

**TOWN OF FLORENCE  
COMMUNITY SERVICES ADVISORY BOARD  
REGULAR MEETING AGENDA**

Chairman David Lewis  
Vice-Chair Carolyn Davis  
Joseph Bracco Jr.  
Lawrence M. Gutierrez  
Kathleen Leaman  
Hunter Macfie  
Tabitha Macfie  
Kellie Mendoza  
Marian Palaia



Viney Jones Library and  
Community Center  
778 N. Main Street  
Florence, AZ 85132  
(520) 868-7500  
www.florenceaz.gov  
Meet 2<sup>nd</sup> Thursdays

**Thursday, August 10, 2023**

**6:00 PM**

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Pursuant to A.R.S. § 38-431.02, notice is hereby given to the Town of Florence Community Services Advisory Board and to the general public that a Regular Meeting of Florence Community Services Advisory Board will be held on Thursday, August 10, 2023 at 6:00 p.m. at the Town of Florence Viney Jones Library and Community Center, 778 N. Main Street, Florence, AZ.

*To attend the meeting noticed below by technological means, members of the public may:*

1. *Join virtually using the link below:*

[Join via ZOOM](#)

2. *To call in and listen, please dial:*

Telephone: (346) 248 7799 or (669) 900 6833

Meeting ID: 832 0730 8618

Passcode: 103116

*Members of the public may submit written comments relating to this meeting to Teresa Graciano-Bustillos, Community Services Administrative Assistant, by emailing [Teresa.Graciano@FlorenceAZ.gov](mailto:Teresa.Graciano@FlorenceAZ.gov) at any time until one hour prior to the posted start time for the meeting. Please be sure to include your name and address for the record as well as the meeting date (and Agenda Item #, if applicable) in the subject of your email.*

**1. CALL TO ORDER:**

- 2. ROLL CALL:** Chairman Lewis \_\_\_\_, Vice-Chair Davis \_\_\_\_, Boardmember Bracco \_\_\_\_, Boardmember Gutierrez \_\_\_\_, Boardmember Leaman \_\_\_\_, Boardmember H. Macfie \_\_\_\_, Boardmember T. Macfie \_\_\_\_, Boardmember Mendoza \_\_\_\_, Boardmember Palaia \_\_\_\_.

**3. PLEDGE OF ALLEGIANCE**

**4. NEW BUSINESS**

- a. **Discussion/Approval/Dissapproval** of regular meeting minutes of July 13, 2023

**5. OLD BUSINESS**

- a. **Update on Public Art Program**

**6. DEPARTMENT UPDATES – INFORMATION ONLY**

- a. **Gila River Indian Community Grant Award for new fitness equipment**
- b. **Memorial Tree Program**
- c. **Active Recruitments**
- d. **Arizona Parks and Recreation Association (APRA) Annual Conference**
- e. **National Recreation and Parks Association (NRPA) Directors School**
- f. **Monthly Report**

**7. CALL TO THE PUBLIC/BOARD RESPONSE**

Call to the Public for Comment is limited to issues within the jurisdiction of the Town of Florence Community Services Advisory Board. Council rules limit public comment to three minutes. Individual board members may respond to criticism made by those commenting, may ask the staff liaison to review a matter raised, or may ask that a matter be placed on future agenda.

**8. CALL TO THE BOARD – CURRENT EVENTS ONLY**

**9. ADJOURNMENT**

**POSTED THIS 9TH DAY OF AUGUST 2023, BY PATRICIA BUCHANNAN, DEPUTY 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 COMMUNITY SERVICES ADVISORY BOARD**

### **MINUTES OF FLORENCE COMMUNITY SERVICES ADVISORY BOARD REGULAR MEETING HELD ON THURSDAY, July 13, 2023, AT 6:00 P.M.**

#### **CALL TO ORDER**

Chair Lewis called the meeting to order at 6:01 P.M.

#### **ROLL CALL:**

Present: Chair Lewis, Vice Chair Davis, Boardmember Gutierrez, Boardmember Leaman, Boardmember Palaia

Absent: Boardmember Bracco, Boardmember H. Macfie, Boardmember T. Macfie, Boardmember Mendoza

#### **PLEDGE OF ALLEGIANCE**

Chair Lewis led the Pledge of Allegiance.

#### **DISCUSSION/APPROVAL/DISAPPROVAL** of regular meeting minutes of March 9, 2023, and June 8, 2023

On motion by Boardmember Leaman, seconded by Boardmember Gutierrez, and carried (5-0) to approve the regular meeting minutes of March 9, 2023, and June 8, 2023.

#### **ADVISORY BOARD PURPOSE AND ROLE**

Lisa Garcia, Deputy Town Manager/Town Clerk, briefly explains to the Board the State of Arizona's Open Meeting Law and Procedures.

#### **PRESENTATION OF THE RENAMING OF THE FLORENCE COMMUNITY LIBRARY**

Jeff Graves, Communications/Intergovernmental Relations, presented the Board with signage, and plaque renditions for the interior of the Viney Jones Library, and also shared the locations where the items will be installed. Mr. Graves informed the Board that a plaque ceremony will be held, but the exact date has not been set.

#### **UPDATE OF FOOD TRUCK SERIES**

Community Services Director, Paul King, informed the Board the food truck events will begin January 20, 2024, in downtown Florence on the third Saturday of every month. Time of the event is undetermined at the time, as the Event Coordinator is currently working on marketing for recruitment of vendors.

## **REVIEW OF PUBLIC ART GUIDELINES**

Liaison King asked the Board to review the Public Art Guidelines and asked for their feedback. Liaison King also informed the Board of the current Town ordinances for historic buildings and signage. Liaison King clarified that \$3,000 has been budgeted for public art to purchase a display case for sculpture art for the Community Center

Boardmember Leaman suggested Staff research and apply for qualifying grants to possibly fund this project.

Liaison King mentioned that the Town has a Grant Coordinator and Staff may work with them to research for qualifying grants.

Boardmember Leaman asked for clarification on the maintenance of artwork where it states within the guideline that the town is responsible for the maintenance but then later on the same form it stated that the artist may do the maintenance and refreshing of the paint.

Liaison King replied that the town will keep oversight on the artwork and will coordinate with the artist to do any maintenance of the artwork when needed.

Boardmember Leaman also asked what the procedure would be if there are complaints from the public on a specific piece of artwork; will the Board be responsible for addressing the complaint?

Liaison King stated that we would defer to the Town Attorney will be responsible for reviewing the complaint and will advise accordingly.

Liaison King mentioned that at the right time, we may ask the Economic Development staff to come in and discuss their process with the Board on how it would transfer over to completion of approval of projects.

Boardmember Palaia pointed out that there is mention of murals on buildings in the documents provided as the mural will not be used for a commercial purpose. Boardmember Palaia suggested the Board start small on these public art projects and get the community involved through Town Hall meetings.

## **DEPARTMENT UPDATES – INFORMATION ONLY**

Liaison King briefly talks about June's department report, and how this information is given to council. Liaison King stated to the attempt is to continue to add information that is relevant that tells a story of where they're at any time of the year on the monthly report.

## **CALL TO THE PUBLIC/BOARD RESPONSE**

**CALL TO THE PUBLIC FOR PUBLIC COMMENT ON ISSUES WITHIN THE JURISDICTION OF THE TOWN OF FLORENCE COMMUNITY SERVICES ADVISORY BOARD. COUNCIL RULES LIMIT PUBLIC COMMENT TO THREE MINUTES. INDIVIDUAL MEMBERS MAY RESPOND TO CRITICISM MADE BY THOSE COMMENTING, MAY ASK STAFF TO REVIEW A MATTER RAISED OR MAY ASK THAT A MATTER BE PUT ON A FUTURE AGENDA. HOWEVER, MEMBERS SHALL NOT DISCUSS OR TAKE ACTION ON ANY MATTER DURING AN OPEN CALL TO THE PUBLIC UNLESS THE MATTERS ARE PROPERLY NOTICED FOR DISCUSSION AND LEGAL ACTION.**

No members of the public present, no public comments

**CALL TO THE BOARD – CURRENT EVENTS ONLY**

Boardmember Leaman commented to the Board to think about ideas for the public art program with the mindset of “starting small”, which she suggested maybe the flower boxes on Main Street could be a good starting point.

Chair Lewis and Boardmember Gutierrez both mentioned the teen extreme night and fourth of July event and how well the two events turned out.

**ADJOURNAMENT**

On motion by Boardmember Gutierrez, seconded by Boardmember Leaman, and carried (5-0) to adjourn the meeting at 7:19 P.M.

Approved:

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David Lewis, Board Chair



**TOWN OF FLORENCE  
COMMUNITY SERVICES  
ADVISORY COMMITTEE  
ACTION FORM**

**AGENDA ITEM  
5a.**

**MEETING DATE:** August 10, 2023

**DEPARTMENT:** Community Services

**STAFF PRESENTER:** Alison Feliz, Recreation Superintendent

**SUBJECT:** Update on Public Art Program

- Action
- Information Only
- Public Hearing
- Resolution
- Ordinance
  - Regulatory
  - 1<sup>st</sup> Reading
  - 2<sup>nd</sup> Reading
- Other

**STRATEGIC PLAN REFERENCE**

- Community Vitality
- Economic Prosperity
- Leadership and Governance
- Partnerships and Relationships
- Public Safety
- Transportation and Infrastructure
- Statutory
- None

**RECOMMENDED MOTION/ACTION:**

Discussion of the public art process

**BACKGROUND/DISCUSSION:**

Staff will present for discussion, the drafted Public Art Guidelines, application, the flow chart of the public art process, as well as provide historical design review and code information related to a public art program.

The Town of Florence Community Development Department currently has a process in place for the public when submitting a mural, or other artwork proposals within Florence Town limits. The process in discussion relates to the Community Services Advisory Boards desired projects to incorporate a public art program in Florence to enhance the environment and create more meaningful public spaces.

Considering the current town policies and procedures in place, staff are seeking more input from the Advisory Board to help move this project forward. Information staff would like the board to clarify include:

- The purpose, goals and objectives of this project?
- How many projects would the board like accomplished per year?
- How much funding would the board like dedicated to each project?

**A VOTE OF NO WOULD MEAN:**

N/A

**A VOTE OF YES WOULD MEAN:**

N/A

**FINANCIAL IMPACT:**

N/A

**ATTACHMENTS:**

Draft of Public Art Guidelines – CS Review  
Public Art Process  
Public Art Application - Artist  
Historic District Preservation Design Review  
Design Review Application  
Sign Code



## Community Services Advisory Board

### Public Art Program Guidelines

#### Definition of Public Art

“Public Art” means any work of art created by visual artists or public contest designers that is sited in a public place for people to experience. This can include but is not limited to murals, sculptures, memorials, integrated architectural or landscape architectural work, community art, digital new media, installations, and even performances and festivals. It is art that people encounter on a daily basis in the public sphere.

#### All public art must meet these criteria:

- Is appropriate on subject, technique, and style for intended location and audience
- Is appropriate for public viewing, is free of unsafe conditions and unable to cause harm
- Does not promote the financial profit of any individual, organization, political party, or commercial enterprise
- Does not promote violence, unlawful or illegal goods, services, or activities
- Does not infringe on copyright, trade or service mark, title, or slogan
- Does not demean or disparage individuals or groups on the basis of race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, or sexual orientation
- Does not promote a particular political party, candidate, religious, or political message
- Does not include obscenities, be defamatory, or result in invasion of privacy
- Does not promote goods or behavior or contain images that are inappropriate for family enjoyment

#### Design and Content

- Relevance of the piece to the building or Town, its values, culture, and people – public art within the Town of Florence should be based on one or more of the following themes: natural beauty; history and/or Native American heritage; local trades or other relevant themes
- Sustainability of the work for outdoor display, including its maintenance and conservation requirements
- Relationship of the work to the site and the community, especially how it serves to activate or enhance public space
- Appropriateness of the scale of the artwork



## **Artwork Approval Procedure**

- Artists or organizations proposing public artwork must contact the Recreation Coordinator or Florence Recreation staff.
- All artists or organizations must complete the “Public Art Design Application” and submit a color rendering of the proposed public art and examples of the artist(s) previous work.
- Community Services Advisory Board Art Programs and Projects must be approved by the Town of Florence Community Services Advisory Board.

## **Community Services Advisory Board Responsibilities**

- A Community Services Advisory Board member will submit a program proposal to suggest a Community Services managed park or facility and art project that they would like to see completed for vote amongst the Community Services Advisory Board.
- If a consensus cannot be reached, then a vote shall be taken, with the majority carrying the decision. Advisory Board members shall each have one vote and no board member shall have the right to veto
- The board shall have the option of making no selection. In the event that no selection is made, a new selection process may be initiated, or the project may be abandoned
- Prior to a formal vote, the participating department shall review the work. In cases where legitimate problems are demonstrated to town staff, the board shall be reconvened to select alternative work. In cases where the department objects to the work for valid reasons and agreement cannot be reached, the matter will be referred to the Town Manager
- The board’s decision will be recorded in the Action Minutes and Minutes for the meeting.

## **Methods of Artist Selection**

- The Advisory Board will recommend an artist for a specified commission of artwork or for participation in the design of a construction project.
- In each of the following cases, the role of the board will be to review the work of the selection panel in terms of meeting the requirements of the administrative procedures and performing its charge correctly.

### **Requests for Qualifications**

Artists submit their qualifications and examples of past work. The board’s first round selection of finalists is based on artists’ submittals of completed work. Following the designation of finalists, the selection process will continue in one of two ways:

- Finalists are invited to interview with the board, at which time they discuss their work, possible approach and working methods relevant to the project. The board recommends the artist based upon the interview. This approach is particularly appropriate in the selection of an artist to join a design team, or when it is critical that an artist be brought on board without delay.

- Finalists are invited to submit proposals. Town staff briefs finalists on the project and introduces them to key players who will also be able to help them better understand the nature of the project. Proposals must include visual representations of the finalists' concept, scale drawings showing the concept in site, budget and timeline information. Finalists are paid for their proposals at an appropriate amount approved by the Advisory Board.

### **Request for Proposals (Open Competition)**

- A Request for Proposals is appropriate for smaller projects that might interest artists who have not yet entered the public art field. Reviewing proposals rather than qualifications will provide the selection panel with a reliable insight into the artist's vision and approach. The Advisory Board will ask a small group of finalists to meet for interviews prior to the final selection. Artists are not compensated for submitting proposals in an open competition.

### **Invitational Competition**

- Town of Florence staff invites a limited number of artists of their choosing to submit qualifications or proposals. This may be conducted in two phases; the first phase based on qualifications; the second phase based on a proposal. An Invitational Competition is appropriate for projects that are extremely complex, where only a limited number of artists may be capable of completing the job successfully. Honoraria levels may be recommended by staff and approved by the Advisory Board.

### **Direct Selection**

- In rare circumstances, the Town of Florence may need to move forward without delay and ask the Advisory Board to recommend one artist and a list of alternates. This option will be used only when there is no time or opportunity for a more competitive approach, or in extraordinary circumstances where the unique talent of a specific artist can be clearly established and justified.

## **Criteria for Selecting Artists**

- Quality and merit of art
- Artist's experience, training, and professional recognition
- Artist's ability to successfully complete the project within the proposed budget
- Artist's ability to respond to the project's contextual issues, community, audiences, and users
- Artist's availability to work within the established timeline
- Place of work or residence, if geographic restrictions are outlined in the request for proposals or request for qualifications
- Additional criteria may be added if recommended by the advisory board

## **General Review Criteria**

- The creativity and originality of the artist's response to the program
- The artist's response to the physical context of the site, including such indicators as choice of scale, materials, form, and context
- The proposed relationship of the artwork to existing or anticipated environmental conditions, including architecture, landscaping, urban design and development, traffic and circulation
- The artist's response to the social context for the site, including local demographics, history, intended function of the artwork, views, and public access
- The relationship of the proposed artwork to other work's in the Town's collection and the artwork's ability to become a noteworthy addition
- An analysis of the artist's proposed method of fabrication and installation of the artwork and an evaluation of safety and structural factors involved
- Evaluation of the artist's proposed budget and schedule for completion.
- Evaluation of the proposed materials and their appropriateness to the project, including issues of structural and surface integrity, protection against theft and vandalism, public safety and weathering, and long-term maintenance requirements.
- If the artwork is part of a larger construction project, feasibility within limitations of the overall development schedules.
- An artist's statement as to whether or not the artwork is a unique, site-specific edition of one and has not and will not be duplicated, or alternatively, is one of a limited edition of multiples.
- Mass-produced artwork and artwork from catalogue ordering outlets will not be purchased or commissioned.

Additional criteria may be added, if recommended by the advisory board.

## **Review and Selection**

- Quality: The public art piece demonstrates originality and artistic excellence.
- Media: All visual forms and media may be considered, subject to approval of the Commission.

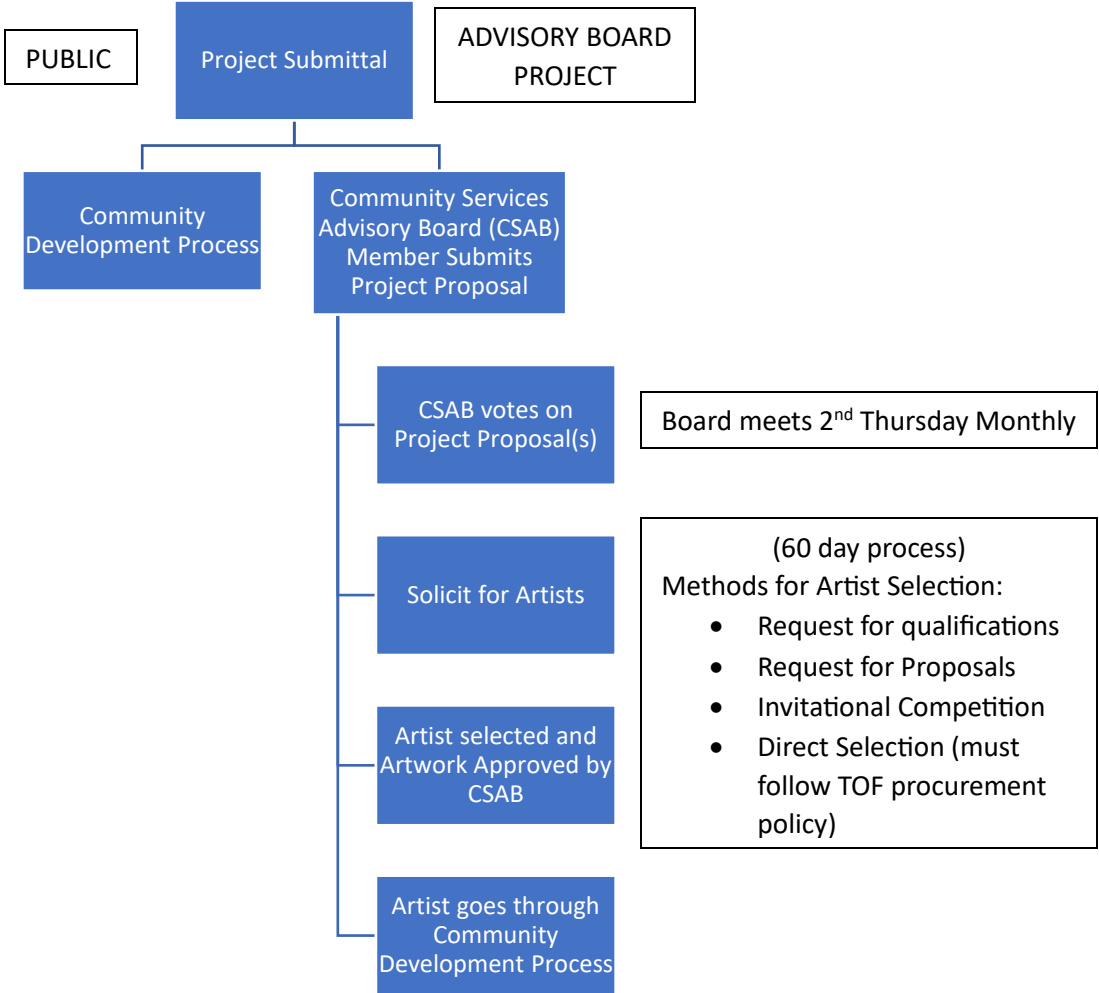
- Sculpture - in the round, bas-relief, mobile, kinetic, electronic, in any material or combination of materials
- Painting - all media, including but not limited to, murals.
- Mosaics - pictures or decorative designs made by setting small colored pieces, such as stone or tile, into a surface.
- Artwork - in clay, wood, metal, plastics, glass and other materials.
- Mixed Media - any combination of forms or media, including collage.
- Unique Features - One-of-a-kind building features and site enhancements such as gates, benches, water features, walkways or bridges, and public use items including decorative trash receptacles provided that it has been commissioned by a visual artist or public context designer
- Style: Public art of all schools, styles, and tastes should be considered.
- Response to Site: Public art and art places should be appropriate in scale, material, form, content, and value for the immediate, general, social, and physical environments with which they are to relate.
- Team Approach: Encourage the early involvement of the visual artist or public context designer as a member of the project design team.
- Durability: Consideration should be given to structural and surface integrity, permanence, and protection against theft, vandalism, weathering, excessive maintenance, and repair costs.
- Elements of Design: Consider that public art, in addition to meeting aesthetic requirements, may also serve to establish focal points, terminate areas, modify, enhance, or define specific spaces, or establish identity.
- Public Liability: Public art and art places should be examined for unsafe conditions or factors that may bear on public liability.
- Diversity: Strive for diversity of style, scale, media, designers, community values, forms of expression, and equitable distribution of public art throughout the Town.

## **Construction and Maintenance**

- **Public artwork will only be allowed on Community Services managed parks or facilities.**
- Public artworks must remain on public display under optimum conditions in which they were originally installed.
- Artwork projects may have a small plaque not to exceed twenty-four (24) square inches in size identifying the work, artist and contributors
- Continued maintenance of the artwork shall be the responsibility of the Town.
- The artwork shall be maintained to preserve its intended appearance. Faded paint, missing or damaged parts, or deteriorated finishes represent unacceptable maintenance conditions.
- The original artist shall be offered the opportunity to provide maintenance and repair services for the artworks they create.
- On-site activity in connection with the artwork installation will be coordinated with the Department having jurisdiction over the site and/or construction.

- In the case of sites under development, the appropriate Town staff(s) within the Department will coordinate the concurrent site development and the artwork installation in the most efficient manner possible.
- In the case of existing sites not undergoing development, the appropriate Town staff within the Department shall oversee and facilitate the installation of the artwork. In such cases, cost of necessary site alteration or restoration shall be borne by authorized funds.
- ~~Location of artwork, either temporarily or permanently, at sites not under the jurisdiction of the Department which owns the works shall be by interdepartmental agreement. The agreement shall be developed by the Advisory Board and shall set forth responsibility for maintenance and duration of the installation.~~
- Town staff will survey the condition of public art twice per year and report the condition of each piece of public art to the Town Manager and make prioritized recommendations for restoration and preservation where needed.
- The Town has the authority to modify or replace any and all public artwork at any time.
- Public art shall be well designed and incorporate high-quality materials that enhance the overall appearance of the site and not adversely affect safe and efficient movement of vehicles and pedestrians. Materials may include paint or other media appropriate for exterior use, such as tile or mosaic. Materials shall be long-lasting and graffiti-resistant to the greatest extent possible.
- Colors, though vibrant, should be complimentary and harmonious with the exterior colors of the building structure, as well as consistent with the chosen theme. Neon, fluorescent, or reflective-type colors or materials are discouraged.
- The public shall be designed and painted by a qualified artist, one with sufficient knowledge and experience with the application of public materials.
- Mural size shall be determined by the wall surface to be covered. Smaller walls may be completely covered. On large walls, murals should be large enough to dominate the wall surface, but not so large as to overwhelm the local streetscape. Generally, one mural will be permitted per structure.
- As indicated above, no advertising, logos, or political messages will be allowed. The artist's signature may appear, provided that it is not so prominent as to detract from the display.
- The proposed public art, by its design, construction, and location, shall not obscure or detract from the significant architectural features of the building structure; nor should the building's architecture be altered to accommodate the art.
- The proposed public art, by its design, construction, and location, shall not have an adverse impact on adjacent properties or permitted uses. If the public art requires special lighting or other related construction, all applicable permits will be required as part of installation.

# Public Art Process





## Parks & Recreation Public Art Application

Applicant Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Proposed Public Art Location/Address: \_\_\_\_\_

1. Describe the proposed art.
  
  2. List the proposed materials and process that will be used to create the artwork.
  
  3. List the name(s) of other individuals or organizations involved in the preparation, design, and/or implementation of the proposed artwork.
  
  4. Name parties responsible for artwork maintenance and repair.
- Please attach the following upon application submittal:
    - 2-3 Examples of Lead Artists Previous Work
    - Color Scale Rendering of Proposed Mural Design
    - Detailed budget to complete the project

**Please submit completed public art application and attachments to:**

Alison Feliz  
Recreation Superintendent  
[Alison.feliz@florenceaz.gov](mailto:Alison.feliz@florenceaz.gov)  
(520) 868-7585



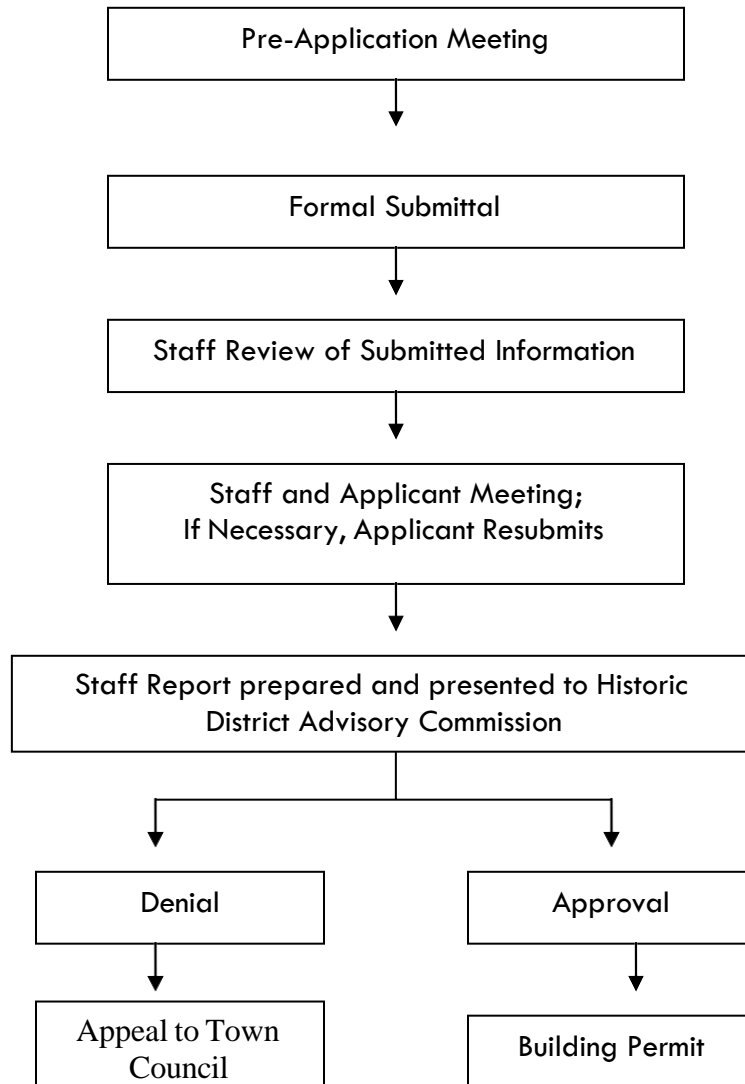
# TOWN OF FLORENCE

## **HISTORIC DISTRICT Application & Checklist**

Community Development Department  
P.O. Box 2670  
224 W. 20<sup>th</sup> Street  
Florence, Arizona 85132  
(520) 868-7572  
[Maricella.Benitez@florenceaz.gov](mailto:Maricella.Benitez@florenceaz.gov)



# TYPICAL HISTORIC DISTRICT APPLICATION PROCESS



# HISTORIC DISTRICT DESIGN REVIEW APPLICATION PROCEDURES

The following information is provided to assist in the preparation and submittal of an application for a design review for a property within the Historic District of the Town of Florence. The Design Review request will be decided by the Historic District Advisory Commission.

1. **Pre-Application Review Process** – Prior to filing an application for a design review, the applicant, if requested, must complete the Pre-Application review meeting with the Community Development Department (if applicable).
2. **Application Filing** – For an application to be accepted, the applicant must provide all of the required information described on the submittal checklist at the time of formal submittal. Ensuring the accuracy of the request is the responsibility of the applicant. Applications will not be accepted or processed without an adequate description of the "Request" being submitted. Applications received after 3:00 p.m. will be processed the next business day. Incomplete applications will not be accepted.
3. **Staff Reports** – After the staff comments have been addressed and the project has been scheduled for a meeting, the public hearings, the Community Development Department will prepare reports describing and evaluating the proposed project and making recommendations to the Historic District Advisory Commission. Copies of the staff reports will be made available to the public, where requested, and sent to the applicant prior to each public hearing.
4. **Historic District Advisory Commission** – Regular Historic District hearings occur on the last Wednesday of each month at 6:00 p.m. Regular meetings are held at Florence Town Hall, 775 North Main Street. The applicant or a project representative must be present at the hearing. After the hearing the Commission will recommend approval, approval with modifications or denial of the Design Review application.
5. **Appeal Recommendation to Town Council** – The applicant may appeal the Historic District Advisory Commission's decision to the Town Council within fifteen days (15) of the decision. The appeal letter must describe the unresolved issues and describe what design solutions are proposed by the applicant. The applicant is notified of the date of the Town Council meeting to consider the appeal a minimum of fifteen (15) days prior to the public meeting. The decision of the Town Council is final.

- 6. Inactive Cases** – All applications need to be actively pursued to a decision. If no activity has occurred on an application for 180 days, the application will be determined to be inactive, deemed to be withdrawn and the file will be closed. Thirty (30) days prior to that date the staff will notify the applicant in writing. The applicant may submit a written request that the application remain active, with an explanation for the inactivity. The Community Development Director may grant an extension for up to 180 days for good cause if there is a reasonable belief that the application will be actively pursued during the extension period.

## **HISTORIC DISTRICT DESIGN REVIEW APPLICATION**

The purpose of Historic District Design Review is to:

1. Promote development consistent with the Town's codes, policies, guidelines, zoning regulations and overall goals and vision per the Town's General Plan;
2. Ensure that development is compatible and in character with the surrounding area;
3. Provide an opportunity to address site plan, architectural, engineering and other development issues at a preliminary level to facilitate the subsequent preparation of construction plans and to assist in expediting permitting and development activities; and
4. Allow an opportunity to review the aesthetic and functional aspects of a proposed development or project.

After the application is submitted to the Town of Florence Community Development Department, staff will review the application materials. The following criteria will be reviewed by the Community Development Department:

- The proposed development complies with all provisions of this ordinance and all other ordinances, Townsite Preservation Historic District Guidelines, general plans, goals, objectives and standards of the Town of Florence.
- Building heights, building locations, access points, and parking areas of the proposed development will not negatively impact adjacent properties or the surrounding neighborhood.
- The proposed development promotes a functional relationship of structures to one another, to open spaces, and to topography both on the site and in the surrounding neighborhood.

- The height, location, materials, color, texture, area, setbacks, and mass, as well as parts of any structure (buildings, walls, signs, lighting, etc.) and landscaping is appropriate to the development, the neighborhood and the community.
- Applicability of the Secretary of the Interior Standards for Rehabilitation for preservation efforts in the Historic District.
- Ingress, egress, internal and external traffic circulation, off-street parking facilities, loading and service areas, and pedestrian ways are so designed as to promote safety and convenience.
- The architectural character of the proposed structure is in harmony with, and compatible to, structures in the neighboring environment and the architectural character desired for the Town; avoiding excessive variety or monotonous repetition.
- All mechanical equipment, appurtenances and utility lines are concealed from view and integral to the building and site design.
- All commercial signage shall comply with Townsite Historic Preservation Design Guidelines and Town Codes

# HISTORIC DISTRICT DESIGN REVIEW CONTENT REQUIREMENTS

## 1. Project Narrative

- Description of proposed project; and
- Information on how the project will blend with existing Town structures.

## 2. Site Plan

- Vicinity Map;
- Scale, north arrow, and dimensions;
- Net acres;
- Property lines, easements, alleys, private streets, and adjacent rights-of-way and easements showing existing and future improvements, access points, signals, etc.;
- Conceptual water retention areas and drainage plan;
- Conceptual landscape plan;
- Location of required building setbacks and spaces between buildings with dimensions;
- Location and size of any existing/proposed building(s), structure(s), or land uses;
- Location and size of parking spaces and the number of spaces required and provided;
- Location of other existing and proposed improvements such as walls, yards, outside storage, loading areas, etc.;
- Method of screening for parking, storage and loading areas;
- Location and screening of refuse enclosures;
- Vehicular and pedestrian circulation, including ADA accessibility requirements;
- Queuing area for drive through uses;
- Emergency apparatus access and required turning radii;
- Adjacent lot lines and/or structures within 300 feet;
- Existing zoning on site and adjacent properties within 300 feet;
- Location and type of existing and proposed site lighting fixtures;
- Date of preparation including dates of any subsequent revisions; and
- If prepared by a Design Professional, a signature and seal is required.

## 3. Elevations (if applicable)

- All elevations of each building proposed for the project;
- Exterior dimensions;
- Material proposed; and
- Location and type of lighting fixture proposed.

## 4. Design Review Signage applications (if applicable)

- Site Map with the location and distance between signs (if more than 1)
- Location and dimensions of proposed signs.
- Display type of signage (monument, cabinet, etc.)
- Display the elevation of the signs to road and building.

# THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

(Source) <http://www.nps.gov/tps/standards/rehabilitation/rehab/stand.htm>

**The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.**





# OWNER'S PERMISSION FORM

This sheet must be completed if the applicant is **not** the owner of the property.

I/we, the Undersigned, do hereby grant permission to: \_\_\_\_\_

to act on my/our behalf for the purpose of obtaining one or more of the following: Design Review and/or other below-noted request on the following described property:

\_\_\_\_\_

Owner(s)

\_\_\_\_\_

Signature

\_\_\_\_\_

Print or Type Name

Address

\_\_\_\_\_

\_\_\_\_\_

Telephone

\_\_\_\_\_

STATE OF ARIZONA )

County of \_\_\_\_\_ )

ss

On this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_, before me, the undersigned Notary Public, personally appeared \_\_\_\_\_, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that \_\_\_\_\_ executed the same.

IN WITNESS WHEREOF, I hereto set my hand and official seal.

My commission expires: \_\_\_\_\_

\_\_\_\_\_  
Notary Public

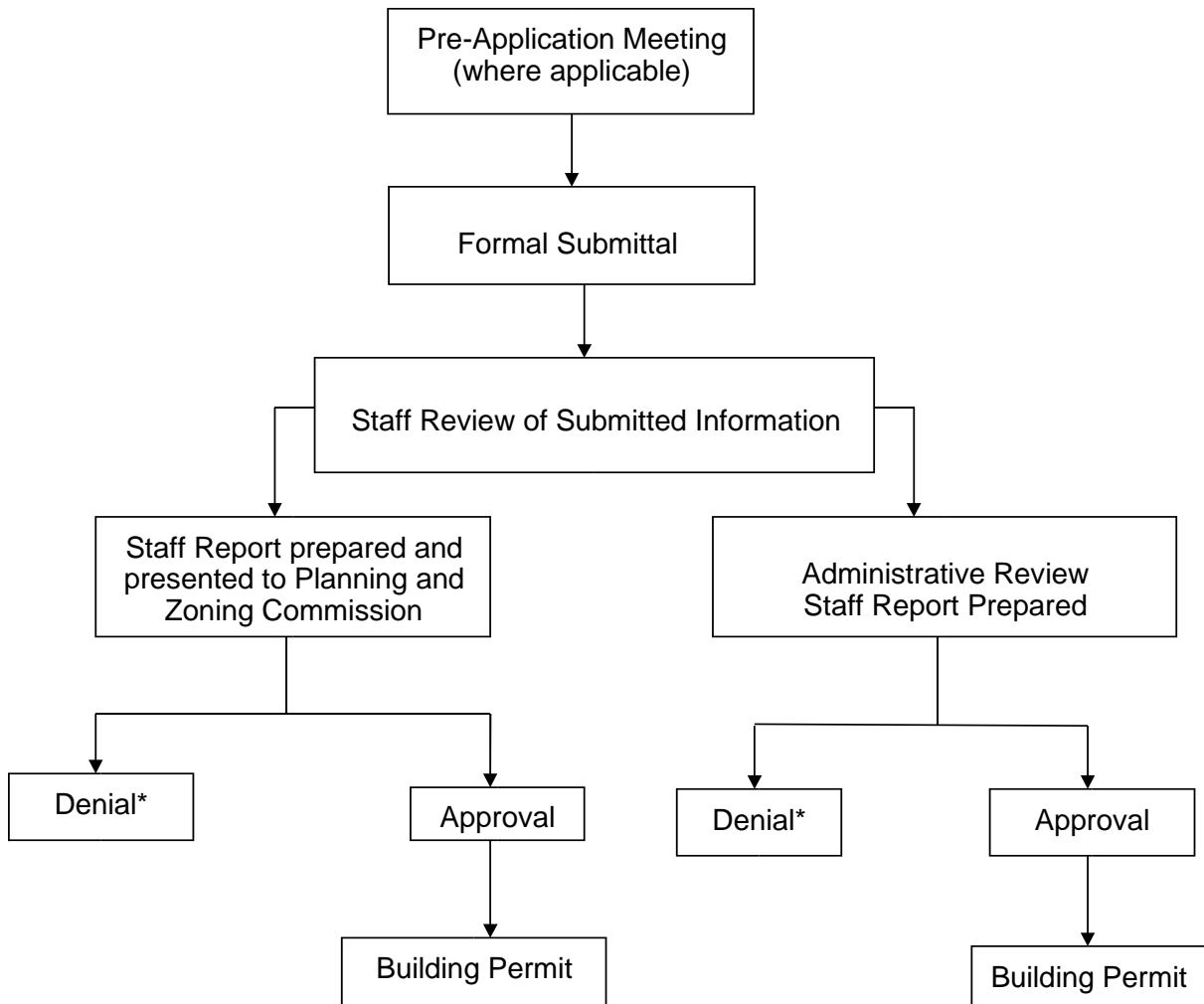


# TOWN OF FLORENCE

## **DESIGN REVIEW Application & Checklist**

Community Development Department  
P.O. Box 2670  
224 W. 20th Street  
Florence, Arizona 85132  
(520) 868-7575  
[www.FlorenceAZ.gov](http://www.FlorenceAZ.gov)

# TYPICAL DESIGN REVIEW APPLICATION PROCESS



\* Administrative Design Review decisions may be appealed to the Planning and Zoning Commission. Planning and Zoning Commission Design Review decisions may be appealed to the Florence Town Council as described further within this application.

# Design Review Application Procedures

The following information is provided to assist in the preparation and submittal of a Design Review application for a property within the Town of Florence. The Design Review request will be decided by the Planning Commission (a similar, but separate process is required for Design Review cases within the Florence Historic District):

- 1. Pre-Application Review Process** – Prior to filing an application for a Design Review, the applicant, if requested, must complete the Pre-Application review meeting with the Community Development Department.
- 2. Application Filing** – For an application to be accepted, the applicant must provide all of the required information described on the submittal checklist at the time of formal submittal. Ensuring the accuracy of the request is the responsibility of the applicant. Applications will not be accepted or processed without an adequate description of the "Request" being submitted. Applications received after 3:00 p.m. will be processed the next business day. Incomplete applications will not be accepted.
- 3. Staff Reports** – After the staff comments have been addressed and the project has been scheduled for the public meeting (if applicable), the Community Development Department will prepare reports describing and evaluating the proposed project and making recommendations to the Planning Commission. Copies of the staff reports will be made available to the public, where requested, and sent to the applicant prior to each meeting.
- 4. Planning Commission Meeting** – Regular Planning and Zoning Commission meetings occur on the first and third Thursday of each month at 6:00 p.m. Regular meetings are held at Florence Town Hall, 775 North Main Street. The applicant or a project representative must be present at the meeting. After the meeting the Commission will recommend approval, approval with modifications or denial of the Design Review application.
- 5. Appeal recommendation to Town Council** – The applicant may appeal the Planning and Zoning Commission's decision to the Town Council within fifteen days (15) of the decision. The appeal letter must describe the unresolved issues and describe what design solutions are proposed by the applicant. The applicant is notified of the date of the Town Council meeting to consider the appeal a minimum of fifteen (15) days prior to the public meeting. The decision of the Town Council is final.
- 6. Inactive Cases** – All applications need to be actively pursued to a decision. If no activity has occurred on an application for 180 days, the application will be determined to be inactive, deemed to be withdrawn and the file will be closed. Thirty (30) days prior to that date the staff will notify the applicant in writing. The applicant may submit a written request that the application remain active, with an explanation for the inactivity. The Community Development Director may grant an extension for up to 180 days for good cause if there is a reasonable belief that the application will be actively pursued during the extension period.

# DESIGN REVIEW APPLICATION PROCESS

The purpose of Design Review process is to:

1. Promote development consistent with the Town's codes, policies, guidelines, zoning regulations and overall goals and vision per the Town's General Plan;
2. Ensure that development is compatible and in character with the surrounding area;
3. Provide an opportunity to address site plan, architectural, engineering and other development issues at a preliminary level to facilitate the subsequent preparation of construction plans and to assist in expediting permitting and development activities; and
4. Allow an opportunity to review the aesthetic and functional aspects of a proposed development or project.

Projects within Planned Unit Developments, including single-family homes; multiple family developments, including condominiums and townhomes; office; commercial; mixed-use; institutional; and industrial projects are subject to the Design Review process if any **one** of the following requirements is met:

- A. Project or development includes new or modified vertical (above grade) development or construction components, including permanent signs, that require a building permit, except as noted in Paragraphs (a) and (b) below; and/or
- B. Project includes new or modified horizontal project components, such as parking areas, driveways, circulation areas, landscape areas, outdoor storage areas, retention basins, parks and/or similar site elements, except as noted in Paragraphs (a) and (b) below.
  - a) Grading plans, civil improvement plans, underground utility installations and similar projects, as may be determined by the Planning Director, are exempt from the Design Review process.
  - b) Interior remodels or tenant improvements that do not alter the exterior dimensions or physical appearance of a structure and/or the historical integrity of a structure within the Town's Historic District, are exempt from the Design Review process.

After the application is submitted to the Town of Florence Community Development Department, staff will review the application materials. The following criteria will be reviewed by the Community Development Department:

- The proposed development complies with all provisions of this ordinance and all other ordinances, master plans, general plans, goals, objectives and standards of the Town of Florence.

- Building heights, building locations, access points, and parking areas of the proposed development will not negatively impact adjacent properties or the surrounding neighborhood.
- The proposed development promotes a functional relationship of structures to one another, to open spaces, and to topography both on the site and in the surrounding neighborhood.
- Height, location, materials, color, texture, area, setbacks, and mass, as well as parts of any structure (buildings, walls, signs, lighting, etc.) and landscaping is appropriate to the development, the neighborhood and the community.
- Ingress, egress, internal and external traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways are so designed as to promote safety and convenience.
- The architectural character of the proposed structure is in harmony with, and compatible to, structures in the neighboring environment and the architectural character desired for the Town; avoiding excessive variety or monotonous repetition.
- All mechanical equipment, appurtenances and utility lines are concealed from view and integral to the building and site design.

Design Review applications may qualify for an Administrative Review if the following are met:

- Signage, except where required by the Planned Unit Development or Comprehensive Sign Plan or within the Town of Florence Historic District;
- Landscaping, parks, and recreational fields, except for commercial, recreational facilities; and/or
- Projects on less than one acre and/or involving less than 10,000 square feet of floor/building area, except for projects within the Historic District.



- g. Materials and colors exhibits,
- h. Signage plan (if applicable),
- i. Location, quantity and typical stall dimensions of off-street parking and loading facilities, points of ingress to and egress from the site, including width of curb cuts, water, sewer, electric, gas and other public and private utility line sizes and locations, internal circulation, refuse collection areas, fire lanes and fire hydrants, off-site improvements and street lighting,
- j. Traffic Impact Analysis Report (A development that generates less than 100 peak-hour trips per average weekday will be required to submit a Traffic Impact Letter (TIL)),
- k. Other ancillary documentation required to complete the review as supported by applicable town code and guidelines

\_\_\_\_\_ 2. The Design Review and required items shall be submitted electronically. Please refer to the most current electronic plan submittal standards.

\_\_\_\_\_ 3. Refer to the Town Code section 150.014, Design Review, additional information in regards to items "a through i.

\_\_\_\_\_ 4. Refer to individual guideline for requirements for item j.



# APPLICATION FOR DESIGN REVIEW

PROJECT NAME: \_\_\_\_\_  
\_\_\_\_\_

APPLICATION TYPE:       Minor (< 5 acres)       Major (>5 acres)  
    Signage

1. Property Owner:      Name: \_\_\_\_\_  
   Address: \_\_\_\_\_  
   Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
   Email: \_\_\_\_\_

2. Applicant/Developer: Name: \_\_\_\_\_  
   Address: \_\_\_\_\_  
   Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
   Email: \_\_\_\_\_

3. Address or Location of Property: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tax Parcel Numbers: \_\_\_\_\_  
\_\_\_\_\_

Gross Acres \_\_\_\_\_      Net Acres: \_\_\_\_\_      Current Zoning District: \_\_\_\_\_

4. Describe project in detail: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
**SIGNATURE OF PROPERTY OWNER or REPRESENTATIVE      DATE**

**FOR STAFF USE ONLY:**

CASE NO. _____	APPLICATION DATE AND TIME _____
PERMIT NO. _____	FEE \$ _____
PZC HEARING DATE _____	REVIEWED BY: _____

# OWNER'S PERMISSION FORM

This sheet must be completed if the applicant for a Design Review is **not** the owner of the property.

I/we, the Undersigned, do hereby grant permission to: \_\_\_\_\_

to act on my/our behalf for the purpose of obtaining one or more of the following: Annexation, General Plan Amendment, Planned Unit Development, Zone Change, Conditional Use Permit, Design Review, Preliminary/Final Plat and/or other below-noted application on the following described property:

\_\_\_\_\_

Owner(s):

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print or Type Name

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

STATE OF ARIZONA            )  
  )  
County of \_\_\_\_\_)        ss

On this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_, before me, the undersigned Notary Public, personally appeared \_\_\_\_\_, known to me to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged that \_\_\_\_\_ executed the same.

IN WITNESS WHEREOF, I hereto set my hand and official seal.

My commission expires:

\_\_\_\_\_

\_\_\_\_\_  
Notary Public

## **PLANNING AND ZONING COMMISSION**

### **MEETING SCHEDULE**

The Planning and Zoning Commission's meetings are typically scheduled for the first and third Thursday of the month. Meetings are held in the **Town Hall Council Chambers** (775 N. Main Street.) starting at **6:00 p.m.** Meeting dates, times, and/or locations may be changed if deemed necessary by the Town. Proper notice of such changes will be provided.

All meetings of the Planning and Zoning Commission are open to the Public.

Completed applications and fees are due to the Community Development Department to allow for the application to move forward and be reviewed by staff. Average review times once fees and applications are collected will be approximately 30 days.

Scheduling of your request for consideration by the Planning and Zoning Commission is contingent upon receipt of a **complete application**. Additional factors will determine whether your request is heard on the meeting date corresponding to the submittal deadline date. The applicant will be notified of their application's status.

A pre-application meeting with the Town's Technical Review Committee is required for most development applications. If requested, applicant must set a meeting time with the Community Development Department prior to the submittal deadline.

## PART 3. SIGN REGULATIONS

### § 150.092 PURPOSE, SCOPE AND AUTHORITY.

The purposes of these sign regulations, hereafter referred to as the Sign Code, are:

- (A) To encourage the effective use of signs as a means of communication in the town;
- (B) To maintain and enhance the aesthetic beauty of the built environment and the town's ability to attract sources of economic development and growth;
- (C) To improve pedestrian and traffic safety;
- (D) To minimize the possible adverse effect of signs on nearby public and private property;
- (E) To balance the rights of businesses and individuals to convey messages through signs against the aesthetics and safety hazards that come from the proliferation of sign clutter; and
- (F) To enable the fair consistent enforcement of the Sign Code.

(Ord. 667-19, passed 11-18-2019)

### § 150.093 APPLICABILITY.

- (A) It shall be unlawful to display, erect, place, establish, paint or maintain a nonexempt sign in the town except in conformance with the standards, requirements, limitations and procedures of the Sign Code.
- (B) The effect of this Sign Code as more specifically set forth herein, is:
  - (1) To prohibit all signs except as permitted by the Sign Code;
  - (2) To allow a variety of types of signs in employment/commercial and mixed-use districts, and a limited variety of signs in residential districts, subject to content neutral standards, requirements and limitations;
  - (3) To allow certain signs that appropriately sized and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of these regulations, but without a requirement for permits;
  - (4) To establish standards, requirements and limitations and a permit system that honor constitutional rights and requirements; and
  - (5) To provide for the enforcement of the provisions of the Sign Code.

(Prior Code, Ch. 4, Art. IV, § 4-137) (Ord. 432-06, passed 6-19-2006; Ord. 667-19, passed 11-18-2019)

### § 150.094 DEFINITIONS.

For the purpose of the Sign Code, the following definitions shall apply unless the context indicates or requires a different meaning.

**ADJACENT.** Adjacent means abuts, is contiguous to or shares a common boundary.

**A-FRAME SIGN.** A portable type of promotional business sign.

**ALLOWABLE SIGN AREA.** The total sign area permitted for all nonexempt signs.

**ARTERIAL ROADWAY.** A street designated as an arterial roadway in transportation plans by the Town of Florence.

**BANNER.** Any sign of fabric, plastic or similar material that is mounted to a pole, structure or a building at one or more edges. Banners are used to advertise special events or new business and are not permanently attached.

**BEACON.** Means any light with one or more beams directed into the atmosphere or directed at one or more points not on the same site as the light source; also, any light with one or more beams that rotate or move. Beacons are prohibited except when approved for limited usage with a special event permit.

**BILLBOARD.** A flat surface or board, used outdoors, on which large commercial advertisements or notices are posted. In this Sign Code, **BILLBOARDS** shall be referred to as **OFF- PREMISE ADVERTISING SIGNS**.

**BLADE SIGN.** A type of projecting sign mounted on a building facade or storefront pole or attached to a surface perpendicular to the normal flow of traffic.

**BUILDING.** **BUILDING** is defined in § 150.031 of the Development Code.

**BUILDING FRONTAGE.** The length of the wall of a completely enclosed permanent building on a site that fronts directly on a public or private street or right-of-way.

**BUILDING GROUND FLOOR AREA.** The area of the ground floor enclosed within the walls of all buildings on the site.

**BUILDING IDENTIFICATION SIGN.** A non-commercial sign that identifies the street address of the building, as well as other identifying information required for public safety purposes.

**BUILDING MARKER.** A sign indicating the name of a building and date and incidental information about its construction, which sign is cut into masonry surface or made of bronze or other permanent material and affixed to or placed near a building.

**BUILDING SIGN.** Any sign attached to or painted on any part of a building, as contrasted to fence, freestanding or monument signs.

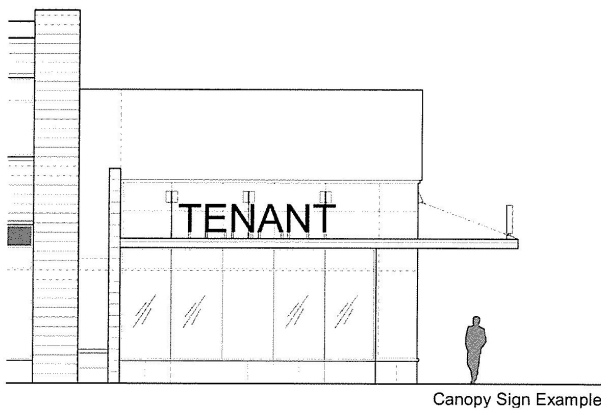
**BUS STOP.** A bench, shelter, kiosk, or pole sign or similar structure placed by the Town of Florence or the locally endorsed public transportation authority, e.g., Central Arizona Regional Transit, along an established public transportation route to mark an area for members of the general public to wait for and get on or off of public transportation.

**BUSINESS FRONTAGE.** The length of the face or wall of a completely enclosed and permanent building occupied by an individual building occupant and contains a customer entrance. An occupant may have more than one business frontage if it occupies building frontage facing on two or more streets or public areas. If the building faces two or more streets or public areas, only the two main frontages may be used in calculating allowable sign area.

**CABINET SIGN.** A building sign that is an enclosed cabinet with copy on one or more sides and may enclose an integrated light source that can shine through the sides or face of the sign.

**CAFÉ UMBRELLA SIGNS.** Signs or copy permanently embroidered, screened, dyed, stenciled, or painted into the fabric of umbrellas that are set up in sidewalk cafes.

**CANOPY SIGN.** Any sign that is a part of or is attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee sign is not a **CANOPY SIGN**.



**CHANGEABLE COPY SIGN, MANUAL.** A sign or portion thereof that has a reader board for the display of text information in which each alphanumeric character, graphic or symbol, may be changed or re-arranged manually with characters, letters or illustrations. Furthermore, the changes can occur without altering the face or surface of the sign.

**CHANNEL LETTERING.** Copy that is individually cut, raised, carved or manufactured.

**CIVIC DISPLAY.** A temporary display of banners, balloons, flags, lights or similar decorations erected on a public street or other public property in connection with a holiday or civic event.

**COLLECTOR ROADWAY.** A street designated as a collector roadway in transportation plans approved by the town.

**COMMERCIAL CENTER.** A group of contiguous lots organized into a shopping center, strip mall, business park, office condominium or similar grouping that share mutual access, ingress and egress easements.

**COMMERCIAL MESSAGE.** Any sign wording, logo, or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service, or other commercial activity or is otherwise defined as **COMMERCIAL SPEECH** by the Arizona Supreme Court, the United States District Court for the District of Arizona, the Ninth Circuit Court of Appeals, or the United States Supreme Court for purposes of interpreting the United States Constitution or Arizona Constitution regarding freedom of expression or speech.

**COMMUNITY BUILDING.** A building that is typically owned by a government entity, civic organization or homeowner's association that is used for meetings and activities related to the local community.

**COMMUNITY DIRECTORY SIGN.** A sign, or a group of signs designed as a single display, that gives information about local community organizations.

**COPY.** Characters, letters, symbols (including logos and trademarks), illustrations and writings.

**CO-TENANCY.** A business that leases or rents space to tenant(s) or business(es) that are housed within their building though they operate as an independent business.

**DIGITAL SIGN.** A sign or portion thereof that displays electronic, static images, static graphics, text information, or static pictures, with or without information, defined by a small number of matrix elements using combinations of light emitting diodes (LED), fiber optics, light bulbs, liquid crystal display (LCD) or other illumination devices within the display area. Digital

signs include computer programmable, microprocessor controlled electronic or digital displays. May also be known as an **ELECTRONIC MESSAGE CENTER**.

**DIRECT LIGHTING.** Direct lighting means that the light fixture or bulbs are visible when looking at the light source or sign.

**DIRECTIONAL SIGN.** A permanent sign that directs the flow of traffic or pedestrians and may or may not contain a commercial message. **DIRECTIONAL SIGNS** shall not exceed six square feet in sign area and three feet in height.

**DIRECTORY SIGN.** A sign, or a group of signs designed as a single display, which gives information about the location of businesses, buildings or addresses within a residential, office, commercial or industrial complex with no commercial message. **DIRECTORY SIGNS** located internal to a project and not visible from adjacent roadways shall not count towards on-site signage calculations.

**FENCE SIGN.** A sign that is mounted or painted on a fence, screen wall, retaining wall, sound wall or similar type offence or wall structure.

**FLAG.** A piece of fabric varying in shape, color and design usually attached at one edge to a staff, pole or cord which contains a noncommercial message as defined herein, unless otherwise permitted in this code.

**FREESTANDING SIGN.** A sign that is placed on or anchored to the ground or is supported by a sign structure that is placed on or anchored to the ground and is independent from any building or other structure. In this Sign Code, a **FREESTANDING SIGN** may also be known as a **MONUMENT SIGN**, but this definition excludes billboards or off-premise advertising signs.

**FRONTAGE.** The portion of a site that fronts directly on a public or private street or right of way. See **BUILDING FRONTAGE** and **SITE FRONTAGE**.

**GAS/SERVICE STATION CANOPY SIGN.** A sign or signs that are attached to a canopy located at a gas station or service station. These signs are considered wall signs and shall be counted towards the allowable wall signage allowed for a development.

**GATEWAY SIGN.** A freestanding or monument type of sign near the municipal boundaries of the Town of Florence that introduces or welcomes visitors to the community. In certain cases, this may be incorporated into a business' freestanding or monument sign, in which case such signage would not be counted towards the business' allowable signage.

**GRADE.** Unless otherwise specified, the average of the highest and lowest elevations of the ground at the base of the sign.

**GROSS FLOOR AREA.** The sum of the square footage of all the floors of a structure or building.

**HALO ILLUMINATION.** A form of internal illumination where channel lettering is used and the light source is hidden behind and glows around the edges of letters or symbols giving the effect of a light halo.

**HEIGHT.** Unless otherwise specified, the vertical distance from the topmost part of the sign cabinet or copy (whichever is higher) to grade.

**HISTORIC DISTRICT.** Any officially adopted and recognized historic district located within the Town of Florence.

**HOLIDAY DECORATION.** Any display commonly associated with a nationally recognized holiday.

**HUMAN SIGN.** A sign held by or attached to a human for the purposes of advertising or otherwise drawing attention to an individual, business, commodity, service or product. This can also include a person dressed in costume for the purpose of advertising or drawing attention to an individual, business, commodity, service or product. May also be referred to as **SIGN WALKERS**.

**ILLEGAL SIGN.** Any sign or any type that was erected or put up after the effective date of the currently adopted Sign Code and does not comply with the Sign Code.

**ILLUMINATION.** **ILLUMINATION** refers to the type and location of the light source for the sign. **ALL TYPES of ILLUMINATION** means any form of light source including indirect, internal, exposed bulb including neon or other tubes of light.

**INCIDENTAL SIGN.** A sign posted on private property by the owner of the property that is generally informational, contains no commercial message, and has a purpose secondary to the use of the site on which it is located, such as traffic control signs, parking or loading control signs, signs indicating the location of telephones or emergency equipment and other similar signs. Official signs are not **INCIDENTAL SIGNS**.

**INDIRECT ILLUMINATION.** Illumination that is cast on a sign from a source outside the sign.

**INFLATABLE SIGN.** A sign consisting of balloons and/or inflatables made of plastic, rubber, metallic, cloth or other materials, regardless of the size, that is used for the purpose of attracting attention.

**INTERACTIVE SIGN.** A digital sign that changes the sign message based on a passing vehicle or person. Radar speed signs or other traffic control signs are exempted from this definition.

**INTERNAL ILLUMINATION.** Illumination produced by a light source contained within a sign and not directly visible from outside.

**LED SIGN.** A sign that is lit by use of light-emitting diodes (LED) lighting visible from the outside. If the sign is made up of matrix of bulbs or light source that individually light up to form images, it will be considered a **DIGITAL SIGN**.

**LIGHT-EMITTING DIODES (LED) LIGHTING.** A type of solid-state lighting that utilizes light-emitting diodes (LED) as a source of illumination rather than electrical filaments or gas. If the sign is made up of matrix of bulbs or light source that individually light up to form images, it will be considered a **DIGITAL SIGN**.

**LIQUID-CRYSTAL DISPLAY (LCD).** A low-power, flat-panel display used in many digital devices to display numbers or images. It is made of liquid containing crystals that are affected by electric current, sandwiched between filtering layers of glass or plastic. **LCDs** do not produce light of their own; instead, when electric current is passed through the material, the molecules of the "liquid crystal" twist so that they either reflect or transmit light from an external source.

**LOT.** **LOT** is defined in § 150.031 of the Development Code.

**LUMINANCE.** The physical measurement of brightness or illumination leaving a surface in a particular direction, or reflected off that surface, and can be thought as measuring the brightness of a surface as seen by the eye. It is measured in candelas per square meters ( $\text{cd/m}^2$ ) or nits (1 nit =

1  $\text{cd/m}^2$ ).

**MARQUEE.** Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designated and constructed to provide protection from the weather. Marquee signs located on private property shall not extend beyond the property line into adjacent lots and, except in the redevelopment area or with a right-of-way permit, shall not extend into the right-of-way.

**MODES OF OPERATION.** A term referring to the types of visual display, including:

(1) **DISSOLVE.** Signs where static messages are changed by means of varying light intensity or pattern, where the first message gradually appears to dissolve and lose legibility simultaneous to the gradual appearance and legibility of subsequent message.

(2) **FADE.** Signs where static messages are changed by means of varying light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

(3) **FLASHING SIGN.** A sign that uses blinking or intermittent illumination.

(4) **MESSAGE SEQUENCING.** Signs where a single thought, idea, concept, message or advertisement for a product or service that is divided into segments and presented over two or more successive display phases of a single dynamic sign or across two or more individual dynamic signs.

(5) **SCROLLING.** Signs where the message is changed by the apparent vertical movement of the letters or graphic element of the message.

(6) **STATIC.** Signs that include no animation or effects simulating animation.

(7) **TRAVEL.** Signs where the message is changed by the apparent horizontal movement of the letters or graphic elements of the message.

(8) **VIDEO DISPLAY.** Signs that change its message or background in a manner or method of display characterized by motion or pictorial imagery, which may or may not include text and depicts action or special effect to imitate movement, the presentation of pictorials or graphics displayed in a progression of frames which give the illusion of motion, including moving objects, moving patterns or bands of light or expanding or contracting shapes.

**MONUMENT SIGN.** A sign that is attached directly to the ground or is supported by a sign structure that is placed on or anchored in the ground and is independent from any building or other structure. Within this Sign Code, all **MONUMENT SIGNS** will be referred to as **FREESTANDING SIGNS**.

**MOVING SIGN.** A sign where the sign, sign structure, or any part of the sign or sign structure physically moves or rotates by mechanical means. For example, a tri-vision sign is a **MOVING SIGN**. If the only moving part of a sign is a clock, the sign shall not be considered as a **MOVING SIGN**.

**MURAL.** A painting or other work of art executed directly on a wall or the like that does not contain any commercial messages or images.

**NEIGHBORHOOD BULLETIN BOARD.** Any surface outside of a building provided specifically to allow the posting of neighborhood notices.

**NEON.** A type of illumination that is produced by neon lights or by lamps containing similar gases such as helium, carbon dioxide, argon or krypton usually electrifying glass tubes or bulbs.

**NONCOMMERCIAL MESSAGE.** Any sign copy that is not a commercial message as defined above, and includes any definition of **NONCOMMERCIAL SPEECH** by the Arizona Supreme Court, the United States District Court for the District of Arizona, the Ninth Circuit Court of Appeals, or the United States Supreme Court for purposes of interpreting the United States Constitution or Arizona constitution regarding freedom of expression or speech.

**NONCONFORMING SIGN.** Any sign that was lawfully erected prior to the adoption of an ordinance codified in this Sign Code, or amendments thereto, which would not be permitted under the ordinance or amendment. This definition shall include signs that were erected without a permit and which would require a permit under the current provisions of this Sign Code.

**OFFICIAL SIGN.** Any sign owned by, or erected by or at the direction of the town in furtherance of the official duties of the town or another authorized governmental agency, including, but not limited to, traffic control signs, directional signs, street identification signs, warning signs, parking control signs, area identification signs, and signs prohibiting or controlling access to property.

**OFF-PREMISE ADVERTISING SIGN.** An outdoor advertising sign that advertises an activity, service or product and that is located on premises other than the premises at which activity or service occurs or product is sold or manufactured.

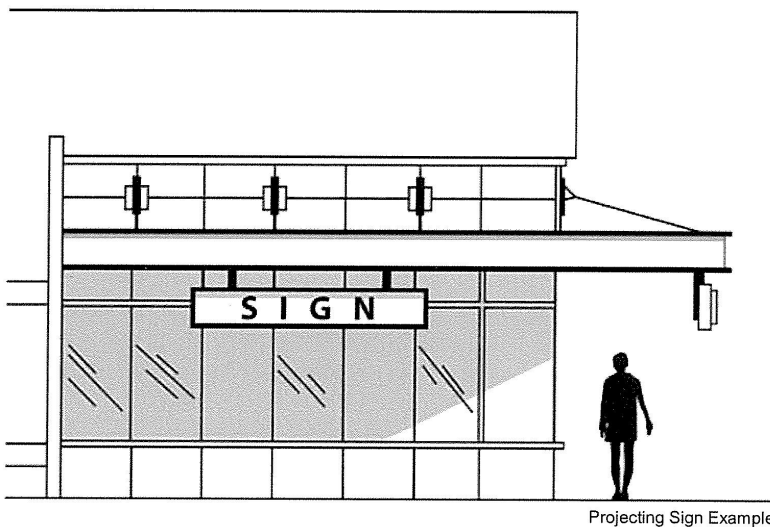
**ON-PREMISE ADVERTISING SIGN.** An outdoor advertising sign that advertises an activity, service or product and that is located on premises at which activity or service occurs or product is sold or manufactured. In the case of a shopping center or office complex or similar arrangement of uses, this may also include a reasonably adjacent location within the same center or complex.

**PARCEL.** See **LOT.**

**PENNANT.** Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

**PORTABLE SIGN.** A movable sign that is not permanently attached to a structure or the ground, and includes: A-frame, portable reader boards and similar signs. This definition does not include any signs on trailers, vehicles or digital signs.

**PROJECTING/SUSPENDED SIGN.** Any sign affixed to a building or wall in such a manner that its face is not parallel to the wall. A marquee is not considered a **PROJECTING SIGN**. **PROJECTING SIGNS** located on private property shall not extend beyond the property line into adjacent lots and, except in the redevelopment area or with a right-of-way permit, shall not extend into the right-of-way. **PROJECTING/SUSPENDED SIGNS** shall have an eight-foot minimum clearance between the bottom of the sign and the sidewalk, or finished grade where no sidewalk exists.



**PROMOTIONAL SIGNS.** Promotional signs are classified as temporary signs that are used to promote a new business, special offers, sales, special events and similar occasions. All **PROMOTIONAL SIGNS** are considered temporary signs, but not all temporary signs are **PROMOTIONAL SIGNS**.

**PUBLIC TRANSPORTATION.** Any type of local or regional public transportation service that is run by the town or a locally endorsed public transportation authority, e.g., Central Arizona Regional Transit.

**PYLON SIGN.** A freestanding sign in excess of ten feet in height that is detached from a building and is supported by one or more structural elements which are architecturally similar to the design of the sign. A **PYLON SIGN** is considered a freestanding sign.

**RESIDENTIAL DISTRICTS.** For the purposes of the Sign Code, the following zoning districts shall be considered **RESIDENTIAL DISTRICTS**: RA-10, RA-4, R1-R, RRES, R1-18, R1-6, R-2 MFR, MHS and RV. PUD may be Employment/Commercial, Residential or Mixed-Use District. The underlying land use shall define the type of district applicable.

**RESIDENTIAL SIGN.** A sign located within a residential district.

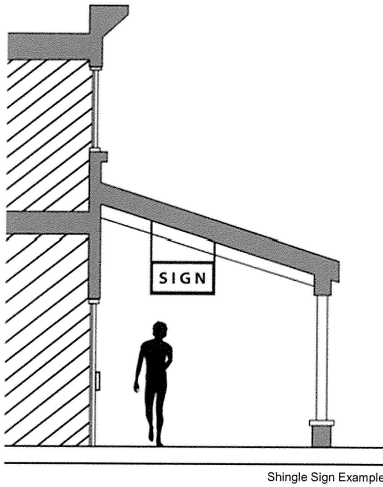
**ROOF.** A horizontal or sloping surface of a building which serves as a cover for the building or its entry, portico or other appurtenances. This definition shall include any part of a building which resembles a roof in form or function.

**ROOF SIGN.** A sign painted on, supported by or attached to the roof or roof structure of a building. This definition shall not include a sign attached flat against the wall of a penthouse; painted flat on the roof and only visible from the air; attached to



a mansard roof or parapet as long as the sign does not project above the roofline and there is no other viable location on the building.

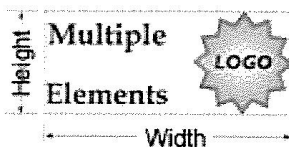
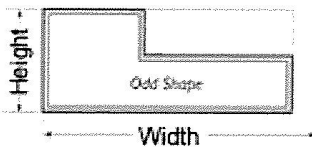
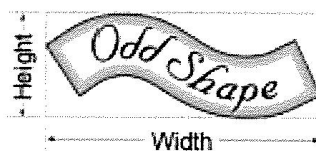
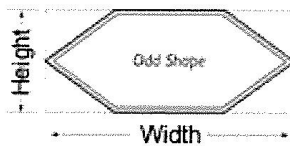
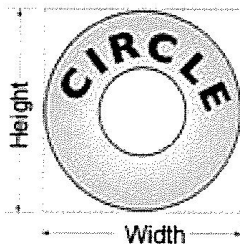
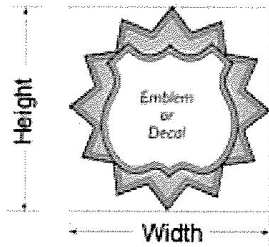
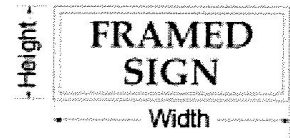
**SHINGLE SIGN.** A sign suspended from, and located entirely under a covered porch, covered walkway or an awning and is anchored or rigidly hung to prevent the sign from swinging due to wind movement. Shingle signs shall have an eight-foot minimum clearance between the bottom of the sign and the sidewalk, or finished grade where no sidewalk exists.



**SIGN.** Any visual communication, including appurtenances, which is used to attract the attention of the public, when the display is visible beyond the boundaries of the property.

**SIGN AREA.** The entire area within a continuous perimeter, enclosing the extreme limits of sign display, including any frame or border. Curved, spherical or any other shaped sign face shall be computed on the basis of actual surface area. The copy of signs composed of individual letters, numerals or other devices shall be the sum of the area of the smallest rectangle or other geometric figure encompassing all of the letters or devices.

Sign Area = Width x Height



**SIGN HEIGHT.** The height of the sign measured from the finished grade located directly beneath the highest part of the sign. Where an adjacent roadway sits notably higher than the adjacent grade for the sign location, the height of the sign may be measured from the elevation of the centerline of the nearest travel lane of the street or highway to which the sign is oriented rather than from grade.

**SIGN STRUCTURE.** A structure designed to support one or more signs in place.

**SITE. SITE** means:

- (1) A lot or parcel owned by a person or entity, unless the lot or parcel is part of a combination or commercial center as defined herein;
- (2) A combination of lots or parcels that are contiguous, are owned in fee as a matter of record by the same person or entity, have the same zoning classification, and are designated by the owner to be a site for purposes of this Sign Code;
- (3) A commercial center as defined above; or
- (4) A bus stop if the property on which the bus stop is located is leased or licensed to the town or locally endorsed regional transportation authority.

**SITE FRONTAGE.** The linear dimension of a site abutting on public or private street right-of-way.

**STACKED SIGN.** Two or more signs affixed to the same sign structure that vary in height from the ground.

**SUBDIVISION.** Subdivision is defined in § 150.030 of the Development Code.

**SUSPENDED SIGN.** A sign supported from, and below, a building soffit or permanent canopy. Also see **PROJECTING/SUSPENDED SIGN.**

**TEMPORARY SIGN.** Any sign that is used only temporarily, is located on-site or off-site of the business/entity being advertised and is not permanently mounted to a structure or ground.

**TIME AND TEMPERATURE SIGN.** A sign or portion of a sign which displays only the current time and/or temperature and carries no other copy. A time and temperature sign shall not be considered a flashing or animated sign and shall not exceed 15 square feet in sign area.

**TRI-VISION SIGN.** A sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image and when properly functioning allows on a single sign structure the display at any given time one of two or more images.

**V-TYPE SIGN.** Two or three signs in the shape of the letter "v" or of a triangle, when viewed from above, and supported by integral structures with their faces oriented in different directions.

**WALL SIGN.** A sign that is attached parallel to, and within six inches of a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall or roof of any building or structure, which is supported by such wall or building, and which displays only one sign surface. Included in this definition is a sign attached to the wall of a penthouse or other vertical structure on the top of a roof.

**WINDOW SIGN.** Any sign that is placed upon the exterior or interior windowpanes of glass and is visible from the exterior of the window. Does not include signs that are not attached to the interior of the window and viewable from the outside of the window.

(Ord. 667-19, passed 11-18-2019)

### **§ 150.095 EXEMPTIONS.**

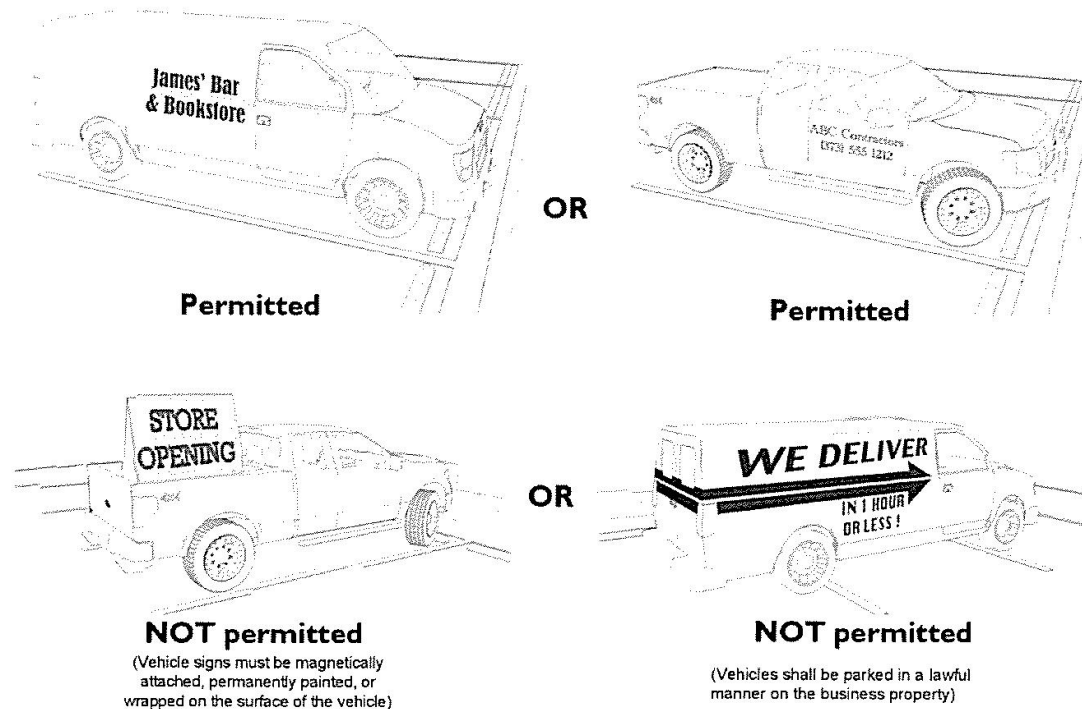
Unless specifically provided otherwise, the following types of signs and displays are not subject to the provisions of this Sign Code and are not counted in any aggregate area or number of sign computations:

- (A) Official signs;
- (B) Holiday decorations that:
  - (1) Do not include a commercial message;
  - (2) Are not installed earlier than 30 days before the holiday; and
  - (3) Are removed within 30 days after the holiday.
- (C) Incidental signs whose size is not greater than the larger of:
  - (1) Two square feet; or
  - (2) As specified for the particular type of sign in the most current manual on uniform traffic control devices published by the United States Department of Transportation.
- (D) Handicap parking signs;
- (E) Signs posted on or near easements held by public utilities warning or informing the public about the easements or location of public utilities;
- (F) Building identification signs;
- (G) Nameplates appearing on residences or mailboxes;
- (H) Civic displays;
- (I) The American flag and the State of Arizona flags on ground mounted flagpoles not exceeding 20 feet in height and displayed in compliance with federal law;
- (J) Signs that are located within a building or structure and are not visible from a public street, sidewalk or alley;
- (K) Building markers that do not exceed four square feet in size;
- (L) Any temporary on-site or off-site signs not in excess of 16 square feet in sign area and no more than four feet in height that are used within 72 hours of the advertised special event, promotion or sale, including but not limited to, realtor signs, garage sale signs, open house signs and other similar signs.
- (M) Signs or copy permanently embroidered, screened, dyed, stenciled or painted into the fabric of umbrellas that are set up in sidewalk cafes;
- (N) Signs painted on or integral to vending machines, fuel dispensing pumps or fuel storage tanks;
- (O) Signs painted on the flat surface of the roof and only visible from the air;
- (P) Murals;
- (Q) Signs on public transportation or on/at bus stops;

(R) Any sign located in such a manner that the sign is not readily visible, including any sign illumination, from any adjacent public right-of-way;

(S) Gateway signs;

(T) Vehicle wraps or other painted or adhesive-type signage on vehicles that are properly registered, licensed and being operated in accordance with applicable Town of Florence regulations;



(U) Human signs; and

(V) All signs that are specifically regulated by the United States of America and/or the State of Arizona, including but not limited to, political signs.

(Ord. 667-19, passed 11-18-2019)

### **§ 150.096 PROHIBITED COMMERCIAL SIGNS.**

The following types of signs are prohibited within the town:

(A) Signs not specifically permitted in or which violate any provision in this Sign Code.

(B) Signs attached to:

- (1) Official signs and their sign structures;
- (2) Trees or poles or standards that are used for a purpose other than sign structures; or
- (3) Utility structures.

(C) Roof signs.

(D) Fence signs.

(E) Any display or sign that imitates or resembles an official traffic signal, sign device or other official warning signs.

(F) Interactive signs.

(G) Inflatable signs, unless permitted in conjunction with a temporary use or special event.

(H) Signs on cellular towers, water towers or other equipment except for standard and customary manufacturer logos, unless otherwise permitted in the Development Code.

(Ord. 667-19, passed 11-18-2019)

### **§ 150.097 PROHIBITED SIGN LOCATIONS.**

Notwithstanding any provision in or right established in this Sign Code, no sign shall be permitted in any of the following locations.

(A) *Drains, ditches, flood channels.* Except for official signs, no sign shall be placed in any ditch, storm drain facility or flood channel, except for signs displayed by a utility regarding any easements or dangers that lie within the drain, ditch or flood channel;

(B) Signs in the public right-of-way or on public property, except as follows:

- (1) Official signs;
- (2) Building markers and address signs;
- (3) Café umbrella signs;
- (4) Bus stop signs;
- (5) Signs expressly permitted by the federal government and/or the Government of Arizona; and
- (6) Any signs expressly allowed by this Sign Code.

(Ord. 667-19, passed 11-18-2019)

#### **§ 150.098 STANDARDS, LIMITATIONS AND REQUIREMENTS FOR ALL SIGNS.**

(A) No sign shall be placed on any lot without the written permission of the owner of the lot;

(B) No sign may resemble, simulate or conflict with the proper functioning of any official sign, or use yellow or red blinking or intermittent lights resembling danger or warning signals;

(C) Signs that produce odor, sound, smoke, flame or other emissions are prohibited;

(D) *No obstruction or interference.* No sign shall:

(1) Obstruct or impair access to a public sidewalk, public or private street or driveway, traffic control sign, bus stop, fire hydrant, or any other type of street furniture;

(2) Block the light and ventilation of any residence on any adjoining property which is zoned for residential use; or

(3) Mislead or confuse users of the roadway.

(E) Stacked signs are allowed if:

(1) The other requirements of this Sign Code are satisfied;

(2) The sign is integrated with the structure; and

(3) All signs on the same structure are similar in shape and material with one another, except for channel lettering.

(F) All signs shall comply with applicable provisions of all codes adopted by the Town of Florence.

(G) Except as otherwise indicated by this Sign Code, all signs shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame or structure.

(H) All signs and sign structures shall be maintained in good, safe, structural condition and repair. All signs and display surfaces shall be neat in appearance, and neatly painted or posted, and not ripped, tattered or faded. Premises immediately surrounding freestanding signs shall be kept clean and free of rubbish, weeds and debris.

(I) All signs shall be professionally constructed and installed.

(J) All non-exempt signs are subject to design review approval.

(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.

(L) Under no scenarios shall the Town of Florence have content-based sign regulations via this Sign Code, the design review process or other administrative processes. Any provision of this code that imposes a limitation on freedom of speech shall be construed in a manner that is viewpoint neutral.

(1) Notwithstanding anything in this code to the contrary, no sign or sign structure shall be subject to any limitation based upon the viewpoint of the message contained on such sign or displayed on such sign structure.

(2) Notwithstanding anything in this code to the contrary, it is the policy of the town to regulate signs in a manner that does not favor commercial speech over noncommercial speech and does not regulate protected noncommercial speech by message content.

(3) Within this code, any distinction between on-site signs and off-site signs applies only to commercial messages. It does not apply to noncommercial messages.

(M) *Illumination standards.*

(1) *Direction of light.* The light source for all indirect illumination signs shall be effectively shielded to prevent beams or rays from being directed at any roadway or abutting property.

(2) *Intensity.* The intensity and brilliance of light shall not be so great as to interfere with the effectiveness of any official sign or impair the vision of or distract any person on any roadway.

(3) *Prohibited light sources.* No sign shall use a beacon, strobe light, racing/traveling or an exposed individual light source (excluding LED and neon) which exceeds 75 watts.

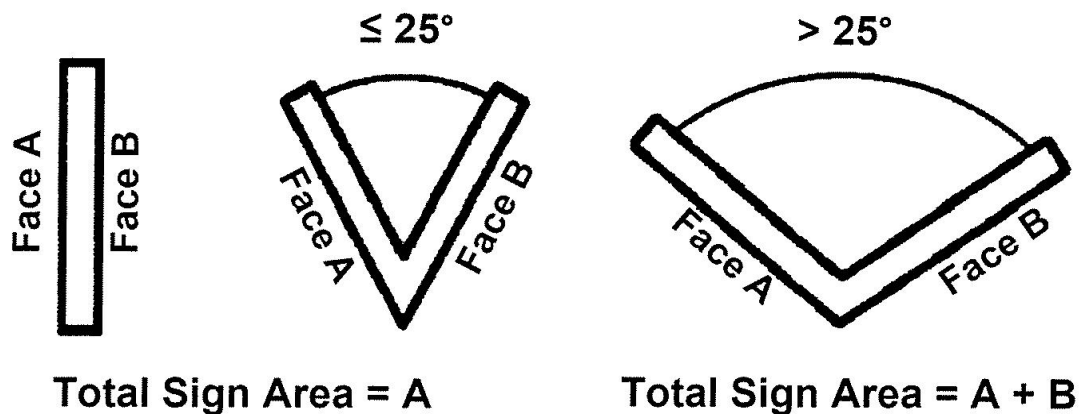
(4) *Digital signs.* See § 150.099(D)(10) for special standards.

(N) *Signs not included in computations.* If the following types of signs comply with all other requirements of this Sign Code, they need not be included in any allowance computations for sign area or number of signs:

- (1) Building identification signs;
- (2) Building markers;
- (3) Incidental signs;
- (4) Directional signs;
- (5) Internally located directory signs;
- (6) Signs expressly permitted by the federal government and/or the Government of Arizona;
- (7) Certain window signs as provided in the Sign Code;
- (8) Signs exempted under § 150.095 of the Sign Code;
- (9) Murals; and
- (10) As specifically provided in other provisions in the Sign Code.

(O) *Computation of sign area of individual signs* The allowable sign area shall apply to the maximum geometric area of all sign faces. The area of a sign comprised of individual letters or elements attached to a building wall, which are without an integrated background and are not enclosed in a frame or cabinet, the area of the letter can be calculated as long as the distance between the letters and/or elements is less than the largest dimension of the largest sign letter. If such a display consists of more than one line or component, the area of each line or component may be calculated separately. Where a display is enclosed in a frame or cabinet, or has an integrated background, the entire area within the frame, cabinet or background must be included in the calculation.

(P) *Computation of sign area of multi-faced signs* The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than 25 degrees apart, the sign area shall be computed by the measurement of one of the faces. For sign faces greater than 25 degrees apart, the sign area is computed to include both faces.



(Q) *Computation of number of signs* All signs contained within a single frame, structure, cabinet or integrated background shall be counted as one sign. If a display is not so contained, a single message or business name shall be counted as one sign. A business name combined with a brief slogan may be counted as one sign if the elements are visually integrated.

(R) A comprehensive sign plan (refer to §150.101) may establish unique regulatory requirements for a project.

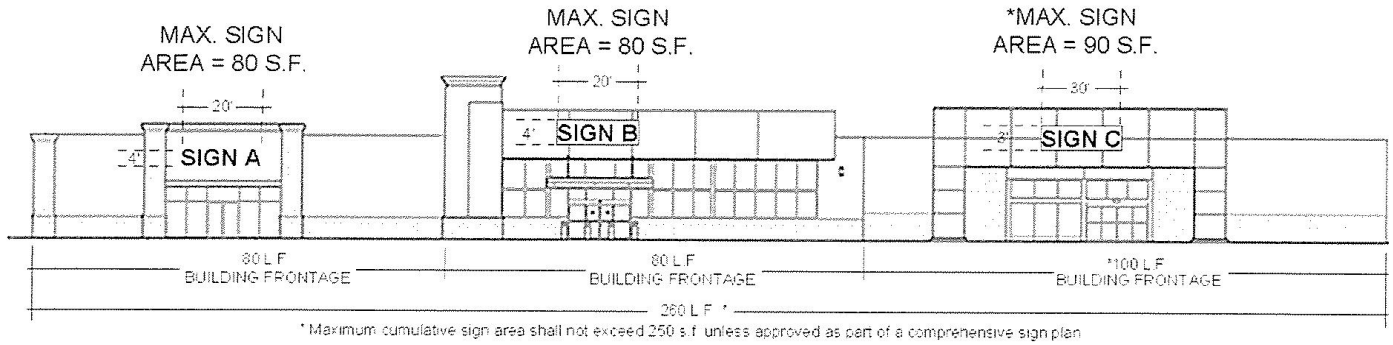
(Ord. 667-19, passed 11-18-2019)

#### **§ 150.099 SIGNS FOR EMPLOYMENT/COMMERCIAL AND MIXED-USE DISTRICTS.**

(A) Except as otherwise provided in this sign code, it shall be unlawful to construct or maintain a sign in an employment/commercial and mixed-use district in violation of the specifications and requirements of this sign code.

(B) *Wall signs.*

(1) The maximum cumulative sign area of wall signs shall be calculated at one square foot of sign area per linear foot of building frontage. A minimum cumulative sign area of 16 square foot shall be permitted in the event a building frontage is less than 16 feet. A maximum cumulative sign area of 250 square feet shall not be exceeded.



(2) Marquee, blade, shingle, canopy, projecting and other related types of signage shall be considered wall signage and will be counted in the cumulative allowable square footage.

(3) Each drive through restaurant lane may be permitted one preview menu board and one ordering menu board. These signs may be freestanding (refer to subsection (D) for freestanding sign requirements) or wall mounted and shall be located a minimum of 25 feet from the street property line and the board(s) shall be screened and oriented in a manner as to not be visible from the adjacent public streets. Call box speakers shall be directed away from adjacent residential zoned land and residences. The maximum aggregate sign area for both signs (per lane) shall not exceed 50 square feet or a maximum height of eight feet per sign. These signs shall not be included in calculating the total aggregate sign area for signage allowed on a parcel, lot or for a particular business.

(4) Wall signage may be located on any building elevation.

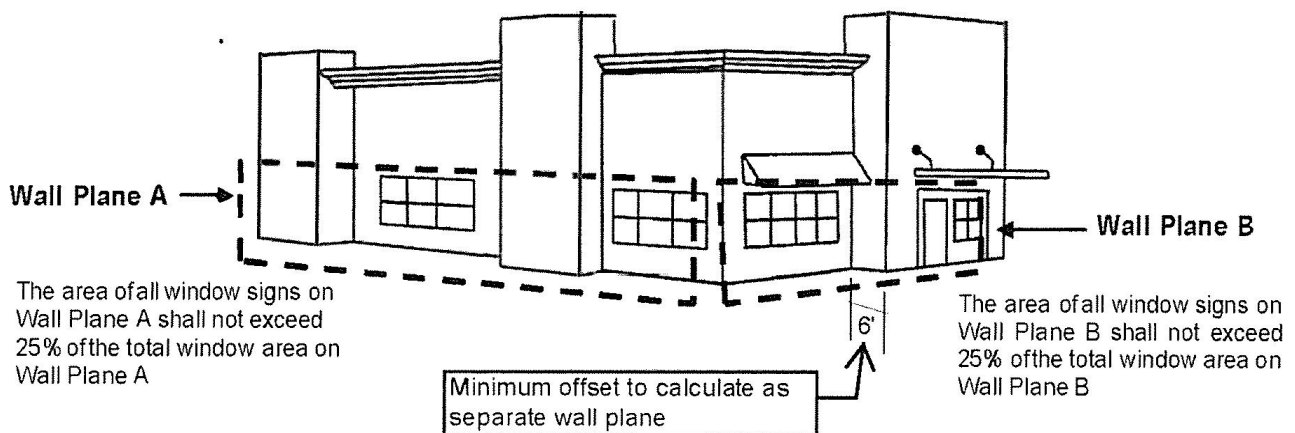
(5) Wall signage shall not extend horizontally a distance greater than 80 percent of the width of the building wall on which it is displayed.

(6) Wall signs shall not extend above or beyond the wall or roof line.

(7) Wall signs may be internally or externally illuminated provided such illumination meets the requirements of the Sign Code and the town's Development Code.

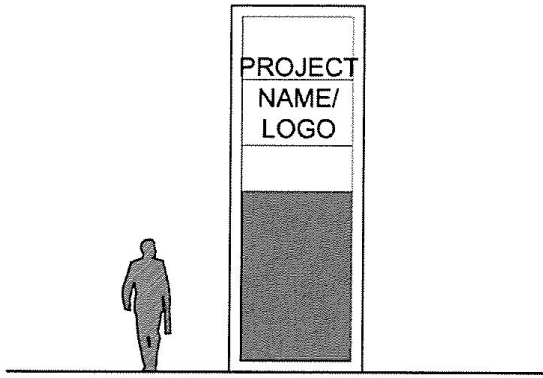
(8) Wall signs shall not be digital.

(C) *Window signs.* The total sign area of all window signs for a business shall not exceed 25% of the total area of all windows located on the same wall plane for that business in the building. Wall planes with an offset or break in the wall plane in excess of six feet shall be considered separate wall planes. Window signs shall include any advertisement display visible from the exterior of the building and located within six feet of the window through which the advertisement is visible. Permits are not required for any window signs, and window signs are not governed by or counted against sign area or number limitations. Window signs must, however, conform to other standards, requirements and limitations in this Sign Code.



(D) *Freestanding signs.*

(1) Up to one freestanding sign is allowed for each building frontage. No business shall have more than two freestanding signs, except as allowed by an approved comprehensive sign plan (refer to § 150.101). Freestanding signs may be monument signs or pylon signs finished in a manner that architecturally integrates the sign with the architectural theme of the site.



(2) *Sign height.*

(a) The maximum height of any freestanding sign shall not exceed 15 feet for any property with building frontage along State Highway 287, State Highway 79, excluding 79B, or Hunt Highway. The maximum height of any freestanding sign shall not exceed ten feet for any property with building frontage along a current or planned collector or arterial roadway, except as noted in the preceding sentence. In all other cases, the maximum height of any freestanding sign shall not exceed eight feet.

(b) The width of the sign base shall not be greater than ten feet.

(c) The architectural elements of the sign are included in the height calculation.

(3) *Sign area.*

(a) The maximum sign area of a freestanding sign shall be:

1. Up to 32 square feet for a sign that is eight feet or less in height;
2. Up to 40 square feet for a sign over eight feet in height, but under ten feet in height; and
3. Up to 55 square feet for a sign over ten feet in height and up to 15 feet in height.

(b) The architectural elements of the sign are excluded from the sign area calculation, but not the maximum height restrictions.

(4) Each drive through restaurant lane may be permitted one preview menu board and one ordering menu board. These signs may be freestanding or wall (refer to subsection (C) for wall sign requirements) mounted and shall be located a minimum of 25 feet from the street property line and the board(s) shall be screened and oriented in a manner as to not be visible from the adjacent public streets. Call box speakers shall be directed away from adjacent residential zoned land and residences. The maximum aggregate area for both signs (per lane) shall not exceed 50 square feet or a maximum height of eight feet per sign. These signs shall not be included in calculating the total aggregate area for signage allowed on a parcel, lot or for a particular business.

(5) Freestanding signs shall maintain a distance of at least 200 linear feet apart on the same parcel or at least 50 linear feet on different parcels. In the event the minimum spacing distances are found to be unachievable through the site plan and design review process, a lesser dimension may be approved.

(6) All freestanding signs and sign structures must contain similar architectural elements and materials visually compatible with related buildings on the site. All supports used as a part of freestanding sign structures shall be covered/wrapped and architecturally integrated with the structure.

(7) Freestanding signs must be located at least five feet from all property lines, easements and/or rights-of-way, except where such placement may be allowed with a right-of-way permit.

(8) Freestanding signs must not be located within any sight distance or sight triangle areas defined by the Town of Florence.

(9) Freestanding signs may be internally or externally illuminated provided such illumination meets the requirements of the Sign Code and the town's Development Code.

(10) In addition to all of the other limitations, standards and requirements for freestanding signs, if one or more of the permitted freestanding signs is proposed to be digital, they shall be subject to the following limitations, standards and requirements:

(a) Digital signs shall be prohibited in the Historic District;

(b) One digital sign per site and such sign shall be considered as one of the allowed freestanding signs and be subject to all of the requirements for freestanding signs, as well as the requirements set forth in this section;

(c) The use of fade, dissolve, travel, message sequencing or scrolling is prohibited for signs over 32 square feet;



(d) The use of video display, flashing or blinking is prohibited for any digital sign;

(e) Digital signs must contain a minimum constant display of no less than eight seconds. Maximum time allowed for messages to change is one second;

(f) Digital displays shall not operate at brightness levels of more than 0.3-foot candles above ambient light, as measured using a foot-candle meter at a pre-set distance depending on sign area. The pre-set distances to measure the foot-candles shall be calculated by the square root of the sign area times 100. Example using a 12 square-foot sign: measurement distance =  $(12 \times 100) = 34.6$  feet. The measurement distance can be rounded to the nearest whole number;

(g) Digital signs shall be sited in a manner that the intensity or brilliance does not interfere with the effectiveness of an official traffic sign, device or signal;

(h) The digital sign shall include photo-sensors to provide automatic intensity adjustment based on ambient lighting conditions;

(i) Signs with a digital component shall consist of one unit;

(j) Digital signs shall maintain a distance of at least 200 linear feet apart on the same parcel or at least 50 linear feet on different parcels. In the event the minimum spacing distances are found to be unachievable through the site plan and design review process, a lesser dimension may be approved; and

(k) The closest distance separation from any property zoned for single-family residential uses shall be a minimum of 300 feet.

(E) *Temporary signs.*

(1) *Banners, pennants and displays for grand openings and special events.*

(a) All businesses shall be permitted to display grand opening signs at the time of original opening or when reopened by a new owner or lessee for a maximum period of 30 days.

(b) Banners, pennants and other displays for special events may be allowed for a maximum period of 30 consecutive days on each occasion, with the exception of grand opening or reopening signs. A minimum of 30 consecutive days shall pass between each special event banner, pennants or related display.

(c) No pennant, banner or display shall be placed on or above the roof of any building.

(d) For special events and promotions, the maximum banner size shall be 48 square feet, and shall be limited to one per street frontage of the business.

(e) For grand openings, the maximum banner size shall be 48 square feet, and shall be limited to one per street frontage of the business.

(f) Banners and pennants shall be displayed on the building or within the parking area, perimeter landscape or some other on-site area.

(g) No banner or pennant sign shall be located in a manner that impedes visibility or accessibility.

(2) *Off-premise advertising signs.*

(a) An A-frame sign shall be no greater than three feet in width and four feet in height.

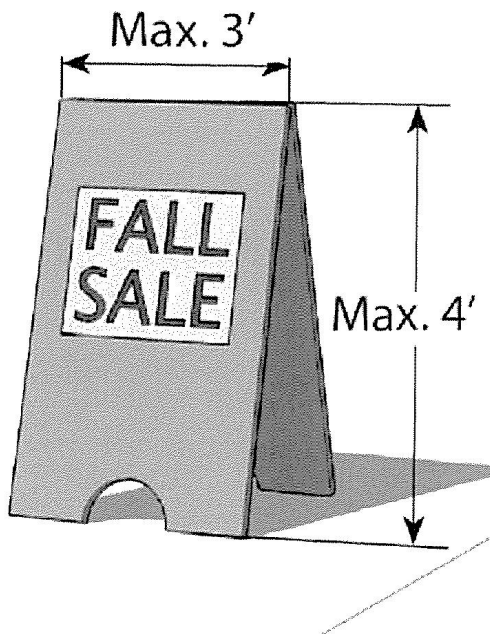
(b) A-frame signs shall be limited to one per street frontage of the business and one additional sign located off-premise within 500 feet of the business.

1. The off-premise advertising sign is restricted to placement on private property only and must have written property owners permission to locate on their property.

2. The off-premise advertising sign may be an A-frame or bandit sign.

(c) A **BANDIT SIGN** is defined as having less than six square feet and is made of a variety of materials such as vinyl, paper, corrugated plastic, poster board, plastic core, cardboard, wood, or plywood; and includes signs with wood or wire framing, posts, or stakes.

(d) A-frame signs may only be displayed during posted hours the business is open to conduct business.



- (e) A-frame signs must include the name of the business being advertised.
  - (f) A-frame signs shall be located at grade level.
  - (g) A-frame signs placed along the immediate adjacent right-of-way shall be located behind curb or edge of pavement and maintain a minimum of a four foot pedestrian path to accommodate ADA.
    - 1. In no event shall two A-frame signs be located closer than ten feet to one another.
    - 2. Sight visibility triangles shall remain clear of all signage.
  - (h) 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.
  - (i) A-frame signs shall be professionally constructed and maintained in a manner free from chipping paint, cracks, gouges, and/or loss of letters.
    - 1. Sign materials should be either wood or metal (not flat sheet siding).
    - 2. Materials such as plastic, foam, paper, cardboard, laminated paper, or vinyl are discouraged.
    - 3. Recycled products may be considered provided they have a similar design effect as wood or metal.
    - 4. A-frame signs shall be made to be secure and shall not blow or move in the wind.
    - 5. 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.
    - 1. Challenges to design compatibility within the Town of Florence Historic District shall be referred to the Historic District Advisory Commission (HDAC) for review.
  - (l) Any business not in compliance with existing sign requirements shall not be permitted an A-frame sign.
  - (m) A-frame signs shall not include any form of illumination, animation, reflective materials or sound emitting devices; except for downward facing integral or attached solar fixture, or internal, backlit, non-moving screen.
  - (n) A-frame signs shall not lean against the building or any other structure but must be self-supportive.
  - (o) A-frame signs shall have an open base, with cut-outs or legs.
  - (p) Periodic special events sponsored or authorized by the Town of Florence are exempt from these regulations.
- (3) *Construction or development signs.*
- (a) One sign may be posted on the lot or parcel where the construction or repair will be conducted. The sign area shall be a maximum of 32 square feet and a maximum height of eight feet above finished grade.
  - (b) Signs shall be allowed from three months preceding physical site construction or development to one month after

the completion of construction or issuance of a certificate of occupancy, whichever occurs first.

(Ord. 667-19, passed 11-18-2019)

### **§ 150.100 SIGNS FOR RESIDENTIAL DISTRICTS.**

(A) Except as otherwise provided in this Sign Code, it shall be unlawful to construct or maintain a sign in a residential district in violation of the specifications and requirements of this Sign Code.

(B) *Wall signs.*

(1) Wall signs shall only be placed upon community buildings within residential subdivisions unless required by law.

(2) The maximum cumulative sign area of wall signs shall be calculated at one square foot of sign area per linear foot of building frontage. A minimum cumulative sign area of six square feet shall be permitted. A maximum cumulative sign area of 16 square feet shall not be exceeded.

(3) Marquee, blade, shingle, canopy, projecting and other related types of signage shall be prohibited.

(4) Wall signage may be located on a building elevation that faces a current or planned right-of-way.

(5) Wall signs shall not extend horizontally a distance greater than 80% of the width of the building wall on which it is displayed.

(6) Wall signs shall not extend above or beyond the wall or roof line.

(7) Wall signs may be internally or externally illuminated provided such illumination meets the requirements of the Sign Code and the town's Development Code.

(8) Wall signs shall not be digital.

(C) *Freestanding or monument signs.*

(1) One on-site freestanding or monument sign is allowed per arterial roadway frontage (collector roadway frontage when arterial roadway frontage does not exist). Freestanding or monument signs shall be located adjacent to the subdivision entrance(s).

(2) *Sign height.*

(a) The maximum height of any freestanding sign shall not exceed eight feet in height for any property.

(b) The width of the sign base shall not be greater than ten feet.

(c) The architectural elements of the sign are included in the height calculation.

(3) *Sign area.*

(a) The maximum area of a freestanding sign shall be 32 square feet.

(b) The architectural elements of the sign are excluded from the sign area calculation.

(4) Freestanding signs shall maintain a distance of at least 200 linear feet apart on the same parcel or at least 50 linear feet on different parcels.

(5) All freestanding signs and sign structures must contain similar architectural elements and materials visually compatible with related buildings on the site. All supports used as a part of freestanding or monument sign structures shall be covered/wrapped and architecturally integrated with the structure.

(6) Freestanding signs must be located at least five feet from all property lines, easements and/or rights-of-way, except where such placement may be allowed with a right-of-way permit. Additional clearance from other structures and utilities may be required.

(7) Freestanding signs must not be located within any sight distance or sight triangle areas defined by the Town of Florence.

(8) Freestanding signs may be internally or externally illuminated provided such illumination meets the requirements of the sign code and the town's Development Code.

(9) *Freestanding digital signs.*

(a) Freestanding digital signs are only permitted in the MFR, MHS and RV residential zoning districts.

(b) Should one or more of the permitted freestanding signs be digital, freestanding digital signs shall also be in compliance with the digital sign requirements provided for employment/commercial and mixed-use zoning districts.

(D) Window signs with commercial messages are prohibited in residential zoning districts.

(E) *Temporary signs for subdivisions.*

(1) During the construction phase, each subdivision may have one on-site sign located at the subdivision advertising

the subdivision. The sign shall have a maximum sign area of 96 square feet and may be single or double faced with a maximum height of 10 feet and boxed edges. The sign shall not be located within 100 feet of any property line of an existing residence. The sign must be removed when 95% of the lots within the subdivision are sold and/or the on-site sales office(s) closes.

(2) Subdivision identification flags may be placed on or behind the property line of the subdivision. No more than 12 flags may be placed at any one subdivision. The flags shall have a maximum area of 12 square feet and may not be maintained higher than 25 feet above the adjoining ground. The flags must be removed when 95% of the lots in the subdivision are sold and/or the on-site sales office closes.

(3) Additional on-site subdivision advertising and directional signs may be permitted if approved in a comprehensive sign plan (refer to § 150.101) or by a development agreement.

(F) *Construction or development signs.*

(1) One sign may be posted on the lot or parcel where the construction or repair will be conducted. The sign area shall have a maximum of 32 square feet and a maximum height of eight feet.

(2) Signs shall be allowed from three months preceding physical site construction or development to one month after the completion of construction or issuance of a certificate of occupancy, whichever occurs first.

(Ord. 667-19, passed 11-18-2019)

**§ 150.101 COMPREHENSIVE SIGN PLAN REQUIRED.**

(A) Prior to issuance of sign permits for any business or occupancy in a development, a comprehensive sign plan detailing the size, type, location, and color of all signage within the development shall be submitted to the town in conjunction with the design review process and adhere to the same review and approval procedures set forth in § 150.013 of this code, as applicable. An approved comprehensive sign plan shall be required for the following types of uses:

- (1) Three or more businesses on a single parcel of land;
- (2) Three or more businesses in a single cohesive development;
- (3) Commercial, office, institutional, or multiple-family developments of 15 acres or more;
- (4) PUDs;
- (5) Single-family residential subdivisions of 160 acres or more; and
- (6) As otherwise prescribed in this Development Code.

(B) A comprehensive sign plan application shall be made in writing on forms provided by the town.

(C) A comprehensive sign plan that proposes a deviation from any of the requirements provided in this subsection shall be reviewed and approved by the Planning and Zoning Commission.

(D) Amendments to an approved comprehensive sign plan shall be reviewed and approved in the same manner as the original approval.

(Ord. 667-19, passed 11-18-2019)

**§ 150.102 SUBMITTAL AND PERMIT REQUIREMENTS.**

(A) Sign permit approval is required for constructing or altering any non-exempt sign.

(B) A sign permit application shall be made in writing on forms provided by the town.

(C) Before issuing any sign permit required by this Sign Code, the town shall collect a fee in accordance with an adopted Schedule of Fees. If work, for which a permit is required by this Development Code, is started before a permit has been issued, the fees specified above shall be doubled. The payment of the double fee shall not relieve any persons from complying fully with the requirements of this Sign Code in the execution of the work or from any penalties prescribed herein.

(D) All signs for which a permit is required shall be subject to inspections during various stages of construction as prescribed by the town.

(Ord. 667-19, passed 11-18-2019)

**§ 150.103 EXCEPTIONS; PERMITS NOT REQUIRED.**

Sign permits are not required for the following signs provided that the signs are subject to all other provisions of this Sign Code (Note: This does not exempt any applicable permits for electrical work.):

- (A) Standard sign maintenance;
- (B) Change of sign copy within an identical sign frame;
- (C) Adhesive or painted signs on windows;

(D) Signs allowed only by the authority of the federal government, the State of Arizona or another political subdivision, but otherwise not permitted by this Sign Code;

(E) Vehicle wraps or other painted or adhesive-type signage on vehicles;

(F) Signs required for the posting of neighborhood meetings or public hearings related to Town of Florence applications;  
or

(G) Promotional and temporary signs allowed by this Sign Code, except as otherwise noted.

(Ord. 667-19, passed 11-18-2019)

#### **§ 150.104 LEGAL NONCONFORMING SIGNS.**

(A) **LEGAL NONCONFORMING SIGNS** shall mean a sign that is lawfully existing at the time of the enactment of this Development Code that does not conform to the regulations as specified in this Sign Code.

(B) A legal nonconforming sign may continue to be utilized in perpetuity only in the manner and to the extent that it existed at the time of the adoption of this Sign Code or any amendment thereto.

(C) A legal nonconforming sign may not be altered in any manner not in conformance with this Sign Code. This does not apply to reasonable repair and maintenance of the sign or to a change of copy provided that by changing the copy, structural alterations are not required.

(D) Any construction permit that invokes certificate of occupancy requirements shall specify and require that any nonconforming sign located within the boundaries of the development site and within the limits of the applicant's control, shall be brought into conformance with the provisions of this Sign Code. This may include removal if the sign is now classified as a prohibited sign.

(E) Legal nonconforming signs located on a parcel of property that is severed from a larger parcel of property and acquired by a public entity for public use by condemnation, purchase or dedication may be relocated on the remaining parcel. Said relocation shall not extinguish the legal nonconforming status of that sign provided that the nonconforming sign:

- (1) Is not increased in area or height to exceed the limits of the district in which it is located;
- (2) Remains structurally unchanged except for reasonable repairs or alterations;
- (3) Is placed in the most similar position on the remaining property that it occupied prior to the relocation; and
- (4) Is relocated in a manner so as to comply with all applicable safety requirements.

(F) After relocation pursuant to this division, the legal nonconforming sign shall be subject to all provisions of this Sign Code in its new location.

(Ord. 667-19, passed 11-18-2019)

#### **§ 150.105 SIGNS RENDERED NONCONFORMING.**

(A) Except as provided in this Sign Code, a nonconforming sign may continue in the manner and to the extent that it existed at the time of the ordinance adoption, amendment or annexation which rendered the sign nonconforming. This Sign Code shall not prohibit reasonable repairs and alterations to nonconforming signs.

(B) A sign approved by variance or comprehensive sign plan before the effective date of this Sign Code, shall not be considered nonconforming and shall not be subject to the regulations set forth in this Sign Code.

(C) A nonconforming sign shall not be re-erected, relocated or replaced unless it is brought into compliance with the requirements of this Sign Code.

(D) If the structure of a nonconforming sign is changed, the height and sign area shall not be increased to exceed the height and sign area limits of the site on which it is located. If the sign exceeds the site's height and/or area limitations, the excess height and/or sign area shall be reduced a minimum of 50%. Two reductions shall be permitted; after the third structural change, the sign shall conform to current standards. Nothing in this Sign Code shall require a nonconforming sign to be reduced to a height or sign area less than that allowed on the site.

(E) If a nonconforming sign is located on a parcel that is experiencing development for which site plan and/or design review is required, the height and sign area of the sign shall not be increased to exceed the height and sign area limitations of the site. If the sign exceeds the site's height and/or sign area limitations, the excess height and/or sign area shall be reduced to a minimum of 50%. Two reductions shall be permitted; after the third structural change, the sign shall conform to current standards. Nothing in this Sign Code shall require a nonconforming sign to be reduced to a height or sign area less than that allowed on the site.

(F) Site plan and/or design review required by one of the following types of development shall not cause reduction in a sign's nonconforming height and/or sign area:

- (1) An addition of less than 2,000 square feet when the addition is less than 50% of the size of the usable space of the site which is the subject of design review. A series of additions, which total more than 50% of the usable space of the site, shall require reduction of non-conformities. Usable space shall not include areas such as restrooms and storage rooms.

(2) An addition of more than 2,000 square feet when the addition is less than 10% of the size of the usable space of the site which is the subject of design review. A series of additions, which total more than 10% of the usable space of the site, shall require reduction of non-conformities. Usable space shall not include areas such as restrooms and storage rooms.

(3) A modification required by federal, state or local regulations or programs.

(Ord. 667-19, passed 11-18-2019)

#### **§ 150.106 ABANDONED SIGNS.**

(A) *Criteria for establishing abandonment.* A sign or sign structure shall be considered abandoned when any of the following occurs:

(1) Any business advertised thereon is no longer in business and has not been in business anywhere within the town for more than six months;

(2) Any product or service advertised thereon is no longer offered and has not been offered for the past six months;

(3) The structure no longer supports a sign for a period of six months;

(4) The sign, structure or advertising display is visibly damaged or partially missing; and/or

(5) Internal or halo illumination is partially or wholly burned out or inoperative.

(B) *Removal of abandoned signs.* Any sign or sign structure that has been abandoned shall be removed or restored to use within 30 days after a notice of abandonment is issued to the owner of the site. Notice shall be given by the Community Development Director using certified mail. The Community Development Director may allow an abandoned sign or sign structure to remain in place provided that the sign or sign structure is maintained in good condition, and that there is a reasonable possibility that the sign will be restored to use within a one-year period.

(C) *Historic signs.* Abandoned signs that are deemed by the Community Development Director to be historically significant may be permitted to remain for a specified duration, provided such signs do not present any safety considerations.

(D) *Variations and minor deviations.* Variations and deviations from the provisions of this section may not be granted.

(Ord. 677-19, passed 11-18-2019)

#### **§ 150.107 UNSAFE SIGNS.**

If the Community Development Director, or designee, determines any sign or sign structure to be in an unsafe condition, he or she shall immediately notify, in writing, the owner of the sign who shall correct the condition within 48 hours. If the correction has not been made within 48 hours, the Community Development Director shall cause the sign to be removed if it creates a danger to the public safety or have any necessary repairs or maintenance performed at the expense of the sign owner, owner or lessee of the property upon which the sign is located. The cost shall be an assessment against the property which may be recorded by the town pursuant to A.R.S. § 9-499.

(Ord. 677-19, passed 11-18-2019)

#### **§ 150.108 ENFORCEMENT AND PENALTIES.**

(A) To the extent not inconsistent with this Sign Code, the provisions of §150.999 shall apply to enforcement of this Sign Code.

(B) Illegal signs may be removed by town officials.

(Ord. 667-19, passed 11-18-2019)