

PLANNING & ZONING COMMISSION A G E N D A

**PLANNING & ZONING COMMISSION
REGULAR MEETING
THURSDAY, APRIL 14, 2016
9:00 AM**

**CITY COUNCIL CHAMBERS
CITY HALL
201 S. CORTEZ STREET
PRESCOTT, ARIZONA
(928) 777-1207**

The following agenda will be considered by the **PLANNING & ZONING COMMISSION** at its **REGULAR MEETING** to be held on **THURSDAY, APRIL 14, 2016, at 9:00 AM** in the **City Council Chambers, CITY HALL**, located at **201 S. CORTEZ STREET**. Notice of this meeting is given pursuant to *Arizona Revised Statutes*, Section 38-431.02.

- I. CALL TO ORDER**
- II. ATTENDANCE**

MEMBERS	
Tom Menser, Chairman	George Sheats
Ken Mabarak, Vice-Chairman	Terry Marshall
Joe Gardner	Phil Goode
Len Scamardo	

- III. REGULAR ACTION ITEMS**
 - 1. Approval of the February 11, 2016 Meeting Minutes
 - 2. Discussion to Amend the Land Development Code to Increase Multi-family Residential Density in the DTB, LDC Sect. 4.9
- IV. PUBLIC HEARING ITEMS**
 - 1. Proposed General Engineering Standards
 - 2. Amendment to Land Development Code Sign Regulations, LDC Sect. 6.12
 - 3. Discussion to Amend the Land Development Code Landscape Regulations, LDC Sect. 6.5
 - 4. Discussion to Amend the Land Development Code Wildland Urban Interface Map, LDC Sect. 6.10
- V. CITY UPDATES**
- VI. SUMMARY OF CURRENT OR RECENT EVENTS**
- VII. ADJOURNMENT**

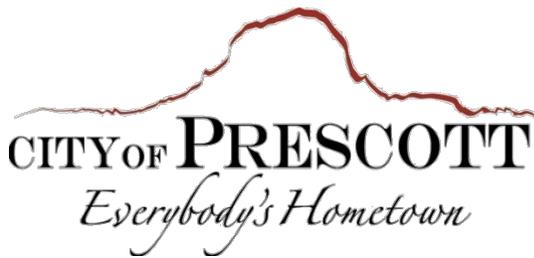
THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. WITH 48 HOURS ADVANCE NOTICE, SPECIAL ASSISTANCE CAN BE PROVIDED FOR SIGHT AND/OR HEARING IMPAIRED PERSONS AT PUBLIC MEETINGS. PLEASE CALL 777-1272 OR 777-1100 (TDD) TO REQUEST AN ACCOMMODATION TO PARTICIPATE IN THIS MEETING.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall and on the City's website on April 7, 2016 at 12:00 p.m. in accordance with the statement filed with the City Clerk's Office.



Darla Eastman, Administrative Specialist
Community Development Department



**DRAFT MINUTES of the PRESCOTT PLANNING & ZONING COMMISSION
REGULAR MEETING held on FEBRUARY 11, 2016 at 9:00 AM in COUNCIL
CHAMBERS ROOM, CITY HALL, 201 S. CORTEZ STREET, PRESCOTT, ARIZONA.**

I. CALL TO ORDER

Chairman Menser called the meeting to order at 9:00 a.m. He thanked Councilman Lamerson for attending.

II. ATTENDANCE

BOARD MEMBERS	STAFF MEMBERS
Tom Menser, Chairman	George Worley, Planning Manger
Ken Mabarak, Vice Chairman	Frank Hall, Community Planner
Joe Gardner	Darla Eastman, Administrative Specialist
Terry Marshall	
Len Scamardo	COUNCIL PRESENT
George Sheats	Jim Lamerson, Chairman
David Stringer - Absent	

III. REGULAR ACTION ITEMS

- 1. Approval of the December 10, 2016 meeting minutes.**

Mr. Marbarak, MOTION to approve the December 10, 2016 meeting minutes. Mr. Marshall, 2nd. VOTE 6-0; passed.

- 2. CC15-002, Comprehensive Sign Plan for Tim's GMC Auto Group**

Frank Hall reviewed the staff report and displayed maps on the overhead projector and stated that Tim's Buick and GMC is requesting approval for a Comprehensive Sign Plan (Plan). The Plan includes a new 26 foot high, 127 square foot free standing sign, two existing free standing signs, and four existing wall signs, and replace an existing 32 square foot changeable copy free standing marquee sign with the new 127 square foot monument sign. We recommend that the new monument sign be limited to 20 feet in height. Tim's Buick and GMC site will contain three free standing signs totaling 177 square feet and four (4) wall signs totaling 100.90 square feet. All existing and proposed signs total 278 square feet.

The new sign and one existing free standing sign front on Willow Creek Road and the third existing free standing monument sign is located on the southwest corner of the site near the intersection of Willow Creek Road and Commerce Drive. The 100 square foot free standing sign area is permitted if the sign is setback at least 50 feet.

Mr. Hall provided a comparison table of approved comprehensive sign plans for auto dealers, including Lamb's Chevelet, Tim's Subru, and others in the area. The table shows that Tim's Buick & GMC comprehensive sign plan will be under the 300 square foot limit of the total allowable sign area permitted by the Land Development Code and comparable to other sign plans approved for Prescott area auto dealers.

Mr. Hall summarized the request for the Comprehensive Sign Plan for Tim's Buick and GMC to replace an existing free standing monument sign, include a new 26 foot high, 127 square foot monument sign which is permitted if the setback is at least 50 feet.

The Commission discussed setbacks and property lines and Mr. Hall showed these on the map. They also looked at the Auto Dealerships comparison table and analyzed who had how much signage. They also discussed the size of the signs compared to the speed limit of the road. They talked about how Tim's Buick and GMC is using their signage wisely and keeping down the clutter. They all felt the Tim's Buick and GMC sign is a nice looking sign.

Robbie Hinshaw, 1006 Commerce Drive, stated that they are requesting the new signage because the 1985 monument sign is so low and the traffic signs have changed over the years that the sign is less viable.

Mr. Sheats, MOTION to approve the Comprehensive Sign Plan for Tim's Buick and GMC with no conditions, as presented. Mr. Marshall, 2nd. VOTE 6-0; passed.

IV. CITY UPDATES

Mr. Hall announced upcoming events that at the City Council meeting on February 16th the Council will discuss the Right-of-Way Signs. On March 2nd, the Unified Development Code Committee will be discussing Land Development Code amendments for signage. In April, the Commission and City Council will be discussing the fee increases for the budget discussions.

V. SUMMARY OF CURRENT OR RECENT EVENTS

No comments at this time.

VI. ADJOURNMENT

Tom Menser, Chairman adjourned the meeting at 9:21 a.m.



Darla Eastman,
Administrative Specialist

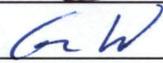
Tom Menser, Chairman

MEETING DATE: 4/14/16

AGENDA ITEM: Proposed amendment to Article 4, Section 4.9.3.B.5 of the Land Development Code to increase Multi-family Residential Density in the Downtown Business District.

Approved By:

Date:

Director:	Guice, Tom		4.4.16
Planning Manager:	George Worley		4/4/16
Community Planner:	Frank V. Hall		4/1/16

Introduction

The purpose of this item is to discuss a proposed amendment to the Land Development Code (LDC) that would increase the multi-family residential density standard in the Downtown Business District (DTB).

Unified Development Committee

At their March 30, 2016 meeting, the Unified Development Committee voted unanimously to forward a proposed amendment to the Planning & Zoning Commission.

Background

During a recent Pre-Application Conference (PAC), an applicant proposed a new multi-family residential building that included six (6) apartments on a 7,500 square foot lot in the DTB. The applicant was advised that the base residential density of Article 4, Section 4.9.3.B.5.a of the Land Development Code (LDC) permits a maximum of three (3) multi-family residential units on a 7,500 square foot lot.

The applicant noted that the last sentence in the purpose statement in Article 4, Section 4.9.1 states:

“The DTB district provides opportunities for the development of a full range of uses including; restaurants, business and governmental offices, retail stores, theaters, museums, individual residences and high density housing.”

As a result, the applicant submitted an email to the Community Development Department requesting a zoning amendment to increase the multi-family residential density in the DTB zoning district. The applicants email is attached.

AGENDA ITEM: Proposed amendment to Article 4, Section 4.9.3.B.5 of the Land Development Code to increase Multi-family Residential Density in the Downtown Business District.

Existing DTB Zoning Density

As stated above, Article 4, Section 4.9.3.B.5.a limits a 7,500sf lot to a maximum of three (3) multi-family dwelling units. The maximum residential density in the DTB zoning district for all residential types is fifty-eight (58) units to the acre.

Without the additional site amenities described in Section 4.9.3.B.5.b.2-3, a fourth multi-family unit would require the lot to be at least 8,700 square feet in area. Each additional unit without recreational or open space amenities adds 1,200 square feet to the minimum lot size.

Currently, the increase in lot area needed for more than three (3) units decreases when open space or recreational amenities are included in the multi-family development. For example, a fourth multi-family unit with a courtyard or gym would require the lot to be 8,150 square feet. All other residential types permitted in the DTB district do not have a recreational or open space amenity requirement. To date, staff is unaware of any multi-family development in the DTB district that was able to effectively use this option to increase the number of residential units.

4.9.3 / Density and Dimensional Standards

All development in the DTB district is subject to the standards of this section, the Measurements, Computations and Exceptions specified in Sec. 2.7.3 and other applicable provisions of this Code.

A. Maximum Densities: 58.0 dwelling units/acre

B. Minimum Lot Areas:

1. Single-Family Dwellings: 6,000 square feet

2. Duplex Dwellings: 3,000 square feet

3. Patio Home Dwellings: N/A

4. Townhouse Dwellings: N/A

5. Multi-Family Dwellings:

a. 3 Units: 7,500 square feet/ lot

b. Each Additional Unit:

1) Without recreational and open space amenities (e.g., courtyard, gym, game room, pool) =10 percent of total site area: 1,200 square feet/ unit

2) With recreational and open space amenities (e.g., courtyard, gym, game room, pool) =10 percent of total site area: 650 square feet/ unit

3) With public-private partnership elements that contribute amenities such as public parking, mixed-use development, civic space, or other significant enhancements deemed by City Council appropriate for the highest density consideration: 530 sq. feet/ unit.

AGENDA ITEM: Proposed amendment to Article 4, Section 4.9.3.B.5 of the Land Development Code to increase Multi-family Residential Density in the Downtown Business District.

2015 General Plan

Goal 2 and Strategy 2.1 of Land Use Element 5 of the 2015 General Plan states:

Goal 2 - "Preserve the identity and image of downtown as a historic government, business, cultural and residential center by expanding cultural and leisure facilities and activities, and maintaining a mix of uses for the benefit of both visitors and residents"

Strategy 2.1 - "Maintain and encourage an expansion of the mix of commercial and residential uses in the downtown."

Proposed Amendment

The amendment shown in red below proposes to use the existing maximum residential density for the DTB district at fifty-eight (58) units to the acre for multi-family residential dwelling types per Article 4, Section 4.9.3.A of the LDC without a minimum lot size and delete the requirement for recreational and open space amenities to increase residential densities.

The proposed amendment, if approved, would permit up to nine (9) multi-family dwelling units on a 7,500 square foot lot as compared to the current limit of three (3) units for the same size lot.

4.9.3 / Density and Dimensional Standards

All development in the DTB district is subject to the standards of this section, the Measurements, Computations and Exceptions specified in Sec. 2.7.3 and other applicable provisions of this Code.

A. Maximum Densities: 58.0 dwelling units/acre

B. Minimum Lot Areas:

1. **Single-Family Dwellings:** 6,000 square feet

2. **Duplex Dwellings:** 3,000 square feet

3. **Patio Home Dwellings:** N/A

4. **Townhouse Dwellings:** N/A

5. **Multi-Family Dwellings:** None

~~a. 3 Units: 7,500 square feet/ lot~~

~~b. Each Additional Unit:~~

~~1) Without recreational and open space amenities (e.g., courtyard, gym, game room, pool) =10 percent of total site area: 1,200 square feet/ unit~~

AGENDA ITEM: Proposed amendment to Article 4, Section 4.9.3.B.5 of the Land Development Code to increase Multi-family Residential Density in the Downtown Business District.

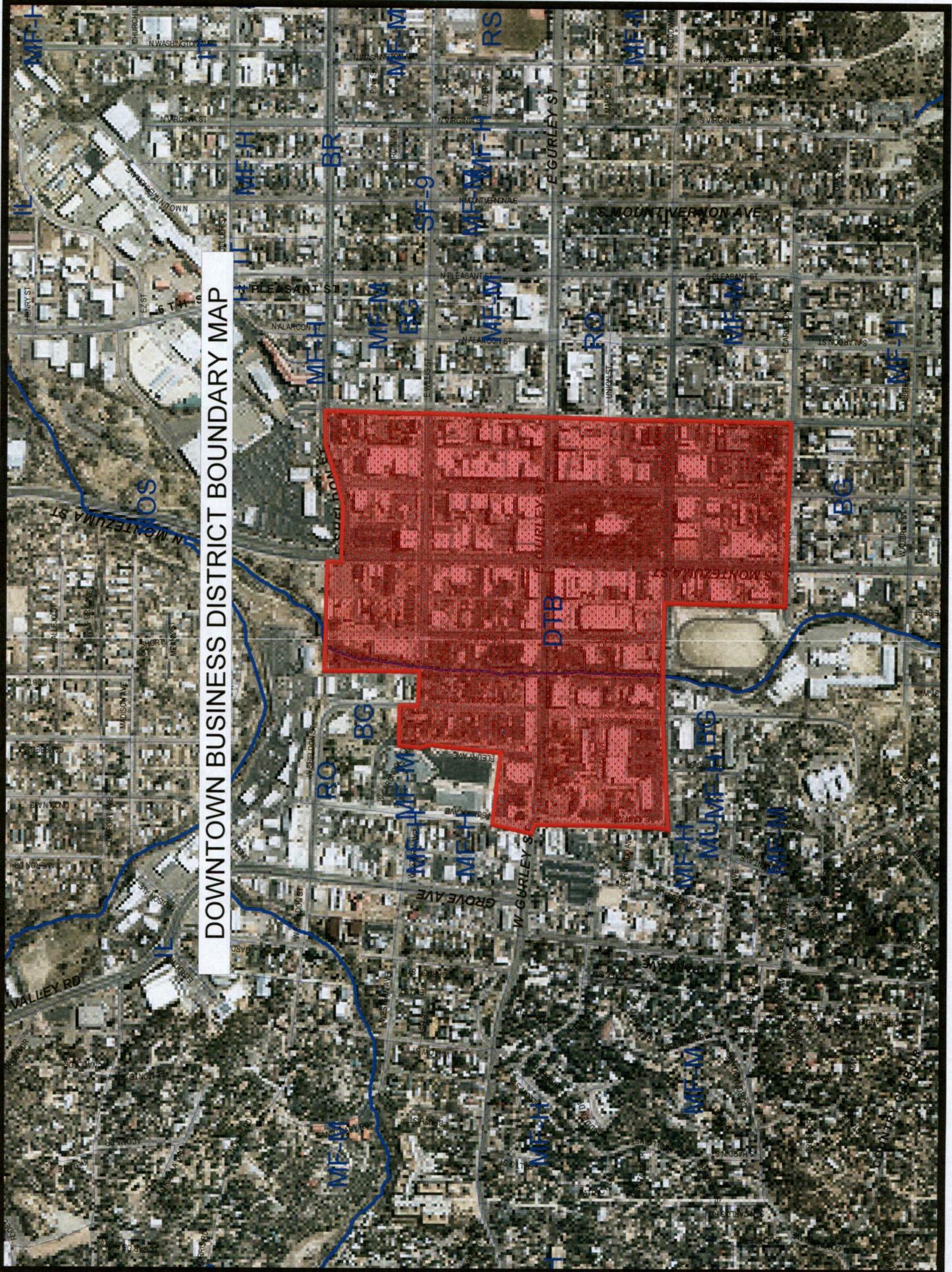
- ~~2) With recreational and open space amenities (e.g., courtyard, gym, game room, pool) = 10 percent of total site area: 650 square feet/ unit~~
- ~~3) With public-private partnership elements that contribute amenities such as public parking, mixed-use development, civic space, or other significant enhancements deemed by City Council appropriate for the highest density consideration: 530 sq. feet/ unit.~~

Attachments

1. Aerial Location Map – DTB Zoning Boundary
2. Citizen Email – Mr. James Griset

Recommended Action: None at this time

DOWNTOWN BUSINESS DISTRICT BOUNDARY MAP



Hall, Frank

From: James Griset [jamesgriset@yahoo.com]
Sent: Monday, February 08, 2016 4:08 PM
To: Hall, Frank
Cc: James Griset
Subject: Jim Griset - Apartment Density /Parking in the DTB

James R. Griset
444 Old Newport Blvd., Suite A
Newport Beach, CA 92663
928-273-1976
email: jamesgriset@yahoo.com

2/8/16

Frank Hall, Chair
Pre-Application Conference - Community Development Department
City of Prescott
201 S. Cortez
Prescott, AZ 86303
Sent by email to: frank.hall@prescott-az.gov

Re: Submittal to the upcoming Unified Development Code Committee (UDC)
& Followup to PAC 16-005 on 1/21/16
Regarding my building at 136 S. Montezuma
(at Whiskey Row crosswalk)
Dear Frank,

First off, I want to thank you, Tom Guice and George Worley for your comments and guidance pertaining to my/Doug Stroh's submittal for the 1/21/16 PAC.

I am writing this letter to request an increase in the residential density in the Downtown Business District (DTB) and to reduce or eliminate the parking requirements in the DTB.

As you know, our proposal, as presented to the PAC, was for 6 one bedroom apartments (3 per floor), on two floors, over ground level parking or in the event that a commercial use was desired, as an option for the ground floor, it would be for 6 apartments, on two floors over an appropriate and permitted commercial use.

I have been hanging around Prescott for over 20 years and have noticed that there is a shortage of nice apartments in the DTB.

In the olden days, in many cities and towns, there were always apartments above the commercial uses. Then, of course, everybody moved to the suburbs.

The trend now seems to be adding housing in the central business districts of many cities. Lofts etc. are very popular.

While the density standards are more liberal in other areas of Prescott, the current 3 units for a 7,500 square foot in the DTB would make my project unfeasible. If the building codes allowed, I would prefer to increase the number of apartments to 9. However, the necessity of another stairwell and its required location make those additional 3 units almost impossible at this time.

It is interesting to note that hotel rooms are exempt such density restrictions and parking requirements, in the DTB.

Therefore, I respectfully ask that The City of Prescott find a way to increase the apartment density in the DTB and to reduce or eliminate the parking requirements in the DTB.

Thank you very much. Please let me know how I can further assist you in achieving my goal.

Best regards,

Jim Griset



Public Works Department

433 N. Virginia Street
Prescott AZ 86301
928-777-1130

DATE: April 7, 2016
TO: Planning & Zoning Commission
FROM: Public Works Department
SUBJECT: General Engineering Standards (GES)

The development of the General Engineering Standards (GES) began in 2009. The GES is a technical document that will provide owners, developers and contractors with direction, construction requirements and the City's expectations for the development of infrastructure improvements. The GES will work together with the Land Development Code (LDC) and includes the following:

1. Introduction
2. Grading
3. Drainage
4. Water
5. Wastewater
6. Transportation and Traffic
7. Dry Utilities
8. Survey
9. Alterations & Modifications
10. Record Drawings (As-Builts)
11. Quad City Standard Details

The City currently uses a variety of County, State and Federal standards as the basis for development of infrastructure improvements, outlined in Article 1 of the GES. The "Local Standards" include the GES, as well as several chapters of Prescott City Code. Therefore, several amendments to the City Code, including the LDC, are required as part of the adoption of the GES. Any changes to the LDC require a public hearing and recommendation by the P&Z Commission before being considered by the City Council.

The GES was originally drafted by City staff and subsequently reviewed by a committee in 2010, consisting of several local engineering firms. A separate committee was formed in 2012 for the review of Article 3, Drainage. Three public open house meetings were held to introduce the documents to all interested stakeholders in September and October of 2015, which yielded many discussions and comments. The Yavapai County Contractors Association (YCCA) also performed an extensive review of the GES in 2015-16 and formed their own committee made up of contractors and developers. In all, over 200 comments were received. Every comment was considered and/or discussed and many changes to the document were made.

The public review process continued at the March 2, 2016 meeting of the Unified Development Committee (UDC) where Public Works staff gave a general overview of the General Engineering Standards (GES) document. At the March 30, 2016 meeting of the UDC, the Committee took public input on the document(s). Key discussion items from the public included:

1. The use of Rubber Gasket Reinforced Concrete Pipe (RGRCP), High Density Polyethylene Pipe (HDPE) or Corrugated Metal Pipe (CMP) for use as a material for stormwater
2. Thickness of roadway base material and thickness of asphalt from 3" to 4"
3. The use of Ductile Iron Pipe (DIP) or Polyvinyl Chloride (PVC) Pipe for use as a material for water mains

On April 13, 2016, the UDC will conduct an additional meeting where Public Works staff will review the proposed changes and modifications to the LDC with the UDC Committee. The results of this meeting will be shared with the P&Z Commission at the meeting of April 14, 2016.

Changes to the City Code and LDC are necessary to accommodate the adoption of the GES. Items that are now requirements in the GES will be removed from the LDC and a reference to the GES inserted. Additionally, references to the "Engineering Services Department" will be replaced with the "Public Works Department" or the "City Engineer", as appropriate.

The materials distributed to the Commission include the draft of the GES as well as the sections of the City Code that are proposed to be modified. The City Code amendments, including the LDC are at the back of the book and separated with orange page dividers. Words that are UNDERLINED are proposed to be new text and ~~STRIKETHROUGH~~ is proposed to be deleted.

The following is a summary of the major items to be changed in the City Code and Land Development Code:

Title 2, Chapter 2-1, Departments/Public Works

- Minor definition changes

Title 8, Chapter 8-1, Public Ways & Property/Sidewalks

- Reference to YAG standards for construction of sidewalks deleted. Refer to GES, Article 1.

Title 8, Chapter 8-2, Public Ways & Property/City Right of Way

- Removed safety guidelines when working in the right of way and separation between utilities as these items are now in the GES.
- Right-of Way Permit fee proposed to be increased from \$20 to \$50.
- Location of bus benches subject to approval of Public Works Director.

Title 10, LDC, Article 6/General Development Standards

- Off-street Parking & Loading for workforce housing reduced from 2 parking spaces to 1 per dwelling unit, plus .50 guest spaces up to 20 spaces maximum.
- Off-Street Parking & Loading, Sec. 6.2. There is no street cross section for an alley. Improvement requirements for alleys are now described in LDC 6.2.5.A.2.
- Access Management, LDC, Sec. 6.3 modified to reflect GES standards or references to GES.
- Fences and Walls, LDC, Sec 6.4 clarified the height of retaining walls that need a building permit.
- Landscaping & Screening, LDC, Sec. 6.5

- Added reference to Arizona Department of Water Resources (ADWR) Low Water Use Drought Tolerant Plant List and deleted reference to ADWR Plant list for the AMA.
- Referenced the new Sanitation Dumpster detail, including screening in COP Standard Detail 144P.
- Drainage, Floodplains & Drainageways, LDC, Sec. 6.6
 - References to the Drainage Criteria Manual are deleted. It is being replaced with the GES, Article 3.
 - Drainage detention basin references are deleted. Detention basin criteria is in the GES.
- Site Disturbance, Grading and Restoration Standards, LDC, Sec. 6.7
 - Site disturbance may only occur with a grading permit.
 - Grading permits may be issued with a preliminary plat or preliminary development plan approved by the Community Development Director.
 - Single site development is expanded to clarify when financial assurances are required. Single-family homes are exempt from financial assurances.
 - Bank stabilization is clarified to include multi-family development and single-family parcels that are part of a larger plan of development.
 - Added language to increase the financial assurance amount withheld when permanent stabilization is not established at the conclusion of the project. Added flexibility for actual cost or 20%, whichever is less.
- Hillside Development Standards, LDC, Sec. 6.8
 - Language related to size of driveway culverts is deleted. Culvert sizing is in the GES.

Title 10, LDC, Article 7/Subdivision & Land Split Standards

- Subdivision and Land Split Design Standards, LDC, Sec. 7.4
 - Language added to clarify that P&Z and Council may waive requirements of Subdivision Code, with the exception of the standards of the GES.
 - References to YAG standards are deleted and GES, Article 1 added.
 - Street classifications are now included in the GES and Table 7.4.3.L.
 - There is no street cross section for alleys. Improvement requirements are described in LDC 6.2.5.A.2. and 7.4.3.I.
 - Table 7.4.3.L was updated to reflect new street cross-sections.
 - Sidewalks section updated to clarify requirements and to be consistent with GES.
 - Bikeways and multi-use paths updated to clarify requirements and to be consistent with new street cross-sections.
 - Added flexibility to allow fences in a drainage easement when subsurface conveyance of the 100-year storm is provided.
 - Clarification of how utility easements are measured. No change in size.
 - Added language for backflow prevention.
 - Location and placement of street lights is deleted from LDC. Refer to GES, Article 6.
 - Clarification provided for placement of survey monuments and corner markers. Reference to the new Quad City Standard Detail 120Q "Survey Marker" was added.
- Subdivision and Land Split Improvement Guarantees, LDC, Sec. 7.6
 - The requirements for Financial Assurances were moved to the GES, Section 1.4. The language requiring financial assurances is still in the LDC in several locations.

Title 10, LDC, Article 8/Review Bodies

- "City Engineer" to replace "Engineering Services Director".

Title 10, LDC, Article 9/ Administration and Procedures

- Reference to GES and clarification of erosion controls versus a stormwater pollution prevention plan was added to “Site Disturbance and Grading Permit” section of the LDC.
- Clarification added to “Subdivision Plat Review” for information needed on the plan. These changes are a reflection of the items listed in the GES.
- Change in the language to the surveyor’s certificate on the final plat for clarity.
- Added language regarding the subdivision boundary of the plat.
- Added language requiring flood zone information on the plat.
- Added language requiring flow arrows for drainage be added to the plat.
- Electronic survey datum requirements deleted from LDC. Refer to the GES, Article 8.
- Language added to clarify that Council may waive requirements of Subdivision Code, with the exception of the standards of the GES.

Title 10, LDC, Article 11/ Definitions

- Several definitions in the LDC are no longer applicable and proposed to be deleted.
- Several definitions in the LDC were modified to meet current standards or to be consistent between the different chapters of City Code.

Title 16, Chapter 16-1, Street & Utility & Drainage Regulations/Standard Specifications & Detail Drawings & Uniform Standard Specifications for Public Works Construction

- This section is being deleted in its entirety and replaced with the GES, Article 6.

Title 16, Chapter 16-2, Street & Utility & Drainage Regulations/Drainage Regulations

- This section is being deleted in its entirety and replaced with the GES, Article 2 & 3.

Title 16, Chapter 16-3, Street & Utility & Drainage Regulations/Drainage Criteria Manual

- This section is being deleted in its entirety and replaced with the GES, Article 3.
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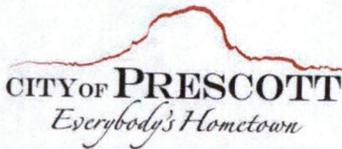
In addition to the changes to the City Code, the following items are also included in this packet:

General Engineering Standards, Article 1, Introduction

- Article 1 has been reprinted for the committee due to the addition of Section 1.4, Financial Assurances.

General Engineering Standards, Appendix B, Standard Details

- Quad City Standard Details are complete and a part of this packet for review.



PLANNING & ZONING COMMISSION MEMO

MEETING DATE: April 14, 2016

AGENDA ITEM: Public Hearing - Amendments to Land Development Code, Section 6.12, Signs [LDC16-001]

Approved By:

Director: Tom Guice		4.4.16
Planning Manager: George Worley		4/4/2016

Introduction

As a result of a Supreme Court decision last year relating to regulation of signs, planning and legal staff undertook a review of Prescott's sign regulations to assure that the City's code conformed to Constitutional protections of free speech. A key component of those protections is that regulation of speech must be based upon criteria other than the content of the message. A long history of court decisions have limited the scope of regulation to time, place and manner components.

Background

Prescott's sign regulations were adopted with the LDC in 2003. The regulations follow a pattern found in many, if not most, cities regulations in that they have different limitation on sign size or placement depending upon the type of sign. A campaign sign has different regulations than a garage sale sign, which is different from a sign on a commercial building. While these differences seem logical, they are all based upon the content of the sign and thus the content of the speech.

The changes necessary to re-focus Prescott's sign code on the acceptable time, place and manner criteria are significant and resulted in staff considering a major conceptual change in the way signs are regulated, with simplifying the code as an equally important goal. Model sign codes were acquired from various sources and studied for ideas. A new proposal has been formulated to regulate signs based upon logical criteria, and significantly, without differences based upon the content of the sign message.

The proposed regulations hold signs to two general categories, permanent and temporary. Within permanent signs there is a further breakdown into commercial zoning districts and residential zoning districts. And then a further breakdown into free-standing and building-mounted signs. Temporary signs are broken down into commercial uses and residential uses.

In the following section each of the categories will be discussed.

Discussion

Permanent commercial free-standing signs are most often intended to attract the attention of persons in vehicles. They are usually placed as close to the frontage street as allowed. Because these signs are oriented to the street traffic, it is logical to consider their size, place and manner restrictions in the context of the posted speed limit of the fronting street. Slower posted speeds give drivers more time to identify and read the sign. Faster posted speeds give drivers less time. The proposed concept allows larger sign areas with faster posted speeds. The range starts with 24 square feet, which is equal to the current code allowance for most free-standing signs.

Permanent commercial wall signs are most often focused on persons entering the property, either pedestrian or in vehicles. They are usually placed on a wall that also has a customer entrance. Because these signs are focused on persons entering or on the property, their size, place and manner restrictions are most logically controlled by distance from the property line. The larger the distance to the property line, the larger the sign area permitted. To maintain some reasonable scale of sign to building, the ratio of building frontage to area of signs is included. This will allow a large building set back far from the street to have a larger sign than a small building set back far from the property line. Similarly, this will allow a large building close to the property line a smaller sign than a large building far from the property line.

Permanent residential free-standing and wall sign size, place and manner restrictions follow the same concept as for commercial, however with minor differences in allowable sizes because of the difference in the development styles of residential properties.

Temporary commercial signs are intended to act independently of commercial permanent signs. These signs are to allow a commercial use to inform the public of intermittent or unusual events or occurrences such as sales, grand openings or to display other messages that are of a limited time frame. Because these are temporary signs, a time limitation is applied and because these signs are not intended to replace the permanent signs, they are limited in size. A permit is required to assure compliance with the size and time limitations. As with permanent signs, the message or speech conveyed by the sign is not regulated. A temporary commercial sign could convey messages related to products, sales, events, social issues, political support, or religious beliefs.

Temporary residential signs are intended to allow property owners the ability to display signs in residential areas with some very limited controls to prevent clutter and dilapidated or dangerous displays. Individual sign size is limited to a commonly used area of 6 square feet, but no limitation as to duration or number is proposed. Limiting the duration and number can be argued on the basis of visual blight and clutter; however the balance against the protection of free speech must weigh in favor of free speech. No permits are proposed for residential temporary signs. Enforcement of the size limitation is contemplated to be complaint-based and handled by simple measurement of area.

Unified Development Code Committee Recommendation

The above concepts and proposed changes were discussed at two meetings of the Unified Development Code Committee. After discussion, the Committee recommended that this amendment be forwarded to the Planning and Zoning Commission for consideration.

Attachments

1. Draft LDC Section 6.12 language
2. Table comparison of existing and proposed commercial sign regulations
3. Three property examples

Recommended Action:

1. **MOVE** to recommend approval of LDC16-001, amending the Article 6, Section 12, sign regulations of the Land Development Code.

Sec. 6.12 / Signs

6.12.1 / Purpose

The sign standards are intended to encourage development that is in harmony with the desired character of the City while providing due regard for the public and private interests involved; promote effective use of signage by preventing over concentration, improper placement, and incompatible size; provide an improved visual environment; control light pollution; and prevent the depreciation of property values within the City of Prescott.

6.12.2 / Applicability

Signs may be erected, placed, established, painted, created or maintained only in conformance with the provisions of this section.

Commentary:

Signs in the right-of-way are regulated by Prescott City Code, Title VIII, Chapter 2 and Chapter 6.

6.12.3 / Exempt Signs

The following signs shall be exempt from these standards:

- A. Traffic signs on public right-of-way, such as Stop, Yield and similar signs, which meet Department of Transportation standards, and other commercial signage as permitted by the City Code;
- B. Any sign inside a building;
- C. Directional signs assisting in the flow of traffic, street addresses, or signs necessary for safety (e.g. stop engine, no smoking) that do not exceed 2 square feet in area;
- D. Signs located inside windows; however, this shall not be construed to permit otherwise prohibited signs;
- E. A sign located on the top or side of an operable, fuel dispensing pump where such sign is not illuminated and not visible from any public rights-of-way; and
- F. Governmental flags, where flagpoles are permitted.

6.12.4 / Administrative Adjustments

Notwithstanding other provisions to the contrary, adjustments to these sign standards may not be approved in accordance with the provisions of Sec. 9.16, Administrative Adjustments.

6.12.5 / Permitted Signs

Signs shall be permitted on private property subject to the procedures of Sec. 9.7, Sign Permits and Comprehensive Sign Plans, ~~and in accordance with the following standards:~~

~~A. Freestanding Sign Standards~~

~~Freestanding signs, pole-mounted banners, balloons, pennants, bunting. All signs are acceptable subject to the lighting provisions of Table 6.12.5C. Temporary Signs, and Table 6.12.5D, Sign Calculations.~~

Table 6.12.5A Free Standing Sign Standards

PERMITTED SIGNS - FREESTANDING SIGNS			
PURPOSE	ZONING DISTRICTS	MAXIMUM DIMENSIONS	STANDARDS
Project Identification (Religious institutions, mobile home parks, buildings, apartments, condominiums, etc.)	RE-2, SF35, SF9, SF18, SF12, SF6, RT, MFM, MFH, RS, MU AND RO	Height: 5 ft Width: 10 ft Total Area, All Signs: 24 sf Setback: 5 ft	Maximum of one such sign per driveway entrance, 2 if property frontage exceeds 80 ft. Sign shall be located in Landscaped Area, as defined in Table 6.12.5D. Signs must be 60 ft. apart.
Business (1 or 2 businesses)	BG, BR, IT, IL, IG, NOB, DTB	Height: 12 ft Area: 24 sf, Sign Area A (See Table 6.12.5D) Min. Setback: 30 ft from residential uses	Sign shall be located in Landscaped Area A, as defined in Table 6.12.5D. Freestanding signs count toward aggregate allowable total. One sign per business with one street frontage. Two signs per business with more than one street frontage.
Civic Organizations and Clubs, Non-profit	All Districts, for permitted uses	Height: 8 ft Max. Area: 60 sf, provided however the Max Area for a Club shall be 8 sf per sign	Sign must be located along arterial streets, within $\frac{1}{4}$ mile of City limits. Location shall be approved by Council. Non-illuminated signs only.
Commercial or Industrial Centers (3 or more businesses)	NOB, BG, BR, IT, IL, IG, DTB	Height: 12 ft Area: 32 sf, Sign Area B (See Table 6.12.5D)	Sign area shall not be included in aggregate sign area for tenant wall signs. Sign shall be located in a Landscape Area, as defined in Table 6.12.5D. Maximum of 2 signs allowed if property frontage exceeds 200 ft., such signs must be at least 100 ft apart.
Directory	RE2, SF35, SF18, SF12, SF9, SF6, MFM, MFH, NOB	Height: 7 ft Area: 6 sf Setback: Per District	One sign per building permitted.
Gas Pricing	BG, BR, IT, IL, IG	Height: 12 ft Area: 12 sf Setback: Per District	Gas pricing signs shall not count toward the maximum allowable aggregate when used solely for gas pricing.
Highway Commercial (Arterial streets with speeds >35 MPH)	BG, BR, IT, IL, IG	Height: 20 ft Min. Setback: 10 ft Max. Area: 2 sf / ft of setback, up to 100 sf, Sign Area C (See Table 6.12.5D)	One such sign permitted per building, provided, two signs allowed if property frontage exceeds 500 ft. [See Business (1 or 2 Businesses), above, for secondary signs on corner lots fronting on non-arterial streets]. Sign(s) shall be located in a Landscape Area, as defined in Table 6.12.5D.
Menu Board	NOB, BG, BR, IT, IL, IG	Height: 7 ft Area, drive-thru: 24 sf Area, drive-in: 2 sf per space Min. Setback: 45 ft	Sign not visible from adjacent ROW shall not be counted in the maximum aggregated allowable total. Setbacks are measured from ROW. Two signs per drive-through restaurant.
Property Identification	All Districts	Area: 3 sf	Non-illuminated in SF districts. One sign per property, either wall or freestanding.
Subdivisions	All Districts	Height: 5 ft Area: 24 sf	Location must be shown on Preliminary Plat. Sign shall be located in Landscaped Area, defined below. Two signs per project.
Outdoor Display of Goods for Sale	BA, BB as may be permitted; IL, IT, IG	Max. size for any one banner: 5 sf	1 and only 1 form of additional signage is permitted on a regular basis for approved outdoor display of goods. Pole-mounted banners, balloons, pennants, bunting are acceptable. Anything more requires a Temporary Sign Permit as a Special Event. The foregoing shall not be counted toward the maximum total signage.

11.4.B. — Canopy and Wall Sign Standards

All canopy and wall signs shall be subject to the following standards:

A. Permanent On-site Signs

Permanent on-site signs are permitted subject to the standards that follow and Table 6.12.5D, and Sign Calculations, in all zoning districts, 4.9.4F.

Table 6.12.5B Canopy or Wall Sign Standards

PERMITTED SIGNS - WALL, CANOPY OR FACIA SIGNS			
Purpose	Zoning Districts	Maximum Dimensions	Standards
Project Identification (Religious institutions, mobile home parks, apartments, condominiums, etc.)	RE2, SF35, SF18, SF12, SF9, SF6, MFM, MFH, RS, MU, RO	Height: 10 ft. Total Area, All Signs: 24 sf	One sign per principal use/structure, or Two signs per project
Business (1 or 2 businesses)	DTB, BG, BR, IT, IL, IG, NOB	Area: 50 to 100 sf per business, Sign Area A (See Table 6.12.5D)	All signage area included in maximum allowable aggregate total, inclusive of freestanding signage.
Directory	RE2, SF35, SF18, SF12, SF9, SF6, MFM, MFH, NOB	Area: 6 sf Setback: Per District	Maximum of one sign per building.
Downtown Area	DTB	See Sec.4.9.4F	See Sec. 4.9.4F
Service Station	BG, BR, IT, IL, IG	Area: 16 sf	Maximum of 2 signs per canopy. All signage area included in maximum allowable aggregate total.
Highway Commercial (Arterial/collector streets with speeds >35 MPH)	BG, BR, IT, IL, IG	Area: Sign Area C (See Table 6.12.5D)	Permitted only on street-oriented walls and walls with customer entrances. Wall signage is permitted in addition to allowable freestanding signage.
Professional Practice	All Districts except DTB, for permitted uses	Area: 9 sf	Non-illuminated in SF districts. One sign per property.
Commercial Center (3 or More Businesses)	DTB, BG, BR, IT, IL, IG	Area: 40-80 sf per tenant, Sign Area B (See Table 6.12.5D)	Wall signage is permitted in addition to allowable freestanding signage.
Property Identification	All Districts	Area: 3 sf	Non-illuminated in SF districts. One sign per property, either wall or freestanding

C. Temporary Sign Standards

All temporary signs shall be permitted subject to the standards that follow and Table 6.12.5D, Sign Calculations.

Table 6.12.5C Temporary Signs

PERMITTED SIGNS - TEMPORARY SIGNS			
Purpose	Zoning Districts	Maximum Dimensions	Standards
Club-sponsored Events	All Districts	Area: 32 sf	May be erected 30 days prior to event, must be removed no later than one day after event. Sign must be removed 24 hours after event.
Construction	All Districts	Height: 6 ft Area, individual sign: 24 sf Area, group sign: 32 sf	Non-illuminated signs only. Signs to be removed 10 days after project opening. One sign per architect, contractor, financier, or subcontractor.
Home Sales or Rental	All Districts	Height, Res. Dist: 6 ft Total Area, Res. Dist: 6 sf Height, Non-Res. Dist: 8 ft Total Area, Non-Res. Dist: 24 sf	Non-illuminated signs only. Sign text must relate to subject property only.
Political	All Districts	Total Area, All Signs: 24 sf	Time limit: Such signs allowable up to 30 days preceding start of early voting in the primary election, and 60 days preceding start of the voting in a general election. Signs may not be placed in public rights-of-way. Signs shall be removed within 10 days after election.
Special Event	All Districts	N/A	Limit: Up to 45 days per calendar year. Sign must be removed 24 hours after event. May include bunting, banners, pennants, balloons, and other similar special displays.
Subdivision Advertising	All Districts	Height: 12 ft Area, Single Sign: 24 sf Total Area, All Signs: 48 sf Min. Setback: 50 ft From All Existing Dwelling Units	All such signs must be within $\frac{3}{4}$ -mile radius of subject subdivision. Signs shall be removed at the end of 2 years, or upon sale of the last lot or dwelling, whichever occurs first.

D. Sign Calculations

All signs shall be permitted subject to the following sign calculation standards.

Table 6.12.5D Sign Calculations

SIGN CALCULATIONS
Landscape Area: A minimum of 3 sf landscaping per one sf of freestanding sign area. Such landscape area may coincide with an otherwise required landscaped area when it surrounds the freestanding sign.
Sign Area A: 50-100 sf maximum aggregated allowable total signage. Building Length Along Street Frontage: 50 ft or less = 50 sf maximum sign area, of which up to 24 sf may be freestanding Building Length Along Street Frontage: > 50 ft. = sign area may be increased by one sf per foot of building frontage in excess of 50 line. ft. up to 100 sf of which up to 24 sf may be freestanding. All signs count toward the maximum aggregated total.
Sign Area B: 40-80 sf maximum aggregated allowable total wall signage per business or tenant. Building Length Along Street Frontage: 40 ft or less = 40 sf maximum sign area. Building Length Along Street Frontage: > 40 ft. = maximum area may be increased by one sf for each foot of building frontage in excess of 40 line. ft. up to 80 sf.
Sign Area C: 300 sf maximum aggregated allowable total signage per wall visible from fronting streets. Building Length Along Street Frontage: one sf for each running foot of wall length frontage up to 300 feet.

1. Exception for Single Businesses with Greater Setbacks

When one business has more than 150 lineal feet of store frontage and is located 150 feet or more from a dedicated right-of-way, total allowable signage up to a maximum of 200 square feet shall be calculated according to the following criteria:

- a. Total allowable signage is computed by adding the total allowable wall mounted signage to the total allowable freestanding signage.
- b. Total wall mounted signage is computed by multiplying 0.5 by the total lineal feet of the store frontage.

2. Exception for Single Large Business in Commercial Center with Greater Setbacks

When one business within a commercial center has at least 20,000 square feet of floor area and is located 150 feet or more from a dedicated right-of-way, the total allowable wall mounted signage is computed by multiplying 0.0045 by the business floor area not to exceed a maximum total area of 200 square feet.

1. Freestanding signs for non-residential districts, except NOS and RS districts:
 - a. One freestanding sign is permitted per street frontage of a parcel with vehicular access to the site.
 - b. Each freestanding sign is limited in size based upon the posted speed of the adjacent fronting street:
 - i. Speed limit up to 25 mph = 24 square feet of sign area
 - ii. Speed limit 30 to 40 mph = 36 square feet of sign area
 - iii. Speed limit 45 to 55 mph = 48 square feet of sign area
 - iv. Speed limits above 55 mph = 100 square feet of sign area
 - c. Freestanding signs for commercial or industrial centers may have six (6) additional square feet of sign area for each speed category, up to a maximum of 100 square feet.

- d. Freestanding signs shall be limited to a height not to exceed 12 feet.
 - e. Freestanding signs for commercial or industrial centers shall be limited to a height not to exceed 16 feet.
 - f. Freestanding signs shall be setback from the adjacent property line such that the pole or the center of the support structure shall be a minimum of 5 feet from the property line. No portion of any sign may project over a property line.
 - g. Freestanding signs shall be placed in a landscaped area equal to the permitted sign area.
 - h. Drive through lanes may each have one menu board not exceeding 32 square feet in addition to signs permitted above. The menu board shall be located or screened in such a manner that its content is not readable from off-site.
 - i. Freestanding signs are subject to the lighting provisions of 6.11.4.B.
2. Building Wall Signs for non-residential districts, except NOS and RS districts:
- a. One wall mounted sign is permitted per business on each exterior wall of the building facing a street or containing a customer entrance, up to the maximum area permitted for each business.
 - b. Wall mounted signs are permitted up to the following maximum size:
 - i. For buildings setback 0 to 25 feet from the property line, wall sign area shall be permitted up to 0.5 square foot of sign for each 1 linear foot of wall frontage of the wall upon which the sign is mounted
 - ii. For buildings setback 26 to 50 feet from the property line, wall sign area shall be permitted up to 1 square foot of sign for each 1 linear foot of wall frontage of the wall upon which the sign is mounted
 - iii. For buildings setback greater than 50 feet from the property line, wall sign area shall be permitted up to 1.5 square foot of sign for each 1 linear foot of wall frontage of the wall upon which the sign is mounted
 - iv. Where the property fronts a roadway with posted speed limits over 45 mph sign area shall be permitted up to 1.5 square feet of sign for each 1 linear foot of wall frontage of the wall upon which the sign is mounted, regardless of setback from property line
 - v. Drive through lanes may each have one menu board not exceeding 32 square feet in addition to signs permitted above. The menu board shall be located or screened in such a manner that its content is not readable from off-site.
 - c. Wall mounted signs are subject to the lighting provisions of 6.11.4.B.
3. Freestanding signs for residential districts and private property in NOS and RS districts:
- a. Properties in Single-family districts are permitted one sign, not exceeding 6 square feet, per street frontage with vehicular access to the site.
 - b. Properties in Multifamily districts are permitted one sign per street frontage with vehicular access to the site as follows:
 - i. Speed limit up to 25 mph = 24 square feet of sign area
 - ii. Speed limit 30 to 40 mph = 36 square feet of sign area
 - iii. Speed limit 45 to 55 mph = 48 square feet of sign area
 - iv. Speed limits over 55 mph = 100 square feet of sign area
 - c. Freestanding signs shall be limited to a height not to exceed 6 feet in Single-family zones and not to exceed 12 feet in Multifamily zones.

- d. Freestanding signs shall be setback from the adjacent property line such that the pole or the center of the support structure shall be a minimum of 5 feet from the property line. No portion of any sign may project over a property line.
- e. Freestanding signs shall be placed in a landscaped area equal to the permitted sign area.
- f. Freestanding signs are subject to the lighting provisions of 6.11.4.B.
- 4. Building Wall Signs for residential districts and private property in NOS and RS districts:
 - a. One wall mounted sign is permitted per building in a Single-family district up to 6 square feet.
 - b. One wall mounted sign is permitted per building in a Multifamily district up to the following maximum size:
 - i. For buildings setback 0 to 25 feet from the property line, wall sign area shall be permitted up to 0.5 square foot of sign for each 1 linear feet of wall frontage of the wall upon which the sign is mounted
 - ii. For buildings setback 26 to 50 feet from the property line, wall sign area shall be permitted up to 1 square foot of sign for each 1 linear feet of wall frontage of the wall upon which the sign is mounted
 - iii. For buildings setback greater than 50 feet from the property line, wall sign area shall be permitted up to 1.5 square foot of sign for each 1 linear feet of wall frontage of the wall upon which the sign is mounted
 - c. Wall mounted signs are subject to the lighting provisions of 6.11.4.B.

B. Temporary Signs

Temporary signs are permitted on private property in all zoning districts, subject to the following.

- 1. Temporary signs on private property for non-residential uses:
 - a. One temporary sign, of up to 24 square feet, may be permitted per business.
 - b. A permit shall be required for all temporary signs.
 - c. Temporary sign permits shall be good for 180 days. A copy of the permit must be maintained on the premises and be readily available upon demand for verification by City inspectors.
 - d. A temporary sign may be attached to a building wall or may be freestanding. The proposed location, materials and means of attachment or support shall be specified in the permit application.
 - e. A temporary sign shall be subject to City inspection to assure that the installation is accomplished in a safe manner and location.
 - f. Damaged or dangerous conditions caused by a temporary sign must be immediately remedied or may result in the revocation of the permit.
 - g. Failure to obtain a permit for a temporary sign or failure to remove a temporary sign upon expiration of a permit shall constitute a blighting condition upon the property and shall be subject to enforcement and penalties as provided in City Code Chapter 1-3 and/or City Code Chapter 7-5-20.
- 2. Temporary signs on private property for residential uses are exempt from permitting, but subject to the following:
 - a. Each temporary sign shall be limited to not more than 6 square feet.
 - b. Each temporary sign must be freestanding and installed in a safe and secure manner.
 - c. Each temporary sign shall be limited to a maximum height of 5 feet.

- d. Damaged or dangerous conditions caused by a temporary sign must be immediately remedied or may result in enforcement action by the City.
- e. Failure to maintain a temporary sign shall constitute a blighting condition upon the property and shall be subject to enforcement and penalties as provided in City Code Chapter 1-3 and/or City Code Chapter 7-5.

C. Signs in the Public Right-of-Way
See City Code Title VIII.

6.12.6 / Comprehensive Sign Plan Standards

A. Purpose

Comprehensive sign plans regulate the appearance and location of signs within a single large commercial or residential project. Approved comprehensive sign plans may allow additional flexibility including innovative sign design, a greater number of signs, or more sign area than otherwise permitted in this section. Comprehensive sign plans are expected to result in higher quality signage than is otherwise required.

B. Compliance with a Comprehensive Sign Plan

A Comprehensive Sign Plan may be requested by the owner of properties containing multi-tenant buildings, and multi-occupant, multi-product, or multi-service commercial development. Such development shall be required to comply with a comprehensive sign plan when approved in accordance with the procedures of Sec. 9.7, Sign Permits and Comprehensive Sign Plans, and other applicable requirements of this Code. Such proposals require review by the City's Planning and Zoning Commission and action by the City Council.

1. Proposed Development

Where requested, a Comprehensive Sign Plan shall be submitted in conjunction with the required Site Plan.

2. Existing Development

The owner of an existing commercial development seeking a Comprehensive Sign Plan shall submit such Plan to the City in conjunction with any addition of gross floor area by 20 percent or more, or for any interior or exterior remodeling that results in the value exceeding 20 percent or more of the building's value prior to the remodeling.

C. Comprehensive Sign Plan Requirements

A Comprehensive Sign Plan shall not be approved until and unless the City Council finds that:

- 1. The plan provides that signs of a similar type and function within the development will have a consistent size, lettering style, color scheme and material construction; and the plan provides for signs that meet the size limitations, location requirements and other applicable requirements of this section; or
- 2. The plan results in an improved design in exchange for a greater number of signs or larger sign face area than otherwise permitted by this section.

D. Effect

After approval of a comprehensive sign plan, or an amended comprehensive sign plan, no sign shall be erected, placed, painted, or maintained, except in accordance with such plan, and such plan may be enforced in the same way as any provision of this Code.

6.12.7 / Airside Signage at the Prescott Municipal Airport

For businesses with airside frontage, the following standards shall apply:

A. Applicability

All signage permitted and regulated under this Section shall be restricted to those frontages considered "airside" as defined under this Code (Refer to Sec. 11.2. Terms Defined). For those businesses with airside and landside frontage (Refer to Sec. 11.2), the landside signage shall be computed independently from the airside signage using the sign regulations provided in Sec. 6.12, Signs.

B. Airport Approval

All proposed signs shall have written approval by the Airport Director before a sign is submitted to the City of Prescott for a sign permit. The Airport Director may review signage for its placement on all airside structures and within airside areas, the material used to construct the sign, the type of illumination used, color, size, shape, where/how it is placed, and/or any other pertinent aspect relating to the proposed signage.

C. Maximum Sign Sizes, Wall Mounted:

1. Individual Buildings less than 10,000 square feet in size: 50 square feet.
2. Individual Buildings >10,000 square feet or with 75 or more linear feet of airside building frontage, total allowable signage, up to a maximum of 150 square feet, shall be calculated according to the more restrictive of the following alternative criteria:
 - a. For each additional linear foot of airside building frontage in excess of 75 feet, add one square foot of allowable signage to determine total allowable signage.
[EXAMPLE: 50 SF + (1 SF x no. linear ft. > 75 linear ft.) = Sign Area]
 - b. For each additional square foot in excess of 10,000 square feet of building area, multiply .0050 by the gross floor area (GFA) to determine total allowable signage.
[EXAMPLE: .0050 x (GFA, 10,000 or >) = Sign Area]
3. Businesses within a commercial or industrial center having airside frontage, that are determined by the Airport Director to have a need for signage shall be permitted: 40 SF
4. Additional signage may be authorized, up to a maximum of 150 square feet, according to the more restrictive of the following alternative criteria:
 - a. For each additional linear foot of airside building frontage in excess of 40 feet: add one square foot of allowable signage to determine total allowable signage.
[EXAMPLE: 40 SF + (1 SF x no. additional ft. >75 linear ft.) = Sign Area]
 - b. For each additional square foot in excess of 8,000 square feet of building area: multiply .0050 by the gross floor area (GFA) to determine total allowable signage.
[EXAMPLE: .0050 x (GFA, 8,000 or >) = Sign Area]

D. Freestanding Signage Prohibition

Freestanding signage is generally prohibited. However, the Airport Director may provide a written determination indicating that freestanding signage is appropriate. The applicant, upon receipt of this finding, may apply for a Conditional Use Permit (Refer to Sec. 9.3). Freestanding signs shall be subject to the following standards:

1. **Area and Projection**
 - a. Maximum Area: 24 SF
 - b. Maximum Projection From Structure: 48 inches
2. Freestanding signage area shall be included in the signage total for the individual project.
3. No signage is to project beyond any lease lines.
4. All signage shall be subject to Federal Aviation Administration codes and restrictions.
5. All signage shall be subject to the rules and regulations of the Airport.

6.12.8 / Changeable Copy Sign Standards

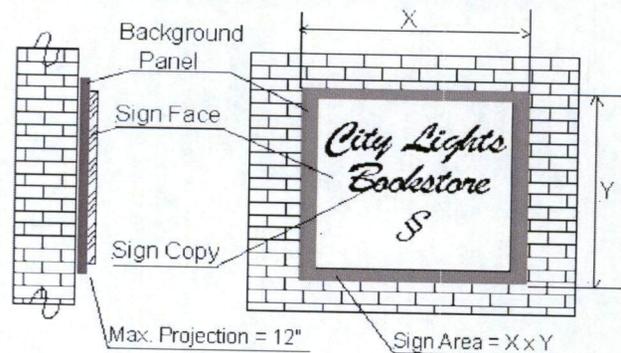
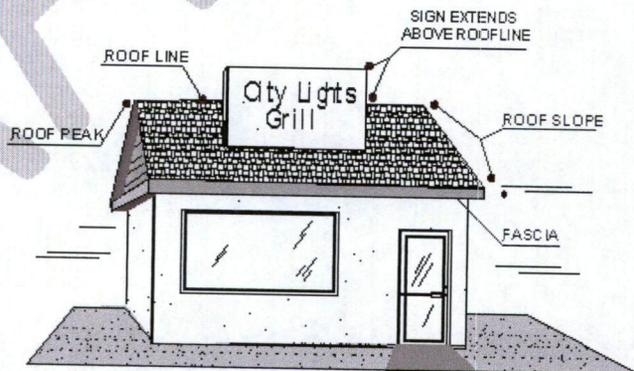
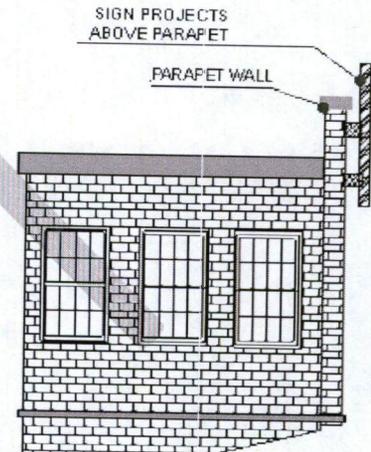
Changeable copy signage shall be subject to the following development standards:

- A. Changeable copy signs are permitted up to a maximum of 50 square feet and shall encompass no more than 50% of the allowable freestanding sign area.
- B. Minimum time interval between copy changes is 30 seconds.
- C. Transition methods are limited to static message replacement.
- D. Allowable brightness is 0.3 foot candles above ambient light conditions. An automatic dimming sensor is required to appropriately adjust brightness.

6.12.9 / Prohibited Signs

Signs not specifically authorized are prohibited, including, but not limited to the following:

- A. Roof mounted signs or signs that project above the highest point of the roofline, parapet, or fascia – see illustration of roofline and fascia features at right;
- B. Signs that project above the canopy or awning upon which the sign is attached;
- C. Sandwich signs or portable signs, except as specifically within rights-of-way permitted by the City Code within rights-of-way;
- D. Signs mounted, attached or painted on trailers, boats, or motor vehicles for advertising purposes when used in place of or as additional advertising at or near the business or activity;
- E. Any sign emitting sound;
- F. Any sign with intermittent or flashing illumination; animated, moving signs or the illusion of movement; but not to include time and temperature signs;
- G. Signs attached to and projecting from the roof or wall of a building perpendicular to a wall surface more than 36 inches, but not including signs mounted perpendicular to a wall entirely under an awning or roof overhang;
- H. Signs constructed of open light bulbs; but not including exposed neon; and
- I. Billboards and other off-premises signage, unless approved as a part of a comprehensive sign plan.
- J. ~~Banners or other temporary signs when mounted for periods exceeding 45 days.~~



Wall Mounted Sign

6.12.10 / Sign Measurement

A. Sign Area

1. Single Sign Face

- a. The area of a wall sign or sign with a single face, shall be computed by measuring the sum of:

- 1) Areas contained within the outside dimensions of the background panel; and
- 2) Any surface material or color that forms an integral part of the sign, or is used to differentiate the sign from the backdrop or structure against which it is placed. Sign face does not include any supporting framework, base, bracing or decorative fence or wall that is clearly incidental to the sign.

b. Signs mounted directly on a wall, without a background, shall be measured by totaling the area(s) of the smallest rectangles that will encompass the extreme limits of each word, graphics, or other display.

2. Two or More Sign Faces

If the interior angle between the 2 sign faces is 45 degrees or less, sign area will be measured as a single face. If the 2 faces of a double-faced sign are of unequal area, the area of the sign shall be the area of the larger face. In all other cases, the areas of all faces of a multi-faced sign shall be added together to compute the area of the sign.

3. Spherical or Free-Form Signs

Sign area shall be the sum of the area of sides of the smallest 4-sided polyhedron that will encompass the sign structure.

4. Illuminated Signs

a. Sign area shall include the entire illuminated surface, or illuminated architectural element, that contains sign copy or graphics.

b. ~~Backlighted~~Back lighted architectural awnings shall count toward the sign allowance when the sign copy is visible at night.

c. Neon banding on a building shall count toward the aggregate maximum signage area.

5. Flags

Flags identifying ~~businesses and non-governmental~~ entities other than governmental, and not approved as temporary or special event signs, shall count toward aggregated sign total.



B. Height

1. Free-Standing Signs

Sign height shall be measured as the distance from the top of the sign structure to the finished grade at the base of the sign. The height of any monument base or other structure erected to support a sign shall be measured as part of the sign height.

2. Wall or Fascia Mounted Signs

Sign height shall be measured as the distance from the top of the sign structure to the finished grade at the base of the subject wall.

6.12.11 / Construction and Maintenance Standards

All signs shall be designed, constructed and maintained in accordance with the following standards:

A. Construction Standards

1. All signs shall comply with applicable provisions of the City building and electrical codes.
2. Except for permitted banners, flags, temporary signs and window signs conforming in all respects with the requirements of this Section, all signs shall be constructed of permanent materials and shall be attached to the ground, a building or another structure by direct attachment to a wall, frame or structure.
3. Signs may be attached flat against canopies made of rigid materials; canopies made of non-rigid materials (e.g. canvas) shall only have signs composed of compatible materials (e.g. paint, stitching, and vinyl).

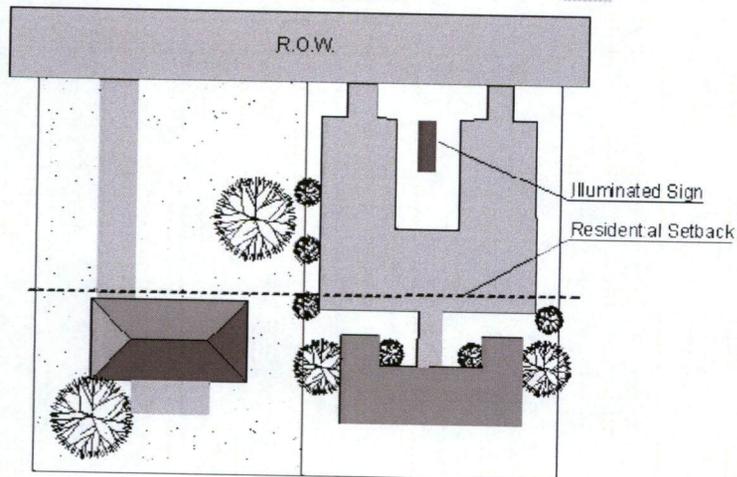
B. Maintenance Standards

All signs shall be maintained in good structural condition, in compliance with all building and electrical codes at all times, and shall be repaired, replaced, or removed to prevent a public hazard, and subject to the following standards

1. A sign shall have no more than 20 percent of its surface area covered with disfigured, cracked, ripped or peeling paint, poster paper or other material.
2. A sign shall not stand with bent or broken sign facing, with broken supports, with loose appendages or struts, that exceeds 15 degrees from vertical.
3. A sign shall not have weeds, trees, vines, or other vegetation growing upon it, or obscuring the view of the sign from the street or right-of-way from which it is to be viewed.

6.12.12 / Visibility Obstructions

- A. No signs shall be erected, and there shall be no lighting of signs or premises, so as to obstruct the view of, or be confused with, any authorized traffic signal, notice or control device. Any such signs or light sources shall be removed at the direction of the Community Development Director.
- B. No sign shall obstruct visibility in the sight triangle (Refer to 6.3.10, Corner Setbacks and Intersection Visibility).



6.12.13 / Illumination

- A. All sign illumination shall be subject to the provisions of Sec. 6.11.4B, Outdoor Retail, Recreational and Other Lighting.
- B. No illuminated sign structure shall be placed at or behind the existing or required setbacks, —whichever is greater, of an adjacent residential lot.

6.12.14 / Sign-related Definitions

Sign-related terms shall have the following meanings as used in this Section:

Table 6.12.14

SIGN-RELATED DEFINITIONS	
Term	Definition
Awning	Same as canopy.
Banner, temporary	A sign that is painted or displayed upon cloth or other flexible material.
Canopy	A shelter or cover projecting from and supported by an exterior wall or building.
Center (Commercial or Industrial)	A group of 3 or more businesses associated by common agreement or under common ownership with common parking facilities; <u>and common free standing signs.</u>
Club, Service or Civic	An association of persons for some common, nonprofit purpose, but not including groups organized primarily to render a service that is customarily carried on as a business.
Landscaping	Landscaping may include trees, shrubs, ground cover, vines, walkways, ponds, fountains, sculpture and other organic and inorganic materials used for creating an attractive appearance and for the control of erosion and noise and for the separation of pedestrians and vehicles.
Maintenance	The repairing or repainting of a sign or sign structure; changing of reader panels or directory signs; or renewing copy, which has been made unusable by ordinary wear and tear or weather, is considered maintenance. Reasonable alterations, not including substantial structural replacements, shall be considered maintenance.
Roof Line	The highest point of a structure including parapets, but not to include domes, spires, chimneys or heating or cooling mechanical devices.
Sign	Any device for visual communication which is used to or intended to attract the attention of the public for business or professional purposes, when the display of this device is visible beyond the boundaries of the property upon which the display is located. The term "sign" shall not include any flag, badge, or insignia of any government or governmental agency. The term "sign" shall not include the displays or advertising devices in a merchant's window or within the interior of a building.
Sign, Animated	The movement or the optical illusion of movement of any part of the sign structure, design or pictorial segment including the movement of any illumination or the flashing, scintillating or varying of light intensity. The automatic changing of all or any part of the facing of a sign or any sign or part of a sign set in motion by movement of the atmosphere shall be considered animation. Time and temperature devices shall not be considered as animation under this Code.
Sign, Billboard	An off-site sign that directs attention to a business, commodity, service, entertainment or product not related to uses on the site where the sign is located.
Sign, Cabinet	A sign that contains all the text and/or logo symbols within a single enclosed case.
Sign, Canopy	Any sign erected directly upon a canopy.
Sign, Changeable Copy	A sign that is capable of regular and routine change of copy, which may be other than the name of the business advertised. There are two types of changeable copy signage permitted: 1) Manual: utilizes a manual means of changing copy. May or may not be internally illuminated. Also referred to as a reader board or marquee, and 2) Electronic: Utilizes an electronic means of changing copy, either remotely or by automatic means. These signs include, but are not limited to, displays using incandescent lamps, LEDs, LCDs, or a flipper matrix. Also referred to as electronic message centers and electronic message boards.

Table 6.12.14 (continued)

SIGN RELATED DEFINITIONS	
Term	Definition
Sign, Directional	Public signs erected by or on behalf of a governmental body to convey public information and direct or regulate pedestrian or vehicular traffic.
Sign, Directory	Any sign listing the names, uses and/or location of the tenant's businesses or activities conducted within a building or group of buildings. A sign designed to show the relative locations of the several business establishments within a shopping center or other multi-tenant development.
Sign, Fascia	A sign that is located on the horizontal piece covering the joint between the top of a wall and the projecting eaves of the roof.
Sign, Free-Standing	A sign which is erected on its own self-supporting permanent structure, detached from any supporting elements of a building.
Sign, Identification	A sign that directs attention to a business, commodity, service, entertainment or product related to uses on the site where the sign is located and which is not otherwise defined in this Ordinance.
Sign, Illuminated	A sign whose surface is lighted internally or externally.
Sign, Mural	Murals painted on exterior walls of businesses shall be permitted, subject to review and approval by the Community Development Department to determine that, the artistic rendering does not advertise the business in any way, including subject matter or wording, and that the proposed mural is appropriate for the existing use of the building. The Community Development Department may review the background and artistic expertise of the artist based on samples of previous work. Approved murals or artistic renderings shall not be considered as signage.
Sign, Nonconforming	Any sign that is not allowed under this Code, but which, when first constructed, was lawful.
Sign, Parapet and Mansard	A sign permanently affixed to a wall or surface that is designed to protect the edge of a roof.
Sign, Political	A sign which supports the candidacy of any candidate for public office or urges action for or against any other matter on the ballot of primary, general, or special elections.
Sign, Portable	Any sign not permanently affixed to the ground or a structure on the site it occupies.
Sign, Projecting	Any sign attached to a building or other structure and extending in whole or in part more than 12 inches beyond the building.
Sign, Roof	A sign erected in any way upon a building or structure that extends above the roof line of the building or structure.
Sign, Structure	The supports and framework of the sign.
Sign, Temporary	Any sign not intended for permanent display as authorized in Sec. 6.12.5, Permitted Signs, and excluding portable signs.
Sign, Wall-mounted	A sign mounted flat against, projecting less than 12 inches or painted on the wall of a building or structure with the exposed face of the sign in a plane parallel to the face of said wall.
Signage, On-site	An attached or freestanding sign, which correctly identifies a business, commodity, service or product conducted, sold or offered on the same premises where the sign is located.
Signage, Pan-channel	An individual letter that is 3 dimensional and is constructed by means of a 3-sided metal channel.