



102 Roadrunner Drive
Sedona, Arizona 86336
TDD (928) 204-7102
www.SedonaAZ.gov

December 5, 2011

Dear Merchant and Business Owner:

The City of Sedona and the Sedona Main Street Program strive to maintain the beauty, aesthetics and economic vitality of Uptown Sedona, the Main Street District and the SR 179 commercial corridor. Completed several years ago, the Uptown Enhancement Project, also known as the "Red Rock Remodel," improved and beautified Uptown Sedona with wider and safer sidewalks, crosswalks, plazas, public art, pedestrian lighting and landscaping. The newly completed SR 179 Project enhanced the roadway, sidewalks and pedestrian lighting, as well. Recently, however, we have been getting negative comments from our visitors and residents regarding the appearance of Uptown, the Main Street District and the SR 179 commercial corridor from the "Y" to Canyon Drive due to the proliferation of A-frame and other signs and the outside display of merchandise.

The City of Sedona's Land Development Code includes restrictions on signage and display of merchandise outside the confines of the business. Enforcement of these codes was relaxed during the construction of the Uptown Enhancement Project and SR 179 Project. However, the City intends to enforce these restrictions. These regulations are in place to create a "level playing field" for businesses and merchants and to keep our City attractive and safe.

Before we begin enforcement, we want to provide information about signage and outside display restrictions so merchants get an understanding of what is acceptable and what is not acceptable.

The Sign Code **does not** allow:

- Sandwich board signs, A-frame signs or any portable signs.
- Any sign placed on the City sidewalk, right-of-way or landscaping in front of shops and businesses.
- Any sign placed in or along the roadway.
- Neon signs. However, neon "Open" signs are allowed on the inside of your business, but cannot exceed two square feet in area and shall not blink, rotate or simulate movement.
- Banners, pennants, streamers, balloons, flags, inflatable signs, costumed characters, or signwalkers without a temporary sign permit.
- Roof-mounted signs.
- Permanent window signs that exceed 10% of each window area.

The Sign Code has other restrictions, but those noted above are some of the primary regulations. All signs require permits, with the exception of window signs that are less than 10% of the total sign area. Please feel free to contact Senior Code Enforcement Officer, John Egan, at 282-1154 or visit our website at www.sedonaaz.gov/cd for additional Sign Code information.

Regarding the outside display of products or services, please be aware of the following:

- Outside display of merchandise shall be limited to products mounted or displayed on the **inside** of an open door only.
- Postcard/photo racks, blankets and rugs, clothing, mannequins or similar merchandise are not allowed to be displayed outside of a business on awnings, rooflines, columns, overhangs, the sidewalk or City plazas in front of shops, or in the roadway.

The City of Sedona is requesting your cooperation in complying with these restrictions. **We will begin enforcement of these regulations beginning January 15, 2012.**

Please feel free to contact John Egan or me at 282-1154 if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "John O'Brien". The signature is written in a cursive, flowing style.

John O'Brien, Director
Community Development Department