

CHAPTER 6 – SIGNS, SCENIC CORRIDOR and VISTA OVERLAY DISTRICTS

- 1) Adds purpose statement.
- 2) Adds intent statement that includes statement relative to sign content and free speech.
- 3) In general, adds language consistent with Reed vs. Town of Gilbert Supreme Court Ruling. Changes included ensure that the County’s sign regulations remain content neutral, specifically related to non-commercial speech.
- 4) Includes language related to sign maintenance, removal and repair (6.00.07 and 6.00.09) in cases where signs are in disrepair, abandoned or not maintained.
- 5) Includes the following in the list of authorized exempt signs (6.03.01): Signs erected by the County or other government agency; signs required by law or regulation; and signs being carried by a person.
- 6) Includes the following the list of prohibited signs:

J. All signs not expressly permitted herein or exempt pursuant to Section 6.02.00.

K. Any sign located on or attached to a building roof.

L. Any sign attached to any utility pole or structure within any public rights-of-way.

M. Any sign that projects, overhangs or otherwise is located in the public rights-of-way, except as specifically permitted by this Chapter.

N. Any sign that impedes safe pedestrian or vehicular movement.

O. Signs attached to trees or other plant materials.

P. Abandoned Signs

- 7) Includes regulations related to sandwich board signs (6.05.07) related to size, location, number and timeframe permissible. It should be noted that these are intended to be temporary signs or signs placed out for view daily and then removed at the close of business. These signs may be used for wayfinding for less visible businesses particularly in the 30 A corridor, and a more broad solution to that issue may be necessary to ensure that businesses are easily located while at the same time eliminating the visual clutter associated with the permanent use of sandwich board for wayfinding.

The following language could be further clarified to allow more permanent signage related to wayfinding “Wayfinding signage systems shall reflect a unified design in terms of style, colors and materials. Wayfinding signs shall be placed at consistent locations at project entries, circulation road intersections, building entries, seating areas and sidewalk intersections.”

8) Includes general sign design standards (6.08.02) requiring signs in general to have unifying elements related to the building they are advertising.

SCENIC CORRIDORS

1) Scenic corridors are revised to indicate that they are scenic corridor overlay districts – for administration purposes these are overlays to the Official Zoning Map. These overlay districts establish additional requirements above and beyond those found elsewhere in the Code and Comprehensive Plan. Overlays must be consistent with all provisions of the Code and Comprehensive Plan except in the more restrictive case that is specifically called out in the overlay district language.

In addition, language was relocated to be included in one section – in other words each section is self contained with all relevant language.

2) All graphics are being updated and inserted under relative text (relocated from back of chapter). Graphics may be eliminated if not relevant or updated in order to convey the appropriate message to the implementing staff.

3) Clarifying changes are proposed for the Route 30 A landscaping standards (6.10.03) These changes clarify that the scenic corridor buffer is required to be landscaped and that the native community preservation requirements apply when present onsite.

4) Clarifying changes are also proposed for section 6.10.04 related to driveway connections: “Driveways shall be no closer than 50 feet apart, except where the width of the parcel does not allow for this separation. In such cases where the parcel width does not provide for the required driveway separation, the site shall be designed to maximize the separation of driveways, including reducing overall driveway width, driveway sharing and cross access connections. Separation shall be measured from the centerline of each driveway.”

This 50 foot separation requirement is current policy but implementation has been challenging with parking and language lacking in terms of how to remedy cases where insufficient width was present.

5) Limited lodging language was clarified as follows: “Within the Route 30 A Scenic Corridor Overlay District lodging is only limited lodging allowed within applicable zoning districts where lodging is an allowable use. Limited lodging means an inn of no more than fifty (50) rooms and can include full services, such as supporting restaurant use.”

6) Changes recommended by the Design Review Board were incorporated to the U.S. 98 and U.S. 331 Scenic Corridor Overlay District Section. These changes were mainly clarifying in nature. Other changes included those to allowable signage materials (updated), requirement for signage plans to be submitted a part of the development review package, and a requirement for site lighting color. Further clarification

was provided that these projects are subject to the deviation process and DRB review in cases where deviations are sought rather than the variance process which bypasses DRB review.

The following language recommended by the DRB is a policy decision related to site lighting.

“Parking Lot lighting shall be not less than 3,000 Kelvins and no greater than 5,000 Kelvins. Light fixtures shall not exceed 14 feet in height and light fixtures exceeding 10 feet in height shall be set back from the property line by a minimum of 10 feet unless further limited by the buffer setback.”

Lighting color temperature is measured on the Kelvin scale, color temperatures 3,500 K and above are generally considered to be cooler temperatures and bluer in tone, as the Kelvin value decreases the lights have a more amber tone. This is an aesthetic consideration with architectural and plant elements basically appearing better in the cooler light tones.

7) Chapter 13 Plant list has been updated.