



TOWN OF JEROME

Post Office Box 335, Jerome, AZ 86331 (928) 634-7943

P&Z Resolution No. 2021-03 Code amendments related to signage

WHEREAS, the Town of Jerome is interested in amending Sections 304 and 509 of the Jerome Zoning Ordinance; and

WHEREAS, the proposed amendments include, but are not limited to, temporary signs; and

WHEREAS, the proposed amendments also include appropriate materials for permanent signs; and

WHEREAS, the Jerome Town Council initiated the ordinance amendment on May 12, 2020; and

WHEREAS, the Jerome Planning and Zoning Commission held a hearing on February 17, 2021 and provided public notice in accordance with Section 301.C. of the Jerome Zoning Ordinance; and

WHEREAS, a notice was published in the *Verde Valley Independent* newspaper on January 31, 2021; and

WHEREAS, the hearing on February 17, 2021 was continued to March 17, 2021.

NOW, THEREFORE, BE IT RESOLVED by the Planning and Zoning Commission of the Town of Jerome, Arizona, that the Town Council of the Town of Jerome adopt amendments to Sections 304 and 509 of the Jerome Zoning Ordinance regarding signs as shown in the attachment.

ADOPTED AND APPROVED by a majority vote of the Planning and Zoning Commission on March 17, 2021.

ATTEST:



John Knight, Zoning Administrator

APPROVED:



Lance Schall, Chair

Attachment – redline version of proposed text amendments

Proposed changes to the Jerome Zoning
Ordinance regarding signage

Recommended for approval to Council
on March 17, 2021

By the Planning and Zoning Commission

Additions shown in underline,
deletions shown in ~~strikeout~~

Section 304.F.

solar on historical buildings as recommended by the Department of the Interior. These Guidelines are available at Jerome Town Hall, the Jerome Library and on the Town of Jerome website.

2. The Design Review Board shall review a submitted application for *Design Approval of Alterations, Additions, or Renovations to Existing Buildings or Structures*, and shall have the power to approve, conditionally approve, or disapprove all such requests, basing its decision on the following criteria:
 - a. ARCHITECTURAL FEATURES AND DETAILS – Original porches, decks, balconies, canopies, doors, windows, walls, fences, stairways, eaves, cornices, and other architectural features and details shall be preserved and retained where feasible. Necessary replacement of these features should be as near as possible to the original feature in design and material.
 - b. ROOFS – Original roof shape, design, and material shall be preserved and retained where feasible. Where contemporary roofing material is used, it should be as near as possible to the appearance of the original roofing material.
 - c. COLOR – Exterior colors should be as near as possible to the original colors appropriate to the years during which the particular building or structure was built.
 - d. MATERIALS AND TEXTURE – The original exterior materials and texture shall be preserved and retained where feasible. Where contemporary materials are used, they should be as, near as possible to the original material and texture.
3. The Design Review Board shall review a submitted application for *Approval of the Demolition, Partial Demolition, or Removal of Existing Buildings or Structures*, and shall have the power to approve, conditionally approve, or disapprove, all such requests; in accordance with the following procedures and criteria.
 - a. In passing on an application for demolition, partial demolition, or removal, the Design Review Board shall consider, among other things, the architectural or aesthetic quality or significance of the building or structure to the public interests of the Town.
 - b. If the Design Review Board finds that the preservation and protection of historic places and the public interest will best be served by postponing the demolition, partial demolition, or removal of a building or structure, it may postpone such action for a designated period, which shall not exceed one hundred eighty (180) days from the receipt of the application, and shall notify the applicant of such postponement. Within the period of postponement such demolition or alteration of any building, the Design Review Board shall take steps to ascertain what the Town Council can or may do to preserve such building, including consultation with private civic groups, interested private citizens and other public boards or agencies and including investigation of the potential use of the power of eminent domain when the preservation of a given building is clearly in the interest of the general welfare of the community and of certain historic and architectural significance. The Design Review Board shall then make such recommendations thereabout to the Town Council as the Board may determine to submit.
4. The Design Review Board shall review a submitted application for Design Approval of Signs and shall have the power to approve, conditionally approve, or disapprove all such requests, basing its decision on the following criteria:
 - a. MATERIALS – Signs ~~shall be made of wood are preferred.~~ of durable, weather resistant materials such as acrylic, resin, steel, aluminum or composite materials.
 - b. LETTERING – Lettering and symbols on signs should be routed, applied, or painted on the surface of the signing material.

SECTION 509. SIGNS

A. PURPOSE

This section provides a set of standards for the design and construction of signs within the Town of Jerome. The purpose of this section is to encourage the preservation of historic buildings and artifacts, to protect the general public from damage and injury, to protect property values, to preserve the beauty and unique character of Jerome, to aid in the free-flow of traffic within the town, and to promote the tourist industry which is important to the economy of Jerome, and the Historic Overlay District.

B. DEFINITIONS

Within and for the purposes of this section, the following definitions, and only these definitions, apply.

1. Barber Pole – a type of sign used by barbers to signify the place or shop where they perform their craft. The sign includes a staff or pole with a helix of colored stripes (usually red, white and blue). The pole may be stationary or may rotate, often with the aid of an electric motor.
2. Clear Vision Triangle - A triangle shaped zone formed by the existing or proposed curb lines of two or more intersecting streets, roads, or alleys and a third line connecting said curb lines at a distance of thirty (30) feet in each direction from the point of curb line intersection, in order to provide vehicular traffic an unobstructed view of cross traffic at intersections. In locations without curbs, the edge of the drivable surface of the street or road shall be treated the same as a curb.
3. Flying Banner – a flexible or rigid pole to which one side of a flexible fabric, generally in the shape of a feather or similar shape, is attached, and which is used for the primary purpose of advertising or attention-getting by the public display of visually communicative images. Such banners are also known and sold under names which include, but are not limited to, “quill sign,” “wing banner”, “banana banner,” “blade banner,” “flutter banner,” “flutter flag,” “bowflag,” “teardrop banners,” and others. The definition includes functionally similar display devices.
4. Sign - An object meant to convey a message through the use of words or symbols. A sign can be painted on one surface, or both surfaces, be free-standing or be signs supported by a pole or be attached to a building. All exterior whether public or private, are regulated by this ordinance.
- ~~1.5. Sign, Balloon - Balloon sign shall mean any sign painted onto or otherwise attached to or suspended from a balloon, whether such balloon is anchored or affixed to a building or any other portion of the premises or tethered to and floating above any portion of the premises.~~
- ~~2. Area - A rectangular area calculated by drawing horizontal and vertical lines from all sign extremities excluding those which are essentially sign supports.~~
- ~~3.6. Sign, Campaign – A sign whose sole purpose is to advertise a political candidate or issue.~~
- ~~4.7. Sign, District - A sign which advertises one or more than one business in a single building or area. A district sign operates as a directory with a heading stating the district and uniform nameplate signs for those businesses within the district.~~
- ~~5.8. Sign, Canopy - A sign mounted on or painted on a canopy or awning.~~
- ~~6.9. Sign, Free-Standing - A sign not attached to or supported by a building.~~

- ~~7-10.~~ Sign, Height - The vertical distance from the ground directly under the sign to the lowest point of the sign.
- ~~8-11.~~ Sign, Interior - Signs within a building not accessible from outside. Interior signs are not regulated by this ordinance.
- ~~9.~~ ~~Sign, Gas Generated – Gas generated signs or signs illuminated by gas generated lighting, other than those existing on June 14, 1977, are prohibited.~~
- ~~10-12.~~ Sign, Off-premise - A permanent or temporary sign not located on the premises of the business which it advertises. A district sign is not an off-premises sign.
- ~~11-13.~~ Sign, On-premise - A sign, the content of which relates to the premises on which it is located, referring exclusively to the name, location, products, persons, accommodations, services, or activities of or on those premises, or the sale or lease of those premises.
- ~~12-14.~~ Sign, Nameplate - A sign which is limited to the name and/or business of the residents of the premises, not exceeding two inches by twelve inches (2" x 12").
- ~~13-15.~~ Sign, Business Door Identification - A nameplate sign of a business name on an entry door, not exceeding two inches by twelve inches (2" x 12").
- ~~14-16.~~
- ~~15.~~ Sign, Projecting - A building mounted sign which projects from and is supported by a wall of a building.
- ~~16-17.~~ Sign, Wall - A sign attached flush to the exterior surface of a building, or permanently applied to a window of a building. The sign must not project above the roof. Light sources aimed at the wall sign may project further.
- ~~17-18.~~ Sign, Historical/Historical Period - A sign in use in Jerome during the period between 1876 and 1953.
- ~~18-19.~~ Sign, Service - An interior sign whose purpose is not to advertise the business displaying the sign, but to inform or provide for the safety of the public. Signs such as credit card placards, directional signs, "No Smoking" signs, and menu boards are examples of service signs.
- ~~19-20.~~ Sign, Open/Closed - A sign indicating that a place of business is open or closed.
- ~~21.~~ Sign, Temporary - A sign not permanently attached to a structure or to the ground. Examples of temporary signs include garage sale signs, temporary sale signs, contractor signs, banner signs, candidate signs, and real estate signs. The definition of temporary sign does not include flags. displayed for not more than forty five (45) consecutive days or a total of ninety (90) days in a calendar year.
- ~~22.~~ Sign Walker - A person (or persons) waving "sales theme signs" with arrows at entrances to major highways or at corners of high traffic intersections directing customers to a sale. Also called sign twirlers, sign holders, human billboards, sign events.
- ~~20-23.~~ Organization – An organized body of people with a particular purpose, such as a society, association, civic or charitable group, or similar, whether non-profit or for-profit.

C. APPLICABILITY

The provisions of this section shall apply to all signs placed or maintained within the Town of Jerome with the exception of the following:

1. Non-illuminated names of buildings, dates of erection, monument citations, commemorative tablets and the like when carved into stone, concrete, metal or any other permanent type construction and made an integral part of a permitted structure or made flush to the ground.
2. Signs required by law or signs of a duly constituted governmental body, such as traffic signs, warning signs, or no trespassing signs.
3. Signs placed by a public utility for the safety, welfare, or convenience of the public, such as signs identifying high voltage, public telephone, or underground cables.
4. Notices regarding parking, directions or trespassing on private property.
5. Signs upon a vehicle, provided that any such vehicle is actively used for bona fide delivery or other business purposes.

[Ord. No. 457]

D. PERMITS

1. A sign permit shall be required before a permanent sign may be placed, constructed, re-constructed, or altered within the Town of Jerome with the exception of the following:
 - a. Name-plate signs and business door identifiers not exceeding two inches by twelve inches (2" x 12").
 - b. Repainting or maintenance of signs, provided there is no change in size, shape, wording, composition, or color.
 - ~~e. Political signs.~~
 - ~~c.~~ On-site menu boards, either in a wall-mounted case or window display.
 - ~~d.~~ Exterior temporary signs.
 - e. Signs not permanently affixed to a window and located entirely within an enclosed building.
2. An application for a permanent sign permit shall be filed with the Zoning Administrator on a form prescribed by the Zoning Administrator. The application shall be accompanied by eight identical copies of the sign plans. Each copy shall be on one or more sheets of paper measuring not more than twenty-four inches by thirty-six inches (24" x 36") drawn to scale, which shall show the following:
 - a. Signature of the applicant.
 - b. The name and address of the sign owner and sign erector.
 - c. Drawings showing the design, dimensions, color, material, and structure of the sign.
 - d. A drawing or photograph of the building facade indicating the proposed location of the sign, and all other existing signs maintained on the premises and regulated by this ordinance.
 - e. Proposed method of lighting the sign.
 - f. Any additional information which the Design Review Board may require in order to decide on the application.
 - g. Payment of a non-refundable, one-time filing fee in an amount established by a schedule adopted by resolution of the Council and filed in the offices of the Town

Clerk. Applicant may re-submit a modified plan without paying an additional fee. Payment of the filing fee shall be waived when the applicant is an agency of the Town, County, State or Federal Government.

3. Plan Review

The Zoning Administrator shall review and accept completed plans in accordance with the provisions of Section 303. These plans shall be placed on the agenda of the next Design Review Board meeting.

4. Design Review

The Design Review Board shall, in accordance with the provisions of Section 304, deny, approve, or conditionally approve any application for a sign permit. Upon approval of an application by the Design Review Board, the Zoning Administrator shall be instructed to issue the sign permit.

5. The Design Review Board may waive the requirements of this section in order to allow the preservation or restoration of signs or commercial graphics which are determined to be of historical significance.

[Ord. No. 457]

E. REGULATIONS APPLICABLE TO SIGNS IN ALL ZONES

1. The design, color, shape, materials and style of permanent signs shall be subject to review and approval of the Design Review Board.

2. All signs shall be constructed, designed, or attached to structures in conformance with the building code adopted by the Town of Jerome.

3. No sign shall be constructed in the clear vision triangle, erected or lit in such a manner as to interfere in any way with the flow of traffic on the public right of way, or present a traffic hazard.

4. Free-standing signs shall not exceed four (4) feet in height.

~~5.—There shall be no off-premise signs.~~

~~6.5.~~ Organizations as defined herein are allowed Temporary Signs without a permit or review for temporary special event banners or signs. Banners for special events must be removed within three (3) days of the close of any event and may not be hung on Town property without permission of the Town of Jerome. The Town Manager may approve special event banners to be hung on Town property for recurring events. Banners to be hung on Town property for first time events shall be approved by the Town Council.

~~7.6.~~ Lighting shall be directed at the sign from an external incandescent light source and shall be installed so as to avoid any glare or reflection into any adjacent property, or onto a street or alley so as to create a traffic hazard. These restrictions shall apply to internally lighted signs, which may be allowed if constructed of metal or wood. No internally lit signs that are constructed of acrylic or plastic are allowed. No sign that flashes or blinks shall be permitted outside. No visible bulbs, neon tubing, or luminous paints, shall be permitted as part of any sign.

~~8.—No sign or part of a sign shall have mechanically moving parts or audible devices.~~

~~9.—Political signs shall be permitted up to a total area of six (6) square feet in area for each premise, but shall not be placed in the public right of way or upon power or telephone poles. Political signs may be erected no earlier than sixty (60) days prior to any primary or general election; they shall be removed within ten (10) days after the election.~~

~~10.—One (1) real estate sign located on the property it refers to will be permitted.~~

- ~~a.—The sign shall be a maximum size of eighteen inches by twenty four inches (18" x 24"). Additionally, one (1) rider denoting the name of the agent not exceeding six inches by 24 inches (6" x 24") may be attached to the real estate sign. Upon opening of an escrow, an additional rider not exceeding six inches by twenty four inches (6" x 24") and containing the word "sold" or "pending" may be attached. Any other types of descriptive riders are specifically prohibited.~~
- ~~b.— All real estate signs must be removed within three (3) days of any transfer of ownership (recording) of the property.~~
- ~~11.— Contractor identification signs or Contractor and/or Architect identification signs may be erected for the duration of construction. Such construction signs are to be removed seven days after a certificate of occupancy is issued. The signs shall not exceed four (4) square feet in area. Also, signs warning of construction debris or denoting project sponsored by a funding source may be erected.~~
- ~~12.7.~~ Any existing nonconforming sign may be continued in use; if such a sign is damaged, it may be restored or repaired. If a new sign is constructed, it must conform to the provisions of this chapter.
- ~~13.8.~~ Once a year it shall be the duty of the Zoning Administrator to review all district signs and make appropriate recommendations to the Design Review Board.
- ~~14.9.~~ Signs shall be removed upon thirty (30) days of business relocation or closure.
- ~~10.~~ If any sign becomes a danger to the public or becomes deteriorated or is abandoned, the property owner, or owner of the sign shall be notified to remove or repair the sign. If he/she does not comply within ten (10) days, the Zoning Administrator shall have the sign removed and the cost assessed to the owner of the property on which such sign is located.
- ~~15.11.~~ Flags. Unless otherwise required by state law or specified in this Article, no more than two (2) flags may be displayed on a flagpole, from a flag bracket or on a flag stanchion. Examples of flags include, but are not limited to, the insignia of any nation, organization of nations, state, province, county, city, any religious, civic, or fraternal organization, or educational institution. The area of each flag shall not exceed sixteen (16) square feet and the height of the flag shall be no taller than the building to which it is attached. For the purpose of determining the area of a flag, only one side of the flag shall be counted. Flags may be externally illuminated. A sign permit is not required for a flag.

[Ord. No. 457]

F. REGULATIONS APPLICABLE TO SIGNS IN RESIDENTIAL ZONES

1. One nameplate sign not exceeding two inches by twelve inches (2"x 12") indicating the names of the occupants or business, and one set of numbers four inches by twelve inches (4"x 12") indicating the street address shall be allowed for each dwelling unit without a permit.
2. One non-illuminated sign not exceeding eight (8) square feet in area shall be allowed on premises only to identify a home business and requires a permit. A two-sided sign is one sign.
3. No sign shall extend above the eaves line of a building or extend higher than ten (10) feet above the ground directly below it.
4. Temporary signs shall be permitted in the residential zones without a permit, subject to the following provisions.
 - a. The sum area of all temporary signs does not exceed five (5) square feet in size.

b. If the temporary sign pertained to an event (such as an open house or garage sale), the sign shall be removed within three (3) days of the completion of the event or activity which is being advertised.

c. Signs shall maintain a minimum setback from the right of way of ten (10) feet, unless there is a primary structure on the lot which is located closer to the right of way than ten (10) feet. In which case, the sign may be placed at the same setback as the primary structure.

a-d. The maximum height of a temporary sign is four (4) feet.

b-e. Signs shall not be illuminated.

[Ord. No. 457]

G. REGULATIONS APPLICABLE TO SIGNS IN COMMERCIAL AND INDUSTRIAL ZONES

1. No more than two (2) signs are permitted for any one business except that a business having frontage on and physical access from two (2) or more streets will be allowed a total of three (3) signs.
2. The area of any single wall, projecting, free-standing or canopy sign shall not exceed sixteen (16) square feet.
3. No sign shall extend above the roof of the building to which it is attached.
4. The bottom of any projecting sign shall be no lower than eight (8) feet above the ground directly below it.
5. No part of any projecting or free-standing sign may project over any roadway.
6. One (1) set of address numbers not exceeding four inches by twelve inches (4" x 12") in total area shall be allowed in addition to normal sign allowances.
7. District signs, in addition to other allowed signs, will be considered on a case by case basis by the Design Review Board.
8. Temporary signs, such as "sale" signs are allowed in addition to other signs. Temporary signs must meet all restrictions for signs in this section in addition to the following:
 - a. The sum area of all temporary signs shall ~~No temporary sign may not~~ exceed eight (8) square feet.
 - b. No business may display a temporary sign more than ninety (90) days per calendar year, or forty-five (45) consecutive days.
 - b-c. Signs shall not be illuminated.
 - a-d. No permit is required for temporary signs.

Examples of ~~unrestricted~~ temporary signs: - ~~one (1) day sign or special sign allowed (one per business):~~

- Chalkboards or signs that change daily for menu specials
- Signs for special events that have limited use, such as Art Walk announcements
- Sandwich boards / A-Frame signs (allowed in vestibules and on private property, but not on public sidewalks)

Examples of restricted temporary signs (maximum 90 days per year and no more than 45 consecutive days):

- Banners
- "Sale" and other exterior product advertising

9. Exterior signs indicating open and closed are permitted in addition to normal sign allowances. These signs should be no more than four (4) square feet in area. Such an exterior open/closed sign requires a permit and approval from the Design Review Board.
10. Standard copyright signs offering information on incidental services or recommendations, e.g., VISA, MasterCard, WiFi, etc., are permitted in addition to normal sign allowances, provided:
 - a. They conform to all provisions contained in this section.
 - b. They are inside a window.
 - c. There is no more than one (1) sign per incidental service per public entrance to the business.
 - d. No sign's area shall exceed sixteen (16) square inches.

H. PROHIBITED SIGNS

1. Abandoned signs
2. Billboards
3. Digital or electronic signs with changeable copy
4. Flying banners
5. Flashing or blinking signs
6. Gas-generated signs
7. Inflatable and balloon signs
8. Moving signs - except for barber poles
9. Off-premise signs in the commercial or industrial zoning districts
10. Signs attached or painted on trees, rocks, or other natural features
11. Signs emitting any sound designed to attract attention
12. Signs in the clear vision triangle
13. Signs in the right of way
14. Signs painted on fences
15. Sign walkers
16. Signs with visible bulbs, neon tubing, or luminous paints

d. _____

[Ord. No. 457]