

**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