



**AGENDA  
TOWN OF CAMP VERDE  
JOINT WORK SESSION  
MAYOR AND COUNCIL AND PLANNING & ZONING COMMISSION  
473 S MAIN STREET, SUITE 106  
WEDNESDAY, MARCH 13, 2019 AT 5:30 P.M.**

Note: Council member(s) may attend Council Sessions either in person or by telephone, video, or internet conferencing.

**1. Call to Order**

**2. Roll Call.**

**Council:** Council Members Buck Buchanan, Joe Butner, Bill LeBeau, Jessie Murdock, Robin Whatley; Vice Mayor Dee Jenkins; and Mayor Charles German.

**Commission:** Commissioners Jackie Baker, Greg Blue, Michael Hough, Cristine McPhail, Steve Vanlandingham; Vice Chairman Bruce George; and Chairman Chip Norton.

**3. Pledge of Allegiance**

**4. Joint Work Session.** No legal action to be taken.

**4.1. Town Council/Planning & Zoning Commission Sign Code Work Session.**  
[Staff Resource: Carmen Howard]

**5. Work Session.** No legal action to be taken.

**5.1. Discussion and direction on Camp Verde Special Events planning.** [Staff Resource: Mike Marshall]

**6. Adjournment**

Posted by: \_\_\_\_\_ Date/Time: \_\_\_\_\_  
*Note: Pursuant to A.R.S. §38-431.03.A.2 and A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.*

The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk at 928-554-0021

Agenda items may be taken out of order.

Pursuant to A.R.S. §38-431.01 Meetings shall be open to the public - A. All meetings of any public body shall be public meetings and all persons so desiring shall be permitted to attend and listen to the deliberations and proceedings. All legal action of public bodies shall occur during a public meeting.

Pursuant to A.R.S. §38-431.03(A)(2) and (A)(3), the Council may vote to go into Executive Session for the purpose of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.

Camp Verde Council Meetings are recorded and may be viewed on the Camp Verde website. Pursuant to A.R.S. §1-602(A)(9), parents and legal guardians have the right to consent before the Town of Camp Verde makes a video or voice recording of a minor child. If you permit your child to participate in the Council Meeting, a recording will be made. You may exercise your right not to consent by not permitting your child to participate or by submitting your request in advance to the Town Clerk that your child not be recorded.

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Agenda Item 4.1.



Town of Camp Verde

**Exhibit A - Agenda Item Submission Form – Section I**

Meeting Date: March 13, 2019 5:30 pm

- Consent Agenda       Decision Agenda       Executive Session Requested  
 Presentation Only       Action/Presentation       Planning and Zoning/Town Council Work Session

Requesting Department: Community Development

Staff Resource/Contact Person: Carmen Howard

Agenda Title (be exact): Town Council/Planning and Zoning Commission Sign Code Work Session

List Attached Documents:

Reed v Gilbert  
Proposed sign table  
Proposed red-line document  
Summary of public meeting comments  
ARS 16-1019-Commercial Tourism Zone Subsection F

Estimated Presentation Time: 10 minutes

Estimated Discussion Time: 60 minutes

Reviews Completed by:

- Department Head: Carmen Howard       Town Attorney Comments: N/A  
 Finance Department N/A

Background Information:

The Community Development Department Staff has prepared Staff recommendations relating to sign code amendments after multiple community meetings. Please see "Heart of Camp Verde" website for detailed information relating to sign code workshops. Staff is asking for Commission and Council input to continue the code update process.

### Sign Code Regulations:

2015 Supreme Court decision in Reed vs Gilbert affects Municipalities abilities to regulate sign codes based on content. The Court concluded that its decision does not limit a municipality's ability to regulate signage, so long as the regulation is content neutral. For instance, "size, building materials, lighting, moving parts, and portability" may be regulated without reference to a sign's message. Further, "on public property, the Town may go a long way toward entirely forbidding the posting of signs, so long as it does so in an evenhanded, content-neutral manner."

Municipalities are not powerless to enact sign regulation, and the Court provided a non-inclusive list of content neutral criteria:

- Rules regulating the locations in which signs may be placed;
- Rules distinguishing between lighted and unlighted signs;
- Rules distinguishing between signs with fixed messages and electronic signs with messages that change;
- Rules that distinguish between the placement of signs on private and public property;
- Rules distinguishing between the placement of signs on commercial and residential property;
- Rules distinguishing between on-premises and off-premises signs;
- Rules restricting the total number of signs allowed per mile of roadway; and
- Rules imposing time restrictions on signs advertising a one-time event.

**STANDARDS FOR PORTABLE/TEMPORARY SIGNS**

TYPE AND LAND USE	LOCATION	MAX SIZE (SQ FT)	NUMBER ALLOWED	ADDITIONAL REQUIREMENTS	PERMIT NEEDED
<b>Residential &amp; Agricultural Signs</b>					
Yard Sign	On premises	6 sq ft	1	Installed securely in the ground May be A-frame or Up-right style	No
Off-site Directional/Residential Event related	locate at Hwy or intersection of access road; limited to 1 sign per turning movement	6 sq ft	Depends on location	May be placed no earlier than 24 hours before the event and must be removed immediately after sale or event. Not allowed in ROW	No
<b>All residential signs- No illuminated signs, no banners, no signs within public rights of way or attached to trees, fences, utility poles, light posts, street signs, or other public facilities</b>					
<b>Commercial Temporary Signs</b>					
Up-right or A-Frame	On premises not in public right of way	6 sq ft	1	Professionally Crafted. Sign must be taken down at the close of business	No
On Site Banner/Commercial	On premises securely attached to wall or fence	32 sq ft	1	Must be in good condition.	No
New Commercial	On Premises	64 sq ft	1 or 2 may be allowed for parcels fronting more than 1 public street	Project under 10 acres	Yes
New Large Commercial	On Premises	64 sq ft	2	Projects over 10 acres	Yes
Inflatable Objects	On Premises	20 ft max height	1	5 ft setback from property line 2 times per year for duration of event	Yes

## STANDARDS FOR PERMITTED PERMANENT SIGNS

TYPE AND LAND USE	LOCATION	MAXIMUM SIZE (SQ FT)	NUMBER ALLOWED	ADDITIONAL REQUIREMENTS	PERMIT NEEDED
<b>Residential</b>					
Nameplate	On premises	4 sq ft	1		No
Building Identification	On premises	32 sq ft	1 per use 2 for parcels fronting more than 1 public street		Yes
Residential Project Identification	With PAD, Comprehensive sign package or Final Plat On premises	32 sq ft up to 100 sq ft per sign may be monument or pole sign	2 per entry	5 ft min setback from property line: no part in or over right-of-way	Yes
Agricultural	On premises attached to fence or freestanding	18 sq ft max 5' max height may not block visibility triangle	1 per property	Farm Stand or Agri-tourism with Use Permit Not in Public Right of Way	Yes
<b>Commercial</b>					
Projecting permanent permitted signs for any business fronting Main St. from Arnold St. to General Crook Trail	May project over right of way. 8 ft ground clearance	12 sq ft	1	May not be internally illuminated.	Yes
Directional – off premises For business located away from an arterial road	locate at Hwy or intersection; 1 sign per turn within 60 ft of intersection corner	8 sq ft max area 8 ft high max	Depends on location	Non-illuminated Directions to location only	Yes
Integrated Development Project	On Premises	Approved with a Comprehensive Sign Package or as part of a PAD		Commercial or mixed use multiple business development	Yes

TYPE AND LAND USE	LOCATION	MAXIMUM SIZE (SQ FT)	NUMBER ALLOWED	ADDITIONAL REQUIREMENTS	PERMIT NEEDED
<b>Commercial</b>					
<b>Freeway Interchange Signs- for Restaurant, Fuel Sales or Lodging uses only</b>	<b>On Premises</b>	<b>A: 300 sq ft max H: 20 ft to 50 ft max</b>	<b>1 per property AND business regardless of # of businesses; Min lot size: 0.5 acre</b>	<b>Shall be within a circle with a 2000 ft radius measured from the center point of the bisecting road/highway with the I-17 Freeway except when the north and south bound lanes of I-17 are separated by a distance of 800 ft or greater, measured from edge of pavement to edge of pavement, the sign area shall be measured from the center point of each overpass</b>	<b>Yes</b>
<b>District Signs</b>	<b>Location to be determined</b>	<b>Size to be determined based on number of businesses in District and site conditions</b>	<b>1 per district</b>		<b>Yes</b>

TYPE AND LAND USE	LOCATION	MAXIMUM SIZE (SQ FT)	NUMBER ALLOWED	ADDITIONAL REQUIREMENTS	PERMIT NEEDED
Window Signs	Inside or outside of windows	Combined area of window signs not to exceed 50% of total window area		Fixed copy or display only- no flashing, blinking, or moving text or images permitted	No
Off-Premises Sign	Must be located on Commercial Property	64 sq ft 15 ft high max or 5 ft high monument		With property owners permission	Yes
Off-Premises Directional for businesses located off an arterial road	Must be located on Commercial Property	8 sq ft max 8 ft height max	1 per turning movement	With property owners permission	Yes
Free Standing Business Signs	On Site pole or monument	64 sq ft max 20 ft high max except Commercial Tourism Zone must be monument only	1	5' min setback from property line	Yes
Wall Signs	On Site	2 sq ft per 1 linear ft building frontage per business OR 1 sq ft per 1 linear ft property frontage. 200 sq ft max per business	1 per business or on a corner lot, signage can be placed on second street side. If so placed, not greater than ½ of the allowable signage may be placed on any other side of the building	In the case of buildings which front on more than one street allowable signage must be placed on the side of the building on which it is calculated. Must be professionally crafted.	Yes



## SECTION 404 - SIGNS

### A. Purpose and Intent

1. The purpose of the Signs section is to provide fair, comprehensive, and enforceable regulations that will foster a good visual environment for Camp Verde, enhancing it as a place to live and do business. The intent of the Signs section is to improve the effectiveness of signs by preventing their over concentration, improper placement, excessive height, area and bulk, and by limiting their illumination and animation while recognizing free speech rights by regulating signs in a content-neutral manner.
2. Sign regulations protect property values; provide an improved visual environment for citizens and visitors; promote and aid the tourist industry; protect the general public from damage and injury which may be caused by faulty and uncontrolled construction of signs; protect motorists and pedestrians from possible injury caused by the distractions or obstructions of improperly situated signs; and promote the public safety, welfare, convenience, and enjoyment of travel and the free flow of traffic within the Town.
- 2-3. This Section is not intended to, and does not restrict speech on the basis of its content, viewpoint, or message. No part of this Section shall be construed to favor commercial speech over non-commercial speech. A non-commercial message may be substituted for any commercial message displayed on a sign, or the content of any non-commercial message, without the need for any approval or permit, provided that the size of the sign is not altered. To the extent any provision of the Section is ambiguous, the term shall be interpreted not to regulate on the basis of the content of the message.

### B. Applicability, Exemptions and Prohibitions

1. The regulations of the Signs section apply to all signs located or maintained within the Town of Camp Verde, except for signs which are deemed nonconforming signs per Part One and except for the following exemptions.
2. Exemptions from sign regulations:
  - 1-a. Ssigns within the interior of buildings, including inside of window areas other than window signs.
  2. ~~signs directing or pertaining to traffic, parking or loading and street names, or providing warning or safety instructions (e.g. stop engines, no smoking, utility easement/hazard location).~~
  - b. Official traffic, fire and police signs, signals, devices and markings of the State of Arizona, the Town of Camp Verde, or other authorized public agencies, or the posting of notices as required by law; provided that such signs do not constitute a traffic or safety hazard.
  3. ~~signs not more than two square feet in area for entry, exit or street address purposes, and nameplates as defined in Subsection C. and regulated in Subsection F.~~
  4. ~~governmental signs, symbols, flags (under 30 ft in height and not used for business advertising purposes), and official notices.~~
  - 5-c. Temporary decorations or displays celebrating the occasion of traditionally accepted for national and state holidays, and A frame signs which temporarily advertise Town sponsored events or approved community-wide events, patriotic, religious or local holidays or events. This also applies to lighted displays subject to the requirements in Section 405, Outdoor Lighting.
  6. ~~vehicular signage lettered or attached with magnetic devices on a motor vehicle used for business, but not "advertising vehicle" as defined in subsection C, Definitions and prohibited in~~

~~subsection B.4: or to signage on licensed taxicabs or transit buses which carry passengers for a fare.~~

~~7.d.~~ Memorial plaques and building cornerstones when cut or carved into masonry surface or when made of noncombustible material and made an integral part of the building or structure.

~~8.e.~~ Commemorative symbols, plaques and historical tablets.

~~9. Some temporary signs as specified by and in compliance with regulations of Subsection D.~~

~~10.3.~~ Accessory Use: all signs are considered accessory uses, except for off premise signs.

~~11.4.~~ Prohibited Signs: ~~ons: it is unlawful for any person to erect or place any sign prohibited by this section, or for any person to maintain, keep, or allow to remain, on property owned or occupied by him, any sign prohibited in the Town of Camp Verde as follows:~~ The following signs are prohibited in the Town of Camp Verde unless protected by state stature, or otherwise allowed in this Section, 404 Signs.

~~1-a.~~ Signs mounted on or against a vehicle, trailer or container when used for the purpose of providing stationary, permanent, or semi-permanent messages except ~~Unlawful to park a vehicle for the purpose of advertising; such vehicle is termed an "advertising vehicle" as defined in Subsection C, Definitions: for signage lettered or attached magnetic devices on a motor vehicle used for legitimate delivery or other legitimate business purposes.~~

~~2-b.~~ Signs located within, on or projecting over any public right-of-way ~~except for businesses immediately adjacent and fronting the right of way of Main Street from Arnold Street to General Creek Trail.~~ Signs placed on or about public property or within any public right-of-way, unless otherwise permitted. Such signs may be deemed refuse and subject to removal by the Director.

~~3-c.~~ Signs located on a roof or those that do not create a parapet or a parapet wall as defined in Subsection C.

~~4-d.~~ Any sign which interferes with or confuses traffic or represents a traffic hazard, and those which imitate or resemble official traffic or government signs or signals.

~~5-e.~~ Signs with flashing or intermittent illumination ~~and those that are~~ illuminated of such brilliance or position as to blind or dazzle the vision of travelers. (This does not include Christmas lights, during the Christmas season: November 1—January 15).

~~6-f.~~ An animated sign or a sign that is moving, rotating, or audible in any manner.

~~7-g.~~ Automatic changing signs unless they promote the time and temperature. Such signs shall change at intervals of ~~three~~ thirty ~~seconds or more.~~

~~8-h.~~ No sign shall be painted on or affixed to any natural object in its natural location such as a boulder, tree or cliff face.

~~9-i.~~ Abandoned, dangerous, or defective signs.

~~10-j.~~ Signs erected, placed, constructed, or maintained in violation of this ordinance.

~~11-k.~~ Signs which are misleading, erroneous, or provide false information and advertising, words or pictures which are obscene or indecent.

~~12. A Frame signs located within the Town Limits, except as permitted above in Subsection B. 2. e for temporary advertising of Town sponsored events or approved community wide events, and except as permitted as per Subsection G.~~

~~l.~~ Any signs not maintained in a safe and attractive manner, including the replacement of defective parts, painting, repainting, cleaning and other maintenance necessities.

~~m.~~ Billboards.

n. Bandit signs

~~13.—Windblown signs such as posters, banners, pennants, streamers, balloons or other inflated objects, except as provided for in this section. The tacking, painting, pasting or otherwise affixing of signs or posters of a miscellaneous character, visible from a public right-of-way, on the walls or buildings, sheds, trees, fences, utility poles or other structures, or upon vehicles where such vehicles are used primarily as support for such signs, is prohibited.~~

## C. Definitions

The following sign-related words, terms, and phrases, shall have the following meanings when used in this section:

**"A-Frame sign"** describes a portable sign, also referred to as a "sandwich board" sign, comprised of two separate panels or faces typically joined at the top with a hinge and widened at the bottom to form a shape similar to the letter "A". ~~A frame signs are not considered off premise signs.~~

**"Abandoned sign"** means a sign which no longer correctly advertises, identifies, displays, directs or attracts attention to an object, person, institution, organization, an ongoing business, product, service, event or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images. ~~a bona fide lessor or owner, an available product, or activity conducted which no longer correctly directs any person to a location where the advertised goods or services are available.~~ A sign shall be deemed abandoned after 120 days.

~~**"Advertising vehicle"** means a vehicle or trailer parked on private or public property so as to be visible from a public right of way, which has attached thereto or located thereon any sign or advertising device for the basic purpose of providing advertisement of products or directing people to a business or activity. This is not applicable to any form of vehicular signage lettered on a motor vehicle or attached with magnetic devices or to licensed taxicabs or transit buses which carry passengers for a fare.~~

**"Aggregate signage"** shall be the total allowable wall signage calculated plus free-standing or monument signs.

**"Alter"** or **"alteration"** means the changing in structural components or decrease or increase in size, height or location. It shall also mean any change in content, ~~including the business and/or product advertised.~~ It shall also mean any change in ~~advertising~~ content if such change causes the sign to change in classification from an on-premise sign to an off-premise sign or vice versa.

**"Animated sign"** means any sign which includes action or motion. This shall include the movement of any light used in connection with any sign such as blinking, traveling, flaring, or changing degree of intensity of any light movement other than burning continuously.

**"Balloon"** means an inflatable device greater than thirty-six inches in diameter.

**"Banner"** means any sign of lightweight fabric, plastic, paper or other light pliable material not enclosed in a rigid frame.

**"Billboard"** means a large off-premises sign exceeding 64 sq ft. in area.

**"Building directory sign"** means a sign which is limited to the name, address and number of a building, institution or person and to the activity carried on in the building or institution, or the occupancy of the person.

**"Building face"** or **"wall"** means the area of a building in one plane or elevation.

"Building frontage" means the linear length of a building face.

"Canopy" or "marquee" means a permanent roof-like shelter extending from part or all of a building face and constructed of some durable material such as metal, wood, glass, plastic, or canvas.

"Canopy sign" or "marquee sign" means any sign attached to or constructed in or on a canopy or marquee.

"Changing sign (automatic,)" means an electronically or electrically controlled public service time and temperature sign, message center or reader board, where different copy changes are shown on the same lamp bank. ~~Such changes shall occur at intervals of three seconds or more.~~

"Commercial Center/Mall" means a group of three or more commercial operations planned and designed for the site on which it is built, functioning as a unit, with off-street parking as an integral part of the unit. The site may or may not be under common ownership.

"Commercial Tourism Zone" means the areas of Camp Verde designated by Town Council resolution as commercial tourism zones based upon the predominance of commercial tourism, commercial resort and hotel uses within those zones.

"Construction" means the placement or attachment of sign-related materials (e.g. posts, poles, brackets, standards, bolts, screws, lumber, concrete, block, footings, and/or paint) on the ground or on an existing building or other structure.

"Copy" means the wording and graphics on a sign surface.

"District signs" mean a sign which advertises one or more businesses 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.

"Flag" means any sign with or without lettering or symbols, of lightweight fabric, plastic, paper or other light pliable material that is mounted to a pole.

"Free-standing sign" means a sign ~~erected on a free standing frame, supported by one or more uprights, mast or pole,~~ set in a fixed position in the ground and not attached to any building.

"Freeway sign" means a free-standing sign directing attention to a restaurant, lodging facility, vehicle fuel sales business offered upon the same premises as those upon which the sign is located. ~~Freeway signs are allowed in accordance with the freeway sign criteria as noted.~~

"Frontage" means the length of the property line of any one premise along a public right-of-way on which it borders.

"Grade" means the average elevation of the ground within a radius of five feet from the center point of the sign.

"Ground clearance" means the distance from the adjacent grade to the bottom surface of the sign.

"Height of sign" means the vertical distance measured from the adjacent grade, which permits the greatest height to the highest point of the sign.

"Indirectly illuminated sign," means any sign lighted by or exposed to artificial lighting either by lights on or in the sign, or directed towards the sign, which reflects light from a different source directed upon it.

"Lot" means any legally created lot, parcel, tract or land, shown on a plat of record or recorded by metes and bounds.

"Lot, corner or corner lot" means a lot situated at the intersection of two or more streets having an angle of intersection not more than one hundred thirty-five degrees.

"Maintenance" or "maintain" means the replacing or repairing of a part or portion of a sign.

~~"Menu board" means a permanently mounted structure displaying the bill of fare for a drive in or drive thru business. Such signs are not for the purpose of business identification or advertising and are intended for view of customers who are currently on the premises. Maximum letter height for all copy of such signs is limited to two inches.~~

"Monument sign" means a sign which is mounted on a base at ground level.

"Mural" means a drawing or painting affixed either directly or indirectly on a building or land which depicts a scene or picture. Such picture or drawing shall not be for the primary purpose of conveying information which identifies or ~~advertises~~ conveys a message relating to a product, place, activity, person, institution, or business. A mural may contain a sign so long as the primary function or purpose of the mural is not a sign. Any portion of a mural that is a sign is subject to the requirements of this Section for that portion only. A mural is subject to the permitting procedures.

"Nameplate" means a non-electric sign identifying only the name and/or address of the occupants of the residence on which the sign is located.

"Nonconforming sign" - see Part One, Section 102.

~~"Off-premise sign" means a sign which directs attention to advertising a business, place, person, activity, goods, services, products, sold or offered at which directs persons to a different location from where the sign is located. A-Frame signs are not considered off premise signs. District signs are not considered off premises signs.~~

~~"On-premise sign" means any sign identifying or advertising a which directs attention to a business, place, person, activity, goods, products, or services located sold or offered on the premises where the sign is located. installed. A-framed signs are not considered off premise signs.~~

"Parapet" or "parapet wall" means the extension of a false front or wall above a roofline.

"Pennant" means 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.

"Permanent sign" means any sign which is intended to be and is so constructed as to be of a lasting and enduring condition, remaining unchanged in character, condition (beyond normal wear) and position.

"Portable sign" means any sign not permanently attached to the ground or a building.

"Premises" means any piece of improved or unimproved real estate.

"Professionally crafted" means constructed by someone who constructs signs as a profession or business or has the appearance of being professionally crafted.

"Projecting signs" means a sign, other than a wall sign, which is attached to and projects from a structure or building face.

"Public place" means any and all dedicated streets, easements, sidewalks, boulevards, alleys, or other public ways, and any and all public parks, squares, spaces, grounds, and buildings.

~~"Real estate/property for sale, rent or lease sign" means any sign pertaining to the sale, lease or rental of land or buildings.~~

"Reconstruction, substantial" means improvement or repair valued in excess of 50% of the current value of a sign. Reconstruction does not include merely repainting or changing the copy of the sign if the use, size and location remain the same.

"Right of Way" means a strip of land acquired by reservation, dedication, forced dedication, condemnation or prescription and intended to provide space for the installation and maintenance of a road, sidewalk, trail, railroad, utilities, or other similar uses.

"Roof sign" means any sign erected upon, against or directly above a roof or on top of or above the parapet of a building.

"Sign" means any identification, description, illustration or device illuminated or non-illuminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise, or any emblem, painting, banner, pennant, placard or temporary sign designed to advertise, identify or convey information with the exception of window displays and flags of any nation, government, or non-commercial organizations. For the purpose of removal, signs shall also include all sign structures.

"Sign area" means the area of the largest single face of the sign within a continuous line that would form a rectangle or square shape, including any frame that forms an integral part of the display, but excluding the necessary supports or uprights on which the sign may be placed. If the sign consists of more than one section or module, all areas will be totaled, as described below for the number of Sign Faces:

One: If a sign has copy on one side only, or if the interior angle between the two sign faces or sides is 45 degrees OR LESS, the sign shall be considered double faced, and the sign area will be the area of one face only.

Two: If the angle between the two sign faces is greater than 45 degrees, it shall be considered two faces, and the area will be the sum of the areas of both faces; and, if two sign faces are attached to a structure with a thickness exceeding 36 inches or the two faces are separated by a distance exceeding 36 inches, then the sign area will be the area of both faces.

Multi-faced: If a sign contains more than two sides, the area shall be the sum of the area of the largest side plus the areas of any other sides whose interior angle with any other side exceeds 45 degrees.

"Sign Directional" means any sign which is designed solely for the purpose of traffic or pedestrian direction and placed on the property to which or on which the public is directed and which contains no advertising copy or electronic changing information.

"Sign Directory" means any sign listing the names, use or location of the business or activities conducted within a building or group of buildings and placed on the property to which or on which the public is directed.

"Sign structure" means any structure which supports, has supported or is capable of supporting a sign, including decorative cover.

~~“Subdivision directional sign” means a sign limited to directional messages or direction instructions for new subdivisions and may be on or off premise and such signs shall be made of any heavy duty, weather resistant material including laminated paper, plastic, metal or wood.~~

“Temporary sign” means any sign or advertising display intended to be viewed for a temporary period of time, ordinarily until the happening of a particular event; ~~Sec 404D.~~

“Under-canopy sign” or “under-marquee sign” means a sign suspended below the ceiling or roof of a canopy or marquee.

“Wall sign” means a sign mounted flat against or painted on the wall of a building with the face in a parallel plane to the plane of the building wall.

“Window sign” means a sign installed inside a window for the purpose of viewing from outside the premises. This term does not include merchandise located in a window.

**D. Temporary Signs**

<b>REQUIREMENTS FOR PERMITTED TEMPORARY SIGNS</b>				
<b>Temporary Signs shall be permitted in conformance with provisions specified below:</b>				
<b>Type/ Purpose</b>	<b>Maximum Size/Area</b>	<b>Location/ Property</b>	<b>Maximum Time Period Allowed:</b>	<b>Comment/Additional Regulation</b>
Event, Show, Election, Public Notice*	16 sq ft; max 2'x2' in Public R/W ***Except in Council Designated (Event Show) temporary sign areas.	On site, or with Owner's written permission	10 days after event; in Public R/W: max 48 hrs after and max 30 days total	Public R/W ** only for Local Events,*** but not on street, traffic, or utility poles; must not create traffic visual obstruction
For Sale, Lease or Rent	7 sq ft; max 32 sq ft per 500' street frontage;	On site for sale, lease, rent;	10 days after close of escrow or lease;	Permit & Fees required for Temporary signs greater than 7 sq ft;
<del>Open House</del>	<del>max 3 signs @ 7 sq ft, two sided, no illumination</del>	<del>on/off site with owner's written permission</del>	<del>only when sales person in home being advertised</del>	<del>Not in Public R/W</del>
Opening New Subdivision	32 sq ft to 100 sq ft per Final Plat; 1 sign per exterior street	On site, min 5' setback from R/W	3 years from date of permit issuance	Not permitted in Public R/W; Permit & Fees required
Opening New Multi Family, Commercial, Industrial	32 sq ft; 1 add'l sign per exterior street under same ownership	On site, min 5' setback from R/W	1 year from installation or certificate of occupancy, whichever occurs first	Not permitted in Public R/W; Permit & Fees required
Buildings under Construction	32 sq ft; max 16 sq ft in single family residential	On building under construction	=====	Permit & Fees required
Directional for New Subdivision	1.5 sq ft, 3ft hgt per sign; max 30 signs 20' apart; 40' from other signs; 5 max per 500' same street	On/off site w/in 3mi radius with Owner's written permission	3 years from date of permit issuance	Not permitted in Public R/W; Permit & Fees required
Garage/Yard Sales	2' x 3'	With Owner's written permission	Duration of sale; immediate removal after	Not permitted in Public R/W; phone number required on signs

Balloons	1 balloon, in new condition, per business	On site	Max:14 days—no permit; 15-60 days max per year with required permit	Not permitted in Public R/W; Balloon & lines not metallic or electric conductor material
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\*Permit fees may be waived for non-commercial temporary event/election/notice sign use.

\*\*Political signs are prohibited on any State highway right of way.

\*\*\*Local Events are Town sponsored events, approved community wide events and others pertaining to the Town of Camp Verde.

\*\*\*\*In Council designated Community (Event & Show) temporary sign areas. Those wanting to utilize this area must sign up on an availability list at the Camp Verde Public Works office. Only Town employees are allowed to put up & take down signs in these areas. A maximum of 16 square feet sign size is allowed in these areas. Ord. 2011 A380-11-26-2011

### ~~E. Banners, Flags and Pennants~~

~~The temporary use of banners, flags and pennants shall be permitted in accordance with provisions specified below.~~

<del>REQUIREMENTS FOR PERMITTED BANNERS, FLAGS &amp; PENNANTS</del>				
<del>Type/ Purpose</del>	<del>Maximum Size/Area</del>	<del>Location Private Property</del>	<del>Maximum Time Period Allowed:</del>	<del>Comment/Additional Regulation</del>
<del>Banners in Commercial &amp; Multi-Family Zoning Districts</del>	<del>2 per business @ max 40 sq ft</del>	<del>On site, not above roof line, attached to building, wall or fence</del>	<del>No permit: 30 days or less; Permit required: more than 30 days; maintained in like new condition</del>	<del>Banners allowed in addition to wall signs, free- standing and monument signs</del>
<del>Flags for attention to new subdivisions</del>	<del>18 sq ft max; 24ft max hgt;</del>	<del>On site; max 50 flags on or behind property line.</del>	<del>3 years from date permit issuance; maintained in like new condition</del>	<del>Permit required; flags and pennants shall not be used concurrently; government flag exceeding 30' hgt subject to Dept approval</del>
<del>Flags for Multi-Family and Commercial</del>	<del>6ft min clearance</del>	<del>On site; 1 per 20' street frontage, max: 20 flags on or behind property line.</del>	<del>=====</del>	
<del>Pennants for Multi-Family &amp; Commercial</del>	<del>4 linear ft per 1 ft lot frontage to max of 1000ft</del>	<del>On site;</del>	<del>Max 30 days annually; maintained in like new condition</del>	<del>Permit required; flags and pennants shall not be used concurrently;</del>



## F. Permanent Signs

Permanent signs permitted by Zoning District shall comply with provisions in the following tables.

<b>REGULATIONS FOR PERMITTED PERMANENT SIGNS</b>				
<b>Type/Purpose Description or Use</b>	<b>Max Area &amp; Height</b>	<b># of Free standing Or Wall mounted</b>	<b>Illumination</b>	<b>Comment/additional regulation</b>
<b>RESIDENTIAL DISTRICTS</b>				
<b>Nameplate</b> name, title address, occupation,	A: 4 sq-ft H: 8 ft	1 per dwelling	1 bulb @ 150W max	On site signs only
<b>Identification:</b> community buildings, educational, religious, medical/health, charitable institutions, public utilities, airports, cemeteries, recreational use areas	A: 32 sq-ft H: __ Single or double-faced	1 per use; 2 permitted for parcels fronting on more than 1 public street	__	On site signs only
<b>Building Directory</b>	A: 8 sq-ft H: __	1 per 5000 sq ft of building area	__	On site signs only
<b>Entrance Identification:</b> to subdivisions, multi-family dwelling complexes, mobile home/manufactured home or RV parks, and ranches	A: 32 sq-ft; up to 100 sq ft per sign with Final Plat H: 20 ft	2 permitted per entry @ 1 each side of entry street for sole, exclusive purpose of identifying entrance; may also be monument type	__	5 ft min setback from property line; no part in or over public right of way; signs shall not interfere with or confuse traffic
<b>Optional Subdivision Comprehensive Sign Plan</b>	Total square footage in  Comp Sign Plan shall not exceed total cumulative square footage permitted in this Section	Required application & report inclusive: fully dimensioned layout of subdivision depicting all permanent & temporary signs locations and the surrounding uses; purpose of the signage & why the comprehensive sign plan option was chosen; length of use by sign type; renderings and elevations of each existing and proposed sign demonstrating the project theme, colors, materials, and sign dimensions; square footage comparison of signage allowed by existing regulations and that proposed by the Comprehensive Sign Plan; Comprehensive Sign Plan to be filed with process of Part 6 Administration and Procedures		
<b>REGULATIONS FOR PERMITTED PERMANENT SIGNS</b>				
<b>Type/Purpose Description or Use</b>	<b>Max Area &amp; Height</b>	<b># Freestanding Or Wall mounted</b>	<b>Illumination</b>	<b>Comment/additional regulation</b>
<b>ALL ZONING DISTRICTS</b>				
<b>Special Purpose Permanent Signs</b>				
<b>Directional</b> — on premise; no advertising copy permitted	A: 4 sq-ft H: 8 ft Single or double-faced	Max: 2 per entrance/exit to or from parking area	__	Permitted in addition to aggregate area limits per Zoning District

<b>Directional</b> —off premise for business located away from arterial highway	A: 8 sq ft H: 8 ft Single or double-faced	Max 3 signs per business; locate at hwy or intersection of access road; limited to 1 standard within 60ft of each intersection corner	Non-illuminated	Only generic arrows or words giving direction & business i.d. symbol or logo; permit required
<b>On-premise Menu Board</b>	A: 32sq ft/face H: ==	2 per site @ 1 double-faced or 2 single-faced	=	
<b>Directional/Informational</b> —off premise for public service or safety facilities eg hospitals, clinics, fire/police	≡	=	=	Permit required
<b>Off-Premises Sign</b> —copy shall be limited to identifying the business or facility benefiting and directions to locate that business or facility and must be located on commercial property.	A: 64 sq ft/face H: 15 ft—free-standing sign; H: 5ft—monument sign	Property owner's written permission required; shall be setback min of 5 ft from property line; no part in or overhanging public right-of-way;	=	Permitted by Use Permit—max: 5 years; total allowable signage for any one property shall not be exceeded by the installation of the off-premise sign. If applicable, must follow any state regulations that apply.

## G. Permanent Commercial and Industrial Signs

Additional to the specifications in the table of Regulations for Permitted Permanent Signs, all business/commercial/industrial signs within the Commercial and Industrial Zoning Districts shall comply with following:

1. Any free-standing or projecting sign within twenty feet of a street right-of-way shall be so constructed as to allow clear and ample visual lines for driveways and alleys to adjoining traffic lanes.
2. Any lighted sign must abide by the regulations of Section 405 Outdoor Lighting; and all illuminated signs shall be turned off by 10:00pm or when the business closes, whichever is later; and internally illuminated advertising signs shall not have translucent backgrounds of white, cream, off-white, yellow, or other light color.
3. The sign shall be located on the property to which it pertains.
4. Signs shall not be located within, on, or projecting over any public right-of-way. ~~Exception: see Section 404.B.4.~~
5. Signs which are not permitted in a residential zone shall not be placed closer than 20 feet to any residentially zoned lot.
6. On a corner lot in any zoning district, no sign or other obstruction to vision more than three feet in height shall be placed or maintained within the triangular area bounded on two sides by front lot lines, and on

the third side by a straight line connecting points on said lot lines (or their projections) each of which points is thirty feet from the point of intersection of said lot lines.

7. All signs and sign structures shall be designed and constructed in accordance with the requirements of the current adopted Building Code(s) and must be constructed of durable materials capable of withstanding continuous exposure to the elements and the conditions of the environment. All commercial signs must be professionally crafted.
8. It is unlawful for any person to erect or place any sign not permitted or allowed by this section, or for any person to maintain, keep, or allow to remain, on property owned or occupied by him, any sign not permitted or allowed by this Section, except those which are deemed non-conforming signs per this ordinance. Unauthorized signs may be removed from any public right-of-way by the Code Enforcement Officer, except as otherwise provided by law.

<b>REGULATIONS FOR PERMITTED PERMANENT SIGNS IN COMMERCIAL &amp; INDUSTRIAL ZONES</b>				
<b>Type/Purpose Description or Use</b>	<b>Max Area &amp; Height</b>	<b># Free standing Or Monument</b>	<b>Illumination</b>	<b>Comment/Additional Regulation</b>
<b>Business Sign:</b> identifying on site business, products, services	A: 64 sq ft H: 20 ft	1 per business	Shall comply with Sec 405 Outdoor Lighting	All signs shall be setback minimum of 5 ft from property line; and not create an obstruction to vision or interference with traffic
-In Shopping Center	A: +16 sq ft/ business to total max: 200 sq ft	Max: 2 per shopping center if 2 entrances 500 ft apart		
-Building Pad Signs	A: 64 sq ft H: 20 ft	1 per Pad additional		
<b>Menu Boards</b>	A: 32sq ft/ face H: ___	2 faces per site @ 1 double-faced or 2 single faced	Shall comply with Sec 405 Outdoor Lighting	
<b>Freeway Interchange Signs</b> - for Restaurant, Fuel Sales or Lodging uses only	A: 300 sq ft max of 2 faces H: 20 ft to 50 ft max	1 per property AND business regardless of # of businesses; Min lot size: 0.65 acre	Shall comply with Sec 405 Outdoor Lighting	Shall be installed on site and within a circle with a 2000 ft radius measured from the center point of the bisecting road/highway with the I-17 Freeway except when the north and south bound lanes of I-17 are separated by a distance of 800 ft or greater, measured from edge of pavement to edge of pavement, the sign area shall be measured from the center point of each overpass
<b>Wall Signs</b>	A: 1 ½ sq ft per 1 linear ft building frontage per business OR: 1 sq ft per 1 linear ft property frontage; 32 sq ft min to 200 sq ft max per business		Shall comply with Sec 405 Outdoor Lighting	Permitted in addition to free standing or monument signs; shall not extend above roofline unless attached to, or is, a parapet wall; max sign area allowed is not transferable between buildings or occupancies

<b>Main Street Projecting Signs</b>	A: 12 sq ft; Projecting 6 ft max H: 10 ft ground clearance Max: 1 sign per business	No internally illuminated signs	Permitted only for, and may project over public right of way, any business fronting Main St from Arnold St to General Crook Trail; Projecting signs and A-Frame signs are subject to Indemnity Agreement to release The Town from liability arising from sign placement; and placement. A-Frame signs must be as close to business as reasonable for businesses located off of Main St. between Arnold St. and General Crook Trail and must be no further than 500' from the business the sign advertises.
<b>A-Frame Signs</b>	Max: 2 ft wide X 3 ft high Max: 1 sign per business; Permitted during regular business hours		
<b>Canopy/Marquee</b> — Attached Sign	A: 1 sq ft/ 1 linear ft of canopy	==	Canopy/marquee sign area is calculated as part of allowable total Wall Sign area; max sign area allowed is not transferable between buildings or occupancies; shall not overhang public right of way
— Under Canopy Sign	A: 8 sq ft H: 8ft ground clearance		
<b>Optional Comprehensive Sign Plan</b>	Total sign square footage shall not exceed the cumulative total square footage otherwise allowed; sq footage of any one sign type shall not exceed sq footage permitted for same by more than 50%	Required application & report inclusive: fully dimensioned site plan depicting all proposed & existing signs & bldg locations and sq footages; and surrounding uses; lot size with lineal frontages of bldgs & property; purpose of the signage and why the comprehensive sign plan option was chosen; length of use by sign type; renderings, elevations & materials of each existing & proposed sign; to be filed in compliance with process of Part 6 Administration & Procedures	

## H. Comprehensive Sign Plan

For some developments, alternative standards and flexibility in the established standards may enhance the aesthetic qualities of the development and the community. Approval of a Comprehensive Sign Plan allows for unified presentation of signage throughout a development site, flexibility to provide for unique

environments, and preapproval of designs and design elements helps make sign review more efficient and results in a cohesive design throughout a project.

1. A Comprehensive Sign Plan shall set forth a master plan for all signage for an entire parcel or project site, shall be submitted to Community Development as a separate sign plan or may be submitted as part of a PAD Plan submittal and shall include the following information:

a. Sign dimensions and approximate locations.

b. Materials and colors.

c. Proposed illumination and illumination levels.

d. A design theme with illustrative examples of each sign type and the proposed locations of each sign.

e. A demonstration that the Comprehensive Sign Plan will improve the aesthetics of the development and will not have an adverse impact on the use, enjoyment, or value of property adjacent to the subject development.

f. Any other maps, drawings or materials as required by the Director (including a colored rendering of the sign) to adequately describe the sign proposal.

2. Comprehensive Sign Plan Flexibility Criteria

Signage which is proposed as a part of a Comprehensive Sign Plan may deviate from the height, area, number and location of signs permitted by this article based on the following criteria:

a. The overall size of the development site and the scale of the use or uses located or anticipated to be located there (larger land areas and scales of use tend to favor larger signs and/or more signs)

b. Relationship between the building setback and sign location (additional signage may be appropriate for buildings with less visibility, particularly where buffering is providing an aesthetic and/or environmental benefit to the town)

c. Length of frontage on a public right-of-way (larger frontages may justify more or larger signs, particularly if the size of the frontage tends to prevent sign clutter from multiple adjacent parcels or businesses)

d. Classification of street the development site fronts on (frontage along an arterial or collector street may justify more or larger signs than frontage along a local street)

e. Access and visibility to the site

f. Intended traffic circulation pattern and the need for wayfinding

g. Hierarch of signage

h. Relationship between the site and adjacent uses

i. The desired function of the site

j. Consistency with the objectives and policies of the General Plan and any other applicable Town plans.

### 3. Comprehensive Sign Plan Review

a. Comprehensive Sign Plans that are submitted as part of a PAD Plan submittal must follow the requirements as outlined in Section 203(L)(2).

b. Comprehensive Sign Plans that deviate by 10% or less from the standards allowed by this Section may be approved by the Community Development Director.

c. Comprehensive Sign Plans that deviate more than 10% of this section require approval by the Town Council upon recommendation by the Planning and Zoning Commission.

d. Comprehensive Sign Plan approval does not relieve Sign Permit requirements.

e. A Comprehensive Sign Plan may be amended in the same manner in which the original was approved.

## 4.I. Sign Permit, Application and Fee

1.f. "New signs exceeding 12 square feet in area or exceeding eight feet in height shall require a permit, as well as those specified smaller signs, i.e. A-framed sign. Temporary Subdivision Directional and Sale/lease signs and Permanent Directional Off-Premises signs that also require permits, see Subsections D, F, and G."

1.a. It is unlawful for any person to erect, add to, alter, repaint so that the copy is changed, or to change the panels on any sign, or for any person to allow any sign on property owned or occupied by him to be erected, added to, altered or repainted so that the copy is changed, prior to obtaining a sign permit, and an electrical permit if necessary, for on-site or off-premises signs from the Community Development Director except as exempted in Section B.2.

2.b. The Community Development Director shall require the submittal of plans or other pertinent information necessary to insure compliance with this Section and other applicable codes and requirements.

3.c. Sign permit applications shall be made at the Community Development Department on the appropriate form(s) and shall contain at minimum, the following information:

1.a. Assessor's parcel number identifying the property.

b. Street address or legal description of the property and dimensions thereof.

c. Description of the original copy to be placed on sign(s), including color photo or graphic of sign.

d. ———Type of sign(s) including methods of support, (free-standing or otherwise) and illumination.

e. ———Estimated true value of the sign(s) and associated structural supports.

- f. Dimensions of the sign and number of panel(s) as well as bottom and top heights above grade.
- ~~1-i.~~ A (signed) plot plan showing the following:
  - (1) Shape and dimensions of lot boundaries.
  - (2) Location of rights-of-way easements on the parcel.
  - (3) Driveways and parking areas, if any.
  - (4) Location, dimensions, and heights of existing and proposed signs, and if free-standing or wall-mounted.
  - (5) North designation.
- h. A sketch or elevation view (with dimensions and approximate original copy) of the sign face(s).
- i. Such other information as the Community Development Department shall require for the purpose of determining whether the application complies with the requirements of this Section and of the current adopted Building Code(s).
- j. Name, address, phone number of property owner/applicant.
- k. Signature of applicant or property owner.
- l. Provide qualified Contractor information.

~~4-d.~~ Applications for exterior wall murals shall include a sketch with colors and description of the intended picture or drawing which depicts the content of the mural.

~~1-a.~~ The application and sketch are to be reviewed by the Community Development Director for their overall compatibility with the purpose of this Sign Section and the goal of the community to promote a rural, historical, western-oriented atmosphere.

~~2-b.~~ If an applicant or affected property owner is not satisfied with the decision of the Director, an appeal of the decision may be filed for review by the Board of Adjustment and Appeals.

~~3-e.~~ The Town Council by resolution shall adopt and/or amend fees to implement the provisions of this section; the sign permit fee shall be double in the event that the erection, relocation, or installation of any sign occurs prior to the issuance of a sign permit.





**Sign Code Meeting  
Summary of New Recommendations  
Camp Verde Library, Terracotta Room  
February 12, 2019 5:30 – 7:15pm**

Please see sign in sheet for list of attendees.

Staff present were Carmen Howard, Community Development Director, Manny Romero, Code Enforcement Officer, Melinda Lee, Town Planner, Sebra Choe, Economic Development Project Manager, Marshal's Office Sergeant Dan Jacobs and Deputy Steve McClure.

The outline from the January 9, 2019 meeting was used as a general discussion guide. The attendees agreed with many of the previous suggestions that were based mostly on issues such as location, aesthetics, safety, and business visibility.

Some additional issues were discussed, such as:

- Allowing banners to be used for permanent wall signs if they are mounted in a frame.
- Concerns about using balloons, streamers, pinwheels, etc., to attract attention; should they be allowed on a limited basis or not at all?
- Suggested agricultural signs be considered and have regulations for them.
- Concerned with pole signs on Main Street; limit height or prohibit?
- Include wording for murals to include "non-commercial" purposes.

Staff wrapped up with an explanation of the next phase of the process; which is a joint workshop between the Planning Commission & Town Council, then the public hearing process for adoption of a Planning & Zoning Ordinance Text Amendment.

**Sign Code Recommendations  
Follow Up Discussion Outline  
Camp Verde Library (Terracotta Room)  
Tuesday, February 12, 2019, 5:30 – 7:00pm**

The following is an outline of the recommendations that were made by attendees of our January 9, 2019 Sign Code meeting. The suggestions were broken down into three categories, General, Design/Appearance, and Location/Safety. Comments that are similar were grouped into basic concepts.

General:

- A-Frames should not be over regulated
- Limit number of signs to one by business and one by the street
- Only allow one A-Frame per business
- Allow only one A-Frame if main business signs is visible to the street
- Renew certificate of insurance annually, with business license renewal
- Renew sign permits with business licenses
- Allow temporary signs with parameters – make it fair
- Vinyl banners allowed for new businesses for 2 years, then permanent signs should be installed
- Permit process needs to be streamlined, with more direction on completing them
- Include a photograph of the sign annually to make sure it is in good condition
- Older signs and areas should get exemptions
- Lighting should be required to be shut off at 10:00pm
- Illumination should be allowed -- it adds interest to the signs
- Develop a library of sign types, designs, fonts to reduce approval processing – others not in library would require more review
- Provide reference material and resources to businesses with options
- Develop districts
- Have Town monitor conformance
- Obtain grants to help fund changes
- Get discounts from local artists
- Have the same regulations as Main Street for all of the Town for consistency
- Have an annual contest for the best sign

Design/Appearance:

- Kept maintained in good condition, up-to-date, code compliant
- Readable based on size and fonts
- Professional
- Made of permanent materials, not faded or using paper that is taped on
- Aesthetically pleasing
- Allow themes or schemes for different districts
- Complexes with multiple businesses - use monument signs instead of multiple signs

- Promote projecting signs
- Work with local sign makers and artists
- Encourage consistency in designs/types
- Propose a projecting sign design that is wooden and rustic, yet the ironwork and actual sign could be unique to encourage individual expression
- Use monument signs more to allow old signs to be removed and new ones inserted – could be rebranded, small businesses benefit and not just a landlord’s asset
- Design signs that could be easily replaced instead of having to do a new sign
- Use local, native materials
- Adopting themes/schemes does not allow for individual expression and does not help the business
- Sign types could be the themes
- Themes along SR 260 and Main Street
- Have (2) design standards for signs, one for Main Street and other for Finnie Flat Road
- Town grants should be provided to replace all pole signs along Main Street with a consistent design
- Use sign designs approved by the Design Review Committee as guidelines
- Encourage use of standard, or themed, designs with incentives

Location/Safety:

- A-frames should be spaced well
- Maintain access for emergencies and pedestrian access
- Safety should be considered, possibly have them in a designated area
- Use weighted bases, especially those along streets, to prevent them from blowing into the street -- possibly use platforms, wheels, or other heavy base
- Consider number and types based on districts with pedestrian vs. vehicle traffic.
- Signs can be difficult to read, creates safety issue
- Do not allow clutter
- Do not allow excessive temporary signage

16-1019. Political signs; printed materials; tampering; classification

A. It is a class 2 misdemeanor for any person to knowingly remove, alter, deface or cover any political sign of any candidate for public office or knowingly remove, alter or deface any political mailers, handouts, flyers or other printed materials of a candidate that are delivered by hand to a residence for the period commencing forty-five days before a primary election and ending seven days after the general election.

B. This section does not apply to the removal, alteration, defacing or covering of a political sign or other printed materials by the candidate or the authorized agent of the candidate in support of whose election the sign or materials were placed, by the owner or authorized agent of the owner of private property on which such signs or printed materials are placed with or without permission of the owner or placed in violation of state law or county, city or town ordinance or regulation.

C. Notwithstanding any other statute, ordinance or regulation, a city, town or county of this state shall not remove, alter, deface or cover any political sign if the following conditions are met:

1. The sign is placed in a public right-of-way that is owned or controlled by that jurisdiction.
2. The sign supports or opposes a candidate for public office or it supports or opposes a ballot measure.
3. The sign is not placed in a location that is hazardous to public safety, obstructs clear vision in the area or interferes with the requirements of the Americans with disabilities act (42 United States Code sections 12101 through 12213 and 47 United States Code sections 225 and 611).
4. The sign has a maximum area of sixteen square feet, if the sign is located in an area zoned for residential use, or a maximum area of thirty-two square feet if the sign is located in any other area.
5. The sign contains the name and telephone number or website address of the candidate or campaign committee contact person.

D. If the city, town or county deems that the placement of a political sign constitutes an emergency, the jurisdiction may immediately relocate the sign. The jurisdiction shall notify the candidate or campaign committee that placed the sign within twenty-four hours after the relocation. If a sign is placed in violation of subsection C and the placement is not deemed to constitute an emergency, the city, town or county may notify the candidate or campaign committee that placed the sign of the violation. If the sign remains in violation at least twenty-four hours after the jurisdiction notified the candidate or campaign committee, the jurisdiction may remove the sign. The jurisdiction shall contact the candidate or campaign committee contact and shall retain the sign for at least ten business days to allow the candidate or campaign committee to retrieve the sign without penalty.

E. A city, town or county employee acting within the scope of the employee's employment is not liable for an injury caused by the failure to remove a sign pursuant to subsection D unless the employee intended to cause injury or was grossly negligent.

F. Subsection C does not apply to commercial tourism, commercial resort and hotel sign free zones as those zones are designated by municipalities. The total area of those zones shall not be larger than three square miles, and each zone shall be identified as a specific contiguous area where, by resolution of the municipal governing body, the municipality has determined that based on a predominance of commercial tourism, resort and hotel uses within the zone the placement of political signs within the rights-of-way in the zone will detract from the scenic and aesthetic appeal of the area within the zone and deter its appeal to tourists. Not more than two zones may be identified within a municipality.

G. A city, town or county may prohibit the installation of a sign on any structure owned by the jurisdiction.

H. Subsection C applies only during the period commencing sixty days before a primary election and ending fifteen days after the general election, except that for a sign for a candidate in a primary election who does not advance to the general election, the period ends fifteen days after the primary election.

I. This section does not apply to state highways or routes, or overpasses over those state highways or routes.

Agenda Item 5.1.



Town of Camp Verde

**Agenda Item Submission Form – Section I**

Meeting Date: March 13, 2019

- Consent Agenda       Decision Agenda       Executive Session Requested
- Presentation Only       Action/Presentation       Special Session       Work Session

Requesting Department: Public Works – Parks & Recreation

Staff Resource/Contact Person: Michael Marshall

Agenda Title (be exact): Discussion and direction concerning the Camp Verde Special Event Process

List Attached Documents: Budget report of previous and future possible revenues and expenses related to the three new Special Events under discussion. Special Event Objectives, Priorities and Goals – draft, Special Event Process development rationale.

Estimated Presentation Time: 15 minutes

Estimated Discussion Time: 30 minutes

Reviews Completed by:

- Department Head:                       Town Attorney Comments:

Finance Review:  Budgeted     Unbudgeted     N/A

Finance Director Comments/Fund:

Fiscal impact:

Budget Code: \_\_\_\_\_ Amount Remaining: \_\_\_\_\_

Comments:

Background Information: With the withdrawal of Camp Verde Promotions from its role as the Town's Special Event provider, Council at the January 9, 2019 work session directed Town staff to research and develop proposals, options and information for bringing the events back under Town operation. This work session is to discuss objectives, priorities and goals, as well as budget options.

Recommended Action (Motion): Staff is seeking feedback from the Council on provided information and intended direction options.

Instructions to the Clerk:

## Summary CVP Financial Details

Revenue	Previous	Notes	Status quo	Notes	Profit Share	Notes	Notes
Vendor/Registration Fees	\$ 16,870		\$ 14,000	Smaller CF,FVD	\$ 14,000		
Product Sales	\$ 21,460		\$ 18,460	1 day Corn	\$ 1,710	No corn, wine	
Advertising	\$ 2,350		\$ -	No placemats	\$ -		
Carnival	\$ 4,676		\$ 4,676		\$ 4,676		
Donations	\$ 4,194		\$ 4,000		\$ 4,000		
<b>Total Revenue</b>	<b>\$ 49,550</b>		<b>\$ 41,136</b>		<b>\$ 24,386</b>		
<b>Expenses</b>							
Wages/contract/Non-profit labor	\$ -		\$ 37,042		\$ 37,042		
Advertising	\$ 6,494		\$ 4,800	No placemats	\$ 4,800		
Equipment Rental	\$ 10,570		\$ 12,000	20x40 shade tent	\$ 9,750	\$2,250 cost share	
CoGS - Corn - Wine - etc.	\$ 12,644		\$ 12,000		\$ 2,250	No corn, wine	
License/permits	\$ 300		\$ 300		\$ 300		
Security/Cleaning	\$ 1,650		\$ 1,650		\$ 1,650		
Entertainment	\$ 1,678		\$ 1,678		\$ 1,678		
Waste/Portajohn	\$ 1,086		\$ 1,200		\$ 1,200		
Materials, Supplies, Hardware	\$ 2,518		\$ 2,500		\$ 2,500		
<b>Total Expenses</b>	<b>\$ 36,940</b>		<b>\$ 73,170</b>		<b>\$ 61,170</b>		
<b>Net Profit or(Loss)</b>	<b>\$ 12,610</b>		<b>\$ (32,034)</b>		<b>\$ (36,784)</b>		

## Town of Camp Verde Special Event Objectives, Priorities and Goals

### Objectives and purposes of special events

Events in general and specifically the “Signature Events” of Spring Heritage, Corn Fest and Fort Verde Days, Trunk or Treat and Christmas Craft Bazaar and Parade of Lights are planned, marketed and provided by the Town for the following objectives and purposes;

- To provide an accessible positive community experience for Camp Verde residents
- To showcase Camp Verde culture and community to residents and visitors
- To provide an opportunity for Camp Verde organizations and residents to showcase their products and programs for their benefit
- To increase visitation and customer activity to positively impact the economy of Camp Verde
- To minimize the impact on the Town budget through cost recovery and efficient use of resources while prioritizing the other objectives and purposes.

### Event fundamental concepts

In order to achieve the objectives and purposes of special events listed above, the following fundamental concepts are applied to special events as a whole and specifically;

- Events are held at locations and times intended to maximize the attendance by residents as well as visitors while attempting to minimize disruption to uninvolved residents, businesses and visitors.
- General admission to larger events is free to attendees and fees and costs are limited to user fees for specific portions or activities of events or purchase of items including food, souvenirs and gifts.
- Small and/or specialized events may charge an admission fee to help recover the cost of exhibitions or activities.
- Specific events may have an individual focus, theme or character which may appeal to various target audiences.
- When practical, emphasis is on local and regional participants and vendor offerings unique or common to this area.
- Local vendors, community organizations and school groups are preferentially attracted to the events as much as practical.
- Efforts are made to integrate and coordinate the events as much as practical into other concurrent activities by other groups and businesses.

### Event specific principles

Each event, while sharing certain logistical similarities and an overlap in attendees, is intended to have a unique nature and target audiences.

#### Corn Fest

Held the third Saturday in July, this one day event is focused on the agriculture, especially corn, production of the Verde Valley. This is a small, casual event focused on local residents.

- Corn available for eating prepared and in bulk for later use is a cornerstone of this event.
- Weather considerations including excessive heat and routine monsoon activity dictate the location, composition and structure of this event.
- **Fort Verde Days**

Held the second Friday & Saturday in October this festival celebrates the Anglo-European founding and subsequent history of Camp Verde and Fort Verde. Functioning as an unofficial Homecoming event this is often the center piece of family reunions and visits from people who have moved away from their origins in Camp Verde.

- The Fort Verde Days parade is one of the largest in the Verde Valley with a long history and one of the centerpieces of the FVD events.
- An independent carnival with rides and attractions is a unique feature.
- Emphasis is placed on local and historic as well as nostalgic vendors, activities and participants.
- Extra effort and understanding is necessary to integrate the YAN component into the event based on historical conflict.

### **Trunk or Treat Main Street**

Held on Halloween night October 31 this event provides a safe and fun opportunity for costumed children and their parents to collect candy and treats at a community event. This event attracts the largest number of attendees in the smallest time frame.

- Trick or Treating along Main Street from costumed and decorated participants is the cornerstone of this event.
- The Town provides candy to all participants who request it to supplement candy provided by them.
- Participants may be individuals, community groups, businesses or other organizations.
- Additional entertainment, decorations and activities strive to make this a festival atmosphere.
- Vendors are limited to casual and appropriate products for the activities such as food, souvenirs and activity supplies.
- Straddling the onset of darkness the event provides opportunities for all ages.

### **Christmas Craft Bazaar and Parade of Lights**

These two separate but complementary events take place the second Saturday in December. The Craft Bazaar is an opportunity for mostly local vendors to sell their products to local residents and visitors looking for gifts and Christmas themed decorations. The Parade is an opportunity for local organizations, businesses, groups and individuals to celebrate with a free parade in the dark.

- The craft bazaar is focused on handmade and local or regional products.
- The parade is open to all without an annual theme other than lighted entries.
- Santa Claus is provided by Parks & Recreation and makes his annual arrival in the parade
- Santa Claus is available after the parade in the Gym to meet children.

### **Spring Heritage – Pecan & Wine Festival**

Held the third weekend in March, this is a two day upscale event focused on the Verde Valley wine industry, local pecan production and the natural and agricultural heritage of the Verde Valley.

- Local and regional wine makers and their products are featured in a relaxed setting with tasting available as well as complementary products.
- Local vendors and participants are encouraged as well as more unique offerings from beyond the valley.



## Special Event Process Development Rationale

Staff consulted with staff in Cottonwood, Sedona, Prescott and Camp Verde Promotions about details of how they provide events. Based on that interaction and our experience and modeling the following planning assumptions and decisions have been made:

- Hiring a promotion company was not felt to be a viable option for Camp Verde based on the conflict between promotion company goals and Town goals.
- Prescott does only one limited event under their control and operation, all others are done by non-profit or for profit companies under a fee schedule based on need of services from the city.
- Cottonwood and Sedona control and operate their own events using Town staff, volunteers and contractors and we feel that is the most viable option for Camp Verde.

Budget impact to the Town is not significantly effected by profit sharing with non-profits due to savings in expenses and cost sharing thus the somewhat similar bottom line for the two options.

Staffing planned for new events is explained as:

- Advertising and marketing for the new events will be split between Economic Development, for technical expertise and coordinated with Town-wide marketing, and Parks & Recreation for details and matching with current marketing.
- P&R proposes hiring a new full-time Recreation Leader position.
  - o The Rec Leader will have 83% (\$32,042) of their expense allocated to Special Events
  - o The remaining 17% (\$6,563) will be allocated to Friday and Summer Camps and include \$5,270 in existing funding.
  - o This configuration allows the most flexibility with staff work assignment. More task level work to be delegated to the 2 Rec Leaders allowing the Manager & Coordinator to work on more special events as well as 4 staff available for event related work when needed.
  - o Recreation Leader funding discussed below refers to staff available due to the funding not the actual person doing the task.
- All advertising and marketing for new events by Parks & Recreation will be permitted by the new Recreation Leader position funding.
- All planning for new events will be permitted by new Recreation Leader position funding
- Most set-up for new events will be permitted by new Recreation Leader position funding and flexing the schedule of current staff.
- Operations of new events will be permitted half by new Recreation Leader position funding and half by additional wages funding.
- Tear down of new events will be permitted half by new Recreation Leader position funding and half by additional wages funding.