

CITY COUNCIL REPORT
Public

DATE: December 9, 2014

TO: Mayor and Council members

FROM: Mark Landsiedel, Barbara Goodrich, Dan Folke AICP, Roger E. Eastman AICP

CC: Kevin Burke, Josh Copley, Jerene Watson, Leadership Team

SUBJECT: INFORMATION ON THE OUTREACH PROPOSED FOR THE IMPLEMENTATION OF THE CITY'S RECENTLY ADOPTED SIGN STANDARDS

This CCR provides information to the Council on the outreach proposed as part of the implementation of the recently adopted amendments to the City's sign standards.

DISCUSSION

At the Council's November 18, 2014 meeting, the amendments to the Sign Standards (Division 10-50.100) of the Zoning Code and other related amendments were adopted under Ordinance 2014-27 with an effective date of January 18, 2015.

Throughout the process to complete these amendments, staff and the Council have talked about the need for extensive public outreach so that business owners in particular, as well as Flagstaff residents, may be educated and INFORMED on the amendments and not surprised by the new changes. While staff has spent considerable time ensuring that the public hearings and other meetings of the Planning and Zoning Commission and Council were comprehensively advertised as required by state law, staff will be conducting additional outreach using many tools and techniques to ensure that business owners and residents are aware of the new amendments. A brief overview of the outreach techniques that are being employed, as well as an overview of what steps are being taken to ensure the roll out of the news amendments is as smooth as possible, is provided below:

- Staff is updating the application forms for both Temporary Sign Permits and Permanent Sign Permits so that they are ready for use a few weeks prior to the effective date.
- Staff is currently working with Kim Ott to develop a web-based reservation tool using Civic Plus (on which the City's webpage is based) so that any organization seeking to erect a temporary banner on any one of the City's civic/non-profit event sign support structures may reserve a space to do so. Staff is also working on the information that will be added to the City's webpage to provide additional clarification of how this free program will be implemented. This should be completed by the end of the year.

- City Parks staff will begin the construction of the first of these structures in the next week or so, and it is expected (weather permitting) that they should be completed by the end of January 2015.
- The winter issue of Cityscape will include a special article that briefly describes the sign standards amendments and provides contact information in case of questions.
- A similar article will be published in the January issue of the Flagstaff Business News.
- Staff has developed a simple flyer (see attached) providing an overview of the amendments to the sign standards that will be mailed early next week to all business owners with a business license with the City. This flyer will also be sent to all the civic and non-profit organizations within the City.
- Information on the new sign standards will also be distributed via e-mail to members of local stakeholder groups, such as the Flagstaff Chamber of Commerce, NABA, NAAR, Friends of Flagstaff's Future, etc.
- In the next few weeks, staff will be interviewed by a number of local radio stations as part of local news on the sign standards amendments. This includes KAFF and KMGH radio stations. Community service announcements will also be broadcast on KNAU.
- A display advertisement will be published in the Arizona Daily Sun in early January, and this advertisement (or a modification of it) will be displayed as a poster in the City Hall lobby at the start of the New Year.
- The Zoning Code webpage has already been updated to reflect the final amendments adopted by the Council. In the weeks ahead more information will be added to the website including a summary of changes, how permits may be applied for, and how to contact City staff in the event of questions. A FAQ (Frequently Asked Questions) sheet may also be developed and posted on line.
- In the next few weeks, staff will be developing user specific flyers for distribution to targeted groups of businesses in the community or for specific sign types to explain the amendments to the Sign Standards. These flyers, which may be printed in different colors on a light card stock, include:
 - Civic and non-profit organizations
 - Gas stations (for signs related to gas pumps)
 - Special event signs subject to a Temporary Use Permit
 - Car dealerships
 - Downtown signage – especially temporary stanchion signs
 - Temporary signs and property managers
 - Vehicle signs
 - Window signs
- In the next week or two staff will also be reaching out to all the sign vendors and print shops in Flagstaff that sell temporary signs to make sure that they understand the new regulations. A special meeting to discuss the technical aspects of the amendments will be scheduled if there is sufficient interest from the sign community.

Staff will only commence enforcement action for any alleged violations of the new sign standards after a business has been informed of the new regulations and given an appropriate time to come into compliance.

RECOMMENDATION / CONCLUSION

This report is for information only.

ATTACHMENT

- Flyer for distribution to business owners.

Introducing New Standards for Signs!

The Flagstaff City Council has adopted amendments to the City's Sign Standards, Division 10-50.100 of the Flagstaff Zoning Code. This action by the Council is the result of almost 10 months of work by staff and the Council to improve, clarify, and simplify these standards.

Why the need for revisions?

The current sign regulations are:

- Complicated
- Cumbersome
- At times inconsistent and hard to apply equitably.

The new sign code is:

- More logically organized
- Easier to understand and apply
- Temporary signs are clearer & better defined
- Easier to read and better illustrated.

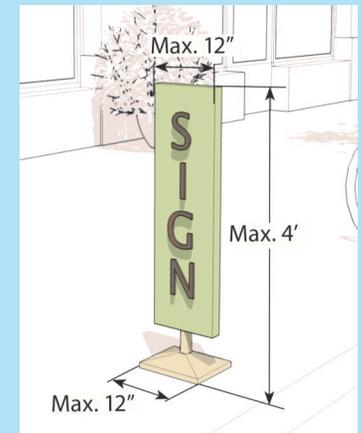
How will the amendments affect my business?

Temporary Signs:

- May only be used for special sales or seasonal promotions – a max. of six 10-day events per calendar year are permitted.
- Temporary signs with only a store name or the name of a product for sale may no longer be used to advertise your business, they must advertise a special sale or promotion
- Wall banners, vertical banners, and A-frame signs may be used as temporary signs.
- In a multi-tenant shopping center, A-frame signs may also be used as secondary signage on a walkway in front of a store.
- A special temporary sign called a “stanchion sign” is permitted in the Downtown Historic District.
- Is your store located in a shopping center? If so, only your landlord or property manager may apply to the City for temporary sign permits.

Permanent Signs:

- A business owner may decide where to place building mounted signs on their building.
- As an incentive, painted building mounted signs may be 10% larger than other building mounted sign types.
- Changes from one business to another on an existing multi-tenant freestanding sign that is non-illuminated are permitted without a Sign Permit.
- For properties with a frontage of over 400 feet, additional freestanding signs are permitted.
- Display boards to advertise “Daily Specials” are permitted for all businesses.
- Changes to the fee schedule may be forthcoming to establish a sliding scale based on sign area and complexity, rather than the flat fee in place today.
- Vehicles, such as delivery trucks, may not be parked, stored, or displayed (conspicuously) for the purpose of advertising a business.



Stanchion sign



A-frame sign



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211 West Aspen Avenue
Flagstaff, AZ 86001

New sign standards will soon be in effect...

PRSRT STD
US POSTAGE
PAID
SEDONA AZ
PERMIT 100

**Look inside to
learn more!**



Painted wall sign

For more information on the City's new Sign Standards please contact:

Roger E. Eastman, AICP

Comprehensive Planning and Code Administrator

(928) 213-2640 or reastman@flagstaffaz.gov

Jennifer Mikelson

Associate Planner

(928) 213-2615 or jmikelson@flagstaffaz.gov

The final adopted Sign Standards may be viewed on-line at:

www.flagstaffaz.gov/zoningcode

Some important things to remember:

- The effective date of the new standards is **January 18, 2015**.
- The new Sign Standards have been developed to be equitable, fair, and user-friendly.
- The standards are also balanced. They have been streamlined, simplified, and improved to provide flexibility and support for the needs of business owners while maintaining Flagstaff's unique character and a positive community image.
- City staff will be reaching out to educate business owners on the new standards and will provide assistance, especially with the new temporary signs standards, to ensure that compliance is achieved.

If you are interested in attending a special meeting in mid-January 2015 to learn more about the updated sign code standards, please contact Jennifer Mikelson at the address or phone number above.