

**Ordinance No. 771**

AN ORDINANCE OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PRESCOTT VALLEY, A MUNICIPAL CORPORATION OF ARIZONA, AMENDING SECTIONS 13-23-020 “DEFINITIONS” AND 13-23-040 “SIGN STANDARDS” AND REPEALING AND REENACTING SECTION 13-23-150 “COMPREHENSIVE SIGN PACKAGE” IN ARTICLE 13-23 “SIGN REGULATIONS” IN CHAPTER 13 “ZONING” OF THE TOWN CODE (ZOA12-001) TO PROVIDE FLEXIBILITY FOR PLACEMENT OF WALL MOUNTED SIGNS AND DIRECTIONAL SIGNS, TO PROVIDE FOR COMPREHENSIVE SIGN PACKAGES FOR DEVELOPMENTS COMPRISING TWENTY-FIVE ACRES OR MORE, TO INCREASE HEIGHT STANDARDS FOR PROPERTY IDENTIFICATION SIGNS PLACED ADJACENT TO A HIGHWAY/FREEWAY INTERCHANGE, AND TO FURTHER SIMPLIFY OTHER SIGN CODE PROVISIONS; PROVIDING THAT ALL OTHER CHAPTERS, ARTICLES AND SECTIONS OF THE TOWN CODE, NOT HEREIN AMENDED, SHALL REMAIN IN FULL FORCE AND EFFECT; PROVIDING THAT, IF ANY PROVISION IN THIS ORDINANCE IS HELD INVALID BY A COURT OF COMPETENT JURISDICTION, THE REMAINING PROVISIONS SHALL NOT BE AFFECTED BUT SHALL CONTINUE IN FULL FORCE AND EFFECT; AND PROVIDING THAT THIS ORDINANCE SHALL BE EFFECTIVE THIRTY (30) DAYS AFTER ITS PASSAGE AND APPROVAL ACCORDING TO LAW.

WHEREAS, the Prescott Valley Town Council adopted Ordinance No. 178 on May 26, 1988, enacting a new Town Code which included Article 13-23 “SIGN REGULATIONS” in Chapter 13 “ZONING”; and

WHEREAS, the Council subsequently adopted Ordinance No. 220 on December 14, 1989, repealing and re-enacting Article 13-23 “SIGN REGULATIONS”; and

WHEREAS, the Council adopted Ordinance 542 on April 10, 2003, amending Article 13-23 “SIGN REGULATIONS” to update them and make them more comparable to those in surrounding communities (including a change to a table format); and

WHEREAS, the Council adopted Ordinance No. 686 on May 24, 2007, amending Article 13-23 “SIGN REGULATIONS” to further accommodate signage for certain special commercial events, open houses and garage sales; and

WHEREAS, the Town of Prescott Valley has recently experienced development of large commercial projects comprising twenty-five acres or more and expects additional similarly-sized commercial developments to be completed in the near future; and

WHEREAS, the Town of Prescott Valley has also recently experienced certain highway improvements with the boundaries of the Town, including the construction of overpasses connected to state routes within the Town; and

WHEREAS, on January 9, 2012 the Planning and Zoning Commission held a public hearing on proposed amendments to the Town Code Article 13 “SIGN REGULATIONS”

which addressed the unique signage requirements of large commercial development projects, signage requirements for property identification signs for properties adjacent to highway overpasses, and other amendments to simplify existing sign code provisions; and

WHEREAS, the information was subsequently reviewed in a joint session of the Planning and Zoning Commission and Town Council on January 19, 2012; and

WHEREAS, the Prescott Valley Planning and Zoning Commission held a third public hearing on the proposed amendments at its regular meeting held May 14, 2012, and voted thereafter to forward the same to the Town Council with a recommendation of approval; and

WHEREAS, the Town Council has subsequently held a second public hearing and has considered these recommended amendments at its regular meetings on \_\_\_\_\_ and \_\_\_\_\_; and

WHEREAS, the Council finds that these proposed Town Code amendments address the public health and welfare needs of the community;

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PRESCOTT VALLEY, ARIZONA, AS FOLLOWS:

SECTION ONE. That Section 13-23-020 “Definitions” in Article 13-23 “SIGN REGULATIONS” in Chapter 13 “ZONING” of the Town Code of the Town of Prescott Valley, Arizona, be hereby amended to read as follows:

**13-23-020 Definitions.**

Term	Definition
...	...
<u>Highway/Freeway Interchange Area</u>	<u>Where ingress or egress is obtained to a state or federal highway or freeway; specifically delineated as lying within three-hundred feet (300') of the right-of-way and between the two (2) points of widening of the highway/freeway right-of-way approaching the interchange (see example).</u>

	<p style="text-align: center;">PROPERTY MUST BE WITHIN THREE HUNDRED FEET OF INTERSTATE BETWEEN WIDENING POINTS</p>
...	...
<u>Integrated Development Project</u>	<u>A commercial or mixed-use development of not less than twenty-five (25) acres in size that comprises properties in a defined geographical area and includes multiple businesses, property owners and parcels located adjacent to a numbered State Highway or Interstate Highway for which boundaries for signage purposes are approved with a Comprehensive Sign Package.</u>
...	...
Sign, Directional	Signs limited to directional messages, principally to direct and aid the flow of pedestrian or vehicular traffic, such as “one-way”, “entrance”, and “exit”, building address, etc., as well as providing directional information relating to points of interest, institution, facilities and districts, <u>and which contain no advertising, electronic changing information and are positioned as to not be a traffic or safety issue.</u>
...	...

(Ord. No. 220, Enacted, 12/14/89; Ord. No. 375, Amended, 12/28/95; Ord. No. 542, Rep&ReEn, 04/10/03; Ord. No. 590, Amended, 03/25/04; Ord. No. 686, Amended, 05/10/07); Ord. No. \_\_\_\_\_, Amended, \_\_\_\_\_)

SECTION TWO. That Section 13-23-040 “Sign Standards” in Article 13-23 “SIGN REGULATIONS” in Chapter 13 “ZONING” of the Town Code, be hereby amended to read as follows:

**13-23-040 Sign Standards.**

A. Wall Mounted Sign Standards

PURPOSE	ZONING DISTRICTS	MAXIMUM DIMENSIONS	STANDARDS
...			

...			
Commercial (Neighborhood Sales and Service, and General Sales and Services), <u>Minor Industrial, Performance Manufacturing and General Industrial</u> )	<u>C-1, C-2, C-3, PM, M-1, M-2</u>	2 sq. ft of sign per 1 lineal ft of building frontage <u>adjacent to Front Lot Line.</u>	<u>(1) Sign per front Lot Line</u> <del>In the case of buildings which front on more than one street allowable signage must be placed on the side of the building on which it is calculated.</del>
	<u>C-2</u>	<del>2 sq. ft of sign per 1 lineal ft of building frontage.</del>	<del>In the case of buildings which front on more than one street allowable signage must be placed on the side of the building on which it is calculated.</del>
Commercial (Minor Industrial)	<u>C-3</u>	<del>2 sq. ft of sign per 1 lineal ft of building frontage.</del>	<del>In the case of buildings which front on more than one street allowable signage must be placed on the side of the building on which it is calculated.</del>
...			
Directional	C-1, C-2, C-3, PM, M-1, M-2	4 sq. ft 5 ft high	<del>(1) per building</del> No advertising copy. <u>Per Zoning Approval.</u>
...			
Industrial (Performance Manufacturing and General Industrial)	<u>PM, M-1, M-2</u>	<del>2 sq. ft of sign per 1 lineal ft of building frontage along the street side of the building</del>	<del>In the case of buildings which front on more than one street allowable signage must be placed on the side of the building on which it is calculated.</del>
...			

1. No more than ½ of the allowable signage as calculated for the ~~street side or~~ building frontage may be placed on ~~an~~ any other one ~~interior~~ side of the building.
2. ~~Businesses which front on more than one street shall be allowed 1 sq. ft of signage per 1 linear foot of building frontage on the second street side. On a~~

corner lot, the signage calculated for the building frontage may be placed on the second street side. If so placed, no greater than one half of the frontage allocation shall be placed on the building frontage. Signage on the second street side shall not include Electronic Information Centers.

...

B. Freestanding Sign Standards

PURPOSE	ZONING DISTRICTS	MAXIMUM DIMENSIONS	STANDARDS
...			
Directional	R1L, R1M, R1MH, R-2, RCU, RS	4 sq. ft 5 ft high	<del>(2) per entrance/exit. Used to direct traffic or provide information of a public or quasi-public nature. On-site only. Per zoning approval.</del>
		<del>24 sq. ft 5 ft high</del>	<del>(2) per internal community within master planned communities of 50 acres or more. On-site only.</del>
	C-1, C-2, C-3, PM, M-1, M-2	4 sq. ft 5 ft high	<del>(2) per entrance/exit On-site only. No advertising text</del> <u>Per zoning approval.</u>
...			
Property Identification	R1L, R1M, R1MH	4 sq. ft	(1) per residence
	R-2, RS, RCU	32 sq. ft 6 ft high	(1) per project/site, if there are (2) entrances to the site on different streets (2) signs may be allowed with an aggregate area of 32 sq. ft.
	C-1, C-2, C-3, PM, M-1, M-2	50 sq. ft <u>20 ft high, except</u>	(1) per project/site

		<p><u>that freestanding signs located in a Highway/Freeway Interchange Area ( 13-23-030) shall not exceed a height of thirty (30') feet or, shall not exceed a height twenty (20') feet above the highest roadway bed elevation in the Highway/Freeway Interchange Area.</u></p>	
...			
<p><u>Integrated Development Project</u></p>	<p><u>Any Use District</u></p>	<p><u>300 sq. ft.</u> <u>30 ft high</u></p> <p><u>150 sq. ft.</u> <u>25 ft high</u></p> <p><u>400 sq. ft.</u> <u>40 ft high</u></p> <p><u>200 sq. ft.</u> <u>30 ft high</u></p> <p><u>*Subject to approval of a Comprehensive Sign Package</u></p>	<p><u>25-50 acres</u></p> <p><u>(1) sign structure per signed State Highway or Interstate Highway</u></p> <p><u>(1) additional freestanding sign structure per additional signed State Route entrance access</u></p> <p><u>Over 50 acres</u></p> <p><u>(1) sign structure per signed State Route Highway or Interstate Highway</u></p> <p><u>(1) additional freestanding sign structure per additional signed State Route entrance access</u></p> <p><u>*Subject to approval of a Comprehensive Sign Package</u></p>

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...

**C. Temporary Sign Standards**

<b>PURPOSE</b>	<b>ZONING DISTRICTS</b>	<b>MAXIMUM DIMENSIONS</b>	<b>STANDARDS</b>
<u>Grand Opening or Special Sale &amp; Event Banners &amp; Pennants</u>	R-2, RCU, RS, C-1, C-2, C-3, PM, M-1, M-2	24 sq. ft	2 times per year for a maximum of 30 days each building (mounted only - no freestanding; if mounted in rigid frame Banner considered permanent signage)
...			
Grand Opening or Special Sale & Event Banners ( <del>private, for-profit events</del> ), Balloons or Other Inflatable Objects, Pennants & Streamers	RS, C-1, C-2, C-3, PM, M-1, M-2	Banners: 32 sq. ft/6 ft high  Inflatable Objects: 20 ft high	1 free-standing Banner per business on each street frontage or 1 Banner located on a building  1 fixed Inflatable Object per business  Maximum of 90 days in each calendar year; no installation earlier than afternoon prior to event; removal required morning after event; notice of sale or event to be submitted to Community Development at least 48 hrs prior  No Balloons, Other Inflatable Objects, Pennants or Streamers tethered in or floating in public rights-of-way; Balloons & Streamers securely fastened & set back from property line at least 1

			ft of height or length (including tethering cord); Balloons & Streamers not higher than 20 ft above grade; Other Inflatable Objects attached to ground to prevent becoming airborne
...			
Special Event Banners (non-profit and public/quasi-public events)	All Zones	24 sq. ft	1 per business; 2 times per year (not to exceed 30 days for any one event); building mounted only

(Ord. No. 220, Enacted, 12/14/89; Ord. No. 542, Rep&ReEn, 04/10/03; Ord. No. 686, Amended, 05/24/07); Ord. No. \_\_\_\_\_, Amended, \_\_\_\_\_)

SECTION THREE. That Section 13-23-150 “Reserved” in Article 13-23 “SIGN REGULATIONS” in Chapter 13 “ZONING” of the Town Code be hereby repealed and re-enacted to read as follows:

**13-23-150 Comprehensive Sign Package.**

A Comprehensive Sign Package is intended for coordinated developments over twenty-five (25) acres which can be defined as Shopping Centers, Planned Area developments (PADs) or Integrated Development Project (IDP) comprising properties as a defined geographical area under a common or joint ownership.

Application packets for Comprehensive Sign Packages may be obtained from the Community Development Department. Applications approved under this section shall be evaluated based upon the following criteria and will be approved by a separate Resolution of the Town Council or in conjunction with approval of a Final Development Plan:

1. Placement. All signs shall be placed where they are sufficiently visible and readable for their function. Factors to be considered shall include the purpose of the sign, its location relative to traffic movement and access points, site features, structures, and sign orientation relative to viewing distances and viewing angles. In commercial centers in which tenants are in locations having little or no street visibility, identification wall signs may be placed on walls of the tenants’ building.
2. Quantity. The number of signs that may be approved within any development shall not be greater than that required to provide project identification and entry

signs, internal circulation and directional information to destinations and development subareas, and business identification. Factors to be considered shall include the size of the development, the number of development subareas, and the integration of sign functions.

3. Size. All signs shall be no larger than necessary for visibility and readability. Factors to be considered in determining appropriate size shall include topography, volume of traffic, speed of traffic, visibility range, proximity to adjacent uses, amount of sign copy, placement of display (location and height), lettering style and the presence of distractive influences.

Specific justification must be made if a request is submitted for a freestanding or wall sign to exceed by more than 50 percent any maximum height standard or by 25 percent any maximum area standard prescribed under this Article. Integrated Development Projects may exceed by more than 50 percent any maximum height standard or by 25 percent any maximum area standard for projects comprising 25 – 50 acres and may exceed up to 100 percent any maximum height standard or by 100 percent any maximum area standard.

4. Evaluation Criteria. In reviewing Comprehensive Sign Packages staff shall consider the following:

- a. The views of or from adjacent properties are not impaired;
- b. The signs do not interfere with public utilities, government uses, transportation, landscaping or other relevant factors;
- c. The width of the street, the traffic volume, and the traffic speed warrant the proposed signage;
- d. The signs do not pose a hazard to public safety.

Minor alterations in sign locations resulting from unexpected conditions on site may be approved by the Community Development Director.

(Ord. NO. 220, Enacted 12/14/89; Ord. No. 542, Rep&ReEn, 04/10/03; Ord. No. \_\_\_\_\_, Rep&ReEn, \_\_\_\_\_)

SECTION FOUR. That all other Chapters, Articles, Sections, and Subsections of the Town Code, not herein amended, shall remain in full force and effect.

SECTION FIVE. That, if any provision in this Ordinance is held invalid by a Court of competent jurisdiction, the remaining provisions shall not be affected but shall continue in full force and effect.

SECTION SIX. That this Ordinance shall be effective thirty (30) days after its passage and approval according to law.

PASSED AND APPROVED by the Mayor and Common Council of the Town of Prescott Valley, Arizona, this 8<sup>th</sup> day of November, 2012.

\_\_\_\_\_  
Harvey C. Skoog, Mayor

ATTEST:

\_\_\_\_\_  
Diane Russell, Town Clerk

APPROVED AS TO FORM:

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Ivan Legler, Town Attorney