



## Sedona Land Development Code (LDC)

### Article 11 Sedona Sign Ordinance

#### 1101. Title

This article shall be known as the Sedona Sign Ordinance

#### 1102. Purpose

1102.01 The Council finds that the natural surroundings, climate, history, and people of the City provide the Sedona community with its unique charm and beauty. This Article has been adopted to ensure that all signs installed in the City are compatible with the unique character and environment of the community, and in compliance with the Community Plan.

1102.02 The purpose of this Article is to promote public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral, and nondiscriminatory sign standards and requirements, including the following specific purposes:

- A. To promote and accomplish the goals, policies, and objectives of the Community Plan;
- B. To balance public and private objectives by allowing adequate avenues for both commercial and noncommercial messages;
- C. To recognize free speech rights by regulating signs in a content-neutral manner;
- D. To improve pedestrian and traffic safety by promoting the free flow of traffic and the protection of pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;
- E. To protect the aesthetic beauty of the City's natural and built environment for the citizens of and visitors to the City, and to protect prominent viewsheds within the community;
- F. To prevent property damage, personal injury, and litter from signs which are improperly constructed, poorly maintained, or made of unstable materials;
- G. To protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the streetscape; and
- H. To provide consistent sign design standards that enables the fair and consistent enforcement of these sign regulations.

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

#### 1103. Definitions

Sign Definitions are included in Sedona Land Development Code Article 2: Definitions.

## 1104. Administration

1104.01 Permit Required. Except as provided in this Article, no person shall erect, construct, enlarge, alter, repair, display, maintain, or use a sign, whether temporary or permanent, until a permit for the same has been issued by the Director. Each sign shall require a separate sign permit.

1104.02 Permit Process. An application for a sign permit shall be made in writing on forms furnished by the Department and comply with the sign permit process set by the Director.

1104.03 Inspections for Permit.

- A. All signs for which a permit is required shall be subject to inspection by and approval of the Director.
- B. Footing inspections may be required for all signs having footings, subject to review and approval by the Director.
- C. All signs containing electrical wiring shall be subject to the provisions of the International Building Code as adopted, and the electrical components used shall bear the label of an approved testing agency.

1104.04 Master Sign Plans.

For some developments, alternative standards and flexibility in the established standards may enhance the aesthetic qualities of the development and the community. Approval of a Master Sign Plan allows for unified presentation of signage throughout a development site, flexibility to provide for unique environments, and pre-approval of designs and design elements to make sign review more efficient.

- A. Approval Required
  1. New construction or redevelopment projects shall obtain approval of a Master Sign Plan as part of the development review process as set forth in LDC 401 (Development Review), prior to any signs being erected.
  2. All signs erected or maintained shall conform at all times to the approved Master Sign Plan. Any deviations from an approved Master Sign Plan shall be unlawful unless and until a revised Master Sign Plan is approved.
  3. For developments covering multiple properties, the property owner(s) may elect to have the entire development considered a unified development site for the purposes of the Master Sign Plan.
- B. Master Sign Plan Requirements
  1. Contents. A Master Sign Plan shall set forth a master plan for all signage for an entire parcel or development site and include the following information:
    - a. Sign dimensions and approximate locations;
    - b. Materials and colors;
    - c. Proposed illumination, including illumination levels;
    - d. Maximum numbers of items of information per sign face;
    - e. A design theme with illustrative examples of each sign type and the proposed general locations of each sign type;
    - f. A demonstration that the Master Sign Plan will improve the aesthetics of the development and will not have an adverse impact on the use, enjoyment, or value of property in adjacent or nearby residential districts; and
    - g. Any other maps, drawings or materials as required by the Director (including a colored rendering of the sign) to adequately describe the sign proposal. The application and any exhibits shall become the property of the city.
  2. Prohibited Signs and Sign Elements. Prohibited signs and sign elements are not eligible for inclusion in a Master Sign Plan unless specifically indicated in this Article.
  3. Architectural Theme. All signs shall be architecturally integrated into or complimentary to the design of the building(s) and character of the site, and shall use similar and coordinated design features, materials, and

colors. The Master Sign Plan shall establish an integrated architectural vocabulary and cohesive theme for the development site.

4. Community Character. The signage proposed in a Master Sign Plan shall not have an adverse impact on the community character of the district in which the development site is located, or of the City of Sedona.
5. Nonconforming Signs. If there are existing signs on-site, they shall be treated in accordance with LDC 1203 (Nonconforming signs) upon adoption of the Master Sign Plan.

C. Master Sign Plan - Flexibility Criteria

1. Generally. Signage which is proposed as part of a Master Sign Plan may deviate from the standards of this Article as outlined below.
2. Height, Area, Number, and Location of signs.
  - a. The height, area, number, and location of signs permitted through the Master Sign Plan shall be determined based on the following criteria:
    - i. The overall size of the development site and the scale of the use or uses located or anticipated to be located there (larger land areas and scales of use tend to favor larger signs and/or more signs);
    - ii. Relationship between the building setback and sign location (additional signage may be appropriate for buildings with less visibility, particularly where buffering is providing an aesthetic and/or environmental benefit to the City);
    - iii. Length of Frontage on a Public Right-of-Way (larger frontages may justify more or larger signs, particularly if the size of the frontage tends to prevent sign clutter from multiple adjacent parcels);
    - iv. Classification of Street the Development Site fronts on (frontage along an arterial or collector street may justify more or larger signs than frontage along a local street);
    - v. Access and visibility to the site;
    - vi. Intended traffic circulation pattern and the need for wayfinding;
    - vii. Hierarchy of signage;
    - viii. Relationship between the site and adjacent uses;
    - ix. The desired function of the site; and
    - x. Consistency with the objectives and design policies of the Community Plan and any applicable Community Focus Area plans.
3. Lighting. Lighting standards shall not deviate from the standards of this Article.

D. Master Sign Plan Review

1. Master Sign Plans for new construction or redevelopment shall be reviewed as part of the development review process as set forth in LDC 401 (Development Review).
2. Director Approval. Master Sign Plans that deviate from the standards of this Article, as allowed by this Section, by no more than 10% may be approved by the Director.
3. Planning and Zoning Commission Approval. Master Sign Plans that deviate by more than 10% require approval by the Planning and Zoning Commission, in accordance with the development review process as set forth in LDC 401 (Development Review).
4. Notwithstanding the provisions of this section, the Director may require any Master Sign Plan to be considered by the Commission at a public hearing on the basis of location, visually related impacts, or in conjunction with other aspects of overall site development or improvements.

- E. Individual Sign Permits. Individual sign permits are required for signs installed in compliance with an approved Master Sign Plan that conforms with the provisions of this Article.

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

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

1105.01 General. Unless specifically exempted, the standards contained in this section shall apply to all signs within the City of Sedona.

1105.02 Abandoned Signs. The property owner shall be responsible for removing abandoned signs within 5 days.

1105.03 Clearance to Utility Lines. Signs shall not be located with less than 5 feet 6 inches horizontal or 10 feet vertical clearance from overhead electric conductors which are energized not more than 750 volts. Signs shall not be located with less than 8 feet 6 inches horizontal or 11 feet vertical clearance from overhead electric conductors which are energized in excess of 750 volts.

1105.04 Clearance over Pedestrian Walkways or Vehicular Drives. Signs which project over a pedestrian walkway shall maintain a minimum clearance of 8 feet above grade. Signs which project over a vehicular drive shall maintain a minimum clearance of 13 feet, 6 inches above grade, or the clearance required by all applicable codes.

1105.05 Component Painting. All light fixtures, conduit, and shielding shall be painted to match either the building or the supporting structure that serves as the background of the sign.

1105.06 Historic Preservation. Where signage is to be placed on or associated with a designated historic landmark, the design, graphics and materials of such signage shall be consistent with the historic character and context of the structure or site and be in compliance with the landmark approval.

1105.07 Location.

- A. No signs shall be placed on or about public property or within any public right-of-way, unless otherwise permitted. Such signs may be deemed refuse and subject to removal by the Director.
- B. No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere with free use of all fire appliances, including hydrants, standpipes, automatic fire sprinkler connections, and the like. Fire lanes shall not be obstructed by the placement of any sign or sign structure.
- C. No sign shall obstruct any window to such an extent that any light or ventilation is reduced to a point below that required by any law or ordinance.

1105.08 Maintenance.

- A. All signs shall be structurally sound and maintained in good repair. The display surfaces of all signs shall be kept neatly painted or posted at all times.
- B. Any sign determined by the Director to be a hazard to safety, health, or public welfare by reason of inadequate maintenance, dilapidation, or electrical shall be remedied immediately.

1105.09 Landscaping. When landscaping is required in conjunction with a sign, the landscape area shall be maintained by the property owner and shall be kept in a neat and clean condition, free of weeds and rubbish.

1105.10 Traffic Visibility Triangle. For traffic safety, signs located within the triangular area on a corner lot formed by measuring 30 feet along both street side property lines from their intersection or 10 feet from the intersection of a property line adjacent and parallel to a public street and a private street or driveway shall maintain a 3-foot maximum top height. The City Engineer may approve a sign within the Traffic Visibility Triangle if it can be demonstrated that it does not impact traffic safety.

### **1106. Sign Measurements and Calculations**

1106.01 Sign Area.

- A. Sign area is calculated as the area within a continuous perimeter with up to eight straight sides that encloses the limits of text and graphics of a sign, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign's message from the background against which it is placed. The area excludes the structure upon which the sign is placed (unless the structure is an integral part of the display or

used to differentiate it), but includes any open space contained within the outer limits of the display face of a sign, or between any component, panel, strip, or figure of any kind composing the display face, whether this open space is enclosed by a frame or border or not.

- B. Support structures will not be counted against total sign area as long as such elements are appropriately scaled to the size of the copy as determined by the Director.

#### 1106.02 Sign Height.

- A. Sign height is measured as the vertical distance from the average elevation of the finish grade within a 6-foot radius at the base of the sign to the top of the sign, including all backgrounds and support structures, exclusive of any filling, berming, mounding, or landscaping, solely done for the purpose of locating the sign.
- B. If natural grade at the base of a sign is lower than the grade of an adjacent road, the height of the sign may be measured from the top of curb elevation.

1106.03 Items of Information. An item of information is a word, logo, abbreviation, symbol, geometric shape, image, or number with 10 or fewer digits (punctuation of numbers does not increase the number of items of information).

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

This section provides minimum design guidance for all signs, regardless of specific type or location. These guidelines address issues related to sign legibility, placement, color, materials, and illumination. These guidelines are intended to ensure business owners install quality signs that add to and support the character and unique beauty of Sedona. Following these standards from the onset of a project will help to ensure that the signs are designed as an integral element of the building design architecture and not as an afterthought.

#### 1107.01 Sign Legibility.

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

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

Items of Information (See Section 1106, Sign Measurements and Calculations): A brief message should be used whenever possible. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive.

Font Styles: An effective sign should do more than attract attention; it should communicate its message clearly. This is directly related to the readability of words and phrases. The most significant influence on legibility is lettering style and spacing. Typefaces that are difficult to read reduce the sign's ability to communicate. Crowding letters, words, or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message.

- C. Signs should use letters on a contrasting background.

There should be an adequate amount of contrast between the colors to increase legibility. If there is little contrast between the brightness or hue of the message of a sign and its background, it will be difficult to read.

#### 1107.02 Sign Placement

In order to assist in wayfinding, signs throughout a development site should be placed in a strategic manner, in similar locations and in a similar fashion throughout the center so that customers can easily identify business locations.

- A. Wayfinding signs for businesses shall be placed at or near the public entrance or main parking area to indicate the most direct access to the business.
- B. Signs shall be placed consistent with the proportions of the building's facade.  
For example, a particular sign may fit well on an upper, more basic wall, but would overpower and obstruct the finer detail of a lower storefront area.
- C. Signs shall not be located so that they cover or interrupt the architectural details or ornamentation of a building's facade.
- D. Signs shall not be mounted higher than the eave line or top of the parapet wall of the building and no portions of the sign shall extend beyond the ends of the wall to which it is attached.
- E. The location and extent of signs and advertising should not obstruct scenic views.
- F. Repetitious signage information on the same building frontage should be avoided.

#### 1107.03 Sign Color

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

- A. Sign colors shall provide sufficient contrast to be legible, yet be subdued enough to blend with the natural landscape and/or surrounding structures.
- B. Background colors shall be limited to no more than three on a single sign.  
Too many colors overwhelm the viewer's ability to process fast what the sign is communicating. Limit use of accent colors to increase legibility.
- C. The background area of a sign, exclusive of any letters, words, or symbols, shall comply with the exterior color requirements of LDC 904.01 (Exterior Color Requirements), except as noted below.
  - 1. Not more than 10% of the sign background area shall exceed these color requirements.
  - 2. Natural materials including, but not limited to, rock, natural wood, tile, and brick, which do not comply with these color requirements, may be considered on a case-by-case basis by the Director.
- D. Text colors are not subject to the same color restrictions as background colors, but should provide sufficient contrast. Bright and glossy or fluorescent colors and reflective surfaces are prohibited.
- E. Sign colors shall relate to and complement the materials or color scheme of the buildings, including accent and trim colors.
- F. Signs may be painted directly on building facades. The Director shall review such requests on a case-by-case basis and make a determination based on a review of whether the proposed sign interferes with the architectural integrity of the building.

#### 1107.04 Sign Materials

- A. Materials shall be selected with consideration for the architectural design of the building's facade. Sign materials shall complement the architecture and materials of the structure.
- B. Acceptable sign materials include:
  - 1. Wood (carved, sandblasted, etched, sealed and painted, or stained)
  - 2. Red rock and river rock
  - 3. Tile (painted, sealed, inlaid tiles)
  - 4. Metal, including rusted metal (formed, etched, cast, engraved, primed or factory coated).
  - 5. Stucco, when used to match an existing building onsite.

6. High density sign foam, when designed to successfully imitate another acceptable sign material
  7. Decorative iron or wood brackets are preferred for sign hardware support
  8. Requests to use alternative materials may be approved on a case-by-case basis by the Director
- C. Signs with Relief.
1. Signs with relief are encouraged but not required.
  2. The total base sign area may increase by 20% when a minimum of 50% of the total copy area incorporates 3-dimensional relief.

#### 1107.05 Sign Illumination

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

- A. Illumination is only permitted on permanent signs in Commercial districts. Temporary signs and signs in Residential districts cannot be illuminated, unless approved as a part of a Master Sign Plan.
- B. The intensity of sign lighting shall not exceed that necessary to illuminate and make legible a sign from the adjacent travel way or closest right-of-way; and the illumination of a sign shall not be obtrusive to the surrounding area as determined by the Director.
- C. Signs should only be illuminated if the existing ambient light (such as from street lights or from interior lighting from a building) is not sufficient to light the sign.
- D. When illumination is used, the light shall be contained to the sign and no light shall spill over.
- E. Illumination for signs shall conform to all provisions of LDC 911 (Outdoor lighting). Sign lighting shall be treated as Class 1 lighting and shall conform to the lamp, shielding, and time restrictions and shall count towards the lumen cap for the property.
- F. Sign illumination shall be limited to a maximum of two (2) different colors.
- G. External Illumination
  1. Fixtures chosen for external illumination shall be architecturally compatible with the building to which they are attached.
  2. Externally lit signs shall be illuminated only with steady, stationary, shielded light sources directed solely onto the sign without causing glare.
  3. External lighting fixtures shall be fully shielded and directed down.
  4. Ground mounted uplighting may be used when it can be demonstrated that no light will spill off of the sign face.
- H. Internal Illumination
  1. Internally illuminated signs are prohibited except as permitted below:
    - a. Individual halo-lit letters with solid opaque faces that do not permit any light to come through the face, which are silhouetted against a softly illuminated wall.
    - b. Metal-faced box signs with cut-out letters and soft-glow lighting sources.
- I. Prohibited Illumination Methods
  1. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from adjacent public rights-of-way or residential properties
  2. The fixtures used to illuminate signs shall not be directed toward nearby residential properties.



3. Other than one sign per business, with a maximum of 2 square feet, digital or electronically lit messages of any kind, or signs having the same effect, are prohibited.
4. Blinking, rotating, flashing, hanging, or reflecting lights are prohibited.
5. Visible raceways and transformers for individual letters are prohibited.

#### **1108. Exempt Signs**

Subject to the conditions and limitations specified below, the following signs or sign devices are exempted from the permit process; provided, that they are not prohibited by LDC 1115 (Prohibited signs):

- 1108.01 Bumper Stickers. Bumper stickers affixed to motor vehicles.
- 1108.02 Event Posters and Announcements. Posters, flyers and announcements promoting events may be displayed, but shall not contain advertisements for products or services not associated with the event. Displays of event announcements shall not exceed 1 poster, a maximum size of 11 inches by 17 inches, per business, and shall not be placed on the exterior of a building or structure.
- 1108.03 Cornerstones. Cornerstones and the like, when carved into stone, concrete, bronze or other permanent material and made an integral part of a building or structure. Cornerstones are not to exceed 4 square feet.
- 1108.04 Flags. The flag, pennant or insignia of any nation, organization of nations, state, province, county, city, any religious, civic or fraternal organization, or educational institution. A temporary sign permit shall be required when such are used in connection with a commercial promotion or as an advertising device (LDC 1114.02.B, Temporary Signs, Commercial Districts).
- 1108.05 Governmental signs. Any sign, posting, notice or similar signs placed, installed or required by law by a city, county, or a federal or state governmental agency in carrying out its responsibility to protect the public health, safety, and welfare, including, but not limited to, the following:
  - A. Emergency and warning signs necessary for public safety or civil defense;
  - B. Traffic signs erected and maintained by an authorized public agency;
  - C. Signs required to be displayed by law;
  - D. Signs directing the public to points of interest; and
  - E. Signs showing the location of public facilities.
- 1108.06 Historic Plaques. Historic plaques erected or provided by the city designating an area of historical significance.
- 1108.07 Information Signs. Information signs on commercial properties are limited to a maximum of 2 square feet per business entrance.
- 1108.08 Display Boxes. Display boxes of up to 2 square feet are allowed for restaurants, bars and lounges. Display Boxes may be illuminated with fully shielded fixtures. A permit shall be obtained for display boxes larger than 2 square feet, and the area in excess of the permitted 2 square feet shall be counted against the total allowable sign area for the business.
- 1108.09 Official Notices. Official government notices and notices posted by government officers or employees in the performance of their official duties; and government signs to control traffic, provide information, identify streets, warn of danger, or perform other regulatory purposes.
- 1108.10 On-Site Directional Signs. One (1) directional sign per property or development site, no more than 3 feet in height and 4 square feet in area, located outside of the front and street side yard setbacks, to aid in traffic circulation and wayfinding within a developed site. Additional on-site directional signs may be permitted through the approval of a Master Sign Plan.
- 1108.11 Outline Lighting. Outline lighting and decorative strings of lights are authorized without a permit only from Thanksgiving to the following January 15. After January 15, lighting in residential areas must be turned off, and in



commercial areas, it must be turned off and removed from buildings and structures. Such lighting shall be installed in a way that does not create a public nuisance or hazard.

1108.12 Political Signs.

- A. The City encourages political signs to be placed in a way that limits the negative aesthetic affects of numerous large political signs throughout the city and serves to fulfill the City's vision of enhancing its natural beauty.
- B. Political Signs are permitted in compliance with ARS §16-1019.

1108.13 Residential Nameplates, Street Address or Combination. One nameplate sign showing the name of the occupant of a residence; the occupant's profession, occupation, and/or title; and/or the address of the dwelling is allowed. The sign shall contain no advertising copy and shall not exceed 2 square feet in area.

1108.14 Seasonal Decorations. Temporary, noncommercial decorations or displays, when such are clearly incidental to, and are customarily or commonly associated with, any national, local or religious celebration; provided, that such decorations or displays are maintained in an attractive condition and do not constitute a fire hazard.

1108.15 Signs Authorized by Law. Signs required or specifically authorized for a public purpose by any law, statute or ordinance; provided, however, that no such sign shall be placed in a public right-of-way unless specifically required or authorized by law, statute or ordinance, and, except for warning signs or barricades of a temporary nature, such signs shall be permanently affixed to the ground, a building or other structure. Such signs shall not exceed the minimum number required to accomplish the purpose.

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

- A. Signs or displays located entirely inside of a building and not visible from the building's exterior;
- B. Official signs located within City recreation facilities and placed by City of Sedona officials in the performance of their duties to provide information related to City Recreation Facilities and programs.

1108.17 Signs on Vehicles. Signs displayed on motor vehicles or trailers which are being operated or stored in the normal course of business, such as signs indicating the name of the owner or business which are located on delivery trucks, trailers and the like. Business vehicles shall be parked in an assigned parking space which is not immediately adjacent to a street frontage.

1108.18 Street Address Signs. Each property must display its legally assigned street number in accordance with Sedona City Code Chapter 12.20 (Street Naming and Addressing), Section 12.20.070 (Addressing Standards) and applicable Fire Code requirements. Legally assigned street address numbers must be incorporated into a property's monument sign. If the property does not have a monument sign, the address number must be clearly displayed on the building or appropriate wall. The address number must be of a contrasting color with the background to which they are attached. Letters or numbers shall have a maximum height of 150% of the required minimum height, as set forth in the City Code and the Fire Code.

1108.19 Symbols. Nonverbal symbols attached to a place of religious worship.

- A. Symbols must be stationary and unlighted.
- B. One symbol shall be permitted per street frontage per lot.
- C. Symbols shall not exceed 16 square feet in area and 6 feet in height.

1108.20 Temporary signs on properties offered for sale, lease, or rent, are permitted on-site as follows:

- A. All Residential Zones
  - 1. One sign per property is permitted. Signs must be non-illuminated, constructed of durable materials, placed only on the property for sale, rent, or lease, be no more than six feet in height, and be no larger than six square feet in area.
- B. All Commercial and Nonresidential Zones.

1. One sign per street frontage is permitted. Signs must be non-illuminated, constructed of durable materials, placed only on the property for sale, rent, or lease, be no more than six feet in height, and be no larger than 12 square feet in area

C. All signs shall be removed within 15 days from the date of sale, lease or rental.

1108.21 Warning Signs. Temporary or permanent signs erected by the city, public utility companies or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines or similar devices.

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

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

1108.24 Works of art, including murals, which do not advertise a product or business and which have been approved by the Director;

### **1109. Permanent Signs (Commercial Districts)**

The following regulations apply to signs within Commercial Zoning Districts within the City of Sedona. These include the following zones: Neighborhood Commercial (CN), Office Professional (OP), General Commercial (C-1), General Commercial (C-2), Heavy Commercial/Light Manufacturing (C-3), Resort Commercial (RC), and Lodging (L). In addition, properties within the Planned Development (PD) District with commercial uses would be included in this category.

For new and remodeled shopping centers, a comprehensive sign program for all signs in the center shall be developed. If a property has an approved Master Sign Plan or a sign plan approved in compliance with this Article, that plan shall take precedence over these regulations.

For sign computation purposes, the following shall be considered a single property or development site: (1) A commercial condominium building or complex (2) Businesses associated by a common agreement or ownership with common parking facilities or housed in 1 structure.

When 2 or more tenants occupy 1 building space with a common entrance, they shall be considered 1 tenant for sign computation purposes.

#### **1109.01 Business Tenant Signs**

Business tenant signs are permitted per business and sign area accumulates for each separate business on a property.

For properties or development sites with a single tenant, tenant signage with a maximum area of 25 square feet is permitted. On properties exceeding a 60-foot lot frontage on a single street, this area may be increased in area by 1 square foot for each 3 lineal feet of building frontage in excess of 60 feet, up to a maximum of 50 square feet.

For properties or development sites with 2 or more tenants, tenant signage with a maximum area of 15 square feet is permitted for each tenant with a primary entrance on a street, parking lot, courtyard or mall. For tenants exceeding a 36-foot building frontage, the sign area may be increased in area by 1 square foot for each 3 lineal feet of building frontage in excess of 36 feet, up to a maximum of 50 square feet.

Business tenant signs shall be located on a wall of the building which contains the business. Business tenant signs are prohibited within the front and street side yard setbacks.

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

#### **A. Building Signs**

1. Building signs shall not project from the surface upon which they are attached more than that is required for construction purposes and in no case more than 12 inches.
2. New building signs for individual businesses in a shopping center shall be placed consistent with the location of signs for other businesses in the center. This will establish visual continuity among storefronts and create a unified appearance for the center.

B. Projecting and Suspended Signs

1. Hanging signs should be simple in design and not used to compete with existing signage at the site, such as building signs.
2. On a multi-storied building, the sign shall be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be in line with the lowest point of the roof.
3. The 2 sides of a projecting or suspended sign must be parallel back to back, and shall not exceed 10 inches in thickness.
4. A projecting sign shall be hung at right angles to the building and shall not extend more than 4 feet from a building wall.
5. The top of the sign should be in line with whichever is the most successful application of scale, linear continuity or visibility as determined by the Director.
6. No sign shall overhang any public right-of-way (including sidewalks) without approval from the relevant organization having jurisdiction over the right-of-way. Such signs shall be covered by a public liability insurance policy which names the city as the insured party.
7. Sign supports and brackets shall be compatible with the design and scale of the building. Decorative metal and wood brackets are encouraged.
8. To avoid damaging brick and stonework; brackets shall be designed to be bolted into masonry joints.
9. Internal illumination of projecting signs is prohibited.

C. Awning Signs

1. The text of awning signs shall be located only on the valance portion of the awning. Letter color shall be contrasting with the awning and the building color scheme.
2. The shape, design, and color of awnings should coordinate with, and not dominate, the architectural style of the building. Where multiple awnings are used on a building, the design and color of the sign awnings shall be consistent with all other awnings.
3. Backlit and internally illuminated awnings are prohibited.
4. Only permanent signs that are an integral part of the canopy or awning shall be used.

D. Window Signs

1. Interior signs 24 inches or less from the window are considered as exterior advertising signs.
2. Window signs (permanent or temporary) shall not cover more than 25% of the area of each window. Signs that cover 10% or less of the window do not count towards the total business sign allowance.
3. Window signs shall be primarily individual letters intended to be viewed from outside. Glass-mounted graphics may be applied as long as they comply with the 25% limitation.
4. Electronic or LED Monitors (such as TV Screens) shall not be used as window signs.

1109.02 Site signs

Site signs are permitted for each individual parcel or group of parcels that the owners have declared to be a development site for sign purposes. Sign area accumulates for the parcel or development site, regardless of the number of businesses on that parcel.

The following signs are considered site signs, are allotted per property, and shall not count against the total allowable signage for any one business. These signs are permitted at the discretion of the property owner and/or property management company.

A. Monument (Freestanding) Signs

1. There shall be no more than 1 monument sign per street frontage per site and a maximum of 2 monument signs per site.
  2. A landscaped area equivalent to the area of each sign face of a monument sign shall be maintained. Landscaping should be designed to ensure the long-term readability of the sign.
    - a. On properties that install a monument sign in an area landscaped in accordance with LDC 910.05.L (Street Frontage Requirements), one of the following may be applied:
      - i. Base sign area may be increased by 20%; or
      - ii. Sign height may be increased by 25%.
      - iii. An increase in sign height does not permit additional sign area, except as otherwise permitted by this Article.
      - iv. An increase in sign height is not permitted if it would violate another provision of the LDC (e.g. site visibility triangle, wall height).
  3. Monument signs are permitted a maximum area of 25 square feet and maximum height of 8 feet. On properties which exceed a 300-foot lot frontage on a single street, one of the following two options may be applied:
    - a. The maximum sign area may be increased to 35 square feet.
    - b. A second monument sign on a single frontage may be permitted provided there is a minimum of 250 feet separation between the two signs. If this option is used, the maximum of 2 monument signs per property does not change.
  4. The sign base shall have a minimum aggregate width of 75% of the width of the sign cabinet or face.
  5. Monument signs shall be placed perpendicular to the street.
  6. Monument signs shall incorporate architectural elements, details, and articulation consistent with the primary building on the site.
  7. Each monument sign shall incorporate the legally assigned address number.
  8. For properties where a monument sign is not used, the Director may allow additional building signage for center identification in lieu of a monument sign, subject to the same maximum area as the monument sign.
- B. Directional Signs.
1. Directional signs shall be placed at the driveway entrance to a lot, parcel or multiple use lot or parcel. There shall be no more than one (1) directional sign per driveway.
  2. No directional sign shall be greater than 6 square feet in area or have height greater than 3 feet above grade.
  3. No more than 25% of the area of a directional sign may be devoted to business identification.
  4. Directional signs shall not be permitted at a driveway entrance where there is a separate monument sign, but directional signage may be incorporated into the monument sign. Directional information incorporated into a monument sign shall not count towards the total allowable sign area for the monument sign.
- C. Directory Signs.
1. Directory signs may be provided for individual businesses or occupants of the same building or building complex, in accordance with the following:
    - a. The display board shall be of an integrated and uniform design;
    - b. One (1) directory sign is permitted at each pedestrian entrance to the building complex, with a maximum of 2 per development site.
    - c. Directory signs may be wall-mounted or monument signs.
    - d. Such signs shall not exceed 6 feet in height.

- e. Each tenant business is permitted a maximum of 0.5 square feet on a directory sign and the building identification shall not exceed 2 square feet. The total area of any directory sign shall not exceed 15 square feet.
- 2. Directory signs shall not be subject to items of information restrictions (see 1107.01, Sign Legibility)
- D. Service (Gas) Station Signs.
  - 1. Each service station or other business selling automotive fuel is permitted 1 price sign for each street frontage not to exceed 8 square feet in area and 8 feet in height.
  - 2. Service Station signs shall be incorporated into the main monument sign but shall not count towards the maximum allowable square footage when used solely for gas pricing.
  - 3. “Self/full serve” signs not to exceed 3 square feet in area each are permitted on each end of each pump island.
  - 4. Any other signs may be considered through approval of a Master Sign Plan, including but not limited to, signs affixed to the top or sides of an operable fuel dispensing pump or trash containers.
- E. Drive-Thru Board Signs
  - 1. Board Signs shall maintain a minimum setback of 25 feet from front and street side property lines
  - 2. Maximum of 30 square feet and 6 feet in height.
  - 3. Internal illumination of board signs is permitted.
  - 4. Shall be designed with a solid base. The design, materials, and finish of the base shall match the building.
  - 5. Screening of board signs from the public right-of-way is required through use of the building, walls, fences, or landscaping, subject to review and approval by the Director.
  - 6. A maximum of 1 sign per drive thru restaurant is permitted.
  - 7. If speakers are used, they shall be subject to the City of Sedona’s noise ordinance (Sedona City Code Chapter 8.25, Sound Regulations – Sound Control).
- F. Signs for vacation timeshare solicitors, vacation club solicitors, timeshare sellers and vacation club membership sellers.
  - 1. Within the city of Sedona, all signage at all locations engaged in the commercial solicitation of vacation club membership plans, timeshares or timeshare plans, including, but not limited to, off-premises canvassing (OPC) locations, kiosks, or podiums located adjacent to public rights-of-way, shall comply with the requirements of Sedona City Code Chapter 8.15 (Nuisances), Section 8.15.023 (Provisions related to signs for vacation timeshare solicitors, vacation club solicitors, timeshare sellers and vacation club membership sellers).

**1110. Permanent Signs (State Route 89A Character District)**

As Uptown Sedona is characterized as a predominately pedestrian area, it is recognized that different sign standards are needed. For properties that have been identified in the Sedona Main Street and Character Districts Design Manual as being part of the State Route 89A Character District, the design standards applicable to Commercial signs will apply with the following exceptions:

**1110.01 Business Tenant Signs**

For properties or development sites with a single tenant, tenant signage with a maximum area of 12.5 square feet is permitted. On properties exceeding a 30-foot lot frontage on a single street, this area may be increased in area by 1 square foot for each 3 lineal feet of building frontage in excess of 30 feet, up to a maximum of 25 square feet.

For properties or development sites with 2 or more tenants, tenant signage with a maximum area of 9 square feet is permitted for each tenant with a primary entrance on a street, parking lot, courtyard or mall. For tenants exceeding an 18-foot building frontage, the sign area may be increased in area by 1 square foot for each 3 lineal feet of building frontage in excess of 18 feet, up to a maximum of 25 square feet.

A. Under Canopy Signs.

1. Where a building sign is not visible to pedestrian traffic in a covered walkway, an under-canopy identification sign of up to 3 square feet is allowed. Square footage for an under canopy sign does not count towards the maximum area for the business sign.
2. Where the building design does not permit an under canopy sign with an 8 foot clearance, the Director may approve a minimum clearance of 7 feet.

1110.02 Site Signs

A. Monument (Freestanding) Signs

1. On properties with less than 100 feet of street frontage, monument signs are permitted a maximum area of 18 square feet and maximum height of 5 feet.

**1111. Permanent Signs (Residential Districts)**

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

A. Directional Signs.

1. Directional signs are prohibited for single-family residential uses.
2. There shall be no more than 1 directional sign per driveway entrance to a lot, parcel or multiple use lot or parcel.
3. No directional sign shall be greater than 6 square feet in area and have height greater than 3 feet above grade.
4. Directional signs shall not be permitted at a driveway entrance where there is an identification sign, but directional signage may be incorporated into the identification sign. Directional information incorporated into an identification sign shall not count towards the total allowable sign area for the identification sign.

B. Identification Signs.

1. One identification sign per property is permitted. However, if the property exceeds 2 acres in area and has frontage along more than 1 public right-of-way, a maximum of 2 signs are permitted, with no more than 1 sign adjacent to each street frontage.
2. Signs for single-family residential uses shall not exceed 6 square feet in area per face and may be double-faced.
3. Signs for non single-family residential uses shall not exceed 12 square feet in area per face and may be double-faced.
4. An identification sign may be a wall-mounted or monument sign. The height of a monument sign shall not exceed 3 feet above grade.

C. Subdivision Entrance Signs.

1. Not more than 2 permanent subdivision identification signs are permitted for each primary entrance to a recorded subdivision.
2. Each sign shall not exceed 12 square feet in area per face and may be double-faced.
3. A subdivision entrance sign may be a wall-mounted or monument sign. The height of a monument sign shall not exceed 3 feet above grade.
4. A landscaped area equivalent to the area of each sign face of a monument sign shall be maintained. Landscaping should be designed to ensure the long-term readability of the sign.
  - a. On properties that install a monument sign in an area landscaped in accordance with LDC 910.05.L (Street Frontage Requirements), one of the following may be applied:



- i. Base sign area may be increased by 20%; or
  - ii. Sign height may be increased by 25%.
  - iii. An increase in sign height does not permit additional sign area, except as otherwise permitted by this Article.
  - iv. An increase in sign height is not permitted if it would violate another provision of the LDC (e.g. site visibility triangle, wall height).
5. Subdivisions with entrances off of a Major Arterial Roadway may apply for a Master Sign Plan to allow additional or larger signs to ensure readability from the adjacent roadway.

**1112. Permanent Signs (Special Use, Community Facilities, Transitional Districts)**

1112.01 Nonresidential Uses. Signage for nonresidential uses within Special Use, Community Facilities, Transitional districts is subject to the provisions of LDC 1109 (Permanent Signs, Commercial Districts), with the following exceptions:

- A. Directional Signs. Directional signs are limited to a maximum area of 4 square feet. All other provisions apply.
- B. Directory Signs. Directory signs are limited to a maximum area of 10 square feet. All other provisions apply.
- C. Monument (Freestanding) Signs. Monument signs are limited to a maximum area of 12 square feet and a maximum height of 5 feet. No more than one monument sign is permitted per property. All other provisions apply.

1112.02 Residential Uses. Signage for residential uses within Transitional and Special Use districts is subject to the provisions of LDC 1111 (Permanent Signs, Residential Districts).

1112.03 Master Sign Plan. The above requirements may be modified through approval of a Master Sign Plan.

**1113. Permanent Signs (Parks and Recreation Uses)**

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

1113.01 Signage necessary for the safe and orderly operation of the parks and recreation facilities is permitted. This could include, but is not limited to, facility identification, posting of park rules, directional signs, and hours of operation. Signs over 3 feet in height or signs visible from off-site require a permit.

1113.02 Master Sign Plan. A master sign plan may be approved for public parks and recreation facilities.

**1114. Temporary Signs**

1114.01 Standards for Temporary Signs

- A. Design standards related to color, font styles, and items of information are not applicable for temporary signs.
- B. Sign Area. Sign Area shall include the entire sign, including background and text.
- C. Sign Location. Signs shall be located so as not to create a hazard for pedestrian or vehicular traffic.
- D. Sign Installation. Temporary signs shall be installed in such a way that ensures they do not create a safety hazard.
- E. Sign Illumination. Illumination of temporary signs is prohibited.

1114.02 The following regulations shall apply to the specific temporary signs as indicated and subject to the issuance of a temporary sign permit.

A. Temporary Signs, Residential Districts.

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

- a. Maximum of one (1) sign may be located on-site
  - b. Maximum of three (3) signs may be located off-site, with no more than one (1) sign per turning movement
  - c. Signs may be displayed a maximum of twelve (12) times per year.
2. Signs may be displayed between the hours of 7:00 am and 8:00 pm.
  3. Signs shall not exceed 3 square feet in area and 3 feet in height.
  4. Signs shall not be illuminated.
  5. Signs shall not be placed so as to create a traffic hazard, as determined by city staff. Signs shall not be placed in ADOT right-of-way, traffic medians, public sidewalks, or bicycle paths.
  6. Signs may be placed in City of Sedona right-of-way in residential districts, but shall not be attached to any trees, fences, utility poles, light posts, street signs, or any other public facility located within city right-of-way.
  7. Signs shall have sufficient weight and durability to withstand wind gusts, storms, and other weather elements.
  8. Signs shall not be made of flimsy or unstable materials such as cardboard boxes, poster board, or paper.
  9. Signs shall not have attachments, including, but not limited to, balloons, ribbons, loud speakers, etc.
  10. Signs may be placed on privately owned property within residential districts with the written permission of the property owner.
  11. Accepting payment or any form of compensation for the placement of off-premises signs is prohibited.
  12. Temporary Signs in Residential Districts shall be used only for wayfinding purposes.
  13. Violations are subject to any and all adopted fees and enforcement policies and regulations.
- B. Temporary Signs, Commercial Districts.
1. Temporary signs are allowed in commercial districts subject to the limitations of this section.
  2. Temporary Signs in Commercial Districts may be displayed on-site 5 times per year for a maximum of 5 consecutive days each time.
  3. New businesses shall be permitted to display one (1) temporary sign for a maximum of 30 days. This 30 day period shall not start prior to issuance of a Tenant Occupancy permit and shall not extend beyond installation of the permanent sign for the business or 30 days after issuance of a Certificate of Occupancy, whichever is sooner.
  4. Temporary business signs shall not exceed 20 square feet in area.
  5. Temporary signs shall be attached to the building of the business of which they are advertising.
    - a. Temporary signs may be freestanding if the overall height does not exceed 8 feet.
    - b. When attached to the building, temporary signs shall not be mounted higher than the eave line or top of the parapet wall of the building and no portion of the sign shall extend beyond the ends of the wall to which it is attached.
  6. Temporary off-premises signs in commercial districts are prohibited except for temporary wayfinding signs for nonprofit or residential activities which are permitted, subject to the conditions in Section 1114.02.A (Temporary Signs, Residential Districts), for nonprofit or residential activities occurring adjacent to commercial districts.
  7. The following signs may be permitted through a Temporary Sign Permit:
    - a. Flag-mounted signs;
    - b. Banners;

- c. Pennants;
  - d. Streamers;
  - e. Balloons;
  - f. Inflatable signs;
  - g. Costumed characters;
  - h. Sandwich board or A-frame signs.
- C. Site Development Signs.
1. One on-premises site development sign may be allowed for each development project.
  2. A site development sign may be displayed upon the issuance of a building permit for the project and shall be removed prior to the issuance of a Certificate of Occupancy or the abandonment of the project, whichever shall first occur.
  3. Any site development sign shall not exceed 20 square feet in area and shall not exceed 8 feet in height.

**1115. Prohibited Signs**

1115.01 Signs that are not specifically authorized are expressly prohibited. Prohibited signs include, but are not limited to, the following:

- A. Pole Signs;
- B. Internally Illuminated Cabinet Signs;
- C. Plastic signs are prohibited except as otherwise provided;
- D. Flag-mounted signs, except as otherwise provided;
- E. Signs having intermittent or flashing illumination, animated or moving parts, rotating or simulating movement by any means of fluttering, spinning or reflection devices or that emit sound, except as otherwise permitted;
- F. Electronic message signs;
- G. Freestanding changeable copy signs, except as otherwise provided;
- H. Banners, pennants, streamers, balloons, flags, search lights, strobe lights, beacons, inflatable signs, and costumed characters, except as otherwise provided;
- I. Service or bay entrance sign banners or advertising;
- J. Signs imitating an official traffic control sign;
- K. Signs that in any way obstruct the view of, be susceptible to, or be confused with an official traffic sign, signal or device or any other official sign, as defined by the Director;
- L. Signs that in any way imitate any official sign, including, but not limited to, color and font style, as defined by the Director;
- M. Signs that use words, phrases, symbols, or characters implying the existence of danger or the need for stopping or maneuvering of a motor vehicle, or create in any way an unsafe distraction for motor vehicle operators;
- N. Signs that obstruct the view of motor vehicle operators, bicyclists and pedestrians entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare;
- O. Signs that obstruct free ingress to or egress from required door, window, fire escape or other required exit;
- P. Any sign placed on city-owned property, except as otherwise provided;
- Q. Any sign placed on private property without the property owner's written approval;

- R. Off-premises signs, except as otherwise provided;
- S. Signs attached to any fences, utility poles, trees, shrubs, rocks or other natural objects, unless specifically included in the design and are approved by the Director;
- T. Signs constituting a hazard to safety, health or public welfare;
- U. Neon signs where the light source is visible from the public right-of-way, except as otherwise provided;
- V. Roof-mounted signs;
- W. Signs painted on or attached to vehicles or fleet of vehicles which are parked conspicuously on the public right-of-way or on private premises for the purpose of circumventing the intention of these regulations;
- X. Sandwich board, A-frame, portable and other similar types of signs, except as otherwise provided;
- Y. Signs with reflective surfaces;
- Z. Temporary signs, except as otherwise provided;
- AA. Walking signs, including costumed characters used for commercial advertising purposes, which are visible from any public right-of-way, any adjacent building, or any public area, except as otherwise provided;
- AB. Signs with any statement, symbol or picture of an obscene nature;
- AC. Signs in districts designated "Open Space and Recreation" are prohibited, except as otherwise provided;
- AD. Signs with exposed raceways and conduit.

---

September 26, 2017