



TOWN OF JEROME

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RESOLUTION NO. 631

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF JEROME, ARIZONA,
DECLARING AS A PUBLIC RECORD THAT CERTAIN DOCUMENT FILED WITH THE TOWN CLERK AND
ENTITLED " PROPOSED CHANGES TO THE SIGN ORDINANCE - JANUARY 11, 2022"**

BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF JEROME, ARIZONA:

THAT the certain document entitled "Proposed Changes to the Sign Ordinance – January 11, 2022," which document is attached hereto and made a part hereof, and three copies of which are on file in the office of the Town Clerk, is hereby declared to be a public record, and said copies shall remain on file with the Town Clerk.

PASSED AND ADOPTED BY THE Mayor and Council of the Town of Jerome, Arizona, this 11th day of January, 2022.

APPROVED:




Dr. Jack Dillenberg, Mayor

ATTEST:



Candace Gallagher, Town Manager/Clerk

APPROVED AS TO FORM:



William J. Sims, Town Attorney

REDLINE OF PROPOSED CHANGES TO THE SIGN ORDINANCE

JANUARY 11, 2022

COPY - ADOPTED 1/11/22

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. The section also recognizes free speech rights by regulating signs in a content-neutral manner.

B. DEFINITIONS

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

1. Area -- Sign area is calculated as the area within a continuous perimeter that encloses the limits of text and graphics of a sign, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign's message from the background against which it is placed. The area excludes the structure upon which the sign is placed and sign supports.
- ~~1.2.~~ Barber Pole-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.
3. Billboard – Any free-standing sign exceeding fifty (50) square feet in surface area on any one face.
- ~~2.4.~~ Clear Vision-vision Triangle-triangle – A ~~triangle~~ 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 the 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.
5. Flying Banner-banner – a flexible or rigid pole ~~to which~~ attached to 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 that~~ include, but are not limited to, “quill sign,” “wing banner,” “banana banner,” “blade banner,” “flutter banner,” “flutter flag,” “bowflag,” “teardrop banner,” and others. The definition includes functionally similar display devices.
6. Mannequin/skeleton/statue – a styled and three-dimensional representation of the human form.
7. Mural – See definition for Sign, Painted.
- ~~3.~~
8. Organization – An organized body of people with a particular non-profit or for-profit purpose, such as a society, association, civic or charitable group.
- ~~4.9.~~ 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~~ multiple surfaces, be free-standing, ~~or be~~

~~signs~~ supported by a ~~pole, or~~ pole or attached to a building. All exterior signs, whether public or private, are regulated by this ordinance.

10. Sign, A-frame – A temporary, movable, free-standing sign placed on but not permanently anchored in the ground. This definition includes T-frame signs and other similar temporary signs. A-frame signs are typically constructed of wood, cardboard, plastic, or other lightweight and rigid material, and are often referred to as sandwich boards.
11. 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.
12. Sign, Banner – A sign made of fabric or similar material with no enclosing framework that is mounted to a building or structure (see also definition for Does not include a flying banner).
~~— Sign, Business Door Identification — A nameplate sign of a business name on an entry door, not exceeding 2 by 12 inches.~~
- ~~5.~~
- ~~6.~~ Area ~~A rectangular area calculated by drawing horizontal and vertical lines from all sign extremities excluding those which are essentially sign supports.~~
- ~~7.~~13. Sign, Canopy – A sign mounted on or painted on a canopy or awning.
14. Sign, Changeable-Copy – A sign, or portion thereof, with characters, letters, or illustrations that can be changed or rearranged manually without altering the face or surface of the sign. Examples include whiteboards, chalkboards, and menu boards.
15. Sign, Directional – An exterior sign that indicates whether a business is open or closed or directs people to a particular entrance of a building.
- ~~8.~~16. Sign, Free-Standing – A sign not attached to or supported by a building.
17. Sign, Gas-Generated – Gas-generated signs or signs illuminated by gas-generated lighting.
- ~~9.~~18. Sign, Height – The vertical distance from the ground directly under the sign to the lowest highest point of the sign.
- ~~10.~~19. Sign, Interior – Signs within a building not accessible visible from outside. Interior signs are not regulated by this ordinance.
- ~~11.~~ Sign, Gas Generated – ~~Gas-generated signs or signs illuminated by gas-generated lighting, other than those existing on June 14, 1977, are prohibited.~~
20. Sign, Nameplate - A sign typically used to identify the business or residents of the premises, not exceeding 2 by 12 inches (2" x 12").
- ~~12.~~21. Sign, Off-premise – A permanent or temporary sign not located on the premises of the business which that it advertises.
- ~~13.~~22. Sign, On-premise – A permanent or temporary sign located on the premises of the business that it advertises. 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.

- ~~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").~~
- ~~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").~~
23. Sign, Open/Closed – See definition of Sign, Directional.
24. Sign, Painted – A sign painted directly on the building façade.
25. Sign, Permanent – A sign permanently attached to a structure or affixed to the ground. Includes Wall Signs, Free standing Signs, Projecting Signs, Painted Signs, and Barber poles. Permanent signs are intended to advertise or call attention to any item, business, activity, or place; are visible from outside a building; and are intended to be in place for longer than thirty days.
- ~~16.~~26. Sign, Projecting -- A building-mounted sign which that projects from and is supported by a wall of a building.
- ~~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.~~
- ~~18.~~ ~~Sign, Historical/Historical Period—A sign in use in Jerome during the period between 1876 and 1953.~~
- ~~19.~~27. 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, and "No Smoking" signs, and menu boards are examples of service signs.
- ~~20.~~ ~~Sign, Open/Closed—A sign indicating that a place of business is open or closed.~~
- ~~21.~~28. 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, A-frame signs, T-frame signs, candidate signs, and real estate signs. Temporary signs shall only be displayed for a limited period. The definition of temporary sign does not include flags.
- ~~22.~~29. 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, and sign events.
30. Sign, Wall - A sign attached flush to the exterior surface of a building, or permanently applied to the exterior of a window of a building. The sign must not project above the roof. Light sources aimed at the wall sign may project further out from the wall.
- ~~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.~~

[Ord. No. 457; Ord. No. 472]

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.
 6. Bumper stickers on a vehicle.
 - 5-7. Temporary signs for town-sponsored or co-sponsored events.

[Ord. No. 457]

D. PERMITS

1. A sign permit shall be required before a permanent sign may be placed, constructed, reconstructed, or altered within the Town of Jerome with the exception of the following:
 - a. A-frame signs which are on private property (see additional standards regarding A-frame signs in paragraph G.9 of this Section).
 - b. Changeable-Copy Signs.
 - c. Directional Signs.
 - d. Exterior temporary signs in the residential districts.
 - ~~a.e.~~ Name-plate signs and business door identifiers not exceeding ~~two two inches~~ by twelve inches (~~2" x 12"~~) (2" x 12").
 - ~~b.f.~~ Repainting or maintenance of signs, provided there is no change in size, shape, wording, composition, or color.
 - ~~e.~~ ~~On-site menu boards, either in a wall-mounted case or window display.~~
 - ~~d.~~ ~~Exterior temporary signs.~~
 - ~~e.g.~~ 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 zoning Administrator~~ zoning administrator on a form prescribed by the ~~Zoning zoning Administrator~~ zoning administrator department. ~~The application and~~ shall be accompanied by the required number of copies ~~required by the Zoning Administrator. eight identical copies of the sign plans.~~ Each copy shall be on one or more sheets of paper measuring ~~not more no larger than twenty-four 24 inches~~ by ~~thirty-six 36 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~~ that the Design Review Board may require in order to decide on the application, in accordance with Section 304.H.4 of the Zoning Ordinance.
 - 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~~ 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 agent of the town, county, state, or federal government.
3. Plan Review
- The ~~Zoning zoning Administrator~~ administrator shall review and accept completed plans in accordance with the provisions of Section 3034. 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 zoning Administrator~~ 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; Ord. No. 472]

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, mannequin, skeleton or statue shall be constructed or placed 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. No sign or mannequin/skeleton/statue shall be constructed or placed in such a manner as to interfere with pedestrian traffic on public or private walkways, stairs, and/or handrails.
- ~~4.5.~~ Free-standing signs shall not exceed four (4) feet in height.
- ~~5.6.~~ 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 town Manager~~ manager may approve special event banners to be hung on ~~Town town~~ property for recurring events. Banners to be hung on ~~Town town~~ property for ~~first first~~-time events shall be approved by the ~~Town town Council~~ council.
- ~~6.7.~~ Lighting shall be directed at the sign from an external, ~~incandescant~~ 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.

~~7.8.~~ 8. Any existing nonconforming, permanent sign legally constructed or permitted prior to the adoption of this ordinance 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~~ Section 509 and Section 501.

~~8.9.~~ 9. Signs shall be removed ~~upon~~ within thirty (30) days of business relocation or closure.

~~9.10.~~ 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~~ they does not comply within ten (10) days, the ~~Zoning zoning Administrator administrator~~ shall have the sign removed and the cost assessed to the owner of the property on which such sign is located.

11. Painted Signs. Painted signs shall be subject to review by the Design Review Board in accordance with Section 304.H.4 of the Zoning Ordinance. The maximum number and area of painted signs shall be subject to the same restrictions and standards as other permanent signs.

~~10.12.~~ 12. Flags. Unless otherwise required by state law or specified in this ~~Article~~ 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; Ord. No. 472]

F. REGULATIONS APPLICABLE TO SIGNS IN RESIDENTIAL ZONES

1. One nameplate sign not exceeding ~~two 2 inches~~ by ~~twelve 12 inches~~ (2"x12") indicating the names of the occupants or business, and one set of numbers ~~four 4 inches 4~~ by ~~twelve 12 inches~~ (4"x12") 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 and review by the Design Review Board. 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~~ that 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~~ en

ten (10) feet, in which case the sign may be placed at the same setback as the primary structure.

- d. The maximum height of a temporary sign is four (4) feet.
- e. Signs shall not be illuminated.

[Ord. No. 457; Ord. No. 472]

G. REGULATIONS APPLICABLE TO SIGNS IN COMMERCIAL AND INDUSTRIAL ZONES

1. No more than two (2) permanent 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 maximum area of all permanent signs shall not exceed 32 square feet.
- ~~2.3.~~ The area of any single wall, projecting, free-standing or canopy sign shall not exceed sixteen (16) square feet.
- ~~3.4.~~ No sign shall extend above the roof of the building to which it is attached.
- ~~4.5.~~ The bottom of any projecting sign shall be no lower than eight (8) feet above the ground directly below it.
- ~~5.6.~~ No part of any projecting or free-standing sign may project over any roadway.
- ~~6.7.~~ One (1) set of address numbers not exceeding four (4) inches (4") by twelve (12) inches (12") in total area shall be allowed in addition to normal sign allowances.
- ~~7.8.~~ Temporary signs, which are promotional in nature and intended to advertise a specific event, activity, or business, such as "sale" signs are allowed in addition to other signs. Examples of temporary signs include, but are not limited to banner 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 not exceed eight (8) sixteen (16) square feet.
 - ~~a.b.~~ A maximum of one (1) temporary sign may be placed on the property.
 - ~~b.c.~~ No business may display a temporary sign for more than thirty (30) consecutive ninety (90) days twice per calendar year, or forty five (45) consecutive days.
 - d. 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.
 - e. Temporary signs shall maintain a minimum setback from the right of way of three (3) feet, unless there is a primary structure on the lot which is located closer to the right of way than three (3) feet, in which case the sign may be placed at the same setback as the primary structure.
 - f. Temporary signs require administrative approval from the zoning administrator. Applications shall be submitted on a form prepared by the zoning administrator and shall demonstrate compliance with the standards of this section.
 - g. ~~Signs shall not be illuminated.~~ Application for a temporary sign shall include 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. Payment of the filing fee shall be waived when the applicant is an agent of the town, county, state, or federal government.

h. Temporary signs shall not be illuminated.

~~—No permit is required for temporary signs.~~

~~Examples of temporary signs:~~

- ~~• 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)~~
- ~~• Banners~~
- ~~• "Sale" and other exterior product advertising~~

9. A-frame signs are allowed without a permit provided they meet the following requirements:

- a. They do not exceed four (4) square feet in size.
- b. They do not exceed four (4) feet in height.
- c. They are located entirely on private property owned by the business that they are advertising.
- d. They are not left outside during non-business hours.

10. Changeable-copy signs are allowed without a permit provided they do not exceed four (4) square feet in size and are attached to the façade of a building. A maximum of one sign per business is allowed.

~~15.11. Exterior Directional signs indicating open and closed are permitted in addition to normal sign allowances. No more than two (2) directional signs are allowed with a maximum total area of These signs should be no more than four eight (48) square feet in area. Directional signs do not require a permit. Such an exterior open/closed sign requires a permit and approval from the Design Review Board.~~

~~16.12. Standard copyright signs Service 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 Each sign does not exceed sixteen (16) square inches in area.~~

[Ord. No. 457; Ord. No. 472]

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. Mannequins/skeletons/statues displaying, wearing, or holding any advertising content such as flyers, business cards, or other promotional materials.
- ~~8-9.~~ Moving and rotating signs – including rotating barber poles
- ~~9-10.~~ Off-premise signs in the commercial or industrial zoning districts
- ~~10-11.~~ Signs attached to or painted on trees, rocks or other natural features
- ~~11-12.~~ Signs emitting any sound designed to attract attention
- ~~12-13.~~ Signs in the clear vision triangle
14. Signs in the right-of-way
- ~~13-15.~~ Signs blocking pedestrian pathways, stairs, or handrails
- ~~14-16.~~ Signs painted on fences
- ~~15-17.~~ Sign walkers
- ~~16-18.~~ Signs with visible bulbs, ~~neon tubing,~~ or luminous paints

[Ord. No. 472]

COPY - ADOPTED 1/17/22

~~17~~.19.

COPY - ADOPTED 1/11/22