the identity of individual proprietors or of the community as a whole; and

6. Appropriately sized for its context;

E. To enable the fair and consistent enforcement of these sign restrictions;

F. To preserve and protect the public health, safety and general welfare.

1103 Definitions.

See Article [2](#) SLDC for definitions pertaining to signs.

1104 Administration.

1104.01 Master Sign Plans.

A. Approval Required.

1. Any new construction or redevelopment project shall obtain approval of a Master Sign Plan as part of the development review process as set forth in SLDC [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.

B. Master Sign Plan Application. An application for a Master Sign Plan shall include the following information:

1. Accurate Site Plan, including location of building(s), parking lot(s), driveway(s), and landscaped area(s);

2. Two drawings showing details of construction and foundation of proposed sign(s);

3. An accurate indication of the location of each present and proposed future sign of any type, whether requiring a permit or not;

4. An elevation drawing or photo depicting the proposed location of sign(s) on buildings, walls or windows;

5. A scaled drawing showing the size, shape, design, colors, materials, lighting and letter styles of proposed sign(s);

6. Exterior paint or stain samples of the colors to be used in the construction of proposed sign(s);

7. Computation of the maximum total sign area. For buildings with 2 or more separate businesses, computations shall identify the total maximum area each individual business will be allowed;

8. Plans, including window signage, should indicate the area(s) of the window(s) to be covered and the general type of window signs (for example, painted, etched, stenciled, and the like);

9. Master Sign Plans must be signed by all owners or their authorized agents;

10. 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.

C. Master Sign Plan Review. An application for a Master Sign Plan shall be reviewed as part of the development review process as set forth in SLDC [401](#).

D. Nonconforming Master Sign Plans. A permit for a new Master Sign Plan shall be obtained within 60 days of receipt of notice from the Director that an existing Master Sign Plan for any

structure does not contain all the information required by this article, or if signs displayed in or upon the structure do not comply with the provisions of this article.

E. Individual Sign Permits. Individual sign permits are required for all signs contained within an approved Master Sign Plan.

F. Amendments. A Master Sign Plan may be amended by filing a new Master Sign Plan that conforms with all requirements of this article.

1104.02 Permit Required. Except as provided in SLDC [1105](#), Exemptions, 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. Each sign shall conform to any existing Master Sign Plan on file.

1104.03 Permanent Signs – Permit Process.

A. Application Form. An application for a sign permit shall be made in writing on forms furnished by the Department. The application shall contain:

1. Two drawings showing details of construction and foundation of the proposed sign;
2. A scaled drawing showing the size, shape, design, colors, materials, lighting and letter styles of the proposed sign;
3. A plot plan of the proposed site and sign location of any freestanding sign;
4. An elevation drawing or photo depicting the proposed location of the sign on a building or a wall or window;
5. Exterior paint or stain samples of the colors to be used in the construction of the sign;
6. 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.

B. Pre-Application Conference. An applicant for a sign permit may attend a pre-application conference with the Director prior to the actual submission of the application. The application conference provides an opportunity for any questions to be answered and for confirmation of exact submittal requirements and fees.

C. Sign Permit Review Procedures. Applications for sign permits shall be reviewed by the Director within 7 working days.

D. Permit Duration. Signs for which permits have been issued shall be erected in compliance with the permit and any attached conditions of approval within 60 days of the issuance of the

permit or Certificate of Occupancy. Failure to complete placement of the sign within such period shall require the sign owner to obtain a new permit before such sign can be erected.

1104.04 Temporary Signs – Permit Process.

A. Application Form. An application for a temporary sign permit shall be made in writing on forms furnished by the Department. The application shall contain:

1. A plan and/or written description that clearly describes the location of the proposed temporary sign;
2. A scaled drawing showing the size, shape, design, colors, materials, lighting and letter styles of the proposed sign;
3. An elevation drawing or photo depicting the proposed location of the sign on a building or a wall or window;
4. Exterior paint or stain samples of the colors to be used in the construction of the sign;
5. Any other maps, drawings or materials as required by the Director to adequately describe the sign proposal. The application and any exhibits shall become the property of the city.

B. Sign Permit Review Procedures. Applications for sign permits shall be reviewed by the Director within 7 working days.

C. Permit Duration. Signs for which permits have been issued shall be erected in compliance with the permit and any attached conditions.

1104.05 Fees. At the time of an application for a sign permit, a nonrefundable deposit of \$25.00 shall be paid. The balance of the fee as listed in the City Fee Schedule shall be paid when the sign permit is issued. The fee is nonrefundable.

1104.06 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 City's Electrical Code as adopted, and the electrical components used shall bear the label of an approved testing agency.

1105 Exemptions.

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 SLDC [1114](#), Prohibited signs:

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

B. Civic Events Posters and Announcements. Posters, flyers and announcements promoting civic events may be displayed, but shall not contain advertisements for products or services not associated with the civic event. Displays of civic events announcements shall not exceed 2 posters per business, nor shall they be placed on the exterior of a building or structure.

C. 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.

D. Flags.

1. The flag, pennant or insignia of any nation, organization of nations, state, province, county, city, any religious, civic or fraternal organization, or educational institution; provided, however, that a temporary sign permit shall be required when such are used in connection with a commercial promotion or as an advertising device (SLDC [1111\(D\)](#), Promotional Signs).

2. Flagpoles shall not exceed maximum height regulations as set forth in SLDC [903.10](#).

E. Historic Plaques. Historic plaques erected by the city designating an area of historical significance.

F. Ideological Signs.

1. Ideological signs must be stationary and unlighted.

2. One sign shall be permitted per street frontage per lot.

3. Signs shall not exceed 16 square feet in area and 6 feet in height.

G. Informational Signs. Signs containing no advertising; provided, that each sign does not exceed 1 square foot in area, and limited to a total of 2 square feet for any 1 business. Businesses having a second entrance are allowed an additional 1 square foot of sign area for the display of information signage at the secondary entrance.

H. Lead-In Signs. Temporary off-premises signs used to direct vehicular traffic for the purpose of announcing a garage sale or an open house announcing the sale of a specific home or residential unit within the Sedona city limits may be located in any zoning district subject to the following regulations:

1. Such signs shall not be displayed for more than 3 consecutive days nor shall they be left out overnight. Any sign displayed in excess of 3 consecutive days or overnight shall be deemed as refuse and subject to removal by the city;
2. Such signs shall be posted only when a sales person is on duty for each specific sale or event;
3. Signs shall not exceed 3 square feet in area and 3 feet in height and shall not be illuminated;
4. Such signs shall not be placed so as to create a traffic hazard, as determined by city staff. Such signs shall not be placed in A.D.O.T. right-of-way, traffic medians, public sidewalks or bicycle paths;
5. Such signs 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;
6. No more than 4 signs shall be displayed for each sale or event specified.

I. Menu Display Boxes. Display boxes of up to 2 square feet are allowed for restaurants, bars and lounges for the purpose of displaying menus. 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.

J. 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.

K. Picket Signs. Picketing signs shall not exceed 4 square feet.

L. Political Signs.

1. Recommended Voluntary Political Sign Guidelines. In 2011, state legislation mandated that all municipalities allow political signs with size and location limits that dramatically exceeded prevailing Sedona city standards for political signs. The city's political sign restrictions had served for years to limit the negative aesthetic affects of numerous large political signs throughout the city and thereby served to fulfill the city's vision of enhancing its natural beauty. While, in light of state legislation, the city is no longer able to mandate these same standards, the city does urge all political candidates and political committees to voluntarily adhere to the following nonmandatory political sign guidelines:

- a. It is recommended that no political signs be placed on or about public property or within any public rights-of-way.
- b. Political signs shall not be erected earlier than 60 days prior to the special voting period, and it is recommended that such signs be removed within 5 days after the Election Day.

c. It is recommended that 1 sign shall be permitted per street frontage per lot or parcel for each candidate or measure, and that the size of the sign not exceed 6 square feet in area and 3 feet in height.

2. Mandatory Requirements for Political Signs. Notwithstanding the proposed voluntary sign guidelines set forth in subsection (L)(1) of this section, the following requirements for political signs set forth the mandatory and maximum standards for placement, duration and size and cannot be exceeded:

a. Political signs shall not be allowed within ADOT rights-of-way. However, political signs shall be allowed within City of Sedona public rights-of-way.

b. Political signs may be placed on private property with property owner's approval.

c. Political signs must be stationary, unlighted and temporary.

d. Political signs shall not be erected earlier than 60 days prior to the specified voting period, and shall be removed within 15 days after the Election Day.

e. The person, party or parties responsible for erection or distribution of any such signs shall be jointly and individually liable for their removal. The sign shall contain the name and telephone number of the candidate or campaign committee contact person responsible for the sign.

f. Political signs shall not exceed 16 square feet in areas zoned for residential use or 32 square feet in other zoned areas. Political signs shall not exceed 5 feet in height.

g. The following areas within City of Sedona rights-of-way shall be designated as "political sign free zones" due to predominance of commercial tourism, resort and hotel uses. Political signs shall not be allowed within the "political sign free zones."

i. Along SR 89A from L'Auberge Lane to the north end of uptown Sedona where the ADOT-owned section of SR 89A commences.

ii. Along Jordan Road from SR 89A to the northern end of the C-1 (General Commercial) zoning district boundary.

iii. Along Apple Avenue from SR 89A to Jordan Road.

iv. Along Forest Road from SR 89A to Smith Road.

v. Along Van Deren Road from Forest Road to Mesquite Avenue.

vi. Along Mesquite Avenue from Jordan Road to Wilson Road.

vii. Along Mountain View Road from Apple Avenue to Schnebly Road.

viii. Along Cedar Street from Apple Avenue to Schnebly Road.

ix. Along Schnebly Road from Jordan Road to Mountain View Road.

x. All of Arroyo Roble Road.

xi. Along Brewer Road from SR 89A to Ranger Road.

xii. Along Ranger Road from SR 179 to Brewer Road.

M. Real Estate Signs.

1. Temporary (including portable) signs advertising a real property for sale, lease or rent within Sedona city limits are permitted as follows:

a. One on-site unlighted sign not to exceed 6 square feet on each street frontage;

b. One "Open House" sign not to exceed 6 square feet may be located on each lot to which it applies;

c. Such signs shall not be located in public rights-of-way, street medians or bike trails.

2. When located on a parcel of 2 acres or larger which lies contiguous to a major arterial highway frontage of at least 150 feet at the location of the sign, a sign shall be permitted not to exceed 12 square feet in area.

3. Freestanding signs shall not exceed 6 feet in height.

4. All sale, lease and rental signs shall be removed within 30 days from the date of sale, lease or rental.

N. Religious Symbols. Nonverbal religious symbols attached to a place of religious worship.

1. Religious symbols must be stationary and unlighted.

2. One symbol shall be permitted per street frontage per lot.

3. Symbols shall not exceed 16 square feet in area and 6 feet in height.

O. 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 and the address of the dwelling is allowed. The sign shall contain no advertising copy and shall not exceed 2 square feet in area.

P. 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. 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.

Q. Signs Authorized by Law. Signs required or specifically authorized for a public purpose by any law, statute or ordinance, such as “no trespassing” signs; 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.

R. 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; provided, that the primary purpose of such vehicles is not for the display of signs. Business vehicles shall be parked in an assigned parking space which is not immediately adjacent to a street frontage.

S. Temporary Window Signs. Each business may display temporary window signs for up to 20 days per calendar quarter. No temporary window sign shall exceed 3 square feet in area. There shall be no more than 1 temporary window sign displayed in any window, and no more than 2 temporary window signs in any 1 business. Signs solely displaying product names, product logos, business names or promoting the ongoing nature of the business and the products sold are not exempt.

T. 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.

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

[Ord. 2006-02, 1-10-2006; Ord. 2009-15, 10-13-2009; Ord. 2011-09 § 1, 10-11-2011 (Res. 2011-21 Exh. A, 10-11-2011)].

1106 General standards for signs.

A. Abandoned Signs. A sign shall be removed after the activity, product, business, service or other use which is being advertised has ceased or vacated the premises. All abandoned signs shall be considered refuse and subject to removal by the Director.

B. Architectural Compatibility. A sign (including its supporting structure and components, if any) shall be designed as an integral design element of a building’s architecture, and shall be architecturally compatible, including color, with any building to which the sign is to be attached and with surrounding structures as determined by the Director.

C. Clearance. 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.

D. Color.

1. Sign colors shall provide sufficient contrast to be legible, yet be subdued enough to blend with the natural landscape and/or surrounding structures.
2. The background area of a sign, exclusive of any letters, words or symbols, shall be of earth or dark colors with a light reflectance value of less than 38%. Not more than 10% of the sign background area shall exceed 38% light reflectance value. Natural materials such as rock, natural wood, old wood, tile, brick, and the like, which do not comply with the 38% light reflectance value requirement, may be considered on a case-by-case basis by the Director.
3. Bright and glossy or fluorescent colors and reflective surfaces are prohibited. Where these colors are part of a logo or copyrighted insignia used in 3 or more business locations outside of the city, all colors incorporated in the logo are permitted in the logo only. In this event, logo colors should be modified so that they conform to the greatest extent possible.

E. 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.

F. 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 made consistent with the historic character of the structure or site.

G. Lighting Requirements.

1. Externally lit signs shall be illuminated only with steady, stationary, shielded light sources directed solely onto the sign without causing glare.
2. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from adjacent public rights-of-way or residential properties.
3. External illumination for signs shall conform to all provisions of SLDC [911](#), Outdoor lighting. Such lighting shall be treated as Class 1 lighting and shall conform to the lamp and shielding restrictions and lumen caps.
4. 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.
5. The fixtures used to illuminate signs shall not be directed toward nearby residential properties.

6. Internally illuminated signs are permitted in certain circumstances as follows:

a. Individual back-lit letters which are silhouetted against a softly illuminated wall (see Illustration 11-1);



Illustration 11-1

b. Individual letters with translucent faces, containing soft lighting elements inside each letter (see Illustration 11-2); and

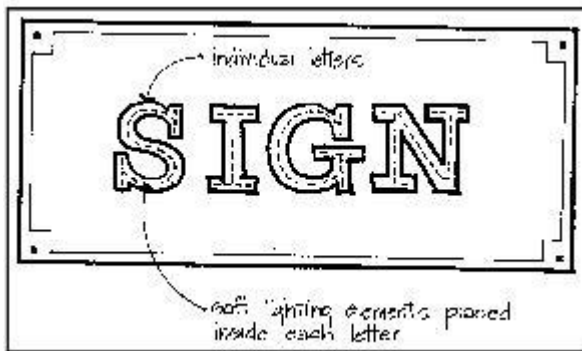


Illustration 11-2

c. Metal-faced box signs with cut-out letters and soft-glow fluorescent tubes (see Illustration 11-3).



Illustration 11-3

7. Fluorescent lights shall be allowed for indirect illumination when placed in such a manner that the light tubes are not exposed to view from the public right-of-way or sidewalk.

8. A sign may be illuminated during the hours of operation of the facility being identified or advertised or until 11:00 p.m., whichever is later.

9. Such signs shall provide an automatic timer to comply with the intent of this section.

10. Illumination of off-premises signs is prohibited, except in the case of off-premises kiosks which are subject to the provisions of this Code.

11. a. Ground-mounted sign lighting is not permitted for freestanding signs on poles, where open space is visible from the bottom of the sign to the ground. The Director may approve ground-mounted lighting for freestanding signs which are constructed in such a way that no open space is visible from the bottom of sign to the ground (such as solid base, landscaping).

b. All ground-mounted lights shall be placed in such a manner that the angle of the lamp shall not be greater than 45 degrees measured from a horizontal plane to a line projected through the center of the lamp, and fixtures shall be fully shielded to contain and direct the light onto the sign only. All upward-directed sign lighting is prohibited. Existing nonconforming bottom- or side-mounted outdoor sign lighting shall not be used after July 1, 2006.

H. Location.

1. No signs shall be placed on or about public property or within any public right-of-way except as otherwise provided and may be deemed refuse and subject to removal by the Director.

2. 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.

3. 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.

I. Maintenance.

1. 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.

2. In addition to other remedies provided for in this article, the Director shall have the authority to order the painting, repainting, repair, or maintenance of any sign. If such a condition is determined by the Director to exist, the Director shall give notice thereof by certified mail, return receipt requested, to the sign owner at the address shown on the sign permit. If, within 30 days from service of the notice, the Director's order is not complied with, the Director may remove the sign, or cause it to be removed, and the cost of removal shall be charged against the sign owner and the sign owner's property as provided in Article [14](#) SLDC, Enforcement.

3. 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.

J. Measurement of Sign Area.

1. The area of a sign shall be computed by measuring the copy as enclosed by the smallest square, triangle, rectangle or combination thereof. Any support structures, boarding trims and decorative embellishments will not be counted against total sign area as long as said support structures, boarding trims and decorative embellishments are appropriately scaled to the size of the copy as determined by the Director.

2. Except as specifically provided in this article, the area of any sign shall not exceed 20 square feet. (See Illustration 11-4.)

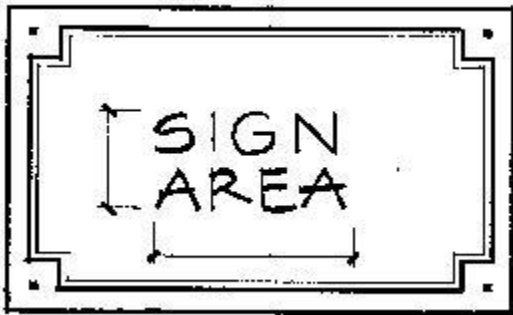


Illustration 11-4

K. Sign Height. Sign height shall be determined for signs above the average elevation of the finish grade within a 6-foot radius of the point of measurement on the sign, exclusive of any filling, berming, mounding, landscaping, or solely for the purpose of locating the sign. No sign shall exceed 8 feet in height.

L. Sign Materials. Sign materials shall be similar to or compatible with the structure which they identify. Signs should be constructed predominantly of natural materials, such as rough cedar, redwood or other types of wood; sign foam is an acceptable alternative. Stained glass or ceramic tile may also be used. Requests to use alternative materials may be approved by the Director. Where signs with relief are proposed, only 85% of the copy area of the sign shall count against the allowable sign area.

M. 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.)

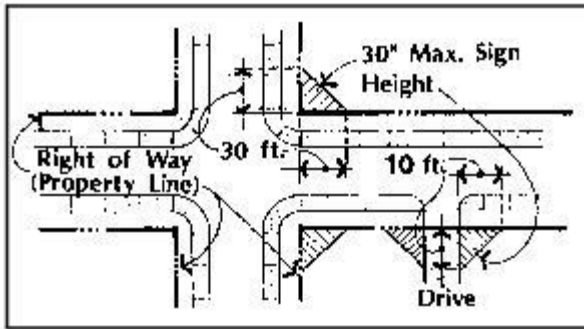


Illustration 11-5

[Ord. 2006-02, 1-10-2006].

1107 Permanent signs – Commercial districts.

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

A. Awning Sign (Canopy). Any portion of an awning containing advertising copy shall be treated as a wall sign and shall be included in the overall area calculations for wall-mounted signs.

1. Signs may be attached flat against awnings made of rigid materials and shall not project above the awning. Awnings of nonrigid materials (such as canvas) shall have signs only applied or painted on them. (See Illustration 11-6.)

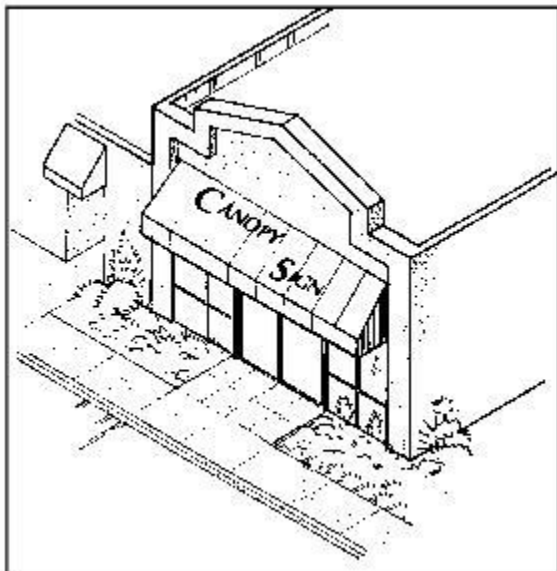


Illustration 11-6

2. There shall be a minimum clearance of at least 8 feet between the bottom of the awning and the ground at grade.

B. Directional Signs.

1. There shall be no more than 2 directional signs 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 and have height greater than 3 feet above grade. No more than 25% of the area of a directional sign may be devoted to business identification; such area shall not be assessed as business identification sign area. (See Illustration 11-7.)

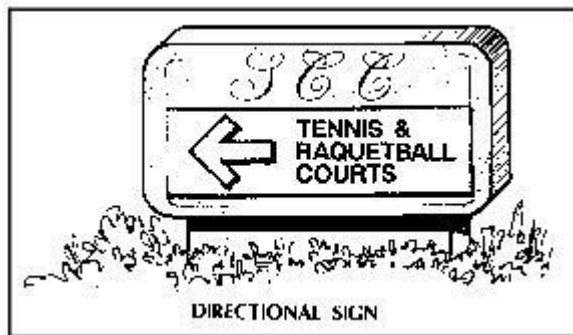


Illustration 11-7

C. Directory Signs. Directory signs may be provided to identify individual businesses or occupants of the same building or building complex, in accordance with the following (see Illustration 11-8):

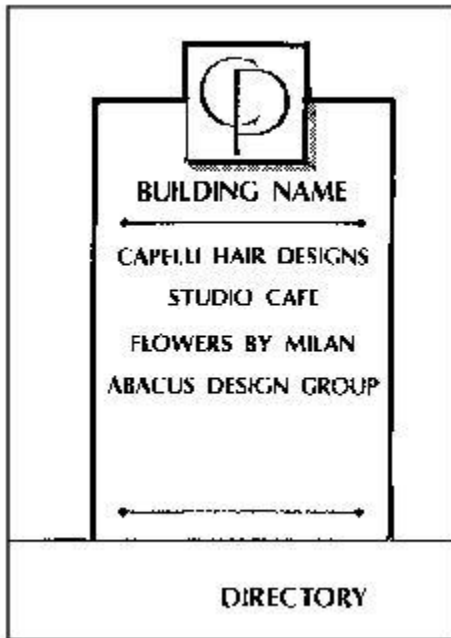


Illustration 11-8

1. The display board shall be of an integrated and uniform design;
2. No more than 1 sign not to exceed 2 square feet in area is permitted per directory for each tenant business;
3. Directory signs shall be placed in 1 or more groups at points nearest the pedestrian entrances adjacent to the building complex only and may be wall-mounted or freestanding signs. Such signs shall not exceed 6 feet in height;
4. The total area of any directory sign shall not exceed 30 square feet;
5. Property management companies are allowed 1 identification sign per building managed not to exceed 2 square feet. Such signs shall not count against total allowable directory signage;
6. Directory signs shall not contain advertising copy.

D. Freestanding Signs. (See Illustration 11-9.)



Illustration 11-9

1. There shall be no more than 1 freestanding sign per property, except as otherwise provided.
2. A landscaped area equivalent to the area of each side of a freestanding sign shall be maintained by the permit holder. This area shall be kept in a neat and clean condition, free of weeds and rubbish.
3. One freestanding sign per property per street frontage is permitted with a maximum area of 20 square feet and not exceeding 8 feet in height. When 2 or more freestanding signs are permitted, no more than 1 sign shall be placed on any street frontage. On properties which exceed a 150-foot lot frontage on a single street, the business identification sign may be increased in area by 4 square feet for each foot of reduction in overall height from the 8-foot maximum, up to a maximum of 32 square feet.
4. Each building must incorporate its legally assigned street number into its freestanding sign.
5. In addition to the above, 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 and shall be incorporated into the main freestanding sign.
 - a. "Self/full serve" signs not to exceed 3 square feet in area each are permitted on each end of each pump island.
 - b. Signs affixed to the top or sides of an operable fuel dispensing pump shall not exceed 3 square feet in area, shall only display instructional or price information, and shall not include advertising copy pertaining to any product, sale or promotion.

E. Marquee Sign. A marquee sign is a sign which utilizes changeable letters or copy and is restricted to commercial uses for the purpose of advertising dramatic, musical, entertainment, or motion picture events which occur on the premises on a regular basis.

1. There shall be no more than 1 internally illuminated change-letter marquee sign per property.
2. The area of a marquee sign shall not exceed 12 square feet in copy area. Such sign shall be incorporated into the main freestanding sign or may be wall-mounted.
3. Letters or symbols shall not exceed 12 inches in height.
4. Any portion of a marquee sign copy incorporated into the main freestanding sign or wall-mounted sign shall be treated as a separate sign, but shall be included in the overall area calculations for such sign.
5. The majority background color of a marquee sign may, upon approval of the Director, exceed a light reflectance value (LRV) of 38%; provided, that the background color shall be dark enough to provide sufficient contrast with the copy area so as to be legible and visible as determined by the Director. In no case shall a marquee sign have a majority background area that is white.

F. Permanent Window Signs.

1. A permanent window sign shall be considered as a wall-mounted sign and shall not exceed more than 25% of the window area in which they are displayed.
2. The area of these signs under 10% is not counted as part of the overall calculations for wall-mounted signs. The area of these signs over 10% up to the maximum of 25% shall be included in the overall area calculations for wall-mounted signs.

G. Projecting and Suspended Signs. Projecting and suspended signs shall be treated as wall signs and shall be included in the overall area calculations for wall-mounted signs.

1. The 2 sides of a projecting or suspended sign must be parallel back to back, and shall not exceed 12 inches in thickness and 20 square feet in area.
2. A projecting sign shall be hung at right angles to the building and shall not extend more than 4 feet from a building wall.
3. Projecting or suspended signs shall have a minimum clearance of 8 feet above grade when located or projecting over a pedestrian way. If projecting over an alley or driveway, the clearance must be at least 13 feet.
4. 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.
5. The top of the sign if suspended should be in line with whichever is the most successful application of scale, linear continuity or visibility as determined by the Director.

H. Street Address Signs.

1. Each business must display its legally assigned street number in accordance with SCC 12.20.070. Each building must incorporate its legally assigned street number into its freestanding sign. In the case where a freestanding sign is not utilized, the street number must be incorporated into the primary sign.
2. Letters or numbers shall have a minimum height requirement of 4 inches.

I. Subdivision Entrance Signs.

1. Not more than 2 permanent subdivision identification signs are permitted for each primary entrance to a recorded subdivision, indicating only the name, symbol, logo, or other graphic identification of the subdivision.
2. Each subdivision entrance sign shall not exceed a maximum area of 12 square feet and a maximum height of 3 feet.

3. Each subdivision entrance sign shall be located in a landscaped area of at least 2 square feet for each 1 square foot of sign area. This area shall be landscaped with plants that are drought resistant, low water consuming, and require low maintenance, and may be supplemented with rocks and nonvegetative ground covers that blend with the natural terrain. This area shall be maintained and kept free of rubbish and weeds.

J. Wall Signs. (See Illustration 11-10.)

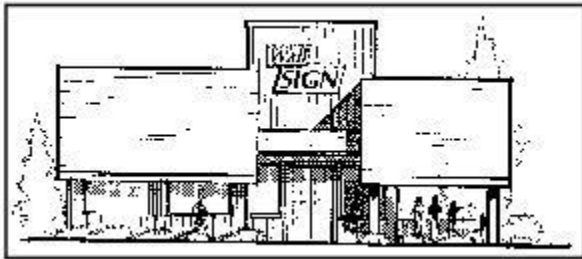


Illustration 11-10

1. Wall signs shall not project more than 15 inches from the building surface.
2. Wall 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.
3. For each business on a separate property, wall-mounted signage for each street frontage is permitted with a maximum area of 20 square feet. On properties exceeding a 60-foot lot frontage on a single street, the area of this wall-mounted sign 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.
4. Individual business signs for each business in a group of 2 or more businesses associated by a common agreement or ownership with common parking facilities or housed in 1 structure, wall-mounted signage with a maximum area of 12 square feet is permitted for each business with a primary entrance on a street, parking lot, courtyard or mall. On businesses exceeding a 36-foot frontage, the area of this wall-mounted sign 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.
5. When 2 or more businesses occupy 1 building space with a common entrance (such as without separate entrances) they shall be considered 1 business for sign computation purposes.
6. 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. (See Illustration 11-11.)

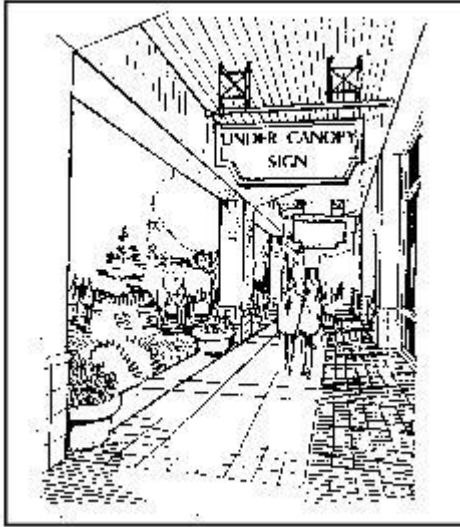


Illustration 11-11

K. Signs Relating to Visitor Information.

1. Regardless of the nature or purpose of the business, any person, company, corporation, OPC solicitor, OPC employer, or entity engaged in the procurement of prospective customers for sales solicitation, presentations, or a substantially similar activity, that identifies or advertises itself by means of any sign that utilizes the following phrases or substantially similar phrases: “tourist information,” “tourist center,” “visitor information,” “visitor center,” “information center,” “welcome center,” “activity center,” or “activity information,” must clearly display the following at their location:

a. The identity or name of the business on the face of the phrase-bearing sign, immediately adjacent to the phrase referenced in subsection (K)(1) of this section in conjunction with the words “presented by,” “courtesy of,” “presents,” or substantially similar wording, all of which shall be in letters of sufficient size and color to be clearly readable to persons walking or driving by, as applicable based on intended viewer of the sign, but in no event shall any letter required under this subsection (K)(1)(a) be less than 50% of the largest font size used to display the phrase referenced in subsection (K)(1) of this section. Signage using the subsection (K)(1) of this section phrase shall be prohibited from using the exact signage font style used by AOT, ADOT, or USFS; and

b. The words “Sales Solicitation” will be displayed in an unobscured manner, and printed in clearly readable block letters at least 3/4 inches in height, either on the doors to the building or on the exterior wall of the building immediately adjacent to the door; or, if the business operates from a booth within another business establishment, the same shall be displayed at that booth location. Required signage shall remain clearly and consistently visible to any persons passing by the location or booth, as applicable; and

c. The following notice in its entirety without alterations, additions, or obstructions in clearly visible and readable 3/4-inch block letters on the doors of the building, or on the exterior wall of the building immediately adjacent to the doors, or on any booth referred to in subsection (K)(1)(b) of this section: “Complaints about sales solicitation activity: call City of Sedona Hot Line 203-5000.” Required signage shall remain clearly and consistently visible to any persons passing by.

2. It shall be unlawful for the aforementioned notices, wording, or business name identifications to be obstructed from public view.

3. Such signs shall comply in all material respects with any ordinances or rules specifying signage standards within the city.

1108 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. There shall be no more than 2 directional signs 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 and have height greater than 3 feet above grade.

3. Directional signs shall not apply to single-family residential uses.

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, then 2 signs are permitted, 1 each located adjacent to each public right-of-way.

2. Each sign shall not exceed 12 square feet in area per face and may be double-faced.

3. An identification sign may be wall-mounted or freestanding. When placed against a wall, the sign shall not extend more than 8 feet above grade at the base of the wall. The height of a freestanding sign shall not exceed 3 feet above grade.

4. No identification sign shall contain advertising copy.

5. Identification signs shall not apply to single-family residential uses.

C. Subdivision Entrance Signs.

1. Not more than 2 permanent subdivision identification signs are permitted for each primary entrance to a recorded subdivision, indicating only the name, symbol, logo, or other graphic identification of the subdivision.
2. Each subdivision entrance sign shall not exceed a maximum area of 12 square feet and a maximum height of 3 feet.
3. Each subdivision entrance sign shall be located in a landscaped area of at least 2 square feet for each 1 square foot of sign area. This area shall be landscaped with plants that are drought resistant, low water consuming, and require low maintenance, and may be supplemented with rocks and nonvegetative ground covers that blend with the natural terrain. This area shall be maintained and kept free of rubbish and weeds.

1109 Permanent signs – Special use districts.

1109.01 Nonresidential Uses. The following regulations shall apply to the specific permanent signs as indicated for nonresidential uses within transitional districts and subject to the issuance of a sign permit.

A. Awning Sign (Canopy). Any portion of an awning containing advertising copy shall be treated as a wall sign and shall be included in the overall area calculations for wall-mounted signs.

1. Signs may be attached flat against awnings made of rigid materials and shall not project above the awning. Awnings of nonrigid materials (such as canvas) shall have signs only applied or painted on them. (See Illustration 11-12.)

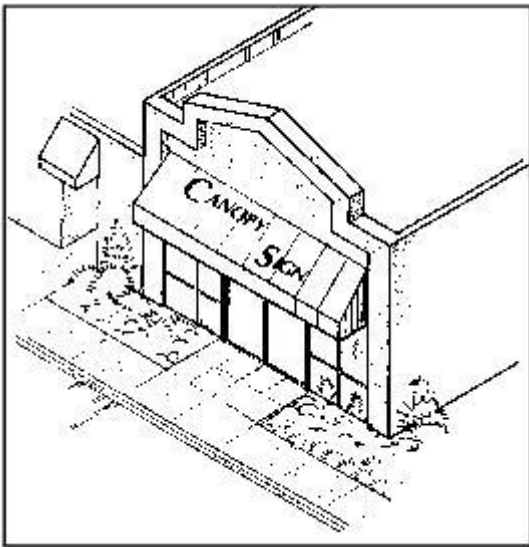


Illustration 11-12

2. There shall be a minimum clearance of at least 8 feet between the bottom of the awning and the ground at grade.

B. Directional Signs.

1. There shall be no more than 2 directional signs per driveway entrance to a lot, parcel or multiple use lot or parcel.

2. No directional sign shall be greater than 4 square feet in area and have height greater than 3 feet above grade. No more than 25% of the area of a directional sign may be devoted to business identification; such area shall not be assessed as business identification sign area. (See Illustration 11-13.)



Illustration 11-13

C. Directory Signs. Directory signs may be provided to identify individual businesses or occupants of the same building or building complex, in accordance with the following (see Illustration 11-14):

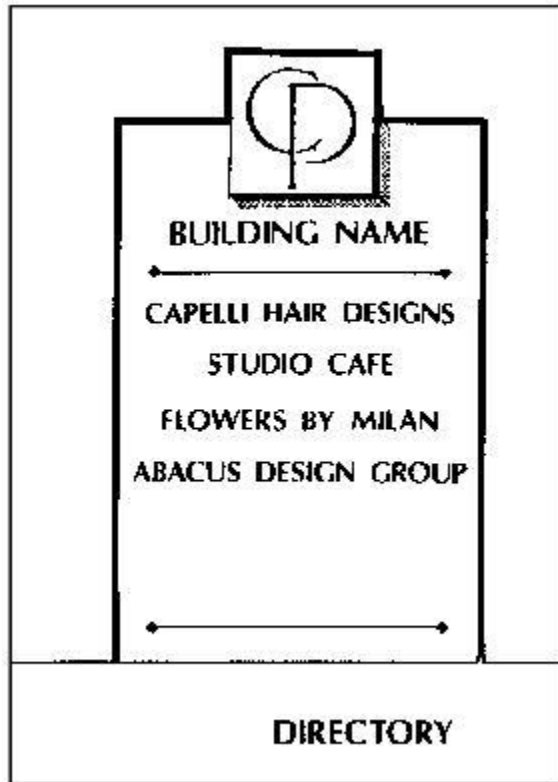


Illustration 11-14

1. The display board shall be of an integrated and uniform design;
 2. No more than 1 sign not to exceed 2 square feet in area is permitted per directory for each tenant business;
 3. Directory signs shall be placed in 1 or more groups at points nearest the pedestrian entrances adjacent to the building complex only and may be wall-mounted or freestanding signs. Such signs shall not exceed 6 feet in height;
 4. The total area of any directory sign shall not exceed 20 square feet;
 5. Property management companies are allowed 1 identification sign per building managed not to exceed 2 square feet. Such signs shall not count against total allowable directory signage;
 6. Directory signs shall not contain advertising copy.
- D. Freestanding Signs. (See Illustration 11-15.)



Illustration 11-15

1. There shall be no more than 1 freestanding sign per property, except as otherwise provided.
2. A landscaped area equivalent to the area of each side of a freestanding sign shall be maintained by the permit holder. This area shall be kept in a neat and clean condition, free of weeds and rubbish.
3. One freestanding sign per property per street frontage is permitted with a maximum area of 12 square feet and not exceeding 5 feet in height. When 2 or more freestanding signs are permitted, no more than 1 sign shall be placed on any street frontage.
4. Each building must incorporate its legally assigned street number into its freestanding sign.

E. Permanent Window Signs.

1. A permanent window sign shall be considered as a wall-mounted sign and shall not exceed more than 25% of the window area in which they are displayed.
2. The area of these signs under 10% is not counted as part of the overall calculations for wall-mounted signs. The area of these signs over 10% up to the maximum of 25% shall be included in the overall area calculations for wall-mounted signs.

F. Projecting and Suspended Signs. Projecting and suspended signs shall be treated as wall signs and shall be included in the overall area calculations for wall-mounted signs.

1. The 2 sides of a projecting or suspended sign must be parallel back to back and shall not exceed 12 inches in thickness and 20 square feet in area.
2. A projecting sign shall be hung at right angles to the building and shall not extend more than 4 feet from a building wall.
3. Projecting or suspended signs shall have a minimum clearance of 8 feet above grade when located or projecting over a pedestrian way. If projecting over an alley or driveway, the clearance must be at least 13 feet.
4. 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.

5. The top of the sign if suspended should be in line with whichever is the most successful application of scale, linear continuity or visibility as determined by the Director.

G. Street Address Signs.

1. Each business must display its legally assigned street number in accordance with SCC 12.20.070. Each building must incorporate its legally assigned street number into its freestanding sign. In the case where a freestanding sign is not utilized, the street number must be incorporated into the primary sign.

2. Letters or numbers shall have a minimum height requirement of 4 inches.

H. Subdivision Entrance Signs.

1. Not more than 2 permanent subdivision identification signs are permitted for each primary entrance to a recorded subdivision, indicating only the name, symbol, logo, or other graphic identification of the subdivision.

2. Each subdivision entrance sign shall not exceed a maximum area of 12 square feet and a maximum height of 3 feet.

3. Each subdivision entrance sign shall be located in a landscaped area of at least 2 square feet for each 1 square foot of sign area. This area shall be landscaped with plants that are drought resistant, low water consuming, and require low maintenance, and may be supplemented with rocks and nonvegetative ground covers that blend with the natural terrain. This area shall be maintained and kept free of rubbish and weeds.

I. Wall Signs. (See Illustration 11-16.)

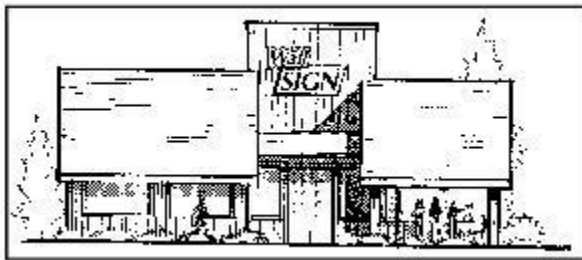


Illustration 11-16

1. Wall signs shall not project more than 15 inches from the building surface.

2. Wall 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.

3. For each business on a separate property, wall-mounted signage for each street frontage is permitted with a maximum area of 12 square feet. On properties exceeding a 60-foot lot frontage on a single street, the area of this wall-mounted sign 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 20 square feet.
4. Individual business signs for each business in a group of 2 or more businesses associated by a common agreement or ownership with common parking facilities or housed in 1 structure, wall-mounted signage with a maximum area of 10 square feet is permitted for each business with a primary entrance on a street, parking lot, courtyard or mall. On properties exceeding a 36-foot frontage, the area of this wall-mounted sign 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 20 square feet.
5. When 2 or more businesses occupy 1 building with common entrances (such as without separate entrances) they shall be considered 1 business for sign computation purposes.
6. 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 (see Illustration 11-17).

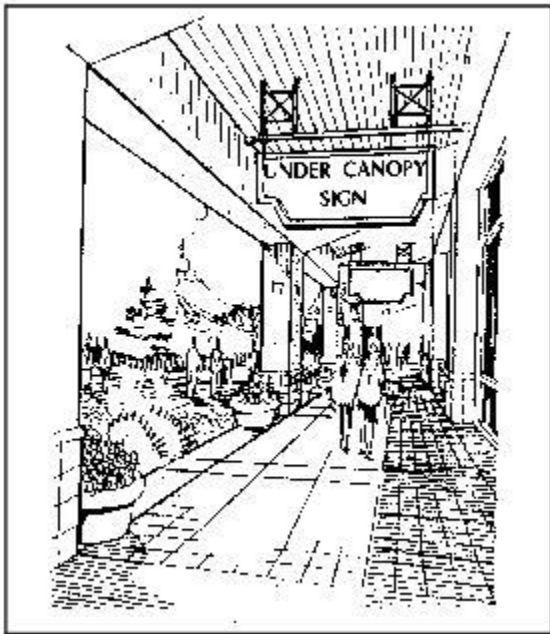


Illustration 11-17

1109.02 Residential Uses. Signage for residential uses within transitional districts is subject to the provisions of SLDC [1108](#).

[Ord. 2003-17 § 3, 10-14-2003].

1110 Permanent signs – Community facility districts and parks and recreation uses.

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

A. Directional Signs.

1. There shall be no more than 2 directional signs 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 and have height greater than 3 feet above grade.

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, then 2 signs are permitted, 1 each located adjacent to each public right-of-way.
2. Each sign shall not exceed 12 square feet in area per face and may be double-faced.
3. An identification sign may be wall-mounted or freestanding. When placed against a wall, the sign shall not extend more than 8 feet above grade at the base of the wall. The height of a freestanding sign shall not exceed 3 feet above grade.
4. No identification sign shall contain advertising copy.

1111 Temporary signs.

The following regulations shall apply to the specific temporary signs as indicated and subject to the issuance of a temporary sign permit.

A. Directional Signs.

1. Temporary, nonilluminated directional signs shall be permitted for special events in accordance with SLDC [407](#), Temporary uses.
2. Such signs shall not be placed for longer than the duration of the event. Signs may be placed 1 day prior to the event and must be removed 1 day after the event. Signs shall be located so as not to create a hazard for pedestrian or vehicular traffic.
3. The maximum area of a temporary directional sign shall not exceed 6 square feet.

B. Going-out-of-Business Signs.

1. All businesses shall be permitted to display going-out-of-business signs on a 1-time basis for a maximum of 30 consecutive days.

2. Any going-out-of-business sign shall not exceed 20 square feet in area.

3. Going-out-of-business signs are allowed only in commercial districts.

C. Grand Opening Signs.

1. All businesses shall be permitted to display grand opening signs on a 1-time basis for a maximum of 30 consecutive days.

2. Any grand opening sign shall not exceed 20 square feet in area.

3. Grand opening signs are allowed only in commercial districts.

D. Promotional Signs.

1. All businesses shall be permitted to display 1 special seasonal promotional sign no more than 4 times a year for a maximum of 10 consecutive days.

2. Any promotional sign shall not exceed 20 square feet in area.

3. Notwithstanding the provisions of SLDC [1114](#), Prohibited signs, flags, balloons and costumed characters shall be permitted for the duration of the seasonal promotional event.

4. Promotional signs are allowed only in commercial districts.

E. Site Development Signs.

1. One site development sign may be allowed for each real estate development project.

2. A site development sign may be displayed commencing with the issuance of a building permit for the project and shall be removed at or before the time of 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.

F. Special Activities/Sports Events Signs.

1. Individuals or organizations sponsoring events or sports activities must apply for a permit, listing the number of signs to be erected and the name of the person(s) responsible for the erection and removal of said signs.

2. Signs may not be erected earlier than 1 day prior to the event and shall be removed within 1 day after the event.
3. Signs shall only be placed facing the interior of the property; no sign shall directly face a street front.
4. Signs shall not exceed 4 feet by 8 feet.
5. The person, party or parties responsible for the erection of these signs shall be jointly and individually liable for their removal.
6. Special activities/sports events signs are allowed only for community facility uses and parks and recreation uses.

1112 Off-premises directional kiosks.

A. Purpose. The purpose of this section is to:

1. Provide general public information for residents and visitors;
2. Assist in the flow of traffic;
3. Help minimize potential hazards to motorists and pedestrians through effective use of kiosk signs;
4. Maintain and enhance the aesthetic environment through a uniform kiosk program;
5. Assist in the community's economy;
6. Assist in consolidating off-premises signage;
7. This section is also intended to prescribe standards for the location, design, color, illumination, height and size for all off-premises directional kiosks within the city in order to protect the unique natural beauty and small-town character of the city.

B. Administration.

1. Program Contractor. The city shall contract with an independent contractor who will coordinate an off-premises directional kiosk program within the city limits.
 - a. The contractor shall be responsible for submittal of a Master Sign Plan.
 - b. The contractor shall be responsible for the cost to design and manufacture all kiosks and placard signs. Kiosks and placard signs shall be built to conform to the existing Master Sign Plan on file.

- c. The contractor shall be responsible for the placement of all kiosks and placard signs.
- d. The contractor shall routinely inspect all kiosks and placard signs.
- e. The contractor shall be responsible for the maintenance or replacement of all kiosks and placard signs as needed or determined by the Director.
- f. The contractor shall be responsible for landscaping the area surrounding off-premises directional kiosks with plants that are drought resistant, low water consuming, and require low maintenance, and may be supplemented with rocks and nonvegetative ground covers that blend with the natural terrain. This area shall be maintained and kept free of weeds and rubbish.
- g. The contractor shall be responsible for maintaining a \$1,000,000 general liability insurance policy and naming the city insured on that policy.
- h. The contractor may charge for such service, as established by the city, except as otherwise provided. The contractor shall be responsible for all program administrative costs, including marketing of the services as well as collection of such fees.

C. Master Sign Plan.

1. Approval Required.

- a. The contractor shall be responsible for submittal of an application for a Master Sign Plan for all proposed kiosks. Applications shall be reviewed as part of the development review process as set forth in SLDC [401](#) prior to any kiosks being erected. Approval by the Planning and Zoning Commission is required.
- b. Kiosks and placard signs erected shall conform at all times to the approved Master Sign Plan on file. Any deviations from the approved Master Sign Plan shall be unlawful unless and until a revised Master Sign Plan is approved.

2. Master Sign Plan Application. An application for a Master Sign Plan shall include the following information:

- a. Eight accurate Site Plans for each proposed kiosk location, including location of roadway(s), building(s), parking lot(s), driveway(s), sidewalk(s), and landscaped area(s);
- b. Eight drawings showing details of construction and foundation of proposed kiosks;
- c. Eight elevation drawings or photos depicting the proposed locations;
- d. Eight scaled drawings showing the size, shape, design, color, materials, lighting and lettering style of proposed kiosks and individual placard signs. Proposed kiosks shall be of a consistent theme and design;

- e. Paint or stain samples of the colors to be used in the construction of the proposed kiosks;
- f. Computation of the maximum total kiosk sign area. Computations shall identify the total maximum area for each placard sign;
- g. Rotation schedule for commercial placard signs;
- h. Any other maps, drawings, or materials as required by the Director (including a colored rendering of the kiosk) to adequately describe the kiosk proposal. The application and any exhibits shall become the property of the city.

3. Master Sign Plan Review. An application for a Master Sign Plan shall be reviewed as part of the development review process as set forth in SLDC [401](#). Approval by the Planning and Zoning Commission is required.

4. Nonconforming Master Sign Plans. A permit for a new Master Sign Plan shall be obtained within 60 days of receipt of notice from the Director that an existing Master Sign Plan for any kiosk does not contain all the information required by this section, or if signs displayed in or upon the kiosk do not comply with the provisions of this section.

5. Kiosk Permit. Individual kiosk permits are required for each kiosk contained within an approved Master Sign Plan.

6. Amendments. A Master Sign Plan may be amended by filing a new Master Sign Plan that conforms with all the requirements of this section.

7. Fees. A Master Sign Plan shall be accompanied by a fee as listed in the City Fee Schedule.

D. Kiosk Permit. No person shall erect, construct, enlarge, alter, repair, display, maintain or use a kiosk until a permit has been issued by the Director. Each kiosk shall require a separate kiosk permit. Each kiosk shall conform to the existing Master Sign Plan on file.

1. Kiosk Permit Process.

a. Application Form. An application for a kiosk permit shall be made in writing on the forms furnished by the Department. The application shall conform to the approved Master Sign Plan on file and shall contain:

- i. Accurate Site Plan for proposed kiosk location, including location of roadway(s), building(s), parking lot(s), driveway(s), sidewalk(s), and landscaped area(s);
- ii. Two drawings showing details of construction and foundation of proposed kiosk;
- iii. An elevation drawing or photo depicting the proposed location;

iv. A scaled drawing showing the size, shape, design, color, materials, lighting and lettering style of proposed kiosk and individual placard signs;

v. Paint or stain samples of the colors to be used in the construction of the proposed kiosk;

vi. Computation of the total kiosk sign area. Computations shall also identify the area for each individual placard sign;

vii. Rotation schedule for commercial placard signs;

viii. Any other maps, drawings, or materials as required by the Director (including a colored rendering of the sign) to adequately describe the kiosk proposal. The application and any exhibits shall become the property of the city.

b. Kiosk Permit Review Procedures. Applications for kiosk permits shall be reviewed by the Director within 7 days to ensure compliance with Master Sign Plan on file.

c. Kiosk Permit Duration. Kiosks for which permits have been issued shall be erected in compliance with the permit and any attached conditions of approval within 60 days of the issuance of the permit. Failure to complete placement of the kiosk within such period shall require the program contractor to obtain a new permit before such kiosk can be erected.

2. Fees. At the time of application for a kiosk permit, a nonrefundable deposit of \$25.00 shall be paid. The balance of the fee as listed in the City Fee Schedule shall be paid when the kiosk permit is issued. The fee is nonrefundable.

3. Inspections.

a. The kiosk for which a permit is issued shall be subject to inspection by and approval of the Building Official and/or Director.

b. Footing inspections may be required, subject to review and approval by the Building Official.

c. Kiosks containing electrical wiring shall be subject to the provisions of the City's Electrical Code as adopted, and the electrical components used shall bear the label of an approved testing agency.

E. General Standards.

1. Clearance. Kiosks 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. Kiosks shall not be located with less than 8 feet 6 inches horizontal or 11 feet vertical clearance from overhead electrical conductors which are energized in excess of 750 volts.

2. Color.

a. SLDC [904](#) establishes the minimum color requirements based on the application of the Munsell Book of Color on file with the Department. An explanation of the Munsell Book of Color and its system of color classification is provided in that section.

b. Sign colors shall provide sufficient contrast to be legible, yet be subdued enough to blend with the natural landscape and/or surrounding structures. The majority background area of a sign, exclusive of any letters, words, or symbols, shall be of earth or dark colors with a light reflectance value of less than 38%. Not more than 10% of the sign background area shall exceed 38% light reflectance value. Bright and glossy or fluorescent colors and reflective surfaces are prohibited. Where these colors are part of a logo or copyrighted insignia used in 3 or more business locations outside of the city, all colors incorporated in the logo are permitted in the logo only. In this event, logo colors should be modified so that they conform to the greatest extent possible.

3. Component Painting. All light fixtures, conduit and shielding shall be painted to match the support structure that serves as the background of the kiosk.

4. Kiosk Content. Each kiosk shall contain at least 2 placard signs providing general directional information or public service information. Kiosks may contain commercial placard signs as described in subsection (E)(4)(d) of this section and in no case contain more than 3 commercial signs.

a. General Directional Information.

i. General directional information may be placed on a kiosk in the form of a placard sign. Signage shall provide direction to community buildings and points of interest for the community as a whole to sites located off the intersection of the proposed kiosk.

ii. Points of interest include: historical, cultural, educational, outdoor recreation areas, and other similar sites. Community buildings include: educational, recreational, and public service buildings or other buildings occupied by a nonprofit establishment for public use.

b. Public Service Signs/Official Notices. Official government notices and government signs which provide public service information.

c. Street Name. Each kiosk shall incorporate the street name of the collector street into the design of the overall kiosk.

d. Commercial Signs.

i. Residential development projects and commercial locations which do not abut Highways 89A or 179 and whose use is located off the proposed intersection may be eligible for signage on a kiosk in the form of a placard sign. Any location with an existing off-premises sign is not eligible for signage on a kiosk.

ii. Signage shall be on a rotation basis and subject to a fee.

iii. Signage shall contain only the project site or business name and a directional arrow.

5. Kiosk Placard Signs.

a. Kiosks shall contain a minimum of 3 placard signs and a maximum of 6 placard signs, unless otherwise provided.

b. Sign Area.

i. General Directional Information and Public Service Signs/Official Notices. Each placard sign area shall not exceed 8 inches in height and 4 feet in width.

ii. Commercial Signs. Each placard sign area shall not exceed 6 inches in height and 4 feet in width.

c. Placard signs shall not contain advertising copy.

6. Lighting Requirements.

a. Externally lit kiosks shall be illuminated only with steady, stationary, shielded light sources directed solely onto the kiosk without causing glare. Light bulbs or lighting tubes used for illuminating a kiosk shall not be visible from adjacent public right-of-way or residential properties.

b. The intensity of kiosk lighting shall not exceed that necessary to illuminate and make legible a kiosk from the travel way or closest right-of-way; and the illumination of a kiosk shall not be obtrusive to the surrounding area as determined by the Director.

c. The fixtures used to illuminate a kiosk shall not be directed toward nearby residential properties.

d. Fluorescent lights shall be allowed for indirect illumination when placed in such a manner that the light tubes are not exposed to view from the public right-of-way or sidewalk.

7. Location.

a. Off-premises directional kiosks shall only be located at sites approved by the Planning and Zoning Commission.

b. Kiosk signs may be permitted in any zone in the city; provided, that they are located at the intersection of an arterial and collector street.

c. There shall be no more than 2 kiosks per intersection.

d. If proposed location is in A.D.O.T. right-of-way or private property, prior written authorization from A.D.O.T. or the property owner is required.

e. No kiosk shall be erected in such a manner that any portion of its surface or supports will interfere with free use of all fire hydrants.

f. No kiosk shall be erected in such a manner that any portion of its surface or supports will interfere or confuse traffic in any way or presents a traffic hazard.

g. Eligible intersection locations must meet at least 2 of the following criteria:

i. Points of interest to the community as a whole located off the intersection of the proposed kiosk:

(A) Historical sites;

(B) Cultural sites;

(C) Educational sites;

(D) Outdoor recreation areas;

(E) Other similar sites.

ii. Community buildings used for community activities of an educational, recreational or public service nature or buildings occupied by a nonprofit establishment for public use which are located off the intersection of the proposed kiosk.

iii. Signalized intersection.

iv. Exceptions to these criteria may be granted due to special circumstances if approved by the Planning and Zoning Commission.

8. Kiosk Height. Each kiosk shall not exceed a maximum height of 8 feet.

9. Maintenance.

a. All kiosks shall be structurally sound and maintained in good repair. The display surfaces of all kiosks shall be kept neatly painted or posted at all times.

b. In addition to other remedies provided for in this article, the Director shall have the authority to order the painting, repainting, repair, or maintenance of any kiosk and/or individual placard signs. If such a condition is determined by the Director to exist, the Director shall give notice thereof by certified mail, return receipt requested, to the program contractor at the address shown on the kiosk permit. If, within 30 days from service of the notice, the Director's order is not complied with, the Director may remove the kiosk or cause it to be removed and the cost of removal shall be charged against the program contractor as provided in Article [14](#) SLDC, Enforcement.

c. 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.

10. Measurement of Kiosk Area.

a. The area of a kiosk shall be computed by measuring the area enclosed by the smallest square, triangle, rectangle or combination thereof of any letters, words or symbols. Any support structures, boarding trims and decorative embellishments will not be counted against the total kiosk area as long as said support structures, boarding trims, and decorative embellishments are appropriately scaled to the size of the copy as determined by the Director.

b. The area of a kiosk shall not exceed 40 square feet.

11. Measurement of Kiosk Height. The height of a kiosk shall mean the vertical distance from the average line of the highest point and the lowest point of finished grade to the top of the highest attached component of the kiosk, exclusive of any filling, berming, mounding, landscaping, or excavating solely for the purpose of locating the kiosk. No kiosk shall exceed 8 feet in height.

12. Materials. Kiosk should be constructed of predominantly natural materials, such as rough cedar, redwood or other types of wood; sign foam is an acceptable alternative. Stained glass or ceramic tile may also be used. Request to use alternative materials may be approved by the Director. Where kiosks with relief are proposed, only 85% of the surface area of the kiosk shall count against the allowable sign area.

13. Removal. Any kiosk containing less than 3 placard signs, for a period of 90 days, may be removed by the contractor. Signs for businesses no longer in existence shall be removed immediately.

14. Traffic Visibility Triangle. For traffic safety, kiosks 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 private street or driveway shall maintain a 3-foot maximum top height.

15. Liabilities, Costs and Expenses. All liabilities, costs and expenses arising out of the siting, installation, and construction of a kiosk, and out of administration of the provisions of this section, shall be borne by the contractor and the city shall have no liability therefor.

1113 Off-premises community information kiosks.

A. Purpose. The purpose of this section is to:

1. Provide public information and direction for residents and visitors;
2. Assist in consolidating temporary off-premises signage;

3. Maintain and enhance the aesthetic environment through a uniform kiosk program;
4. Provide economic benefits;
5. This section is also intended to prescribe standards for the location, design, color, illumination, height and size for all off-premises community information kiosks within the city in order to protect the unique natural beauty and small-town character of the city.

B. Administration.

1. Program Contractor. The city shall contract with an independent contractor who will coordinate an off-premises community information kiosk program within the city limits.

- a. The contractor shall be responsible for submittal of a Master Sign Plan.
- b. The contractor shall be responsible for the cost to design and manufacture all kiosks. Kiosks shall be built to conform to the existing Master Sign Plan on file.
- c. The contractor shall be responsible for the placement of all kiosks.
- d. The contractor shall routinely inspect all kiosks.
- e. The contractor shall be responsible for the maintenance or replacement of all kiosks as needed or determined by the Director.
- f. The contractor shall be responsible for landscaping the area surrounding off-premises community information kiosks with plants that are drought resistant, low water consuming, and require low maintenance, and may be supplemented with rocks and nonvegetative ground covers that blend with the natural terrain. This area shall be maintained and kept free of weeds and rubbish.
- g. The contractor shall be responsible for coordinating, scheduling, placing and removing temporary event signage.
- h. The contractor may charge for such service, as established by the city. The contractor shall be responsible for all program administrative costs, including marketing of the services as well as collection of such fees.
- i. The contractor shall be responsible for maintaining a \$1,000,000 general liability insurance policy and naming the city insured on that policy.

C. Master Sign Plan.

1. Approval Required.

a. The contractor shall be responsible for submittal of an application for a Master Sign Plan for all proposed kiosks. Applications shall be reviewed as part of the development review process as set forth in SLDC [401](#) prior to any kiosks being erected. Approval by the Planning and Zoning Commission is required.

b. Kiosks erected shall conform at all times to the approved Master Sign Plan on file. Any deviations from the approved Master Sign Plan shall be unlawful unless and until a revised Master Sign Plan is approved.

2. Master Sign Plan Application. An application for a Master Sign Plan shall include the following information:

a. Eight accurate Site Plans for each proposed kiosk location, including location of roadway(s), building(s), parking lot(s), driveway(s), sidewalk(s), and landscaped area(s);

b. Eight drawings showing details of construction and foundation of proposed kiosks;

c. Eight elevation drawings or photos depicting the proposed locations;

d. Eight scaled drawings showing the size, shape, design, color, materials, lighting and lettering style of proposed kiosks. Proposed kiosks shall be of a consistent theme and design;

e. Paint or stain samples of the colors to be used in the construction of the proposed kiosks;

f. Computation of the maximum total kiosk sign area. Computations shall identify the total maximum area for any sign panels and placard signs;

g. Any other maps, drawings, or materials as required by the Director (including a colored rendering of the kiosk) to adequately describe the kiosk proposal. The application and any exhibits shall become the property of the city.

3. Master Sign Plan Review. An application for a Master Sign Plan shall be reviewed as part of the development review process as set forth in SLDC [401](#). Approval by the Planning and Zoning Commission is required.

4. Nonconforming Master Sign Plans. A permit for a new Master Sign Plan shall be obtained within 60 days of receipt of notice from the Director that an existing Master Sign Plan for any kiosk does not contain all the information required by this section, or if signs displayed in or upon the kiosk do not comply with the provisions of this section.

5. Kiosk Permit. Individual kiosk permits are required for each kiosk contained within an approved Master Sign Plan.

6. Amendments. A Master Sign Plan may be amended by filing a new Master Sign Plan that conforms with all the requirements of this section.

7. Fees. A Master Sign Plan shall be accompanied by a fee as listed in the City Fee Schedule.

D. Kiosk Permit. No person shall erect, construct, enlarge, alter, repair, display, maintain or use a kiosk until a permit has been issued by the Director. Each kiosk shall require a separate kiosk permit. Each kiosk shall conform to the existing Master Sign Plan on file.

1. Kiosk Permit Process.

a. Application Form. An application for a kiosk permit shall be made in writing on the forms furnished by the Department. The application shall conform to the approved Master Sign Plan on file and shall contain:

i. Accurate Site Plan for proposed kiosk location, including location of roadway(s), building(s), parking lot(s), driveway(s), sidewalk(s), and landscaped area(s);

ii. Two drawings showing details of construction and foundation of proposed kiosk;

iii. An elevation drawing or photo depicting the proposed location;

iv. A scaled drawing showing the size, shape, design, color, materials, lighting and lettering style of proposed kiosk;

v. Paint or stain samples of the colors to be used in the construction of the proposed kiosk;

vi. Computation of the total kiosk sign area. Computations shall also identify the total area for all sign panels and symbol signs;

vii. Any other maps, drawings, or materials as required by the Director (including a colored rendering of the sign) to adequately describe the kiosk proposal. The application and any exhibits shall become the property of the city.

b. Kiosk Permit Review Procedures. Applications for kiosk permits shall be reviewed by the Director within 7 days to ensure compliance with Master Sign Plan on file.

c. Kiosk Permit Duration. Kiosks for which permits have been issued shall be erected in compliance with the permit and any attached conditions of approval within 60 days of the issuance of the permit. Failure to complete placement of the kiosk within such period shall require the program contractor to obtain a new permit before such kiosk can be erected.

2. Fees. At the time of application for a kiosk permit, a nonrefundable deposit of \$25.00 shall be paid. The balance of the fee as listed in the City Fee Schedule shall be paid when the kiosk permit is issued. The fee is nonrefundable.

3. Inspections.

a. The kiosk for which a permit is issued shall be subject to inspection by and approval of the Building Official and/or Director.

b. Footing inspections may be required, subject to review and approval by the Building Official.

c. Kiosks containing electrical wiring shall be subject to the provisions of the City's Electrical Code as adopted, and the electrical components used shall bear the label of an approved testing agency.

E. General Standards.

1. Clearance. Kiosks 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. Kiosks shall not be located with less than 8 feet 6 inches horizontal or 11 feet vertical clearance from overhead electrical conductors which are energized in excess of 750 volts.

2. Color.

a. SLDC [904](#) establishes the minimum color requirements based on the application of the Munsell Book of Color on file with the Department. An explanation of the Munsell Book of Color and its system of color classification is provided in that section.

b. Sign colors shall provide sufficient contrast to be legible, yet be subdued enough to blend with the natural landscape and/or surrounding structures. The majority background area of a sign, exclusive of any letters, words, or symbols, shall be of earth or dark colors with a light reflectance value of less than 38%. Not more than 10% of the sign background area shall exceed 38% light reflectance value. Bright and glossy or fluorescent colors and reflective surfaces are prohibited. Where these colors are part of a logo or copyrighted insignia used in 3 or more business locations outside of the city, all colors incorporated in the logo are permitted in the logo only. In this event, logo colors should be modified so that they conform to the greatest extent possible.

3. Component Painting. All light fixtures, conduit and shielding shall be painted to match the support structure that serves as the background of the kiosk.

4. Kiosk Content.

a. Content. Kiosk may contain any of the following:

i. Temporary events panels used exclusively for the purpose of advertising civic events, festivals, or similar public gatherings or general public information, on a temporary basis, which is of interest to the community as a whole and is sponsored by a nonprofit organization;

ii. Temporary events panels shall not exceed 24 square feet in area.

b. Public Service Signs/Official Notices. Official government notices and government signs which provide public service information may be placed on a kiosk in the form of symbol signs or placard signs.

c. General Directional Information.

i. General directional information may be placed on a kiosk in the form of symbol signs or placard signs. Signage shall provide direction to community buildings and points of interest for the community as a whole to sites located off the intersection of the proposed kiosk.

ii. Points of interest include: historical, cultural, educational, outdoor recreation areas, and other similar sites. Community buildings include: educational, recreational, and public service buildings.

d. Street Name. Each kiosk shall incorporate the street name of the collector street into the design of the overall kiosk.

e. Greeting/Welcome. Greeting/welcome to the city incorporated into the overall design of the kiosk.

5. Kiosk Placard Signs.

a. Placard Sign Area. Each placard sign area shall not exceed 8 inches in height and 4 feet in width.

b. Placard signs shall not contain advertising copy.

6. Lighting Requirements.

a. Externally lit kiosks shall be illuminated only with steady, stationary, shielded light sources directed solely onto the kiosk without causing glare. Light bulbs or lighting tubes used for illuminating a kiosk shall not be visible from adjacent public right-of-way or residential properties.

b. The intensity of kiosk lighting shall not exceed that necessary to illuminate and make legible a kiosk from the travel way or closest right-of-way; and the illumination of a kiosk shall not be obtrusive to the surrounding area as determined by the Director.

c. The fixtures used to illuminate a kiosk shall not be directed toward nearby residential properties.

d. Fluorescent lights shall be allowed for indirect illumination when placed in such a manner that the light tubes are not exposed to view from the public right-of-way or sidewalk.

7. Location.

a. Off-premises community information kiosks shall only be located at site(s) approved by the Planning and Zoning Commission. Site selection shall be based on locations which serve the greatest public need.

b. Kiosk signs may be permitted in any zone in the city; provided, that they are located at the intersection of an arterial street.

c. There shall be no more than 1 kiosk per intersection.

d. If proposed location is in A.D.O.T. right-of-way or private property, prior written authorization from A.D.O.T. or the property owner is required.

e. No kiosk shall be erected in such a manner that any portion of its surface or supports will interfere with free use of all fire hydrants.

f. No kiosk shall be erected in such a manner that any portion of its surface or supports will interfere or confuse traffic in any way, or present a traffic hazard.

8. Kiosk Height. Each kiosk shall not exceed a maximum height of 8 feet.

9. Maintenance.

a. All kiosks shall be structurally sound and maintained in good repair. The display surfaces of all kiosks shall be neatly kept at all times.

b. In addition to other remedies provided for in this article, the Director shall have the authority to order the painting, repainting, repair, or maintenance of any kiosk and/or individual placard signs. If such a condition is determined by the Director to exist, the Director shall give notice thereof by certified mail, return receipt requested, to the program contractor at the address shown on the kiosk permit. If, within 30 days from service of the notice, the Director's order is not complied with, the Director may remove the kiosk or cause it to be removed and the cost of removal shall be charged against the program contractor as provided in Article [14](#) SLDC, Enforcement.

c. 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.

10. Measurement of Kiosk Area. The area of a kiosk shall be computed by measuring the area enclosed by the smallest square, triangle, rectangle or combination thereof of any letters, words or symbols. Any support structures, boarding trims and decorative embellishments will not be counted against the total kiosk area as long as said support structures, boarding trims, and decorative embellishments are appropriately scaled to the size of the copy as determined by the Director. The area of a kiosk shall not exceed 60 square feet.

11. Measurement of Kiosk Height. The height of a kiosk shall mean the vertical distance from the average line of the highest point and the lowest point of finished grade to the top of the

highest attached component of the kiosk, exclusive of any filling, berming, mounding, landscaping, or excavating solely for the purpose of locating the kiosk. No kiosk shall exceed 8 feet in height.

12. Materials. Kiosk should be constructed of predominantly natural materials, such as rough cedar, redwood or other types of wood; sign foam is an acceptable alternative. Stained glass or ceramic tile may also be used. Request to use alternative materials may be approved by the Director. Where kiosks with relief are proposed, only 85% of the surface area of the kiosk shall count against the allowable sign area.

13. Traffic Visibility Triangle. For traffic safety, kiosks 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 private street or driveway shall maintain a 3-foot maximum top height.

14. Liabilities, Costs and Expenses. All liabilities, costs and expenses arising out of the siting, installation, and construction of a kiosk, and out of administration of the provisions of this section, shall be borne by the contractor, and the city shall have no liability therefor.

1114 Prohibited signs.

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

- A. Plastic signs are prohibited except as otherwise provided;
- B. Flag-mounted signs, except as otherwise provided;
- C. All 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;
- D. Contain an electronic message device except for “time and temperature” signs;
- E. Outline lighting, except as otherwise provided;
- F. Freestanding changeable copy signs, except as otherwise provided;
- G. All banners, pennants, streamers, balloons, flags, search lights, strobe lights, beacons, inflatable signs, and costumed characters, except as otherwise provided;
- H. Service or bay entrance sign banners or advertising;
- I. Sign imitating an official traffic control sign;

J. 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;

K. Use any 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;

L. 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;

M. Obstruct free ingress to or egress from required door, window, fire escape or other required exit;

N. Any sign placed on city-owned property, except as otherwise provided;

O. Any sign placed on private property without the property owner's written approval;

P. Off-premises signs;

Q. 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;

R. All signs constituting a hazard to safety, health or public welfare;

S. Neon signs where the light source is visible from the public right-of-way, except in the case of a neon sign stating "OPEN" and which does not exceed 2 square feet. In no case shall a neon sign be placed outside a business;

T. All roof-mounted signs (see Illustration 11-18);

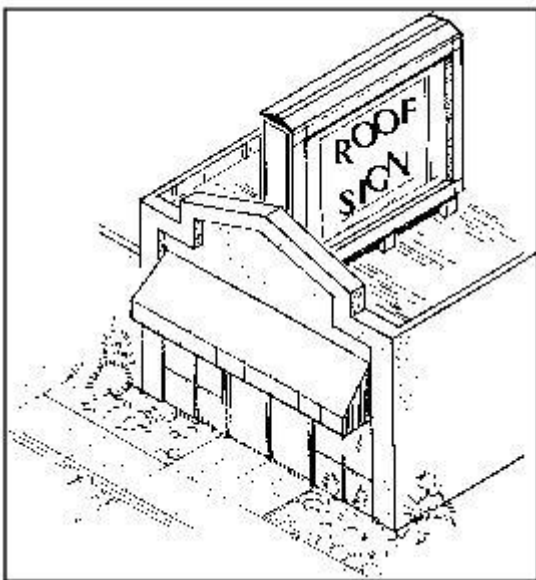


Illustration 11-18

U. 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 shall be considered portable signs within the meaning of these regulations;

V. Sandwich board, A-frame, portable and other similar types of signs (see Illustration 11-19);

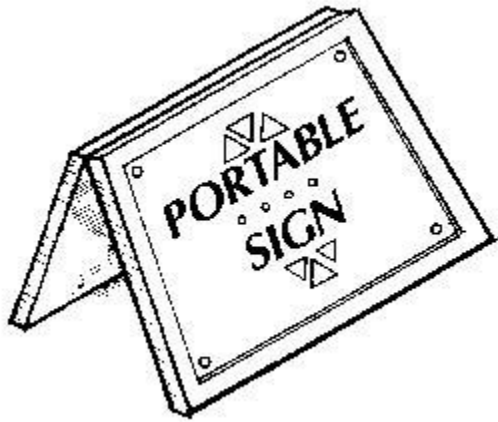


Illustration 11-19

W. Signs with reflective surfaces;

X. Temporary signs, including banners, except as otherwise provided;

Y. 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 (see Illustration 11-20);

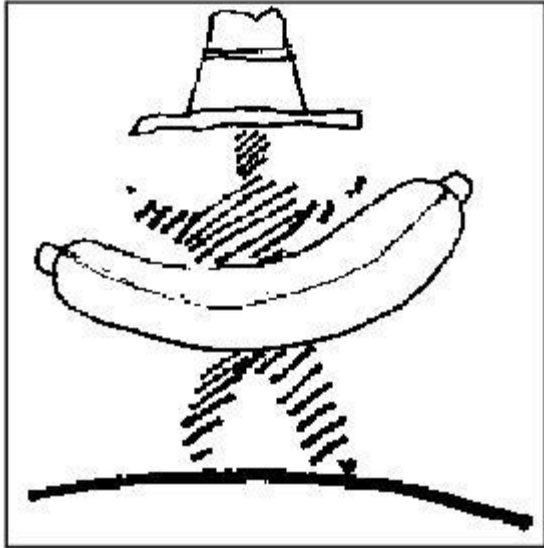


Illustration 11-20

Z. No person shall exhibit, post or display on any sign or wall any statement, symbol or picture of an obscene nature;

AA. Single support signs are prohibited, except in the case where a single support is used in conjunction with a horizontal cross-bar to support hanging signs on 1 side of the support only and subject to the projection and clearance conditions as otherwise provided (see Illustration 11-21);

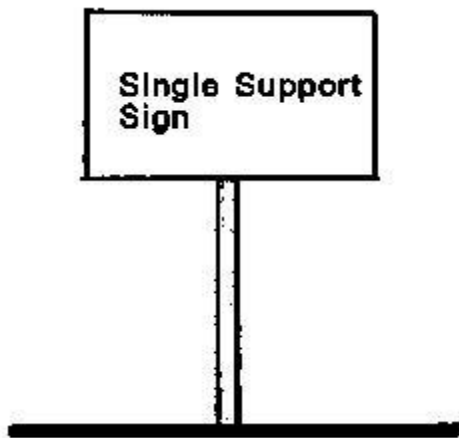


Illustration 11-21

BB. Signs in districts designated "Open Space and Recreation" are prohibited, except as otherwise provided;

CC. Exposed raceways.

1115 Nonconforming signs.

Nonconforming signs are administered through Article [12](#) SLDC.