

**NOTICE OF A REGULAR MEETING  
OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE**

In accordance with Resolution #215 of the Town of Clarkdale, and Section 38-431.02, Arizona Revised Statutes,

**NOTICE IS HEREBY GIVEN that the Design Review Board of the Town of Clarkdale will hold a REGULAR Meeting on Wednesday, October 3, 2012, at 6:30 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.**

*All members of the public are invited to attend.*

The undersigned hereby certifies that a copy of this notice was duly posted on the Town Hall bulletin board, located at 890 Main Street, Clarkdale, Arizona on the 24<sup>th</sup> day of September, 2012 at 9:00 a.m.

Dated this 24<sup>th</sup> day of September, 2012 by:

*Vicki McReynolds*

Vicki McReynolds  
Administrative Assistant II

**ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE ACTION, UNLESS OTHERWISE NOTED.**

1. **CALL TO ORDER:**
2. **ROLL CALL:**
3. **MINUTES:** Consideration of the **Regular Meeting Minutes of July 11, 2012.**
4. **REPORTS:**  
**Chairperson & Members Special Events Report:**  
**Director's Report**
5. **PUBLIC COMMENT** – The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit his or her comments to **FIVE minutes.**

**NEW BUSINESS**

6. **WELCOME NEW BOARD MEMBER:** John Stevenson
7. **ELECTIONS:** Chairperson and Vice Chairperson
8. **DISCUSSION & POSSIBLE ACTION:** Design Review-DRB#090370, 910A 1<sup>ST</sup> South St Building, Assessor's Parcel Number 400-03-171.
  - a. Staff Report
  - b. Questions of Staff
  - c. Questions of Applicant
  - d. Discussion

**OLD BUSINESS**

**9. WORKSESSION: Discussion regarding revisions to Chapter Seven – Sign Code of the Town of Clarkdale Zoning Code.**

**10. FUTURE AGENDA ITEMS:**

**11. ADJOURNMENT:**

Reasonable accommodations may be requested by contacting Town Hall at (928) 634-9591 (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

**MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, JULY 11, 2012, AT 6:30 P.M. IN THE MEN'S LOUNGE OF THE CLARK MEMORIAL CLUBHOUSE, 19 N. NINTH STREET, CLARKDALE, AZ.**

A **Regular Meeting** of the Design Review Board of the Town of Clarkdale was held on Wednesday, July 11, 2012, at 6:30 p.m. in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

**BOARD MEMBERS:**

|               |                        |         |
|---------------|------------------------|---------|
| Chairperson   | Phil Falbo             | Present |
| Vice Chair    | Suzanne Lee            | Absent  |
| Board Members | Marsha Foutz           | Present |
|               | Robyn Prud'homme-Bauer | Present |
|               | Kerrie Snyder          | Present |

**STAFF:**

|                |              |
|----------------|--------------|
| Senior Planner | Beth Escobar |
| GIS/Planner II | Guss Espolt  |

**Others In Attendance:** None.

1. **AGENDA ITEM:** **CALL TO ORDER:** The Chairperson called the meeting to order at 6:30 p.m.

2. **AGENDA ITEM:** **ROLL CALL:** The Planner II called roll.

3. **AGENDA ITEM:** **MINUTES:** Consideration of the **Regular Meeting Minutes of June 6, 2012.** Board Member Foutz motioned to approve the Regular Meeting Minutes of June 6, 2012. Board Member Prud'homme Bauer seconded the motion. The motion passed unanimously.

4. **AGENDA ITEM:** **REPORTS:**

**Chairperson & Member's Special Events Report:**

Board Member Foutz reported that she attended the Water Harvesting Workshop and that Centennial Plaza was one of the stops on the tour. The Plaza should be a great tool for educating the public about permaculture projects.

**Director Report:**

Senior Planner Escobar reminded the Board about the upcoming dedication of Centennial Plaza on July 14, 201 at 6:00 pm.

5. **AGENDA ITEM:** **PUBLIC COMMENT:** The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit his or her comment to FIVE minutes. **There was no public comment.**

**OLD BUSINESS**

**6. AGENDA ITEM: WORKSESSION: Discussion regarding changing the date and/or time of the regular Design Review Board meeting.**

Board Member Snyder informed the Board that she no longer had a conflict with the first Wednesday of every month, so the regular meeting time does not need to be changed. The Board agreed to keep the regular meeting time.

**7. AGENDA ITEM: WORKSESSION: Discussion regarding revisions to Chapter Seven – Sign Code of the Town of Clarkdale Zoning Code.**

This being a worksession only, there were no actions taken. Staff was given direction to:

- Look at codes from other municipalities regarding banner permits. The Board would prefer a blanket, annual banner permit, with one fee and no 30 day limitation.
- Add a maintenance section that applies to the entire code.
- Add a requirement that the back of signs must be finished with a non-reflective surface.
- Add the option to use rock scape around the bottom of freestanding signs. (Section 7-5-B-5)
- Amend the draft section regarding portable signs to allow in Commercial zones. (Section 7-5-I-1)
- Allow one portable sign per business.
- Develop specifications to guide use of attractive portable signs.
- Add a requirement to the sign walker section restriction use to hours of operation. ( Section 7-5-R)

**NEW BUSINESS:**

**8. AGENDA ITEM: WORKSESSION: Discussion regarding the review process for commercial signs.**

The Board wants to review all signs, new and revised, except when it only involves a change of content within the sign. Staff was given direction to develop a policy to be reviewed by the Board.

**9. AGENDA ITEM: FUTURE AGENDA ITEMS:**

**10. AGENDA ITEM: ADJOURNMENT: Board Member Snyder motioned to adjourn the meeting. Board Member Prud'homme-Bauer seconded the motion. The motion passed unanimously. The meeting adjourned at 7:48 p.m.**

**APPROVED BY:**

**SUBMITTED BY:**

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**Phil Falbo  
Chairperson**

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**Beth Escobar  
Senior Planner**



# Staff Report

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**Agenda Item:**            Design Review Application #090370  
Discussion/possible action regarding a request to replace existing barn wood siding with stucco on the shed building at 910A 1<sup>st</sup> South Street.

**Staff Contact:**            Beth Escobar

**Meeting Date:**            October 3, 2012

**Background:**

The applicant is requesting approval to replace the existing barn wood siding with stucco. The barn wood was placed on the corrugated metal shell of the building many years ago and is deteriorating.

Per Section 11-4 of the Zoning Code:

*'The Design Review Board shall review applications for design approval of new construction, alterations, additions, or renovations to existing buildings or structures...'*

**Staff Comments:**

Although the barn wood siding is an attractive finish for the building, staff understands the desire to replace a deteriorating siding with a more permanent finish. In staff's opinion, since the stucco will be finished with a color similar to the other existing buildings on the site, this proposal meets criteria #1 and #7 of the review criteria for Design Review approval:

1. **ARCHITECTURAL MERIT:** The architecture and design shall be visually compatible with the buildings, structures and places to which it is related.
7. **MATERIAL, TEXTURE AND COLOR:** The materials, textures and colors of the façade of a building shall be visually compatible with the predominant materials, textures and colors used in the buildings and structures to which they are related.

Per Section 304.1 of the International Property Maintenance Code, Article 9-4 of the Town Code:

*'The exterior of a structure shall be maintained in good repair, structurally sound and sanitary so as not to pose a threat to the public health, safety or welfare.'*

Staff appreciates the applicant addressing the deterioration of the building's exterior before it becomes a code enforcement issue.



# Staff Report

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Application of stucco to an existing building does not require a building permit; however, the Building Official does conduct a courtesy inspection of these projects.

**Recommendation:** Staff is recommending the Design Review Board approve this request.

**Attachments:**

1. Letter from the applicant
2. Pictures of existing building.
3. Color Sample

G

Sept. 10, 2012

R

Beth Escobar  
Senoir Planner  
Town Of Clarkdale

RE: Shed building 910A 1st. South St. Clarkdale

Ms Escobar;

O

As per our phone conversation of a couple of weeks ago this is to nptify you that it is our intent to make some superficial changes to referenced building.

U

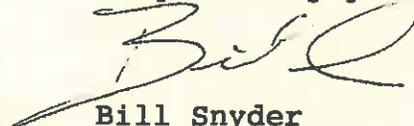
I originally purchased this half block of real estate in 1979. At the time of purchase this building was, and still is, skinned with corrugated metal. In an attempt to give the building a more pleasing appearance I had it veneered with old barn wood. At this time the wood is in a bad state of repair so it is our intent to stucco the building. Upon cure of the stucco we plan to match, as close as possible, the color of the adjacent mini storage building.

P

We plan on doing this stucco work later in Sept. or possibly Oct. after the intense summer heat has dissipated.

If you need anything from us other than this notification please let us know.

Respectfully yours

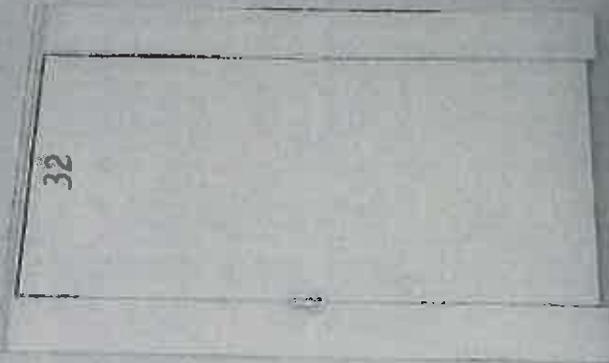


Bill Snyder

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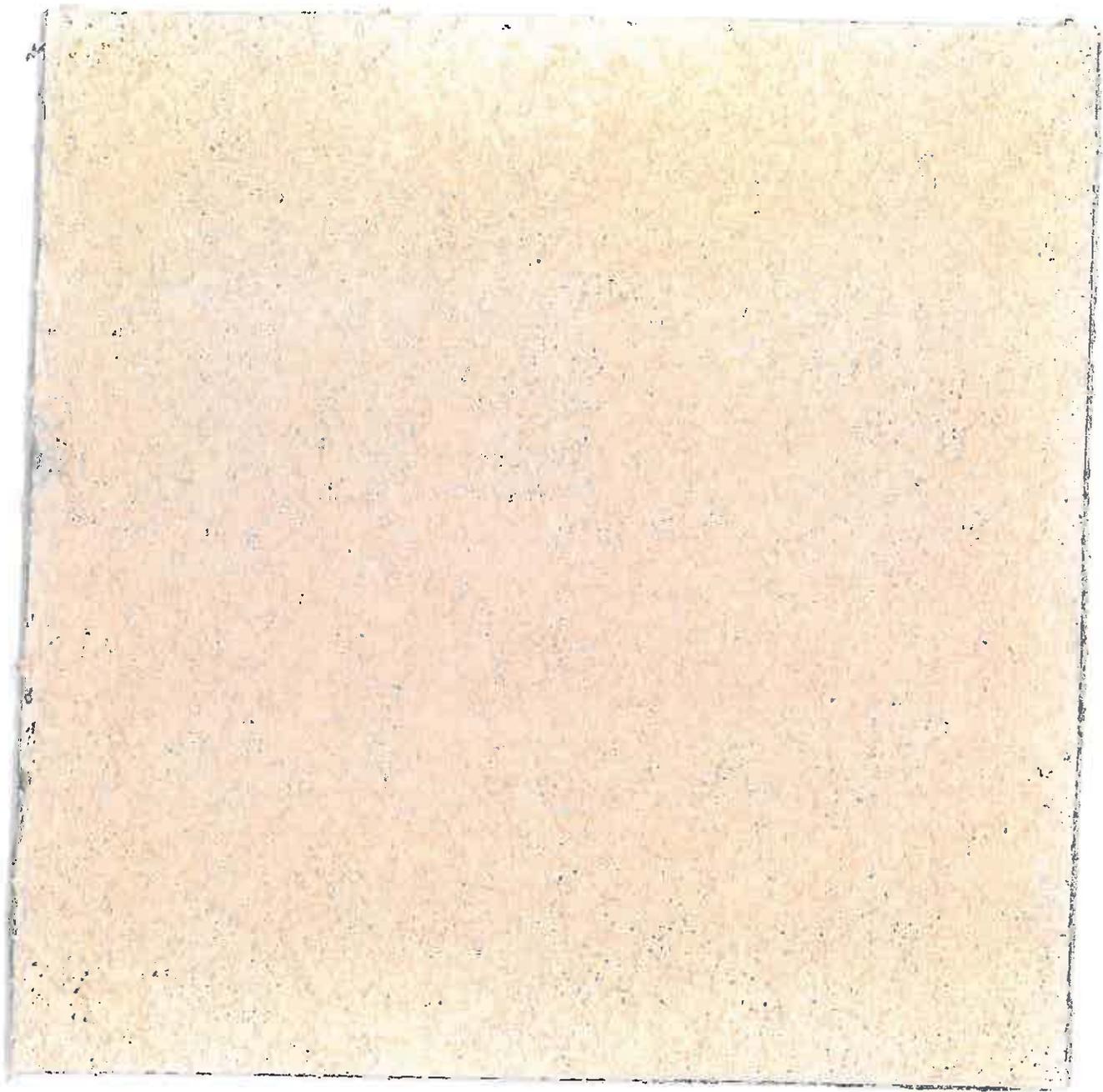
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09/25/20



09/25/20





# Staff Report

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**Agenda Item:**           **Worksession**  
Discussion regarding revisions to Chapter Seven – Sign Code of the  
Town of Clarkdale Zoning Code

**Staff Contact:**       Beth Escobar

**Meeting Date:**       October 3, 2012

**Background:**

At the July 11, 2012 meeting, the Design Review Board gave specific direction to staff regarding proposed changes to the Sign Ordinance. In order to respond to this direction, staff has prepared a matrix comparing sign code information from the City of Cottonwood, Town of Camp Verde, City of Sedona and Yavapai County. Comparisons are listed in five categories: Banners, Portable, 'A' Frame Signs, Projecting Signs, Window Signs, and Maximum Total Sign Area.

Below is the direction given by the Board at the July 11th meeting with staff's comments included:

- Look at codes from other municipalities regarding banner permits. The Board would prefer a blanket, annual banner permit, with one fee and no 30-day limitation.
  - All four government entities researched for the comparison matrix set a maximum display time for banners, with seven days being the shortest time, and 30 days being the maximum. Two entities require permits, two do not. Staff still strongly supports requiring a permit for each banner. This is the only way staff will be able to monitor the time period for a banner. This permit fee would be established by Town Council. Staff would recommend a nominal fee of \$10-15 dollars per permit.
  - Staff also believes a 30-day maximum for a banner is a reasonable limitation. After 30 days, the banner loses impact and may become worn and torn. See Section 7-6-M, page 11.
- Add a maintenance section.
  - See Section 7-2-L, page 3.
- Add a requirement that the back of signs must be finished with a non-reflective surface.
  - See Section 7-2-M, page 3.
- Add the option to use rock scape around the bottom of freestanding signs
  - See 7-6-B-3, page 6.



# Staff Report

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- Amend the draft section regarding portable signs to allow in commercial zones.
  - Section 7-7-H-1, page 9 has been amended to allow portable signs in commercial zones. Also, the restriction for portable signs to be only allowed for restaurants, etc. has been deleted.
  - The maximum sign size has been amended to 6 feet. This is consistent with other municipalities and the newly adopted sidewalk café ordinance.
- Allow one portable sign per business.
  - See 7-6-H-3, page 7.
- Develop specifications to guide use of attractive portable signs.
  - Staff believes Section 7-1, page one, provides an outline for all types of signs. This section provides broad direction to business owners without eliminating design possibilities. The Design Review board will also have the opportunity to guide the look of a sign during the review process.
- Add a requirement to the sign walker section restricting use to hours of operation.
  - This section has been moved out of the Subdivision Advertising section and listed as a separate section, 7-6-K, page 9, since sign walkers may be used for other types of businesses.
  - Text was added about the hours of operation.

As staff continued to review Chapter 7 of the Zoning Code, the following recommended changes have been made:

- A table of contents has been added.
- Electronic signs have been added to the prohibited sign list. (Page 4)
- The non-conforming sign information has been moved out of the permitted sign section, and placed in a separate section to avoid confusion. (Page 4)
- Regulations for signs for business related activities, like a Bed & Breakfast and Home Occupation, that may occur in a residential zoning district have been moved to a separate section, 7-6 for clarity. (Page 5)
- Neon sides have been added to the permitted sign section. (Page 7)
- Section 7-7-H has been changed to allow projecting signs in all commercial and industrial districts. The prohibition against a projecting sign being on the same wall as a wall sign has been removed. A requirement for an indemnity agreement has been added if the sign projects over public right-of-way. (Page 9)
- Section 7-7-M has been renamed to include a reference to banners. (Page 11)
- The Permitted Signs section has been alphabetized for ease of use.



# Staff Report

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- The Permitted Signs section has been alphabetized for ease of use.
- A Permitted Sign Matrix has been created and added to the end of the code.

In addition, after discussion at the last meeting and examination of sign codes from other government entities, staff has added a Section, 7-8, page 13, which provides the total sign square footage allowable based on linear street frontage. The cumulative maximum includes all wall, window, projecting, and freestanding signage but not temporary or portable signs. Staff notes monument signs are not an option for businesses along Main Street; however, this is the location most likely to use portable signs.

This maximum will apply to commercial businesses only, not subdivisions or other types of signs.

In developing this new wording, staff tried to balance allowable signage with the size and the street frontage of the building. The larger the property, the more signage is allowed. For example, businesses may develop along the SR 89A corridor similar in size to a Wal-Mart or a Target. The Wal-Mart in Cottonwood has extensive signage; however, it is not overwhelming because of the size of the building and the relative length of the street frontage.



For large developments, such as the Crossroads at Mingus commercial area, a master sign package will be required. Having a cumulative size maximum allows the developer freedom to determine the most effective signage for their development. Through the design review process, the Board will be able to determine whether the signage proposed presents the best balance.

Sections of the code referring to other size maximums for commercial businesses have been deleted.



# Staff Report

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**Recommendation:** Since all revisions to the Zoning Code must be reviewed by the Planning Commission in a public hearing, staff is asking the Board to recommend the revised ordinance be forwarded to the Planning Commission for review.

**Attachments:**

1. Revised Sign Code Ordinance with changes
2. Comparison Matrix
3. Calculating Commercial Sign Square Footage Exhibit

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### Section 7-1 Purpose and Intent

It is the purpose of this title to regulate all exterior signs so as to protect property values, the character of various use areas of the Town and the health, safety and public welfare of the citizens of the Town.

Signs shall be erected and displayed in such a manner as to avoid clutter, unwarranted distraction and visual or perceptual confusion to the detriment of the safe operation and functioning of the Town’s transportation systems.

Furthermore, it is intended these regulations will not unreasonably infringe on any individual’s right to communicate ideological expression through the use of signs.

All signs constructed within the Town of Clarkdale shall be required to blend with the context of the Town, and shall incorporate elements reflecting the small town character, neighborhood feel and the sense of history defining the Town of Clarkdale.

### Section 7-2 General Provisions

#### A. Permits:

1. Unless exempt from a permit in accordance with Section 7-2-C of this Code, permits are required for all commercial signs. Application shall be made to the Community Development Department on applicable forms and include information as required by the Town.
  2. In the absence of a master sign plan, each individual sign requires a separate permit.
- B. Permit fees shall be as established by the Town Council.
- C. Exemptions:
1. Yard Sale
  2. Ideological
  3. Political
- D. Whenever a business, industry or service using a Commercial sign is discontinued, the sign shall be removed or obscured by the person owning or having possession of the property within 30 days after the discontinuance of the business, industry of service.
- E. All signs other than wall signs may be back-to-back. Only the size of one side shall count towards the cumulative maximum noted in Section 7-2-E of this code.
- F. Each multi-family complex is limited to a total number of three on-premise signs per street frontage.
- G. Attachment of any sign to utility poles, traffic control devices or street signs shall be prohibited. Unless specifically provided for in the Code, no sign shall project, overhang or otherwise be located on public property.
- H. Any sign to be erected wholly or partially within State highway right-of-way shall be approved by the Arizona Department of Transportation prior to Town consideration.
- I. All Special Event Signs shall meet the requirements of the Special Events Section of the Zoning Code.
- J. Sign Measurements: The area of the sign shall be determined by measuring the total area of the sign excluding any supporting framework.
- K. All signs, other than temporary signs and special event signs, must receive approval from the Design Review Board prior to placement.

- L. Signs shall be maintained and be free of chipping paint, visible cracks or gouges, or general deterioration.
- M. The back of all one-sided freestanding signs must be finished with a non-reflective surface.
- N. A master sign package for each new commercial and residential development including the type, number, size locations, materials and colors of the various signs shall be approved by the Design Review Board prior to the issuance of a permit for any sign authorized under this section of the Code.

### **Section 7-3 Sign Illumination**

- A. Illumination is not allowed within 75 feet of a residential district, except as permitted in a PUD or PAD.
- B. All light fixtures shall be fully shielded and shall be installed in a manner as defined for fully or partially shielded fixtures.
- C. Indirect lighting fixtures shall be installed so that the illuminated area is limited to the sign area and must be directed downward.
- D. Internally illuminated signs shall be constructed with an opaque background and translucent lettering or symbols, or with a colored background and lighter letters. The color of the background is not limited by this Code.
- E. Illuminated signs must be extinguished after 9:00 p.m. or at the close of business, whichever is later.

### **Section 7-4 Exempt Signs**

- A. Official notices required by a court, public body or safety official.
- B. Directional, warning or information signs authorized by federal, state or municipal agencies
- C. Memorial plaques, building identification signs and building cornerstones when made an integral part of the building or structure.
- D. Flags of a government or a non-commercial institution such as a school or fraternal organization.
- E. Religious symbols and seasonal decorations within the appropriate public holiday season.

- F. Community and public information signs.

### **Section 7-5 Prohibited Signs**

- A. Animated signs except as provided for in Section 7-5-A.
- B. Electronic signs
- C. Flashing or moving signs.
- D. Roof signs.
- E. Private signs in public right-of-way except political signs. See section 7-6-G of this Code.
- F. Signs emitting sound.
- G. Signs resembling traffic control devices.
- H. Signs painted on the exterior of fences or roofs.
- I. Signs advertising facilities located outside the Town of Clarkdale.
- J. Signs obstructing clear vision for a distance of 50 feet in any direction from any street intersection or driveway.
- K. Illuminated signs erected in such a location that a traffic signal is in a direct line of sight between the sign and on-coming traffic.
- L. Signs employing lighting or a control mechanism which causes radio, radar or television interference.
- M. Signs obstructing any fire escape, window, door or opening used or required as a means of ingress or egress for firefighting purposes.
- N. Signs that are unsafe, dilapidated or not in use.

### **Section 7-5 Non-Conforming Signs**

- A. Nonconforming:
1. All non-conforming signs shall be brought into conformance with the provisions of this Code, either by removal or reconstruction with 10 days following receipt of official notice of a violation from the Town. Reconstruction, enlargement, relocation, extension, replacement or alteration of the structure of a nonconforming sign to any extent, except as

permitted in Section 17. V. 6. e. 2. is not permitted unless it is brought into conformance with this Code.

2. A nonconforming sign which is destroyed or damaged to the extent of more than 50% of its net worth, at the time of damage, due to natural causes shall not be reconstructed except in conformance with this Code. However, any sign destroyed or damaged to any extent by vandalism shall be reconstructed to its original state within 3 months.
3. A nonconforming, on-site sign shall be considered abandoned when the property upon which it is located becomes vacant or unoccupied for a period of 6 consecutive months from the date of a utility disconnect or a documented inspection of the property for which it advertises.

## **Section 7-6 Commercial Uses in Residential Zoning Districts**

### **A. Bed & Breakfast**

#### **1. In residential districts:**

- a. One wall and one monument sign per establishment.
- b. Maximum sign size of 6 square feet in single family residential districts.
- c. Maximum sign size of 32 square feet in multi-family residential districts.
- d. Maximum total sign height of 6 feet including base and sign.

### **B. For Bed & Breakfast establishments in commercial zoning districts, see Section 7-8.**

### **C. Home Occupation:**

#### **1. Residential district:**

- a. Non-illuminated.
- b. Wall sign only, not to exceed 2 square feet.
- c. Limited to name or occupation of occupant conducting a lawful home occupation.

#### **2. Non-Residential district:**

- a. As permitted by Section 7- 8 of this Code for maximum sign size for commercial businesses.

## **Section 7-7 Permitted signs**

### **A. Animated:**

1. Limited to traditional barber poles and time & temperature devices.
2. Maximum of one per business.
3. Freestanding, wall or projection.
4. Maximum size not to exceed 50 square feet.
5. Included in the calculation of total sign area maximums.

### **B. Freestanding Monument Signs**

1. Permitted in commercial and multi-family zoning districts and for residential subdivisions.
2. Minimum setback from property line equals 1 foot for each foot of height of the sign for signs 6 feet or less in height; for signs in excess of 6 feet in height the setback shall not be less than the height of the sign.
3. To minimize the visual impact of a monument sign and to increase the attractiveness of a sign, low-water use, drought-tolerant vegetation or landscape rocks may be placed around the sign base.
4. One monument sign is allowed for each road intersection providing.
5. See Section 7-7 of this Code for maximum sign square footage.

### **C. Off-Premise Commercial Signs**

1. Maximum number equals one per street frontage per parcel on which the sign is placed. Proof provided to the Town of permission from the parcel owner is required prior to installation of any off-premise sign.
2. Maximum size of sign advertising a single use equals 32 square feet.
3. Maximum size of sign advertising multiple uses equals 50 square feet.
4. Minimum separation between off-premise signs equals 600 feet, includes signs on same or different parcels.

5. Minimum separation between off-premise and on-site signage equals 200 feet.
6. Minimum setback equals the required setback of the zone district if the parcel is developed or 10 feet if undeveloped.
7. Limited to Central Business, Commercial or Industrial zoning districts.
8. Fifty percent of the signage allocated to off-premise advertising shall be deducted from the allowable on-site signage of the advertising parcel.

D. On-Site Information:

1. As reviewed and approved by staff and the Design Review Board during review of a master sign plan application.
2. On-Site information signage shall not contain advertising script or symbols.

E. Neon

1. Permitted in the Central Business District only.
2. May be projecting, window or wall.

F. Political – (In Accordance with Arizona Revised Statute 16-1019)

1. Maximum size equals sixteen (16) square feet, if the sign is located in an area zoned for residential use, or a maximum area of thirty-two (32) square feet if the sign is located in any other area.
2. Signs may be located on private property or in public right-of-way except state highways or routes subject to the following conditions:
  1. The sign is not placed in a location that is hazardous to public safety, obstructs clear vision in the area or interferes with the requirements of the Americans with Disabilities Act;
  2. The sign contains the name and telephone number of the candidate or campaign committee contact person;
  3. Installation of a sign on any structure owned by the Town is prohibited.

3. Said signs shall not be erected earlier than sixty (60) days prior to an election nor removed later than fifteen (15) days after an election.
4. No political signs will be permitted in public right of way in "sign free zones" as adopted by the Town Council in accordance with Arizona Revised Statute (ARS 16-1019) (Insert Maps)

**G. Portable Signs**

1. Permitted in the Commercial and Central Business Districts with the following restrictions:
  - a. Maximum size is six (6) square feet.
  - b. Signs shall be non-reflective.
  - c. Information on signs shall be current.
  - d. Signs shall be of sufficient weight and durability to withstand wind gusts and storms so as not to blow over or become airborne.
  - e. The portable sign shall not count towards the maximum allowable sign area calculation for the use.
  - f. One portable sign is allowed per business.
  - g. No more than three portable signs are allowed per 50-feet of linear street frontage.
  - h. The sign shall be placed on the property being identified or within the right-of-way directly in front of and immediately abutting the property location.
  - i. No sign shall be located within the visibility triangle as defined in Section 7-8.
  - j. If the sign is placed on a sidewalk, a minimum of five (5) feet clear area for pedestrian passage must be maintained at all times.
  - k. Off-premise portable signs are not permitted.
  - l. No attachments to a portable sign are permitted.
  - m. Portable signs shall be displayed only during the posted hours the business is open.

- n. The Town reserves the right to prohibit the use of portable signs by established businesses during special events.

H. **Projecting**

1. Maximum height equals top of wall.
2. No signage shall extend over public property except in the Central Business district and in no case shall the bottom of the sign be nearer than 9 feet to grade, nor shall the leading edge of the sign be nearer than 2 feet to the curb.
3. Maximum number equals one per business.
4. An agreement indemnifying the Town of Clarkdale from any liability is required if the sign projects over public right-of-way.
5. See Section 7-7 of this Code for maximum sign square footage.

I. **Public Information not including political signs:**

1. May be located on private or public property, including in municipal rights-of-way.
2. As permitted by law in furtherance of public safety, convenience or economic development.

J. **Real Estate**

1. Maximum size equal six (6) square feet.
2. On-site installation only.

K. **Sign Walkers**

1. Sign walkers, a person holding or balancing a sign, are permitted.
2. No sign walker shall obstruct public right-of way.
3. Sign walkers shall only operate during hours of operation for a business being represented or during daylight hours when advertising a subdivision.

L. **Subdivision Advertising, Directional and Identification:**

1. **General:**

2. **On-Site Advertising and Directional:**
  - a. One monument sign shall be permitted at each entry with a maximum of 4 signs.
  - b. The maximum aggregate area of all entry signs, including the sign base, shall be 160 square feet, with a maximum size of any single sign no to exceed 50 square feet.
  - c. Maximum height shall equal 10 feet.
  - d. The edges of all signs shall be boxed.
  - e. Such signs shall be maintained until such time as 95% of the lots in the subdivision are sold, or the sales office closes, whichever occurs first.
  - f. Such signs shall not be located nearer than 50 feet from a lot containing an occupied residence.
3. **Off-Site Advertising and Directional:**
  - a. Such signs shall be located within 1.5 miles of the subdivision, on vacant property with the written permission of the property owner.
  - b. A maximum of 2 signs are permitted for each subdivision and shall not be located on a local street.
  - c. Each sign shall have a maximum area of 32 square feet and a maximum height of 8 feet, 6 feet in residential zone districts.
  - d. Such signs shall be maintained until such time as 95% of the lots in the subdivision are sold, or the sales office close, whichever occurs first.
4. **Off-Site Weekend Directional Signs**
  - a. Permits are established for each subdivision on an annual basis based on a site plan showing all proposed signs and locations.
  - b. Maximum of 8 signs per subdivision.
  - c. Maximum of 4 square feet per sign.

- d. Signs shall not be installed before 4:00 p.m. on Friday and must be picked up by 10:00 a.m. on Monday, except when Monday is a holiday, then by 10:00 a.m. on Tuesday.
- e. Signs shall not be placed in the public right-of-way nor attached to any utility poles, street or regulatory signs, bridges, trees or similar objects.
- f. Signs shall not be placed on private property without the written permission of the property owner.
- g. Signs shall be located within 1.5 miles of the subdivision, separated by not less than 50 feet from any other sign and shall not exceed 3 feet in height.

5. On-Site Subdivision Identification

- a. One monument sign may be permitted at each entrance up to a maximum of 4 signs.
- b. The maximum aggregate area of all entry signs shall be 160 square feet, with maximum size of any single sign no to exceed 50 square feet.
- c. Maximum height shall equal 6 feet.

M. Temporary Signs and Banners for Commercial Uses

- 1. Limited to the following:
  - a. 32 square feet maximum.
  - b. Maximum number equals one per street frontage per parcel.
  - c. Minimum setback from property line equals 25 feet or on the wall for commercial or industrial uses and 1 foot for residential uses.
- 2. Shall be placed on the property for which it advertises.
- 3. Shall be removed on or before the 30<sup>th</sup> day from date of the initial installation.
- 4. Temporary signs shall not count towards the maximum sign size calculation for commercial businesses as specified in Section 7-7 of this code.
- 5. No banners shall be hung across any public right-of-way unless specifically granted approval by the Town Manager or designee, or an authorized

representative, upon a finding such placement will not be detrimental to public safety and provided such placement shall be for a period of 30 days or less

6. A temporary sign permit is required.

N. Wall

1. Maximum number equals one per approved wall area. (See Definitions, Chapter Two)
2. Maximum height equals top of wall to which affixed.
3. Maximum projection from wall surface equals 18 inches, with a minimum clearance of 8 feet if located over a public right-of-way.
4. See Section 7-7 of this Code for maximum sign square footage.

O. Window

1. No more than fifty percent of the window shall be used for signage.
2. No more than 25% of the allowable window signage shall be illuminated.
3. See Section 7-7 of this Code for maximum sign square footage.

P. Yard Sale

1. Must contain the date and address of the yard sale.
2. Must be removed within 72 hours of placement.
3. Must be located on private property.
4. Shall not be attached to traffic control devices, utility poles or street signs.

Q. 89A Overlay District

1. Signage shall be minimal and shall consist of either wall signs or monument signs. Wall signs shall not exceed eight feet in height and monument signs shall be no greater than four feet in height.

### Section 7-8 Maximum Sign Size for Commercial Uses:

Commercial business located in commercial zoning districts shall use a combination of wall, window, freestanding and projecting signage on-site to promote their business. Maximum cumulative signage is calculated based on linear street frontage. The maximum allowance is available for each street frontage the commercial building has a public entrance.

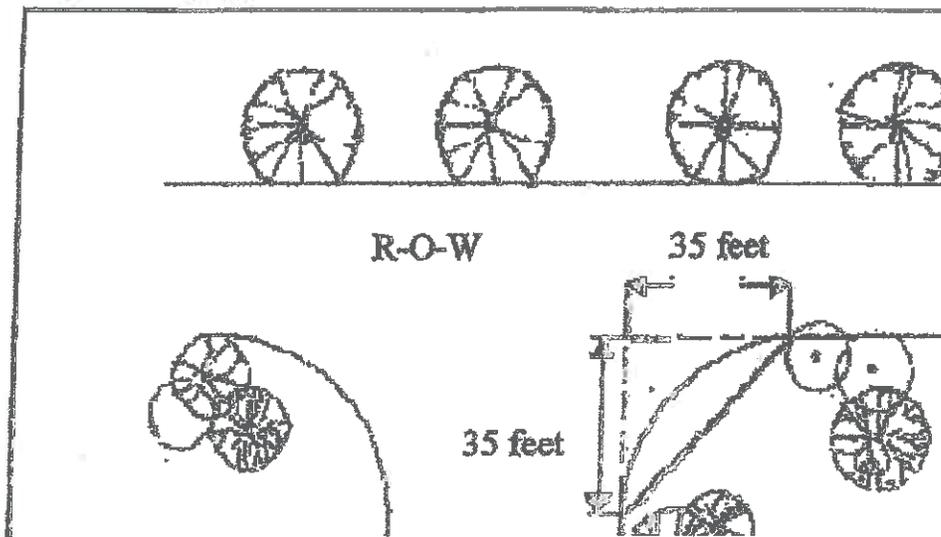
| Linear Street Frontage | Maximum total square footage of sign area |
|------------------------|---|
| 50                     | 75  |
| 100                    | 150                                       |
| 150                    | 225                                       |
| 200                    | 300                                       |
| 250                    | 375                                       |
| 300                    | 450                                       |
| 350                    | 525                                       |
| 400                    | 600                                       |
| 450                    | 675                                       |
| 500                    | 750                                       |

The maximum allowable combined signage size is calculated as 1.5 square feet per 1 linear foot of street frontage.

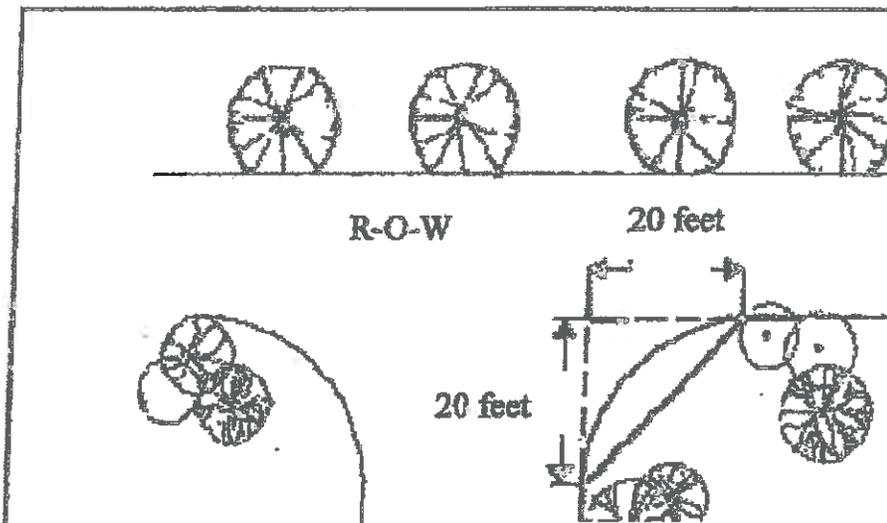
### Section 7-9 Visibility Sight Lines:

In order to preserve sight distance, an unobstructed view shall be maintained within these triangular areas.

1. At the intersection of two streets, or where an alley intersects a street: A triangle defined by measuring 35 feet in length along the curb or edge of improved roadway from their point of intersection, the third side being a diagonal line connecting the first two. The Town shall require more than 35 feet in high volume, high speed traffic areas.



2. At the intersection of a driveway and a street: A triangle defined by measuring 20 feet along the curb or edge of improved roadway and the edge of the driveway, the third side being a diagonal line connecting the first two.



3. No signs, except traffic signs, shall exceed a height of 3 feet above the grade of the lower roadway within the triangular area. In addition, sign projection, or overhang, across this area shall be permitted only when the bottom of the sign is a minimum of 9 feet above the grade of the higher roadway.

## Section 7-10

## Permitted Signs by Type and Zone District Chart

| Sign Type  | R1A | R1 | R1L | RS3 | R2 | R3 | R4 | R4A | CB | C | I |
|--|-----|----|-----|-----|----|----|----|-----|----|---|---|
| Animated   | N   | N  | N   | N   | N  | N  | N  | N   | P  | P | P |
| Freestanding   | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Ideological <sup>(1)</sup>                                   | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Illuminated <sup>(2)</sup>                                   | N   | N  | N   | N   | N  | N  | N  | N   | P  | P | P |
| Off-premise  | N   | N  | N   | N   | N  | N  | N  | N   | P  | P | P |
| On site info   | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Projecting   | N   | N  | N   | N   | P  | P  | N  | N   | P  | P | P |
| Portable   | N   | N  | N   | N   | N  | N  | N  | N   | P  | P | N |
| Political <sup>(3)</sup>                                     | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Public info.   | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Real estate <sup>(4)</sup>                                   | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Subdivisions Adv.<br>& Directional                           | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Subdivision ID   | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Temporary  | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Wall   | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Window <sup>(4)</sup>  | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |
| Temporary <sup>(5)</sup><br>Banners<br>Pennants<br>Streamers | P   | P  | P   | P   | P  | P  | P  | P   | P  | P | P |

= Permitted N= Not Permitted

(1) Not to exceed 6 square feet.

(2) Not permitted within 75 feet a residential district for PUD or PAD development.

(3) Political signs not permitted in 'sign free' zones.

(3) For sale, for lease signs not to exceed 5 square feet in residential districts.

(4) Home occupation only signs permitted in residential districts.

(5) Permitted for a maximum of 30 days for bonafide Grand Openings, Going Out of Business Sales, Open House, or similar short term events.

**Section 7-11 Enforcement**

1. All signs shall be subject to inspection and approval by the Community Development Department to ensure compliance with the Zoning Code and Design Review Board Approval.
2. Footing inspections shall be required for all signs with footings.
3. Signs containing electrical wiring shall conform to the standards of the applicable electrical code and the components shall bear the label of a testing agency approved by the State of Arizona.
4. When, in the opinion of the Town Manager or authorized representative, reasonable cause exists concerning the safety of a proposed or existing sign structure, the applicant or owner shall furnish written documentation from a registered civil, structural, electrical or mechanical engineer certifying its safety.
5. Notice of noncompliance of any sign shall be given to the owner and user of such sign by first class mail sent to the last known address of the owner and user as shown on the records of the Yavapai County Assessor.
6. Failure to remove or bring the sign into compliance in accord with a notice given pursuant to Section 17 V 9 e. above shall result in appropriate enforcement action, including but not limited to:
  - a. The Town Attorney, acting on behalf of the Town Council, shall seek the removal of any sign not erected in compliance with this Code or maintained in a safe manner and,
  - b. the billing of the owner or user of such sign an amount equal to the costs to the Town in removing and storing any such sign; or
  - c. Issuance of a citation by the Clarkdale Police Department for the offending party(ies) to appear before the Town Magistrate.
7. For Definitions see Chapter 2 of the Zoning Code.

**Permitted Sign Matrix**

| SIGN TYPE | LIMITATIONS | ALLOWED PER BUSINESS/ DEVELOPMENT | INSTALLATION TYPE | MAXIMUM SIZE | MAXIMUM HEIGHT | PROPERTY SET BACKS | ZONING DISTRICTS |
|-----------|-------------|-----------------------------------|-------------------|--------------|----------------|--------------------|------------------|
|-----------|-------------|-----------------------------------|-------------------|--------------|----------------|--------------------|------------------|

|          |  |   |                                  |                |  |                          |            |
|----------|--|---|----------------------------------|----------------|--|--------------------------|------------|
| Animated | Barber Poles and Time/Temperature Devices only | 1 | Freestanding, wall or projection | 50 square feet |  | Beyond the site triangle | Commercial |
|----------|--|---|----------------------------------|----------------|--|--------------------------|------------|

|                       |   |   |              |  |  |   |  |
|-----------------------|---|---|--------------|--|--|---|--|
| Freestanding Monument | Base of sign must be in proportion to the sign itself | 1 monument sign per adjacent intersection | Freestanding | Proportional to lot frontage<br>See Section 7-7 of Zoning Code |  | Minimum (signs < 6 feet high) = one foot for each foot of sign height;<br>Minimum (signs > or = 6 feet high) = greater than or equal to sign height | Subdivisions, multi-family developments and commercial |
|-----------------------|---|---|--------------|--|--|---|--|

|                |   |   |           |               |  |  |             |
|----------------|---|---|-----------|---------------|--|--|-------------|
| Home Occupancy | Non-Illuminated Limited to name and occupation only | 1 | Wall only | 2 square feet |  |  | Residential |
|----------------|---|---|-----------|---------------|--|--|-------------|

|                              |   |  |              |   |  |   |  |
|------------------------------|---|--|--------------|---|--|---|--|
| Off-premise Commercial Signs | 600 foot minimum separation between off-premise signs<br>200 foot minimum separation between off-premise and on-premise signs | 1 per street frontage per parcel where located | Freestanding | 32 square feet for single use<br>50 square feet for multiple uses |  | Equal to minimum setback of zoning district if property is developed<br>Minimum of 10 feet if property is undeveloped | Central Business, Commercial and Industrial Districts only |
|------------------------------|---|--|--------------|---|--|---|--|

|                     |   |   |   |   |   |   |  |
|---------------------|---|---|---|---|---|---|--|
| On-Site Information | Shall not contain advertising script or symbols | As approved by Design Review Board during review of a master sign application. Shall not contain advertising. | As approved by Design Review Board during review of a master sign application | As approved by Design Review Board during review of a master sign application | As approved by Design Review Board during review of a master sign application | As approved by Design Review Board during review of a master sign application | Central Business, Commercial and Industrial Districts only |
|---------------------|---|---|---|---|---|---|--|

|      |   |  |                            |  |  |  |                  |
|------|---|--|----------------------------|--|--|--|------------------|
| Neon | Permitted in the Central Business District only |  | Projection, window or wall |  |  |  | Central Business |
|------|---|--|----------------------------|--|--|--|------------------|

**Permitted Sign Matrix**

| SIGN TYPE          | LIMITATIONS   | ALLOWED PER BUSINESS/ DEVELOPMENT | INSTALLATION TYPE       | MAXIMUM SIZE   | MAXIMUM HEIGHT | PROPERTY SET BACKS | ZONING DISTRICTS                            |
|--------------------|---|-----------------------------------|-------------------------|--|----------------|--------------------|---|
| Projecting         | Minimum of 9 feet from grade - 2 feet from curb<br>Indemnity agreement required if sign projects over sidewalk                                    | 1 per business                    | Projecting              | Cumulative based on linear street frontage                                 | Top of wall    | N/A                | Central Business, Commercial and Industrial |
| Political          | Not permitted in sign free zones<br>Permitted 60 days prior to election, must be removed by 15 days after election.                               | NA                                | Temporary               | 16 square feet in residential districts<br>32 feet in commercial districts |                |                    | All   |
| Portable           | Must not impede pedestrian traffic.<br>Shall not be reflective.<br>No attachments are permitted.<br>Off-premise portable signs are not permitted. | 1                                 | Temporary               | 6 square feet  |                |                    | All   |
| Public Information | May be located on private or public property, including right-of-way.   |                                   | Permanent/<br>Temporary |  |                |                    | All   |
| Real Estate        | On-site installation only   |                                   | Temporary               | 6 square feet  |                |                    | All   |

**Permitted Sign Matrix**

| <b>SIGN TYPE</b>                          | <b>LIMITATIONS</b>   | <b>ALLOWED PER BUSINESS/ DEVELOPMENT</b> | <b>INSTALLATION TYPE</b> | <b>MAXIMUM SIZE</b>                        | <b>MAXIMUM HEIGHT</b>                          | <b>PROPERTY SET BACKS</b> | <b>ZONING DISTRICTS</b>                     |
|---|--|--|--------------------------|--|--|---------------------------|---|
| Sign Walkers                              | Shall not obstruct right-of-way<br>Shall only operate during hours of business being represented | One                                      | Temporary                |  |  |                           | All   |
| Subdivision Monument                      |  | One                                      | Permanent                | 160 square feet                            | 10 feet  |                           |   |
| Subdivision Off-site                      | Shall be located within 1.5 miles  | Two                                      | Temporary                | 32 square feet                             | 8 feet, 6 feet in residential zoning districts |                           | All   |
| Subdivision, Weekend off-site directional | Must have permit- shall be installed before 4 pm on Friday and removed by 10 am on Monday        | 8 per subdivision                        | Temporary                | 4 square feet                              |  |                           | All   |
| Temporary-Signs and Banners               | 30 days only - permit required   | One per street frontage per parcel       |                          | 32 square feet                             |  | 25 feet                   | All   |
| Wall                                      |  | One per approved wall area               | Permanent                | Cumulative based on linear street frontage | Top of wall                                    |                           | Commercial, Central Business and Industrial |
| Window                                    | No more than 25 percent of allowable window signage may be illuminated                           |  | Permanent                | No more than 50 percent of window          |  |                           | Commercial, Central Business and Industrial |
| Yard Sale                                 | Shall be located on private property   | One                                      | Temporary                |  |  |                           | All   |

Community Development Department  
Sign Regulation Comparisons

| TYPE                     | Cottonwood  | Camp Verde   | Sedona   | Yavapai County  | Current TOC code   | Commonalities  |
|--------------------------|---|--|--|---|--|--|
| Banners                  | Allowed for national holidays, civic and community functions, grand openings and business closings. May not exceed 21 consecutive days, and no more than 4 temporary sign permits are allowed per year. A permit is not required. | 2 per business at max 40 square feet<br>30 days or less, no permit, more than 30 days, permit required.<br>Does not count towards maximum. | 30 day maximum, permit required.<br>Promotional banners are limited to 4 a year. | Permitted for special events. Grand Opening signs permitted for 7 days only. Permit required. | Allowed for a maximum of 30 days, no annual limit, no permit required. Not allowed over public right-of-way. | Banner size does not count towards maximum for signage. Not allowed over a public right-of-way, except for special events. |
| Portable 'A' Frame Signs | Allowed in all zones with an associated use.<br>Max: 2 x 3 ft.<br>One sign per business.<br>Does not count towards maximum allowable sign area.   | Max 2 x 3 feet<br>One per business.<br>Requires Indemnity agreement to release Town from liability.  | Only permitted in combination with a special event permit.                       | Permitted, six square feet maximum.   | Not permitted.<br>Proposing 2 x 3 foot sign.   | Permit required. 2 x 3 feet maximum size.<br>(TOC proposed code changed to match this size)                                |

Town of Clarkdale  
Community Development Department  
Sign Regulation Comparisons

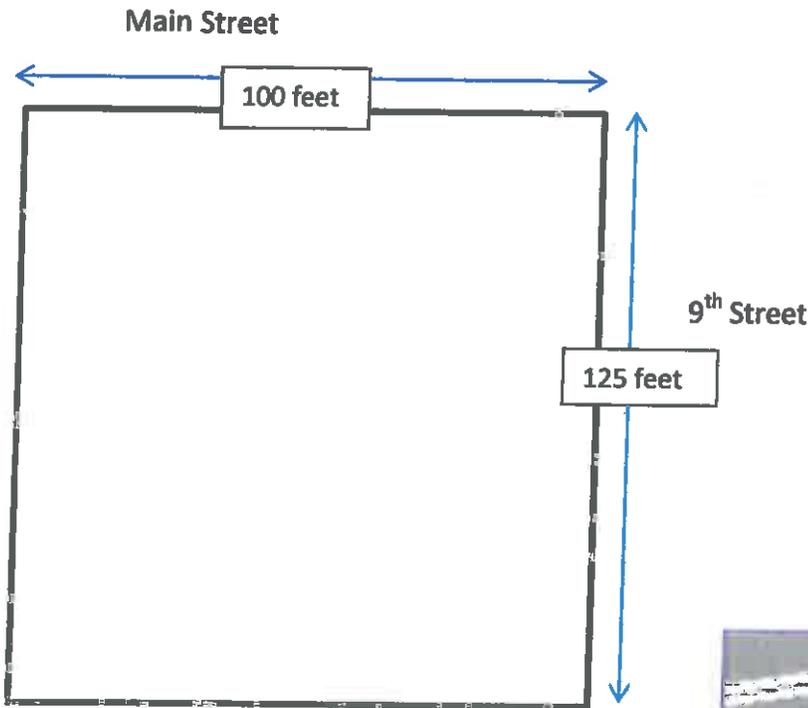
| TYPE             | Cottonwood   | Camp Verde   | Sedona  | Yavapai County | Current TOC code  | Commonalities  |
|------------------|--|--|---|----------------|---|--|
| Projecting Signs | Allowed In Old Town<br>Commercial area- may extend over public right of way provided the applicant agrees to relinquish any future claim of permanent encroachment. 6.5 feet minimum ground clearance. | Only allowed on Main Street. 10 foot minimum ground clearance. Subject to indemnity agreement. | Permitted. 20-square foot maximum, 13 feet minimum clearance required.                                    | Permitted      | Permitted except not allowed on the same wall as a wall sign.<br>Eight foot minimum ground clearance.<br>Maximum sign size is 50 square-feet. | Indemnity agreement required if sign projects over public right-of-way. (This language has been added to TOC code) |
| Window Signs     | Counts towards overall signage maximum. No window coverage maximum.  | Counts towards overall signage maximum. No window coverage maximum.                            | 25 percent maximum window coverage. Anything over 10 percent coverage is counted towards maximum signage. | Permitted      | 50 percent maximum window coverage, and 25 percent may be illuminated.  |  |

Town of Clarkdale  
 Community Development Department  
 Sign Regulation Comparisons

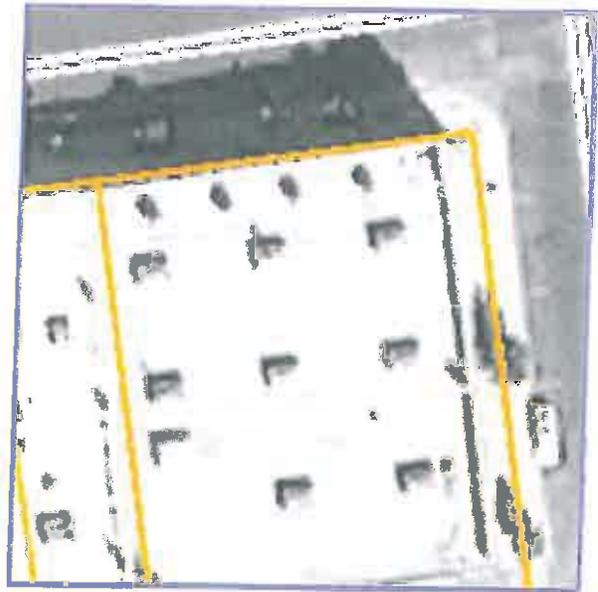
| TYPE               | Cottonwood   | Camp Verde           | Sedona  | Yavapai County | Current TOC code   | Commonalities |
|--------------------|--|----------------------|---|----------------|--|---------------|
| Maximum total area | 80 square-feet for buildings with 55 feet or less of lineal building frontage, including freestanding sign. Buildings with more than 55 lineal feet of building frontage are allowed 1 1/2 additional square feet of signage per extra lineal feet. Square footage for temporary signs apply to overall maximum. | 64 square-feet total | 1 free standing sign-maximum size 20 square-feet (text only). For properties with over 150 linear feet of street frontage, maximum sign size is 32 square feet. Two directional signs not to exceed 6 square-feet(text only. One wall sign, maximum 20 square feet. (72 square feet in total) | 48 square feet | Wall signs - 2 square feet per linear foot of wall. Freestanding max is 32 square feet for buildings with first floor up to 5,000 square feet, 50 square feet for larger buildings. 50 square feet for projecting. |               |

# Calculating Commercial Sign Square Footage Exhibit

## Maury Herman Building – 901 Main Street



Alley with no public access



### Maximum Cumulative Signage

Based on 1.5 square foot of sign per 1 linear foot, total signage on Main Street building front would be 150 square feet (including wall, window and projecting and not monument, since there is no opportunity to place a monument sign at this property.)

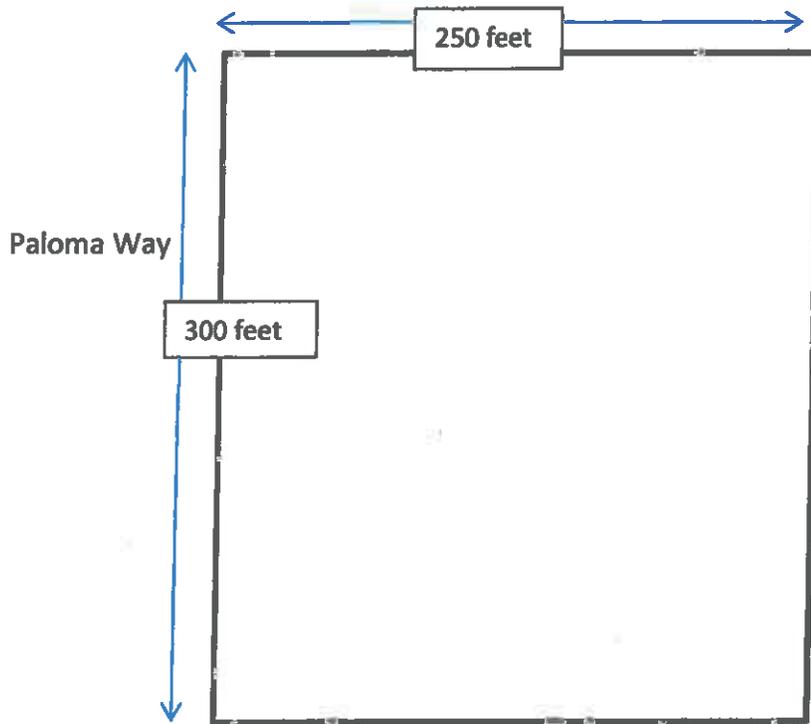
Total square footage of signage along 9<sup>th</sup> Street would be 187.50.

Unless public access was developed from the alley side of the building, no commercial signage would be allowed.

# Calculating Commercial Sign Square Footage Exhibit

## Las Carretas Restaurant Property – 1481 SR 89A

SR 89A



### Maximum Cumulative Signage

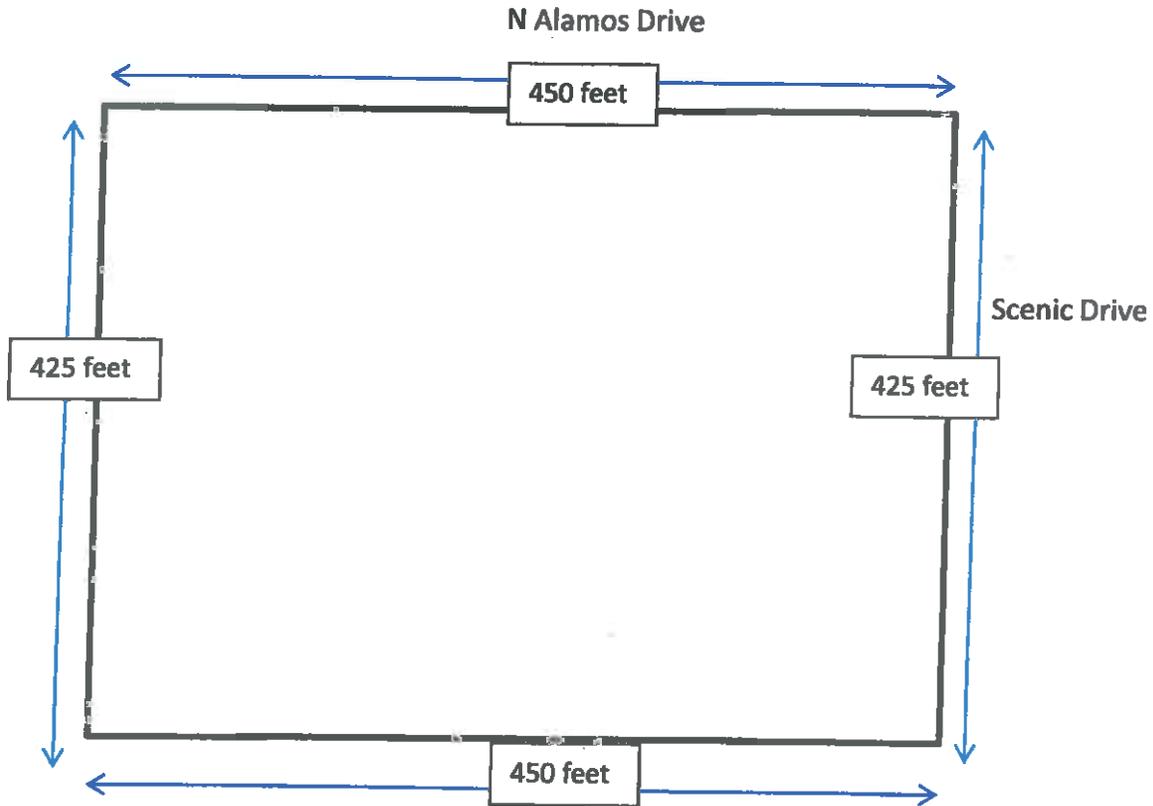
250 feet of SR 89A frontage – 375 square feet, including wall, window, monument signage.

There is no public entrance along Paloma Way so there would not be any sign square footage allowance for this street frontage.



# Calculating Commercial Sign Square Footage Exhibit

## Scenic Drive Commercial



### Maximum Cumulative Signage

For N. Alamos and opposite side = 675

For Scenic Drive and opposite side = 637.5

The total square footage per sign would include wall mounted, projecting and monument signs.

