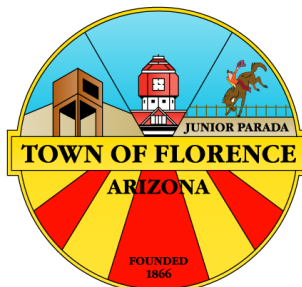


TOWN OF FLORENCE SIGN CODE COMMITTEE WORK SESSION AGENDA

Mayor Tara Walter
Councilmember Kristen Larsen
Councilmember Michelle Cordes
Member Larry Johnson
Member Manuel Perez-Cerros
Member Becca Doughty
Member Harold Christ



Florence Town Hall
775 N. Main Street
Florence, AZ 85132
(520) 868-7500
www.florenceaz.gov
Staff Liaison: Larry Harmer

Wednesday, August 14, 2019

5:00 PM

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the Town of Florence Sign Code Committee and to the general public that a Work Session of the Sign Code Committee will be held on Wednesday, August 14, 2019, at 5:00 p.m., in the Florence Town Council Chambers, located at 775 N. Main Street, Florence, Arizona. The agenda for this meeting is as follows:

- 1. CALL TO ORDER**
- 2. ROLL CALL:** Walter __, Larsen __, Cordes __, Johnson __, Perez-Cerros __, Doughty __, Christ __.
- 3. NEW BUSINESS**
 - a. Approval of the July 22, 2019 Meeting Minutes
- 4. WORK SESSION ON THE DRAFT SIGN CODE FOR THE TOWN OF FLORENCE.**
- 5. CALL TO THE PUBLIC**
- 6. CALL TO THE COMMITTEE**
- 7. ADJOURNMENT**

POSTED ON AUGUST 7, 2019, BY LISA GARCIA, TOWN CLERK, AT 775 NORTH MAIN STREET, FLORENCE, ARIZONA, AND AT WWW.FLORENCEAZ.GOV.

*****PURSUANT TO TITLE II OF THE AMERICANS WITH DISABILITIES ACT (ADA), THE TOWN OF FLORENCE DOES NOT DISCRIMINATE ON THE BASIS OF DISABILITY REGARDING ADMISSION TO PUBLIC MEETINGS. PERSONS WITH A DISABILITY MAY REQUEST REASONABLE ACCOMMODATIONS BY CONTACTING THE TOWN OF FLORENCE ADA COORDINATOR, AT (520) 868-7574 OR (520) 868-7502 TDD. REQUESTS SHOULD BE MADE AS EARLY AS POSSIBLE TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.*****

TOWN OF FLORENCE AD HOC SIGN CODE COMMITTEE WORK SESSION AGENDA

REGULAR MEETING MINUTES

**MINUTES OF THE AD HOC SIGN COMMITTEE OF THE TOWN OF FLORENCE
REGULAR MEETING HELD ON MONDAY, JULY 22, 2019, AT 6:00 P.M., IN THE
TOWN COUNCIL CHAMBERS, LOCATED AT 775 N. MAIN STREET, FLORENCE,
ARIZONA.**

1. CALL TO ORDER

Mayor and Committee Chair Walter called the meeting to order at 6:00 pm.

2. ROLL CALL: Walter__P, Larsen__P, Cordes__P, Johnson__P, Perez-Cerros__P, Doughty__P, Christ__A.

3. WORK SESSION ON THE DRAFT SIGN CODE FOR THE TOWN OF FLORENCE

Mr. Harmer gave a short presentation on permitted off-premise signs. The Ad Hoc Committee initiated a general discussion regarding promoting the businesses within the Town. The discussion points and thoughts are noted below:

- Focus on bandit signs or yard signs, kiosk signs, and wayfinding signs.
- Signs that advertise non-local businesses should be removed. If the advertised business is local, then only take down bandit signs if there is a complaint.
- Wayfinding signs are a preferred method. Florence currently has one kiosk sign, but it is oriented for those on foot near Jacques Square.
- Proximity of A-frame signs to property is important. The draft code specifies that they should be in front of businesses or on property boundaries.
- Current methodology for off-site signage removal is based on complaint.
- Establish criteria for handmade A-frame and maybe set up a design review process.
- There are currently no off-premise signs allowed in the Town or ADOT Rights-of-Way. Consider designating certain areas for signage.
- Bandit signs help businesses that are off-the-beaten track, not just in the Downtown.
- Bandit signs for local businesses only but with contact information on the sign.
- For bandit signs, restricting certain types of business could open up the Town to be sued.
- Everyone agrees bandit or A-frame signs need contact information.
- Churches and daycares with A-frame signs with a time limit can be an option.

- Policy that is equitable for everyone but clear in regulation on A-frame and bandit signs.
- Wayfinding signs that point to Downtown from Anthem Marketplace area.
- The possibility of a monument digital sign by Fire Station 2 or on Town owned land.
- A concern was possible light pollution from Town impacting Military base in Florence.
- Design review of brightness and light visibility for digital signs.
- Not listed in draft code but set certain criteria for time limits on specific signage.
- Redefine off-premise signage and other definitions for clear intent.
- Discussed a sign overlay for Anthem and other specific areas so everyone doesn't have to follow broad regulations on signs.

Murals:

- "You are Here" map/mural but where in the Town?
- How do murals impact historical buildings and their exterior preservation?
- People want something to take a picture with. Tagging the location of the picture will help put Florence on the map in the digital world.
- A topic for the Arts Commission to discuss and discuss Design Review.

Staff will research language, schedule another work session, and discuss possible policies with Town Attorney.

4. CALL TO THE PUBLIC

Ruth Harrison Florence, AZ

- Bandit signs should be illegal in Florence except for time limited real estate signs.
- Likes the idea of repainting old historic signs but not the idea of murals on historic buildings.
- Focus should be protecting the historic component and increasing the quality of life in the downtown area.

5. CALL TO THE BOARD

6. ADJOURNMENT

The meeting was adjourned at 7:16 pm.

Tara Walter, Mayor and Committee Chairman



**Ad Hoc Sign Committee
Staff Report
August 14, 2019**

Project Name: Off-Premise Signs

**Prepared By: Larry C. Harmer
Community Development Director**

As a result of the discussion from the Committee's meeting on July 22, 2019, staff has prepared a brief white paper that should begin to address the various thoughts and ideas from that meeting. Please review in preparation for our meeting scheduled for August 14, 2019.

Off-Premise Advertising Sign Alternatives

- A. No change to the draft Sign Code.
- B. Allow A-Frame and Bandit signs outright with no regulations.
- C. Allow Bandit Signs on any private property and/or ROW ... with or without registration, regulation or permits.
 - a. Bandit or Yard signs are most commonly used in lawns and alongside roads as political advertising, business services promotion, real estate signage and more.
 - b. This form of sign generally has less than six (6) square feet and are made of a variety of materials such as vinyl, paper, corrugated plastic, poster board, plastic core, cardboard, wood, or plywood; and include signs with wood or wire framing, posts, or stakes.
 - c. Property owner permission should be required for an off-premise sign.
 - d. This type of sign is subject to weathering, wind damage, etc. and is difficult to maintain in an attractive manner and is considered illegal in most communities.
- D. Allow A-Frame or Sandwich signs on any private property and/or ROW ... with or without registration, regulation or permits.
 - a. Property owner permission should be required for an off-premise sign.
- E. The draft Sign Code would allow for A-Frame signs as follows *(Staff thoughts/comments in parenthesis for Ad Hoc Committee (AHC) consideration)*:
 - a. An A-Frame sign shall be no greater than three (3) feet in width and four (4) feet in height. *(Or whatever dimension deemed appropriate by the AHC; i.e. two (2) feet by three (3) feet.)*
 - b. A-Frame signs shall be limited to one per street frontage of the business. *(This language would need revised if off-premise A-Frame signs).*

- c. A-Frame signs may only be displayed during posted hours the business is open to conduct business.
- d. A-Frame signs must include the name of the business being advertised.
- e. A-Frame signs shall be located at grade level.
- f. A-Frame signs must be located on the property of the business being advertised, or on the immediate adjacent right-of-way. *(This language could be reworded to allow for off-premise A-Frame signs).*
 - i. Signs placed along the immediate adjacent right-of-way shall be a minimum of three (3) feet behind curb or edge of pavement and not located on a sidewalk. *(This could be modified to allow on sidewalk with a minimum of a four (4) foot pedestrian path to accommodate ADA and with Engineering review).*
 - ii. In no event shall two A-Frame signs be located closer than ten (10) feet to one another.
 - iii. Sight visibility triangles shall remain clear of all signage.
- g. A-Frame signs shall not be located in parking aisles or parking stalls, in raised or painted medians; where they may present a hazard or impede pedestrian traffic; in driving lanes; or on fences, boulders, planters, on other signs, on vehicles, on utility facilities or any structure.
- h. A-Frame signs shall be professionally constructed and maintained in a manner free from chipping paint, cracks, gouges, and/or loss of letters. *(See (C) below).*
- i. A-Frame signs shall not include any form of illumination, animation, reflective materials or sound emitting devices.

Other A-Frame Criteria to Consider

- A. A-Frame signs shall not lean against the building or any other structure but must be self-supportive.
- B. A-Frame signs shall have an open base, with cut-outs or legs.
- C. A-Frame sign materials should be either wood or metal (not flat sheet siding).
 - a. Materials such as plastic, foam, paper, cardboard, laminated paper, or vinyl are discouraged.
 - b. PVC pipe frames are prohibited.
 - c. Recycled products may be considered provided they have a similar design affect as wood or metal.
 - d. A-Frame signs shall be made to be secure and shall not blow or move in the wind.
 - i. Balloons of any type are prohibited.
 - j. A-Frame signs shall not be permanently affixed to the ground or chained to anything.
 - k. No sign shall detract from the historic character of the Main Street Historic District or otherwise be a visual/physical nuisance.
 - l. Any business not in compliance with existing sign requirements shall not be permitted an A-Frame sign.

Additional Thoughts

- A. Allowing A-Frame signs only during hours of operation indicates to the public when a business is 'Open' or 'Closed'.
- B. Its specified in Section 150.098(K): "Historic District. Signs within the Historic District shall conform to the Town of Florence Historic District Guidelines, except as allowed by the Historic District Advisory Commission". The Historic District Preservation Design Guidelines allow for A-Frame or "Sidewalk" signs.
- C. Response from SHPO regarding murals on historic buildings: "From an HP standpoint, murals don't harm anything. If its unpainted brick someone wants to put a mural on, I'd say that's bad but that because we don't want unpainted brick painted, not because it's a mural. However, if you want to maintain a consistent look in the downtown commercial area that's OK but it's not really an HP issue. It'd be more a general design guidelines issue."
- D. It would not be unusual to establish a "Sunset" provision for this type of code amendment in order to evaluate the effectiveness of this code provision. Should the local economy improve or if the perceived sign 'clutter' became offensive to the public, this would establish review timing in the code to allow for re-examination of the provision. It could be reviewed, modified or repealed at that time.