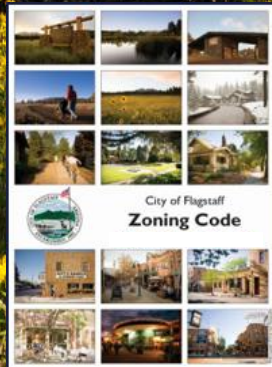


Amendment to Zoning Code Division 10-50.100 Sign Standards

PZ-23-00134

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Sign Standards

City's Proposed Zoning Code Text Amendment

Amend the Zoning Code to modify the existing sign standards:

- **Clarify the Design Handbook for Downtown is not meant as a regulatory document**
- **Significantly reduce the amount of minor stipulations required for specific sign types**
- **Correct a typo that allowed for extra signage for a business with secondary frontage**
- **General clean-up of repetitive language and simplification of standards.**



Sign Standards

Purpose (Section 10-50.100.010)

- Condensed repetitive and/or unnecessary language into one paragraph.

Compliance with the Zoning Code... (Section 10-50.100.020)

- Created new section to align with Outdoor Lighting Standards section organization.
- Combined information from old Applicability and Sign Permit sections of the code and placed near the top of the Division.

Applicability (Section 10-50.100.030)

- Condensed language and removed a table which had a summary of incentives that are found in other areas of code or that were removed entirely.



Sign Standards

General Restrictions and Requirements for All Signs (10-50.100.040)

- **Condensed “Location Restrictions” and made language more concise and removed unnecessary restrictions.**
- **“100-50.100.040.B.5” identifies a prohibition on commercial signage placed on vehicles and parked on site operating as a sign. This was relocated from a later section of the code.**
- **Condensed “Display Restrictions” to be more concise.**
- **“Sign Measurement Criteria” was updated with more concise language throughout and the removal of unnecessary items and/or items that are difficult to quantify.**



Sign Standards

Permanent Signs (10-50.100.050)

- **Substantive changes made to Table 10-50.100.050.A**
 - **Footnote 1 was removed as it was redundant based on column heading.**
 - **Footnote 5 was removed for a similar reason as Footnote 1.**
 - **Multifamily Development Building Mounted Signage was updated to a maximum height of 24 feet and a maximum area of 16 square feet.**
 - **Footnotes have been changed to account for changes in deleted footnotes**
 - **Master Planned Communities, Subdivisions, and Manufactured Home Parks have been grouped together.**



Sign Standards

Permanent Signs (10-50.100.050)

- **Substantive changes made to Table 10-50.100.050.A**
 - **Maximum area for “Nonresidential use in a Commercial or Industrial Zone” was corrected for a typo that was allowing double the square footage for secondary frontages when the intention was to allow half a square foot per linear foot.**
 - **Multi-tenant freestanding signs in a commercial zone was upped in order to provide slightly more signage for a multi-tenant site.**
 - **A Mixed-Use Development section was added to the table to break up signage between the residential and commercial components of these developments.**



Sign Standards

Permanent Signs (10-50.100.050)

- **Standards for Specific Sign Types**

- **Originally, each sign type had its own table and set of standards. There is now one table which groups standards that apply to all sign types. That table is followed by a few specific regulations per sign type.**
- **Awning and Canopy Signs were initially two separate sets of standards, those standards have now been combined.**
- **Width of building mounted sign types was initially 60% the width of the building element on which they are placed, this has been changed to 80%.**
- **Service Island Canopy Signs are now identified as part of Building Mounted Sign standards as opposed to having their own set of standards.**
- **Multiple standards for building mounted signs have been removed entirely.**



Sign Standards

Permanent Signs (10-50.100.050)

- **Standards for Specific Sign Types**

- **Standards for Changeable Copy, Driveway, and Directory Signs have been reduced into one or two standards for each sign type.**
- **Freestanding sign standards have either been moved to Table 10-50.100.050.A or removed entirely as they were unnecessary, redundant, or difficult to enforce.**
- **Sign base width requirements have been removed.**
- **Landscaping requirements for freestanding signs have been removed.**
Landscaping for all new developments is required so most new development freestanding signs will have landscaping. New regulation has been added which is that the area around the freestanding sign must be clear of weeds and debris



Sign Standards

Permanent Signs (10-50.100.050)

- **Standards for Interpretive Signs have been removed,**
- **Standards for landscape wall signs have been removed as that sign type will now be governed by freestanding sign regulations.**
- **Projecting and Suspended signs have been grouped into the same set of regulations.**
- **Roof-mounted sign standards have been simplified to be more concise and allow for more of the roof area to be covered**
- **Window signage regulations have been significantly reduced.**



Sign Standards

Comprehensive Sign Programs (10-50.100.060)

- **Removed language that required Comprehensive Sign Programs for all multi-family and nonresidential uses, which has not been followed for any developments in town.**
- **Removed unnecessary language to make the section more concise.**
- **Changed language which allows minor modifications to approved Comprehensive Sign Plans without having to pay the Comprehensive Sign Plan fee and instead can be handled through a sign permit fee (difference of approximately \$1,800 vs. \$90).**
- **Removed a reference to “findings” in the submittal requirements as there have never been any findings for a sign plan.**



Sign Standards

Sign Design Incentives (10-50.100.070)

- **Condensed language to make it more concise.**
- **All incentives remain, however incentives that apply directly to freestanding signs no longer give bonuses to building mounted signs on the site.**
- **Cumulative Adjustments table removed as it was redundant**



Sign Standards

Portable and/or Temporary Signs (10-50.100.080)

- **As earlier in the code, standards for all temporary sign types have been placed into one table to aid in comprehension.**
- **The rest of the code changes are to clean up various numbers, letters, and references.**



Sign Standards

Sign Districts of Special Designation (10-50.100.090)

- **Any item that referenced “exceptional design” has been removed to eliminate subjectivity. New standards are more objective which allows for uniformity in how it is administered.**
- **Standards for each sign type have been condensed into one table with a few standards for each sign type following the table, as in other parts of the updated code. Since this is another level of review beyond the standard regulations in the sign code, any regulations that have not changed for the Flagstaff Central Sign District are governed by the earlier sections of code.**



Sign Standards

Sign Districts of Special Designation (10-50.100.090)

- **Downtown Overlay Zone**

- There were various iterations of this zone's name, it has now just been cleared up and is only referred to as the Downtown Overlay Zone.
- Initially, this section referenced an document from the 90s called the Design Handbook for Downtown Flagstaff. Applicable standards have been included directly into the text of the sign code and a reference to the document has been removed. It is now made clear that the Design Handbook for Downtown Flagstaff is used for clarification purposes only.

- **Flagstaff Auto Park District, Mall, and West University Entrance Drive**

- These sections remain unchanged except for changing some table and image number references.



Sign Standards

Definitions "S" (10-80.20.190)

- **Sign definition has been modified.**
- **Every single sign type had its own definition, most of these were removed as they are dictionary definitions and have no specific relation to the sign code.**



Sign Standards

Staff Recommendation

Findings for Zoning Code Text Amendments:

- (1) The proposed amendment is consistent with and conforms to the objectives and policies of the General Plan and any applicable specific plan;**
- (2) The proposed amendment will not be detrimental to the public interest, health, safety, convenience or welfare of the City; and**
- (3) The proposed amendment is internally consistent with other applicable provisions of this Zoning Code.**



Sign Standards

The proposed amendment is consistent with and conforms to the objectives and policies of the General Plan and any applicable specific plan.

- The amendment's primary purpose is to simplify and condense standards within the sign code.
- There are no specific goals and policies that reference sign standards.
- This text amendment does not drastically change the standards found in code but rather simplifies the language to help ensure consistent regulation.



Sign Standards



The proposed amendment will not be detrimental to the public interest, health, safety, convenience or welfare of the City.

- The proposed amendment is not anticipated to be detrimental to the public interest, health, safety, convenience, or welfare of the City.



Sign Standards

The proposed amendment is internally consistent with other applicable provisions of this Zoning Code.

- The proposed amendment revises the entire Sign Standards Division of the Zoning Code.
- The amendment is internally consistent, utilizes the existing format, and does not conflict with other Zoning Code provisions
- All these changes in combination maintain the internal consistency of the Zoning Code.



Sign Standards

Recommendation

The Planning and Zoning Commission, in accordance with the findings presented in this report, makes a recommendation to the City Council for approval of the Zoning Code Text Amendment.



Sign Standards



Questions, Comments, and Suggestions

