ADYEDESIGN

JRC DESIGN

PAYSON SR 87/260 DESIGN GUIDELINES

Landscape and Signage Recommendations

June 18, 2008 - DRAFT

Payson SR87/260 Design Guidelines
Acknowledgments

The Town of Payson wishes to acknowledge the following people for their dedication, fortitude and vision in the completion of this Design Guideline:

Ken Volz, Executive Director, Northern Gila County Economic Development Corporation
Su Connell, Town of Payson Council
Toni Dalton, The Sugar Shack
John Stanton, Payson Chamber of Commerce
Bernie Lieder, Design Review Board
Kenny Evans, Mayor, Town of Payson
Maria Cohen, Realtor
Cory Houghton, Payson Regional Medical Center
Debbie Dawson

Town of Payson Staff
Jerry Owen, former Town of Payson Community Development Director
Ray Erlandsen, Zoning Administrator
Sheila DeSchaaf, Planning Assistant
Lori Meyers, Planning and Zoning
Cameron Davis, Tourism and Economic Vitality
Debra Galbraith, Town Manager
LaRon Garrett, Town Engineer

Payson SR87/260 Design Guidelines
Contents

Introduction 3
- Key Overview - SR 87 4
- Key Overview - SR 87 6

Rights of Ways Details - SR 87
- Section 1 8
- Section 2 9
- Section 3 10
- Section 4 11
- Section 5 12
- Section 6 13
- Section 7 14

Rights of Way Details - SR 260
- Section 8 15
- Section 9 16
- Section 10 17

Overall General and Landscape Guidelines
- Visual Character and Them 18
- Materials & Colors 18
- Plant Palettes 19
- Landscape Practices 25
  - Trees
  - Shrubs & Accents
  - Groundcover
- Screenwalls 26
  - Parking Areas
  - Utilities
  - Trash Enclosures
- Lighting 27
  - Street Lighting
  - Walkway Lighting
  - Landscape/Accent Lighting
- Walkways 27
- Driveway/Access Management 28
- ADA Compliance 28
- Maintenance 28

Overall Signage Guidelines 29
- Higher Design Aesthetics 30
  - Billboards
  - Corporate Signage Standards
  - Unique Shapes & Forms
  - Readability & Design
  - Sign Quantity Reduction
- Lighting 34
- Allowed Business ID Signage 36
  - Pole Signs
  - Monument & Ground Signs
  - Temporary Signs
  - Banners
  - Maintenance
- Signage Massing Studies 39
  - Multi-Tenant Signs
  - Low & High Profile Signs
- Prohibited Signs 41
- Signage Action Items 42
  - Immediate Recommendations
  - Future Recommendations
- Submittal Process 44
- Character Examples 45

Project Vision

To transform the highway corridors of Payson into visually attractive, friendly places to use and do business.

Overall Goals

Improve the sense of arrival for visitors to the "Gateway to Rim Country" by providing clear direction to destinations, information on town and regional events, and an aesthetic first impression.

I**dentify Town opportunities from all three approaches** to create a true sense of arrival.

Keep visitors long enough to truly introduce them to Payson by making the corridors attractive and interesting foregrounds for businesses and by providing signs that direct visitors to destinations they seek.

Enhance commercial corridors with signage and landscaping to benefit all users and create the desired aesthetic of "Arizona's Cool Mountain Town".

Make four miles of roadway available for businesses to market with signage by promoting visually attractive signs and landscaping that reflect the local landscape, and demonstrate care and concern for the community.

Promote connectivity for pedestrians, cyclists and motorists by providing a well-connected and comfortable place for pedestrians and bicyclists along side of vehicular traffic within the corridors.

Create visual support fo the "Arizona's Cool Mountain Town" brand for Payson, measuring all aesthetic choices that promote this image.

Express community pride to visitors and residents through authenticity and quality design practices.

Bring back the forest to reflect a "mountain town" environment by employing big pine trees and rocks as the staple materials representative of the landscape of Payson.

Create a wayfinding system to better guide visitors to their destinations, appropriately designed for Payson

Inform visitors of local events and services through the use of existing signage and new opportunities within the R.O.W.

Introduction

1. Reason for guidelines and who should use them

- ADOT R.O.W. transfer allows the Town to permit signs in R.O.W. in exchange for landscaping and other amenities.
- This opportunity gives the Town a chance to use the R.O.W. as a tool to "brand" the town, help to reinforce, improve and update its image, and provide pedestrian connections along the corridors.
- Creates an enhancement initiation opportunities for community "champions" in each section of roadway to come forward and set an example through the implementation of these guidelines.

2. Intended Users

- Town Council
- Town Government
- Planning and Zoning Commission
- Architects, Contractors and Developers
- Design Review Board
- Business and Property Owners both local and national
- Business Organizations - NGCEDC (Northern Gila County, Economic Development Corporation), Chamber of Commerce, GVRA (Green Valley Redevelopment Commission
- Town Staff

3. How the guidelines are organized

- Entire corridor sections and R.O.W.
- Specific observations within each section
- Intent of Guidelines within each section
- Section specific observations and recommendations
- Overall Guidelines to be applied to the entire corridor based on design standards, required oversites and control recommendations.

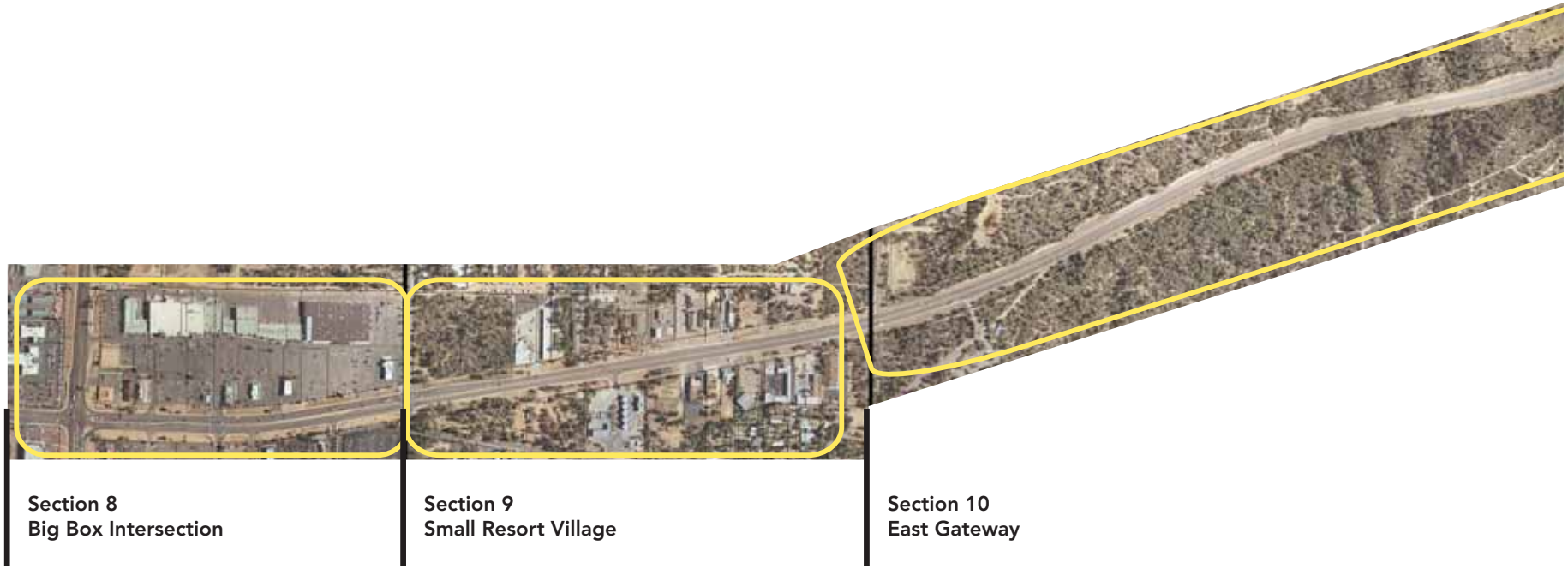
SR 87 Rights Of Way

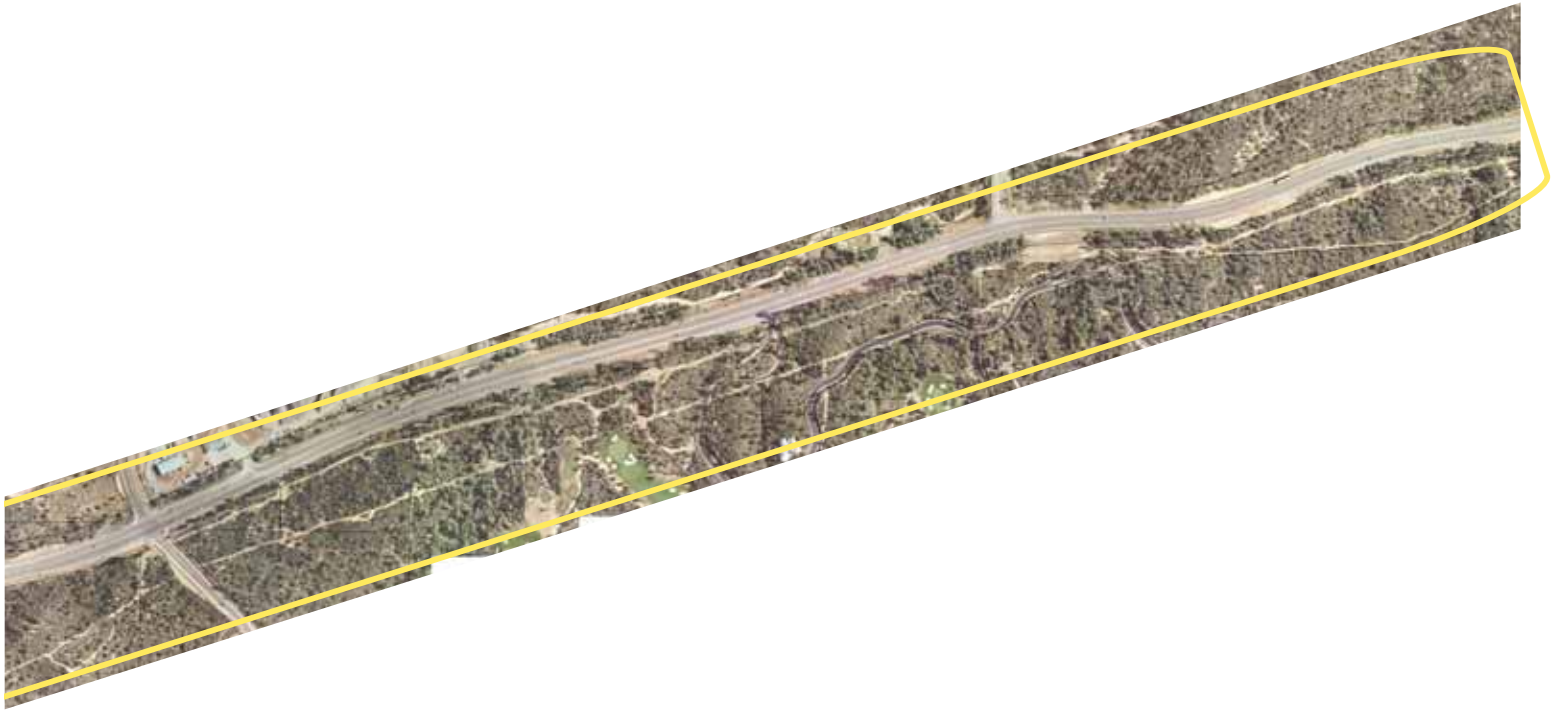
Section 5
Swiss Village

Section 6
Airport Road

Section 7
North Gateway

SR 260 Rights Of Way





Section 10 (continued)
East Gateway

Section 1 - South Gateway

1. General Observations

- Large R.O.W. area behind the curb is primarily ADOT controlled. Any upgrades in landscaping will need to be coordinated with ADOT.
- Natural landscape in the R.O.W. and small areas in medians sets a theme for landscape improvements.
- Barren medians exist at the intersection to the rodeo grounds and Casino, and down the slope; these present an opportunity for improving the sense of arrival.
- Billboards distract from rim views and the town.
- Signage is all "freeway" oriented standards although it is on the edge of town.

2. Intent of Guidelines within section

- Announce and improve the image and sense of arrival through a better blend of forest and urban elements, such as landscaping medians and adding wayfinding.
- Manage and direct traffic by providing clear wayfinding signage in advance of drivers' decision making.
- Mitigate visual impact of billboards to create a stronger aesthetic statement.

3. Section specific recommendations

- Establish Gateway at Casino/Event Center intersection by working with the Tribe and ADOT on mutual goals – better wayfinding for the Events center and Casino, pedestrian access and lighting, accident reduction
- Coordinate/negotiate with National Forest for placement of Payson wayfinding signs prior to the south entry intersection.
- Implementing a round-about traffic intersection so the arrival is controlled and more appealing.
- Reintroduce native plants along with other low-water using plant species that add color.
- Enhance welcome monument with more stone and planting to give more mass and significance to the structure while mitigating the visual dominance of billboards.
- Move community service organization sign closer into town and redesign a more sustainable structure to add more logo opportunities for organizations. Design should be more permanent and stable, and reflect the Town's mantra.
- Provide wayfinding for the Casino, Events and Rodeo Grounds, and Main Street (when reconnected).
- Provide a viable connection to PATS Trail system, which runs adjacent to roadway.

Section 2 - Sawmill

1. General Observations

- Little to no R.O.W. to work with behind the curb.
- Pole signs and billboard types dominate the view for every type of business and signage use.
- Too many driveways interrupts the ability to walk the corridor safely and proliferates signs.
- Paved setbacks for parking and excessively wide driveways reduces area for landscaping.
- Inconsistent materials of a variety of ages and styles of creates visual clutter.
- Main Street identification blends into the backdrop and does not reflect the desired old town/ main street image.
- Mixed high desert chaparral and Piñon-juniper woodland landscape.

2. Intent of Guidelines within section

- Establish section character/theme.
- Provide pedestrian enhancements/improvements for continuous access along roadways.
- Announce Main Street.
- Provide clear directional information and identification of Main Street.
- Bring landscaping back to the area.

3. Section specific recommendations

- Establish prominent gateway to Main St. at the intersection of SR 87and Main Street
- Provide wayfinding for multitude of destinations on wayfinding system
- Control and change the approach through consideration of a roundabout with public art, wayfinding and distinctive landscape features consistent with the Town's slogan.
- Require screen walls and vegetation for all parking areas.
- Move walkways away from the curb and establish landscape buffers where possible through a street-scape easement for private and public frontages.
- Shade walks using high desert plant palette or compatible low water usage plants.
- Mitigate driveways by instituting an access management plan, smaller driveway widths, and driveway consolidation, where feasible.
- May require modifications to existing building ordinances and sign code in order to speed up improved visual landscape and replacement of aging and existing non-conforming signs.

Section 3 - Corporate Alley

1. General Observations

- Inconsistent and limited rights of way area behind sidewalk.
- Parking and signage is often located in R.O.W.
- National corporate logos and signage for hotels, banks and fast food that does not reflect local character.
- A visitors' first exposure to large, mature Ponderosa pines and shade, after traveling through local desert landscape, for both drivers and pedestrians makes a very strong impression of place.
- Pole signs predominately used for every type of business and signage need. New ideas for marketing and information are "tacked-on" where there is open space.

2. Intent of Guidelines within section

- Reestablish forest theme and preserve existing pines and woodland character.
- Draw attention to local businesses by slowing traffic and adding interesting features to look at.
- Downplay "corporate" style of signage; integrate better with local aesthetic.

3. Section specific recommendations

- Develop a plant palette with Ponderosa Pine as the main tree species (the town tree) and an understory of colorful low water using plants.
- Develop stronger regulations and enforcement that conserves the remaining Pine Forest from damage by vehicles, development, and neglect.
- Promote compatible signage materials & dimensions that integrate the built environment with the pine forest atmosphere.
- Ensure local pedestrian connections to neighborhoods and the PATS trail system by enhancing roadway crossings
- Add a more comfortable pedestrian environment through buffers from traffic and landscaping
- Screen parking lots with low walls and landscaping to enhance aesthetics and individual properties.

Section 4 - Big Box intersection

1. General Observations

- Large R.O.W. gives lots of potential for landscape and signage redevelopment and enhancement.
- Heavy traffic at intersection creates an uncomfortable environment for pedestrians and bicycles.
- Area is suburban in character, dominated by big box stores and car dealership with large setbacks from roadway.
- Town Hall and facilities are set in a park-like setting, distinct from the rest of this section.
- Wide setbacks are devoid of vegetation and are difficult to reach for pedestrians.
- Large parcels provide potential for big impact if redeveloped and landscaped.
- The SR 87/260 intersection is the most prominent and memorable landmark for the town, but presents the least visually appealing image.

2. Intent of Guidelines within section

- Bring back the feel of the native fores.
- Improve pedestrian safety at the SR 87/260 intersection and frontage.
- Enhance visual appeal by adding parking lot and industrial storage screening.
- Capture and frame view of Mogollon Rim near E. Malibu Street/Rumsey Drive.
- Provide for continuous pedestrian access along the corridor & PATS trail connections.

3. Section specific recommendations

- Enhance the landscape with groupings of trees, low screen walls, and colorful plantings to add human scale and aesthetic appeal.
- Coordinate with ADOT to install pedestrian crossing enhancements to improve safety especially at 87/260 intersection.
- Provide wayfinding to Rumsey Park and the Town Library.
- Eliminate electronic advertisements.
- Promote the Town Hall as a visual icon and example for improving other properties in the section.
- Enhance the drainage channel on the east side by adding native vegetation and other more sustainable techniques to increase aesthetics.

Section 5 - Swiss Village

1. General Observations

- Largest R.O.W. opportunities for 87.
- Parking in R.O.W. diminishes landscaping opportunities.
- Barbed wire fencing at the Elks Club does not fit with the desired visitor-friendly image.
- Proposed Roundabout at Airport Road planned.
- Most buildings are multiple tenant.
- Swiss Village provides a strong architectural theme for the section.
- Considerable down slope on west side of 87 presents visibility challenges.
- The PATS trail system connects in this section.
- Native landscape icons of boulder outcrop and mixed Pine and Juniper woodland set a theme.
- All signs on buildings have been designed to function as “freestanding” type of visibility.

2. Intent of Guidelines within section

- Establish cohesive theme to integrate the landscape and the many varied multiple tenant buildings.
- Emphasize mature landscape as a frame for the views to the Mogollon Rim.
- Better integrate new development with existing sites of mature forest.
- Provide for continuous pedestrian access along the corridor & PATS trail connections.
- Use the natural boulder outcrop and mountain landscape as an image for new landscape and signage theming.

3. Section specific recommendations

- Add low screen walls and landscaping in front of parking lots to screen cars and equipment.
- Provide landscape buffers to enhance the pedestrian environments.
- Barbed wire fencing should be adapted to be more visually appealing.
- Revegetate natural wash near Rancho Road.
- Enforce development review guidelines and existing codes for screening areas.

Section 6 - Airport Road

1. General Observations

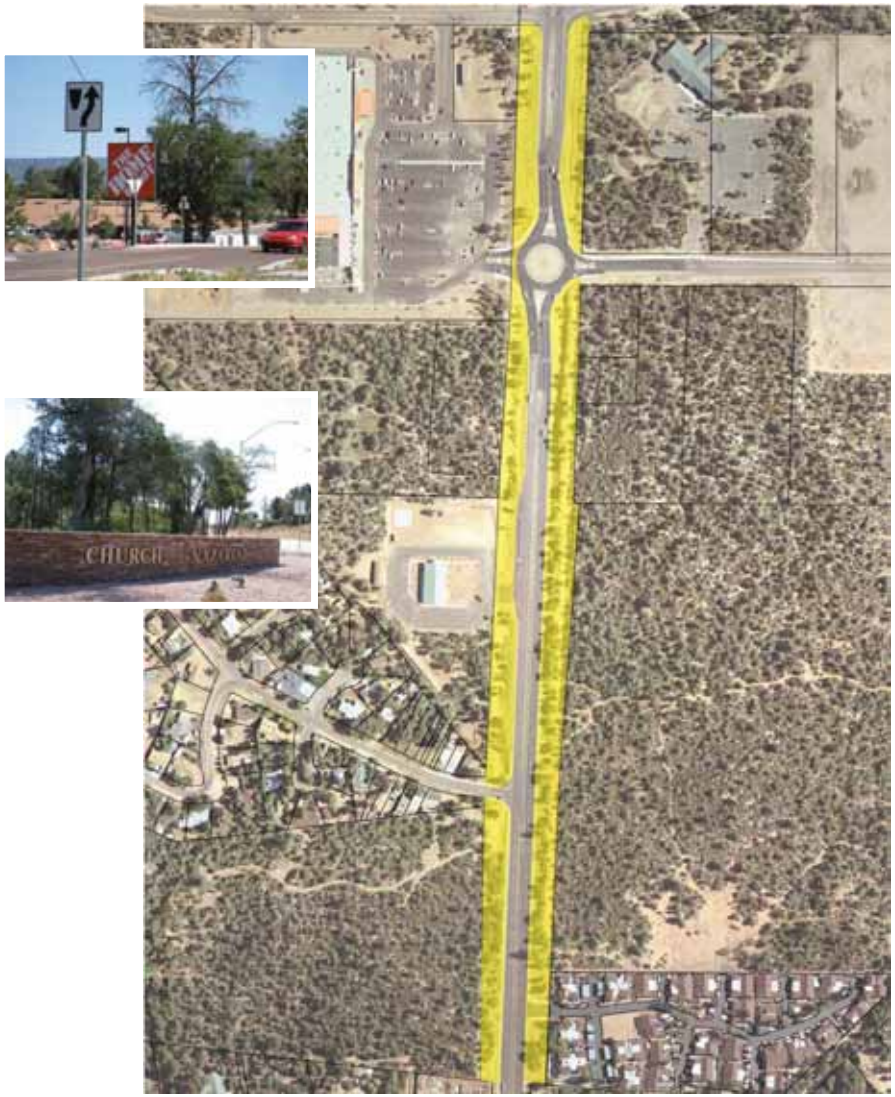
- Large R.O.W. means great opportunities for enhancement of landscape and signage.
- Great views to the Mogollon Rim.
- Mainly a residential corridor of single family, mobile homes, and condominiums.
- Natural landscape represents diversity of Ponderosa Pine and Piñon Juniper woodland.
- New development has bladed and left bare the natural vegetation.
- Tire Shop and used car lot detract from character and outdoor storage is unsightly.
- Fence materials/styles vary greatly with no apparent theme.
- Proposed Airport Road Roundabout a wayfinding and aesthetic opportunity.

2. Intent of Guidelines within section

- Let the forest prevail by better integrating new development within the mature forest.
- Emphasize mature landscape as a frame for the views to the Mogollon Rim.
- Establish the proposed Airport Road roundabout as an aesthetic addition and wayfinding feature to the corridor.
- Improve the pedestrian and bicycle environment and access along the corridor.

3. Section specific recommendations

- Coordinate with ADOT on landscaping and aesthetic treatments including wayfinding to the Airport at proposed Airport Road roundabout.
- Add screen walls and landscaping in front of parking lots to screen cars, industrial storage, and equipment.
- Provide landscape buffers to enhance the pedestrian and bicycle environments.
- Develop more stringent development and design review standards.



Section 7 - North Gateway

1. General Observations

- Large R.O.W. means great opportunities for enhancement with pristine forest still in tact.
- Great views to rim driving north to pine.
- Primary residential development is currently single family, mobile homes, and condominiums.
- New developments have bladed and left bare the natural landscape.
- No pedestrian access between Home Depot and Ponderosa Baptist Church.
- Varying fence materials/styles with no apparent theme.
- Potential trail opportunity on gas line easement, both sides of roadway.
- Tyler Parkway roundabout has lots of potential as a northern gateway feature.

2. Intent of Guidelines within section

- Let the forest prevail by better integrating new development within the mature Forest.
- Maintain the mature landscape as a frame for the views to the Mogollon Rim.
- Establish Tyler Parkway Roundabout as Gateway.
- Provide for continuous pedestrian access along the corridor and PATS trail connections.

3. Section specific recommendations

- Add low screen walls and landscaping in front of parking lots to screen cars and equipment.
- Coordinate with ADOT to enhance the landscape and aesthetic appeal of the roundabout.
- Enhance wayfinding and sense of arrival for travelers entering Payson from the north with monuments and wayfinding.
- Provide landscape buffers to enhance the pedestrian environments where there is none.
- Enforce development review process and guidelines.

Section 8 - 260 Big Box

1. General Observations

- Large R.O.W. gives lots of potential for landscape and signage redevelopment and enhancement.
- Heavy traffic on SR 260 and SR 87creates an uncomfortable environment for pedestrians and bicycles
- Area is suburban in character - could be "Anywhere USA".
- Large parking areas dominate the landscape behind R.O.W.
- Developments have bladed and left bare the natural landscape in R.O.W. and parking fields.
- Signage has mostly been designed to match the architecture of the large retail buildings typical to any retailer in any urban environment and is not unique to Payson.
- Electronics are used in fuel pricing and time and temperature devices.
- Setbacks and inappropriate placed landscaping completely inhibit all signage views.
- Water flow requirements in retention areas on both sides may prohibit monument style signage options.

2. Intent of Guidelines within section

- Bring back the feel of the native forest to help add human scale, visual relief and shade.
- Improve pedestrian safety, especially around the SR 87/260 intersection.
- Enhance visual appeal through screening and landscaping.
- Provide for continuous pedestrian and adjacent access along the corridor.

3. Section specific recommendations

- Enhance the landscape with groupings of trees, low screen walls, and colorful plantings to add human scale and aesthetic appeal
- Coordinate with ADOT to install pedestrian crossing enhancements to improve safety, especially at SR 87/260 intersection
- Create a more comfortable pedestrian environment through buffers from traffic and landscaping
- Screen parking lots with low walls and landscaping to enhance aesthetics and individual properties.
- Find a champion to start the enhancement process
- Promote compatible signage materials & dimensions that integrate the built environment with the mixed forest atmosphere.
- Ensure local pedestrian connections to neighborhoods and the PATS trail system by enhancing roadway crossings

Section 9 - Small Resort Town

1. General Observations

- Large R.O.W. for great opportunities for enhancement with signage and landscaping.
- Development has varying architectural styles and land uses.
- New development has bladed and left bare the natural landscape in some areas; older development is better integrated.
- Mixed high desert chaparral and Piñon-juniper woodland is the dominant vegetation.

2. Intent of Guidelines within section

- Establish cohesive theme to integrate the landscape and the many varied land uses.
- Better integrate new development with existing sites of mature forest.
- Provide for continuous pedestrian access along the corridor.
- Ensure local pedestrian connections to neighborhoods and the PATS trail system by enhancing roadway crossings.
- Enhance visual appeal through screening and landscaping.
- Promote compatible signage materials & dimensions that integrate the built environment with the mixed forest atmosphere.

3. Section specific recommendations

- Encourage new development to emulate existing older and integrated developments such as Majestic Inn and Lutheran Church.
- Screen parking lots with low walls and landscaping to enhance aesthetics and individual properties.
- Find a champion to start the enhancement process.
- Develop pedestrian walkways and landscape buffers to enhance the pedestrian environment.
- Coordinate with ADOT to develop PATS trail and pedestrian crossings.

Section 10 - East Gateway

1. General Observations

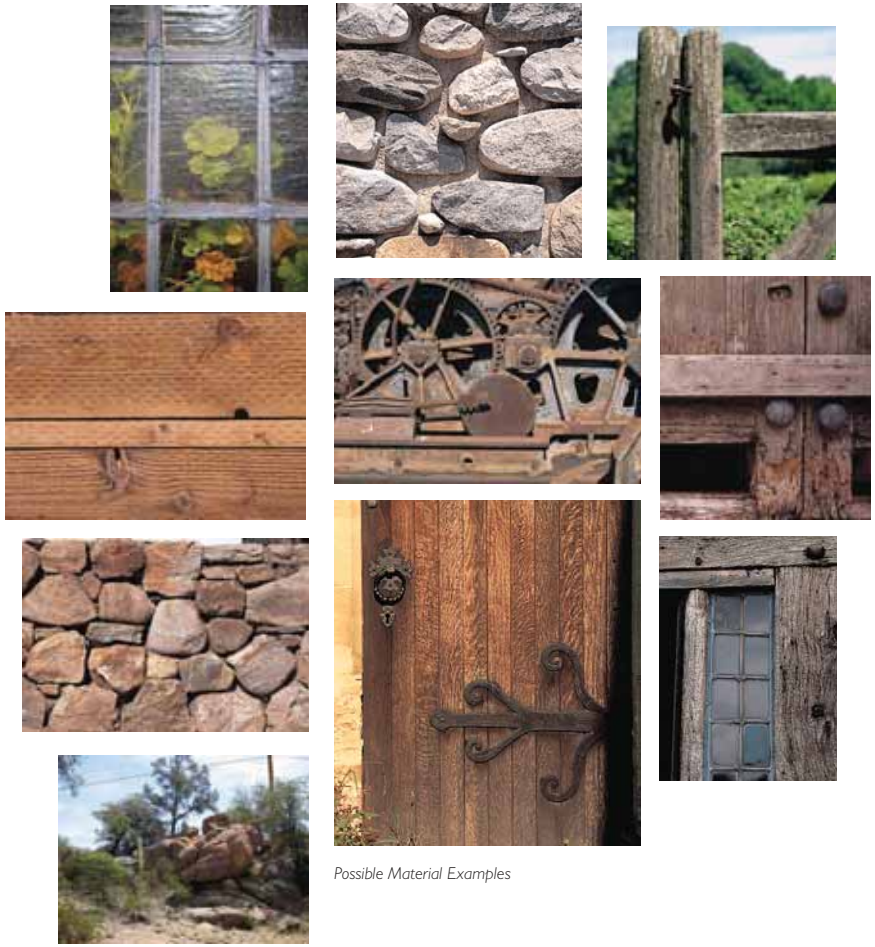
- Mixed high desert chaparral and Piñon-juniper woodland is the dominant vegetation.
- Concrete plant is visually unappealing and is an anomaly in the landscape.
- Residential developments are well integrated into the forest landscape.
- The PATS trail system connects in this section along Tyler Parkway.

2. Intent of Guidelines within section

- Retain the forest as new development occurs within the mature Forest.
- Establish Tyler Parkway and SR 260 as the East Gateway to Payson.
- Provide for continuous pedestrian access along the corridor & PATS trail connections.
- Mitigate the existing and future concrete plants visual impact on this largely undeveloped corridor and plan for visual and environmental mitigation of any future mining operations.

3. Section specific recommendations

- Coordinate with ADOT to create a roundabout at SR 260 and Tyler Parkway while enhancing its landscape and aesthetic appeal as the East Gateway.
- Provide new entry monument and wayfinding for travelers entering Payson from the east.
- Provide landscape buffers to enhance the pedestrian environment.
- Develop more stringent development review to retain existing mature vegetation.
- Require a Reclamation Plan for the aggregate/concrete mining operation.
- Require a Visual Mitigation Plan for any new mining operation.



Possible Material Examples

Overall General and Landscape Guidelines

Visual Character and Theme

To create Payson's approved "Arizona's Cool Mountain Town" identity's visual character and theme, items allowed in the R.O.W. should be developed of materials that are natural, organic and sustainable. This comes from the material and plant palettes not only borrowed from the architecture, but from other elements in the environment as well.

Elements that are prominent in Payson and reflect it's personality include: stacked stone (both natural and emulated with concrete); Rock outcrops which can add an organic feel to landscaping and signage; Wood in board and batten form, lodge poles, exposed wood beams; Rusticated metals, patina metals, etc.

1. **Materials**
   Stone and concrete

   - Natural stone is more desirable, but with the approval of concrete stone and its use in lieu of real, it will provide a more mountain feel. Style of stone should be limited to those found in the local geology, limiting the use of non-native themes.
   - Concrete can be used in its most raw form, or can be sandblasted to expose the aggregate, stamped with graphics for an organic touch, or finished to look like alternative materials. Integral colors and patterns could provided a ribbon along the roadway tying the town with a continuous pedestrian trail.

   Wood/wood bi-products

   - Woods can be used in signage for sandblasting and carving of sign panels, pine logs for signage support structures and fencing. When wood is used, it must be treated to prevent rotting, splitting and looking unkept. However, wood creates a very organic, warm, friendly and welcoming, folksy feel to signage and the site.

   Metals

   - When used in signage, it should be finished to provide a clean and well-maintained appearance. Stucco finishes are typically inappropriate for cool mountain towns unless associated with more traditional southwestern theme.
   - Bronzes, rusticated, or dark green and other organic colors would be more appropriate. Exposed aluminum, shiny or reflective finishes should be avoided unless used as small accents.

   Stucco
   - Stucco finishes are typically inappropriate for "cool mountain towns" unless associated with more traditional southwestern theme that has been defined by the architecture. Stucco is typically used with exposed beams as an accent.

2. Plant Palettes

Located at the foot of the Mogollon Rim in central Arizona, Payson is within a unique mixture of Chaparral, Piñon-Juniper Woodland and Ponderosa Pine plant communities. The Town of Payson has limited water resources that dictate prudence in choice of landscape plant material. The town's Plant List recommendations represent a broad spectrum of plants adapted to this dry central region of Arizona.

The choice of a low water-using plant palette can support landscape aesthetics, help meet Payson's lower water use goals, and enhance the sense of a 'Cool Mountain Town'. For purposes of these Guidelines, the Town's Plant List has been referenced and enhanced with native plant species to create 3 distinct but complementary Plant Palettes for the SR 87 and 260 corridors

- Piñon Juniper Woodland with selected Chaparral;
- Ornamental Native
- Ponderosa Pine with selected Piñon Juniper.

The selection of native plants, commercially available and found within the Woodland/Pine forests, is combined with selected climate-adapted plants to enhance color and aesthetic interest. The Town of Payson has designated the Ponderosa Pine (Pinus ponderosa) as its official town tree, linking the community to its natural environment. In addition to using the Town's plant list, the University of Arizona and Northern Arizona University/Flagstaff Lab data base was consulted to select plants suitable for street environments, for their native plant character, and relative low water use.

Plants by Sections

- Section 1, the South Gateway, includes both these Chaparral and Piñon/Juniper Woodland species, with colorful shrubs, grasses, and some accents such as yucca and beargrass. As one approaches Payson from the south, the Piñon/Juniper woodland with some Chaparral is the dominant plant community.
- Section 2, the Sawmill, is more ornamental in emphasis as it is in a more open landscape of grassland and oaks in the center of Town. This is an opportunity to add more colorful, flowering and deciduous trees, along with the Piñon pine and Emory oak.
- Sections 3 – 10 include all the major trees in the mixed woodland and pine forests – junipers, pines, and oaks as well as complementary shrubs, grasses and accents.

Forest Conservation and Preservation Approach

A recommendation in the Overall Goals is to 'bring back the forest' and to create a forest preservation and urban forest management plan for existing specimens and new additions proposed here. This is an essential and effective way to integrating the natural landscape into the theme of a 'Cool Mountain Town'. Remnants of the forest survive as individuals or in small clusters, often surrounded by pavement. In order to improve and ensure their continued health, a tree preservation and conservation policy should be developed which reduces the effects of paving, soil compaction from traffic, and integrates new development with existing mature forest canopies.

Section 1	Piñon-Juniper Woodland/Chaparral
TREES	
Juniper depeanna	Alligator Juniper
Juniperus osteosperma	Utah Juniper
Pinus edulis	Piñon Pine
Quercus emoryi	Emory Oak
Quercus gambelii	Gambel Oak
SHRUBS/GRASSES	
Quercus turbinella	Shrub Live Oak
Cerocarpus montanus	Mountain Mahogany
Cerocarpus betuloides	Birchleaf Mountain Mahogany
Arctostaphylos pringlei	Pringle Manzanita
Arctostaphylos pungens	Pointleaf Manzanita
Garrya flavescens	Yellowleaf
Rhamnus crocea	Hollyleaf Buckthorn
Ceanothus greggii	Desert Ceanothus
Bouteloua curtipendula	Sideoats Grama
Bouteloua eriopoda	Black Grama
Bouteloua hirsuta	Hairy Grama
Hilaria belangeri	Curly Mesquite
Sporobolus cryptandrus	Sand Dropseed
ACCENTS	
Agave spp.	Agave
Dasylirion spp.	Desert Spoon
Ephedra spp.	Mormon Tea
Hesperaloe spp.	Red Yucca
Nolina spp.	Beargrass
Opuntia spp.	Prickly Pear
Yucca spp.	Yucca
FLOWERING SHRUBS/GROUNDCOVER	
Achillea millefolium	Yarrow
Argemone squarrosa	Prickly Poppy
Asclepias tuberosa	Butterfly Weed
Aster falcatus	Fall White Aster

Aster foliaceus	Leaf-Bract Aster
Baileya multiradiata	Desert Marigold
Berlandiera lyrata	Chocolate Flower
Callirhoe spp.	Winecups, Poppy Mallow
Castilleja integra	Indian Paintbrush
Datura meteloides	Sacred Datura
Lupinus concinnus	Lupine
Oenothera spp.	Primrose
Penstemon spp.	Penstemon
Psilostrophe tagetina	Paper Flower
Sphaeralcea spp.	Globe Mallow
Tetraneuris acaulis	Angelita Daisy
Verbena hastata	Blue Verbena
Section 2	Piñon - Juniper/Deciduous
TREES	
Gleditsia triacanthos	Honey Locust
Chilopsis linearis	Desert Willow
Chilopsis x Chitalpa	Chitalpa
Juglans major	Arizona Walnut
Pinus edulis	Piñon Pine
Quercus emoryi	Emory Oak
SHRUBS/GRASSES	
Agropyron smithii	Western Wheatgrass
Arctostaphylos spp.	Manzanita
Bouteloua crutipendula	Sideoats Grama
Bouteloua eriopoda	Black Grama
Bouteloua gracilis	Blue Grama Grass
Bouteloua hirsuta	Hairy Grama
Buchloe dactyloides	Buffalo Grass
Cerocarpus betuloides	Birchleaf Mountain Mahogany
Cerocarpus montanus	Mountain Mahogany
Festuca arizonica	Arizona Fescue Grass
Muhlenbergia spp.	Deer Grass
Quercus tubinella	Shrub Live Oak
Stipa spp.	Threadgrass

ACCENTS	
Agave spp.	Agave
Dasylirion spp.	Desert Spoon
Ephedra spp.	Mormon Tea
Hesperaloe spp.	Red Yucca
Nolina spp.	Beargrass
Opuntia spp.	Prickly Pear
Yucca spp.	Yucca
FLOWERING SHRUBS/GROUNDCOVER	
Achillea millefolium	Yarrow
Argemone squarrosa	Prickly Poppy
Asclepias tuberosa	Butterfly Weed
Aster falcatus	Fall White Aster
Aster foliaceus	Leaf-Bract Aster
Baileya multiradiata	Desert Marigold
Berlandiera lyrata	Chocolate Flower
Callirhoe spp.	Winecups, Poppy Mallow
Castilleja integra	Indian Paintbrush
Datura meteloides	Sacred Datura
Lupinus concinnus	Lupine
Oenothera spp.	Primrose
Penstemon spp.	Penstemon
Psilostrophe tagetina	Paper Flower
Sphaeralcea spp.	Globe Mallow
Tetraneuris acaulis	Angelita Daisy
Verbena hastata	Blue Verbena
Sections 3-9	Ponderosa Pine/ Piñon-Juniper
TREES	
Juniper depeanna	Alligator Juniper
Pinus edulis	Piñon Pine
Pinus ponderosa	Ponderosa Pine
Populus tremuloides	Quaking Aspen
Quercus emoryi	Emory Oak
Quercus gambelii	Gambel Oak

SHRUBS/GRASSES	
Agropyron smithii	Western Wheatgrass
Arctostaphylos spp.	Manzanita
Bouteloua crutipendula	Sideoats Grama
Bouteloua eriopoda	Black Grama
Bouteloua gracilis	Blue Grama Grass
Bouteloua hirsuta	Hairy Grama
Buchloe dactyloides	Buffalo Grass
Cerocarpus betuloides	Birchleaf Mountain Mahogany
Cerocarpus montanus	Mountain Mahogany
Festuca arizonica	Arizona Fescue Grass
Muhlenbergia spp.	Deer Grass
Quercus tubinella	Shrub Live Oak
Stipa spp.	Threadgrass
ACCENTS	
Agave spp.	Agave
Dasylirion spp.	Desert Spoon/Sotol
Ephedra spp.	Mormon Tea
Hesperaloe parvifolia	Red or Yellow Yucca
Nolina spp.	Beargrass
Opuntia spp.	Prickly Pear
Yucca spp.	Yucca
FLOWERING SHRUBS/GROUNDCOVER	
Verbena spp.	Verbena
Achillea spp.	Yarrow
Anchusa azurea	Anchusa
Argemone squarrosa	Prickly Poppy
Asclepias tuberosa	Butterfly Weed
Aster falcatus	Fall White Aster
Aster foliaceus	Leaf-Bract Aster
Baileya multiradiata	Desert Marigold
Berlandiera lyrata	Chocolate Flower
Callirhoe spp.	Winecups, Poppy Mallow
Campanula rotundifoloa	Bluebells of Scotland
Castilleja integra	Indian Paintbrush
Datura meteloides	Sacred Datura

Gaura lindheimeri	Gaura
Mahonia aquifolium 'Compacta'	Compact Oregon Grape Holly
Oenothera spp.	Primrose
Penstemon spp.	Penstemon
Psilostrophe tagetina	Paper Flower
Sphaeralcea spp.	Globe Mallow
Tetraneuris acaulis	Angelita Daisy
Teucrium spp.	Germander

Section 1 Palette

Trees

ALLIGATOR JUNIPER *Juniperus depeanna*

UTAH JUNIPER *Juniperus osteosperma*

COLORADO PINYON *Pinus edulis*

EMORY OAK *Quercus emoryii*

GAMBEL OAK *Quercus gambelii*

SHRUB LIVE OAK *Quercus tubinella*

PRINGLE MANZANITA *Arcostaphylos pringlei*

MANZANITA *Arcostaphylos pungens*

SIDEOATS GRAMA *Bouteloua curtipendula*

BLACK GRAMA *Bouteloua eriopoda*

HAIRY GRAMA *Bouteloua hirsuta*

DESERT CEANOTHUS *Ceanothus greggii*

Shrubs

BIRCHLEAF MAHOGANY *Cercocarpus betuloides*

MOUNTAIN MAHOGANY *Cercocarpus montanus*

YELLOWLEAF *Garrya flavescens*

CURLY MESQUITE *Hilaria belangeri*

HOLLYLEAF BUCKTHORN *Rhamnus crocea*

SAND DROPSEED *Sporobolus cryptandrus*

PARRY'S AGAVE *Agave parryi*

DESERT SPOON *Dasylirion wheeleri*

MORMON TEA *Ephedra viridis*

RED YUCCA *Hesperaloe parviflora*

BEAR GRASS *Nolina erupens*

BEAVERTAIL PRICKLY PEAR *Opuntia basilaris*

Accents/Groundcovers

SOAP TREE YUCCA *Yucca elata*

YARROW *Achillea millefolium*

PRICKLY POPPY *Argemone squarrosa*

BUTTERFLY WEED *Asclepias tuberosa*

FALL WHITE ASTER *Aster falcatus*

LEAF-BRACT ASTER *Aster foliaceus*

DESERT MARIGOLD *Baileya multiradiata*

CHOCOLATE FLOWER *Berlandeira lyrata*

WINECUPS *Callirhoe digitata*

INDIAN PAINTBRUSH *Castilleja integra*

SACRED DATURA *Datura wrightii*

LUPINE *Lupinus concinnus*

PRIMROSE *Oenothera speciosa*

FIRECRACKER PENSTEMON *Penstemon eatonii*

PAPER FLOWER *Psilostrophe tagetina*

GLOBE MALLOW *Sphaeralcea coulteri*

ANGELITA DAISY *Tetraneuris acaulis*

BLUE VERBENA *Verbena hastata*

Section 2 Palette

Trees/Shrubs

CHITALPA *Chilopsis x Chitalpa*

DESERT WILLOW *Chilopsis linearis*

HONEY LOCUST *Gleditsia triacanthos*

ARIZONA WALNUT *Juglans major*

PINYON PINE *Pinus edularica*

EMORY OAK *Quercus emoryii*

SHRUB LIVE OAK *Quercus tubinella*

WESTERN WHEATGRASS *Agropyron smithii*

MANZANITA *Arcostaphylos pungens*

SIDEOATS GRAMA *Bouteloua curtipendula*

BLACK GRAMA *Bouteloua eriopoda*

BLUE GRAMA GRASS *Bouteloua gracilis*

HAIRY GRAMA *Bouteloua hirsuta*

BUFFALO GRASS *Buchloe dactyloides*

BIRCHLEAF MAHOGANY *Cercocarpus betuloides*

MOUNTAIN MAHOGANY *Cercocarpus montanus*

ARIZONA FESCUE GRASS *Festuca arizonica*

DEER GRASS *Muhlenbergia rigens*

THREADGRASS *Stipa comatta*

PARRY'S AGAVE *Agave parryi*

DESERT SPOON *Dasylirion wheeleri*

MORMON TEA *Ephedra viridis*

BEAR GRASS *Nolina erupens*

BEAVERTAIL PRICKLY PEAR *Opuntia basilaris*

Accents/Groundcovers

SOAP TREE YUCCA *Yucca elata*

RED YUCCA *Hesperaloe parviflora*

YARROW *Achillea millefolium*

PRICKLY POPPY *Argemone squarrosa*

BUTTERFLY WEED *Asclepias tuberosa*

FALL WHITE ASTER *Aster falcatus*

LEAF-BRACT ASTER *Aster foliaceus*

DESERT MARIGOLD *Baileya multiradiata*

CHOCOLATE FLOWER *Berlandeira lyrata*

WINECUPS *Callirhoe digitata*

INDIAN PAINTBRUSH *Castilleja integra*

SACRED DATURA *Datura wrightii*

LUPINE *Lupinus concinnus*

PRIMROSE *Oenothera speciosa*

FIRECRACKER PENSTEMON *Penstemon eatonii*

PAPER FLOWER *Psilostrophe tagetina*

GLOBE MALLOW *Sphaeralcea coulteri*

ANGELITA DAISY *Tetraneuris acaulis*

BLUE VERBENA *Verbena hastata*

Section 3-9 Palette

Trees

ALLIGATOR JUNIPER *Juniperus depeanna*

COLORADO PINYON *Pinus edulis*

PINYON PINE *Pinus eldarica*

PONDEROSA PINE *Pinus ponderosa*

EMORY OAK *Quercus emoryii*

GAMBEL OAK *Quercus gambelii*

SHRUB LIVE OAK *Quercus tubinella*

WESTERN WHEATGRASS *Agropyron smithii*

MANZANITA *Arcostaphylos pungens*

SIDEOATS GRAMA *Bouteloua curtipendula*

BLACK GRAMA *Bouteloua eriopoda*

BLUE GRAMA GRASS *Bouteloua gracilis*

Shrubs

HAIRY GRAMA *Bouteloua hirsuta*

BUFFALO GRASS *Buchloe dactyloides*

BIRCHLEAF MAHOGANY *Cercocarpus betuloides*

MOUNTAIN MAHOGANY *Cercocarpus montanus*

ARIZONA FESCUE GRASS *Festuca arizonica*

DEER GRASS *Muhlenbergia rigens*

THREADGRASS *Stipa comatta*

PARRY'S AGAVE *Agave parryi*

DESERT SPOON *Dasylirion wheeleri*

MORMON TEA *Ephedra viridis*

BEAR GRASS *Nolina erupens*

BEAVERTAIL PRICKLY PEAR *Opuntia basilaris*

Accents/Groundcovers

SOAP TREE YUCCA *Yucca elata*

YARROW *Achillea millefolium*

ANCHUSA *Anchusa azurea*

PRICKLY POPPY *Argemone squarrosa*

BUTTERFLY WEED *Asclepias tuberosa*

FALL WHITE ASTER *Aster falcatus*

LEAF-BRACT ASTER *Aster foliaceus*

DESERT MARIGOLD *Baileya multiradiata*

CHOCOLATE FLOWER *Berlandeira lyrata*

WINECUPS *Callirhoe digitata*

BLUEBELLS OF SCOTLAND *Campanula rotundifolia*

INDIAN PAINTBRUSH *Castilleja integra*

SACRED DATURA *Datura wrightii*

GAURA *Gaura lindheimeri*

OREGON GRAPE HOLLY *Mahonia aquifolium 'Compacta'*

PRIMROSE *Oenothera speciosa*

FIRECRACKER PENSTEMON *Penstemon eatonii*

PAPER FLOWER *Psilostrophe tagetina*

GLOBE MALLOW *Sphaeralcea coulteri*

ANGELITA DAISY *Tetraneuris acaulis*

GERMANDER *Teucrium canadense*

BLUE VERBENA *Verbena hastata*

3. Landscaping Practices

- Plant material is to be used throughout the corridors to add color, definition, and image to the aesthetics of the roadways.
- Use a combination of species so as not to promote a monoculture of species, especially of trees.
- Use the applicable plant palettes proposed for each Section. Plantings should be designed to enhance the native plant communities from which they are derived by planting greater numbers and at higher densities found in the native landscape.
- Additions can be made to the plant palettes, assuming the native plant communities specified for the section remains dominant in the plant selections.

Trees

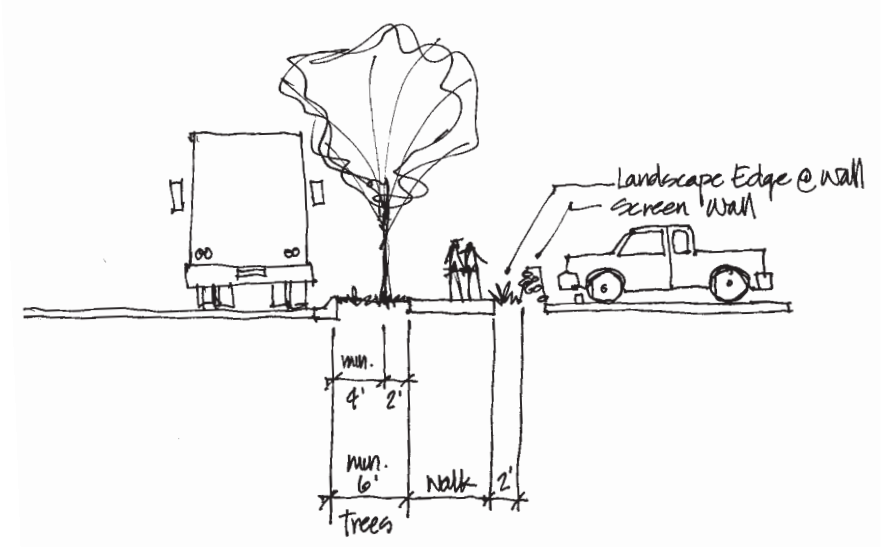
- Use trees to create shade on walkways, to help separate traffic from pedestrians, and define the roadway edge.
- Tree placement should be matched with the space available: a minimum 6 feet of space back of curb is necessary to place trees in a planter.
- Canopy size should be assumed as ¾ the diameter of the mature size of the tree species. Space individual trees to account for overlap of canopies using this rule of thumb.
- Provisions should be made to ensure soil is not compacted more than 85% Proctor density when trees are planted. Soil pH (acidity/alkalinity) should be tested and nutrient analysis with recommended amendments provided prior to planting.

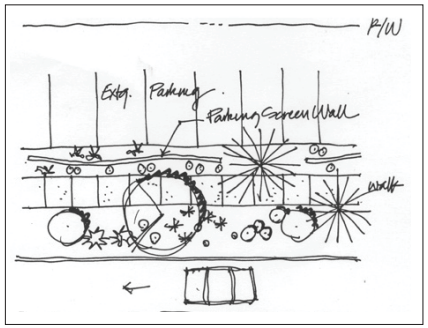
Shrubs & accents

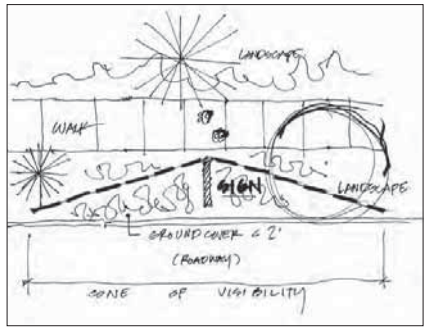
- Use shrubs and accents in combination with low walls to screen parking areas and vehicles from the roadway to add vegetation and interest to screening.
- Use a ratio of 2/3 wall to 1/3 shrub mass to create a balanced hard to soft frontage.
- Heights should be limited to 3 feet or less.

Groundcover

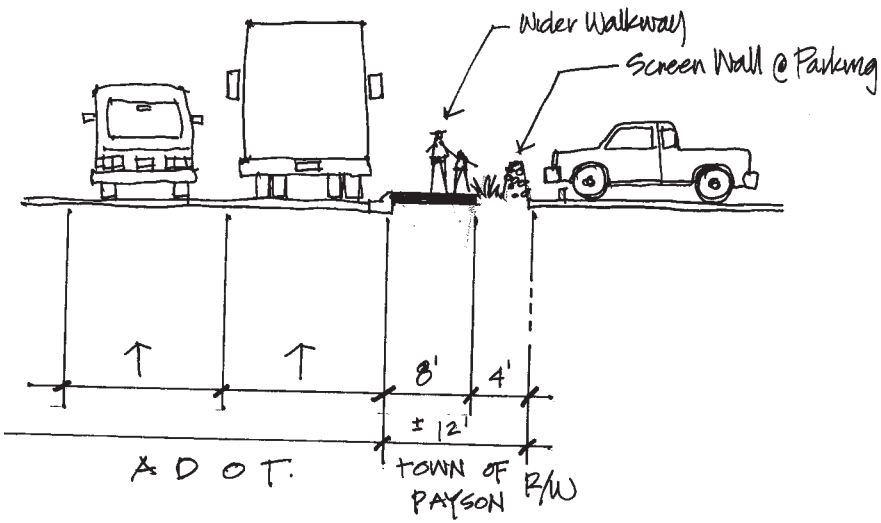
- Use groundcover and small shrubs (less than 2 feet) where visibility to signs and other features, or at intersections, is a necessity.
- Groundcovers can be evergreen and/or perennial, not exceeding 2 feet in height.
- Groundcover is most suitable for small width buffer areas (4 feet or less) where there is not sufficient space for trees and larger shrubs







Tree Placement Examples



Typical Screen Wall Example

4. Screen Walls

- Screen walls should screen open parking areas to reduce the impact of parked cars and pavement on the corridor aesthetic.
- Low walls are effective ways to add character to the roadway, also separating vehicles from pedestrians.

Parking Areas

- Low walls (3 feet or less) should be combined with vegetation to interrupt the view of parked vehicles and pavement from walkways and the traveling public on the highways.
- Walls can consist of similar materials as described in section 1 above – materials. Straight, curved, or serpentine forms are recommended, the choice being dependent on the land use or topography.
- Adjustments in height for topography should be made with deliberate design intent, regularity, and subtlety.
- Walls can be battered or vertical. Concrete and stucco should be minimized or avoided.
- Placement of walls should be as close to the area to be screened as possible, allowing for landscape plantings on both the private property and public right of way. Walls should not be placed closer than 2 feet from the edge of walkways.

Utilities

- Care should be taken to locate underground and overhead utilities before placement of footings for wall or plant rootballs.
- Heights of trees should matched to overhead clearance needs for powerlines.

Trash Enclosures

- If trash enclosures are located in the right of way, materials and design should be integrated with screen walls.
- Where possible, all openings should be placed out of view of the roadway, enclosed with a solid material, and gated.

5. Lighting

- Lighting from the roadway or along walkways should be uniform and consistent, not exceeding 1 foot candle in illumination.
- Highway lighting and intersection lighting should be coordinated with ADOT so that the corridors are not overly lit.
- All lighting should conform to Dark Sky laws. Fixtures should have cutoff capability to reduce nuisance light into adjacent uses or residences.
- LED and solar light sources are encouraged.

Street Lighting

- Any change or proposed upgrade in lighting by ADOT should be reviewed for its impact on the aesthetic and other intentions of these Guidelines.

Walkway Lighting

- Pedestrian level lighting is defined as 12 feet to 20 feet height.
- Consistent light levels and uniformity of coverage at the ground plane should be a priority over brightness. A max. 1 footcandle is recommended.
- Fixtures cutoffs should be installed to prevent light spillage to adjacent property.
- Light color should be consistent with maintaining Dark Skies.
- Pole and fixture styles should be simple and contemporary in form.

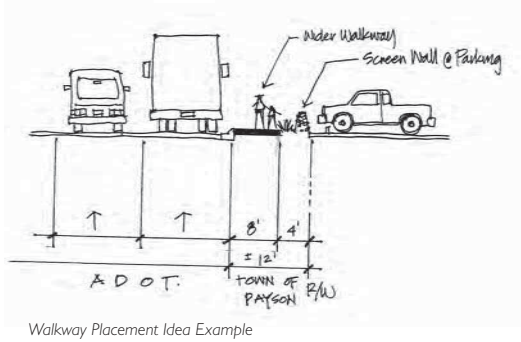
Landscape/Accent Lighting

- Uplighting of trees should not create glare into oncoming traffic or adjacent properties. Lighting should be low voltage, preferably 30 to 50 watts maximum.
- Moonlight or downlighting from trees should be considered to enhance the walkway light level and aesthetic effect where street lighting is not present.
- Silhouetting of plant forms on walls should not create glare into oncoming traffic or adjacent properties.

6. Walkways

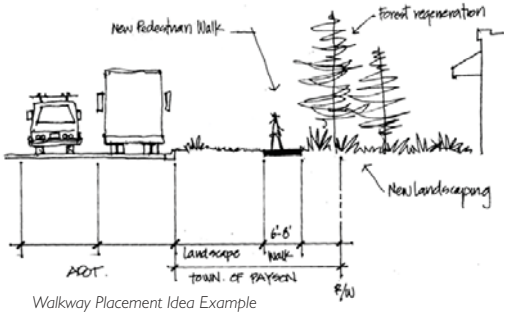
- Construct new walkways detached from the curb wherever feasible and where right-of-way area permits.
- Walkways along the highways should be minimum 8 feet wide with landscape buffers as described under Landscape Practices.
- Where walkway must remain attached due to right-of-way constraints, wide existing walkways to minimum 8 feet.
- For multi-use paths (pedestrians and bicycles), a minimum of 12 feet is recommended.
- Walkways should be straight, or very slightly meandering, with a minimum 600 feet radius.

Existing Condition



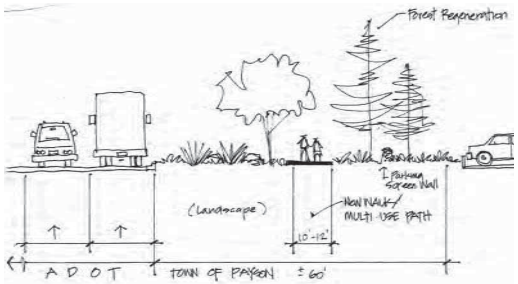
Walkway Placement Idea Example

Existing Condition



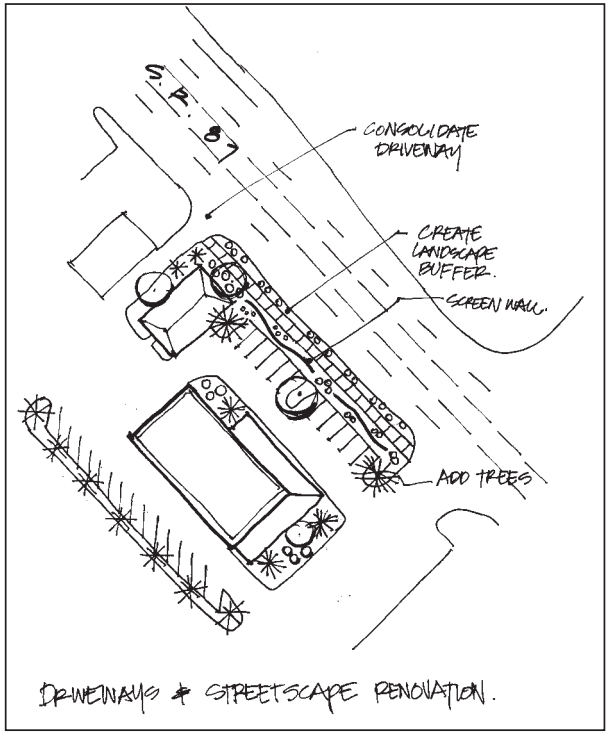
Walkway Placement Idea Example

Existing Condition



Walkway Placement Idea Example

Existing Condition



Idea Example

7. Driveways/Access management

- Mitigate the frequency of driveways by exploring Access Management planning within the Town and in conjunction with ADOT.
- Encourage consolidation of driveways during redevelopment.
- Promote smaller driveway widths (24 feet max.) and parking areas away from the roadway edge.
- Provide a 4 foot level landing area and transitions for walkway ADA access across all driveways. Consult the current version of ADA public right of way guidelines.

8. ADA compliance

- Construct all crossings using approved ADA ramps, traffic warning devices, and other techniques as recommended in the current version of the ADA public right of way guidelines.
- Where topography allows, construct walkways at a max. 8% grade and max. 2% cross slope, as recommended by ADA guidelines.
- Design as much as feasible using universal design principles, rather than retrofitting for ADA access.
- Consider use of countdown signals for pedestrians at all traffic signals to guide crossings and improve safety.

9. Maintenance

- Maintenance of plantings should be only to improve the health and longevity of the plants.
- Landscape and hardscape materials should be selected using low maintenance best practices.
- No shearing or heavy pruning should be allowed. Minimal pruning and thinning should be done to trees and shrubs to the extent the natural form of the plant is enhanced, young trees are shaped for weight and balance during growth, and seed pods are removed after drying and reseeding.
- Canopy heights for trees should not be expected to reach full 7 foot height initially, but be achieved gradually as trees mature. If necessary, temporarily wrap or cordon off the tree while growing up.
- Consult an arborist or landscape architect regarding pruning, staking, and correcting plant issues. Use best practices in achieving a mature urban forest landscape.

Overall Signage Guidelines

These guidelines are not intended to prohibit signage along the corridors, but rather to provide good design directions and recommendations when signage is to be placed within the rights of way now in control of the Town.

The most important thing to stress in the guidelines is the enforcement of the existing codes and other documented design review guidelines. Ignoring offending signage applications or granting variances for non-conforming, and grandfathered conforming signs have deterred the look of Payson, and degradation of the image as "Arizona's Cool Mountain Town". Other issues include the lack of maintenance, designing for the Towns uniqueness and adhering to good codes.

Many of these issues "design" may stem from financial excuses, but creativity and quality should not be sacrificed. Alternative designs, fabrication and lighting methods should be individually addressed to provide the best solution for the product, the owner and their budget - not the least expensive approach for the largest sign possible.

A businesses first impression to the motoring and pedestrian population is that of it's sign. Bad design and poor quality may provide a first time impression to the visitor and resident alike that maybe the merchandise, product, service and overall customer safisfaction will be the same. Therefore, it is important to remember that design makes a difference in everything. There are a few and simple guiding principals for good design for signage that follow.

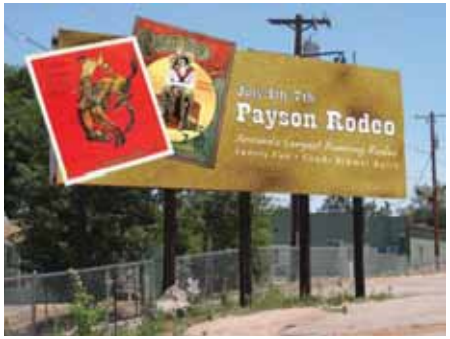
Sign codes have been created in the past to protect the community from, in a sense - bad design. "Bad design" typically stems from poor layout standards and lack of quality in execution, illumination and maintenance. If quality and good design practices are adhered to, the sign will be appropriate to its location, message and visibility requirements.

This sign incorporates a rooftop icon with neon, individual letters along the storefront fascia with "animated" chasing light bulbs and change panel sign for the announcement of events, specials, live entertainment.

All things against the code, but all things right in creating a unique sense of place in a western/mountain town.

Jackson Hole, Wyoming

Existing



Idea Example

Existing

Idea Example

Unique Shape Example

Existing

Idea Example

Higher Design Aesthetics

1. Bill Boards should be prohibited within the Town limits (with exceptions)

- Billboards were designed for highway advertising on a temporary basis and should not be allowed as tenant identification.
- Billboards located along the corridor within town should be used for the Towns' and regional promotional events in conjunction with town banner and wayfinding program.

2. Requesting that national tenants not use their "corporate signage standard" design

- This is not the restriction of their corporate logo and colors, but rather the typical metal and acrylic cabinets that could be found in any major city with very contemporary style. When the architecture is required to meet more local design guidelines, the signage should follow.
- Designs can be "contemporary" yet be executed in materials more appropriate for the community.
- The rural context of the town should be considered into the design of the signage at minimum if corporate standards are allowed.

3. Integrate unique shapes and forms

- 3-Dimensional and alternative shapes provide interest from the typical rectangular cabinet and create a higher level of design and thus quality image.
- Use of "western" or "mountain" type of sculptures brings a personality to the community.
- Signage fabricated to emulate product can be acceptable but the signage should readable or it is not an effective vehicular contral device.

4. Readability and Design

- Lettering should be stylized to create interest and establish identity for the project and/or tenant, but remain legible to traffic viewing.
- Colors should reflect the appropriate image for the design and should never utilize fluorescents or over reflective materials.
- Lettering and background should always provide a high contrast - 70% is a good recommendation.
- Sign Area and background should be proportional to 40/60 respectively to provide better recognition and readability. Appropriate "White" or "Negative" space around the message allows recognition of the letter quicker.
- Capital and lower case letters should be used in lieu of all caps as they read better as the shapes and forms are more recognizable.

5. Reduce the number of "pole" signs along the roadways

- Establish a minimum distance of 300 between use of freestanding signs on adjacent but separately owned parcels.
- When buildings have good traffic views to a side wall, integrate murals and identification signage in lieu of a freestanding sign.
- When buildings are set close to the roadway, the use of flag mounted or projecting signs should be considered in lieu of a freestanding sign.
- Freestanding signs should be limited to parcels with 200 lineal feet minimum frontage and should relate to driveway entrances.
- Freestanding sign heights and area should be scaled based on the square footage of building coverage, building height and setback.

Poor Visibility Examples

Unique Character Examples

Existing

Idea Example

6. Understand that more is not necessarily better

- Number of tenants in a multi-tenant site should not determine the number of tenant strips allocated to the sign face within the codes square footage allotment.
- A maximum number of tenants panels that provide readability for the amount of square footage should be established. Studies have shown that the number of items motorists recognize starts to fall after 6 and typically lost by 9. (see sign massing on page 41)
- A tenant panel should be held to the name of the tenant only and not be a full description of services, hours, phone numbers etc as there is a limited text height that is readable.
- Multiple signs of the same message illustrate that the original message was at the wrong location size, or content to be effective. Focus the attention onto a single, better sign design with a cohesive message.

7. Use the right type of sign for the right message

- Temporary looking flyers, outdated holiday bunting, banners, spinners, pennants proliferating a store front does not add, but instead detracts from the "quaintness" of a shop by taking the focus away from the stores purpose or identity.
- Ancillary, information and window graphics should be organized and allow for the product in the window to attract the visitor/customer.

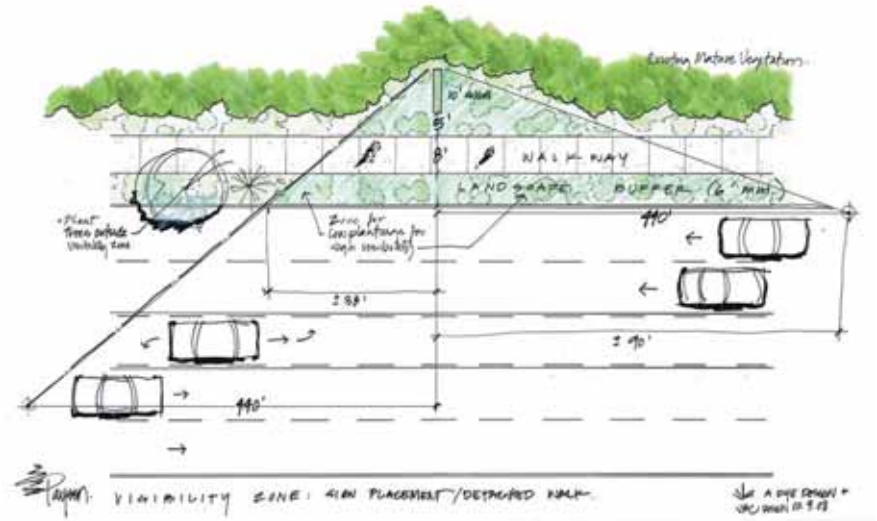
Sale, Lease or Rent Signs, temporary signs to announce real property availability.

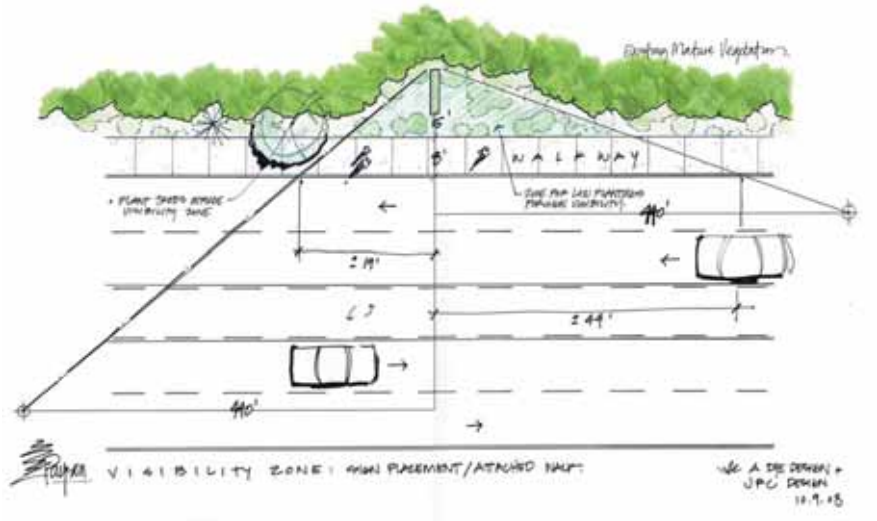
There shall be no more than one such sign per subdivided lot or contiguous lots or parcels under the same ownership.

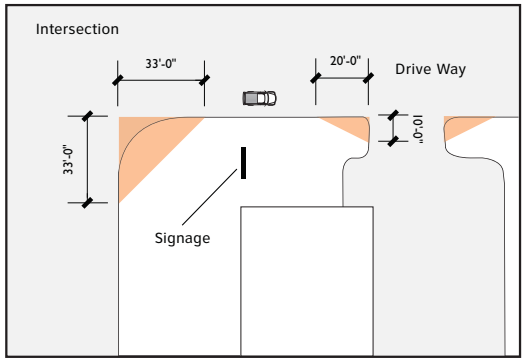
Such signs shall not exceed six square feet for parcels of one acre or less and 16 square feet for parcels which are more than one acre in size.

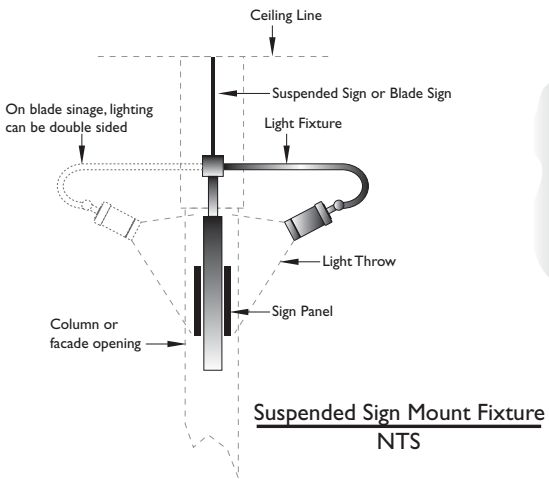
8. Locations and Setbacks

- All signage should be set as close to the R.O.W. as possible without hindering visibility at intersections and driveway entries.
- Develop reasonable visibility triangles for use at intersections and entry drives.

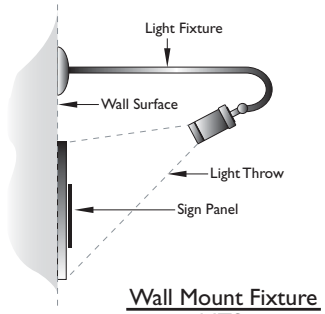








Suspended Sign Mount Fixture
NTS



Wall Mount Fixture
NTS

Lighting

The following pieces of information are excerpts from The Institution of Lighting Engineers - Guidance Notes for the Reduction of Obstructive Light - 2005.

Obtrusive Light is a form of pollution and can be substantially reduced without detriment to the lighting task. Sky glow - the brightening of the night sky above our towns, cities and countryside; Glare - the uncomfortable brightness of a light source when viewed against a dark background; and Light Trespass - the spilling of light beyond the boundary of the property or area being lit, are all forms of obtrusive light which may cause nuisance to others, waste money and electricity and result in the unnecessary emissions of greenhouse gases.

It is recommended that Local Planning Authorities specify the following environmental zones for exterior lighting control within their Development Plans.

Design Guidance

The following limitations may be supplemented or replaced by Payson's own planning guidance for exterior lighting installations. As lighting design is not as simple as it may seem, you are advised to consult and/or work with a professional lighting designer before installing any exterior lighting. (See Table 1 for limitations for categories below)

Category Examples
E1: Intrinsically dark landscapes National Parks, Areas of Outstanding Natural Beauty, etc
E2: Low district brightness areas Rural, small village, or relatively dark urban locations
E3: Medium district brightness areas Small town centres or urban locations
E4: High district brightness areas Town/city centres with high levels of nighttime activity

Table 1 – Obtrusive Light Limitations for Exterior Lighting Installations

Environmental Zone	Sky Glow ULR [Max %]	Light Trespass (into Windows) Ev [Lux]		Source Intensity I [kcd]		Building Luminance Pre-curfew
		Pre- curfew	Post- curfew	Pre- curfew	Post- curfew	Average, L [cd/m2]
E1	0	2	1*	2.5	0	0
E2	2.5	5	1	7.5	0.5	5
E3	5.0	10	2	10	1.0	10
E4	15.0	25	5	25	2.5	25

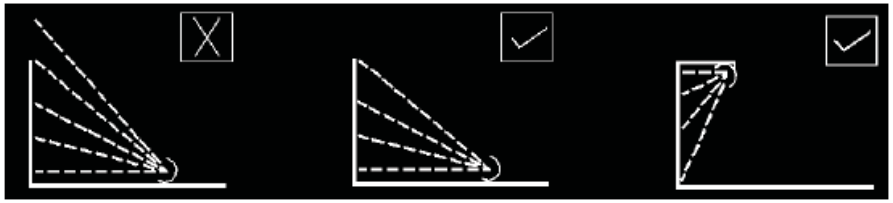
ULR = Upward Light Ratio of the Installation is the maximum permitted percentage of luminaire flux for the total installation that goes directly into the sky.
Ev = Vertical Illuminance in Lux and is measured flat on the glazing at the centre of the window
I = Light Intensity in Cd
L = Luminance in Cd/m2
Curfew = The time after which stricter requirements (for the control of obtrusive light) will apply; often a condition of use of lighting applied by the local planning authority. If not otherwise stated - 23.00hrs is suggested.
* = From Public road lighting installations only

Recommendations

- Use specifically designed lighting equipment that minimizes the upward spread of light near to and above the horizontal area to be illuminated.
- Care should be taken when selecting luminaires to ensure that appropriate units are chosen and that their location will reduce spill light and glare to a minimum. Lamp light output in LUMENS is not the same as lamp wattage and it is the former that is important in combating the problems of obtrusive light .
- Keep glare to a minimum by ensuring that the main beam angle of all lights directed towards any potential observer is not more than 70°. Higher mounting heights allow lower main beam angles, which can assist in reducing glare.
- When lighting vertical structures such as advertising signs, direct light downwards wherever possible. If there is no alternative to uplighting, then the use of shields, baffles and louvres will help reduce spill light around and over the structure to a minimum.
- For road and amenity lighting installations, light near to and above the horizontal should normally be minimized to reduce glare and sky glow.
- In sensitive rural areas the use of full horizontal cut off luminaires installed at 0° uplift will, in addition to reducing sky glow, also help to minimise visual intrusion within the open landscape. However in many urban locations, luminaires fitted with a more decorative bowl and good optical control of light should be acceptable and may be more appropriate.
- Do not "over" light. This is a major cause of obtrusive light and is a waste of energy. There are published standards for most lighting tasks, adherence to which will help minimize upward reflected light.
- Dim or switch off lights during off peak, or early morning hours for facilities that are not open.
- Monuments and ground signs should either be internally illuminated where only letters read or are indirectly illuminated with ground lights or gooseneck type down lights.
- Solar power sources and low voltage LED lighting should be used whenever possible.

Restrictions

- Face lit white or colored plastic backgrounds with colored vinyl letters or surface painted graphics should be strictly limited to only core commercial areas, if at all.



Lighting Examples

Existing Pole Sign Clutter

Excessive Tenant Example

Good Character Example

Allowed Business Identification Signs (Permanent)

These guidelines do not change the current and existing signage code in height or area nor restrict content. The following are signage types currently allowed within the code, with added design recommendation criteria.

Pole Signs

Definition

A freestanding sign, usually double-faced, plastic faced, internally illuminated cabinet, mounted on single or multiple round poles, square tubes, or other fabricated member without any type of secondary support.

These signs are used, and over-used throughout the entire R.O.W. in Payson. They are the "sign of choice" because they are the most inexpensive form/structure of signage. However, they are the least appealing and degrade the character and exhibit lesser quality than the town wishes to express to visitors and residents.

Recommendations

- Pole signs should reflect the business/service or name with decorative details.
- SIngle Poles should be discouraged un
- Heights should be varied based on the need for visibility within the viewing angle for vehicular traffic and not just maximized code allowances
- Poles should be clad with architectural oriented materials and shapes appropriate to the overall design or theme to the tenant
- Landscaping appropriate to the height along with an integrated base to anchor it to the site
- Should be used primarily for single use tenant where signage area can be maximized for readability.
- Graphic content should be memorable and reflect the structures form.

Restrictions

- Pole signs should never be used as "multi-tenant" types as they become a "directory" display of all tenants, usually divided into too many panels that are not large enough for readability.
- One to two (1-2) tenant identification names and the center ID should be the maximum.
- Poles signs should never be used in a low or mid profile design.

Allowed Business Identification Signs (Permanent)

Monument and Ground Signs

Definition

Monuments: A freestanding sign mounted on a base.
Ground: A freestanding sign sitting directly on the ground without a separate texture providing the delineation of a base.

Recommendations

- Usually identifies facility, building, or entrance of a one or two tenant occupied building.
- Ground signs and Monuments can be set both parallel and perpendicular to the roadway. Parallel installations work best with ground signs as they can also act at screening to parking lot areas.
- Bases for monument signs should be a minimum of 50% of the overall width of the sign and be of a natural material.
- Low Profile designs - Below 5' type of either monument or ground sign design - A single pole design shall not be allowed for Low Profile signs.
- Mid Profile - 5' to 12' height of monument type of design only - typically should be used for multiple tenant signs for centers with 6 to 9 tenants.
- High Profile - 13' to 20' in height. These signs should only be allowed when square footage is not adequate for the use of the site.

Restrictions

- Ground signs should not exceed 5'-0" in height. Length is not controlled, but should be appropriately scaled for frontage, viewing corridors etc.
- All rock faced monuments or ground signs do not read well as individual letters unless the stone texture is consistent and typically small, or there is a high contrast in the colors. Veneers should be used to create delineation, ending columns or bases only.

Example Monument and Ground Signs

Temporary / Banner Examples

Under-Maintenanced Examples

Allowed Business Identification Signs (Temporary)

Temporary Signs (all placed in the R.O.W. require permits from the Town of Payson)

Coming Soon Signs; Sale-Lease or Rent Signs; and Contractors and Subcontractors Signs will be allowed within the R.O.W. and shall follow all restrictions per the signage code section 15-05-005 C.

All signs shall be designed and constructed per the designated code section and must follow the guidelines for materials, colors and quality of design and fabrication techniques.

Town Banner Program

A banner program for the town in conjunction with the chamber and other promotional organizations should coordinate efforts and funding to provide a unique marketing sign within the Town's wayfinding program.

Signage Maintenance (all sign types to be code compliant)

Non-Conforming Signs shall be removed per this Code if it is determined to be a public nuisance or at least 50% destroyed or it is abandoned or it is structurally unsound, as determined by the Zoning Administrator.

Non-conforming signs with GRANDFATHERED Rights shall be limited to signs which lawfully existed as of the adoption date of this Code. Any sign which was erected without a proper permit from the Town shall remain a non-conforming and non-GRANDFATHERED sign and shall be subject to immediate removal or modification as determined by the Community Development Director in accordance with the Town Code and these guidelines.

Any property improvements to site or structure of more than 50% should result in the signage being brought into conformance per these guidelines.

Multi-Tenant Signage Massing Studies

Multi-Tenant Signage Criteria from UDC Section 15-05-005

Mini Plaza / Mall Multi-Tenant Sign
(for centers containing 2-5 units)

Qty: 1
Max Area: 32 Sq.Ft.
Max Width: 8 Ft.

Recommendations:
- Optimum height of 8 feet.
- Monument base - no pole supports.
- Design to reflect both architectural and geographical themes.
- Maximum of 2-3 tenants.
- Dedicated landscape area around sign (1 sf per sf of signage).

Plaza Mall / Office Complex Multi-Tenant Sign
(for centers containing 6-10 units)

Qty: 1 per thoroughfare
Max Area: 50 Sq.Ft.
Max Width: 12 Ft.

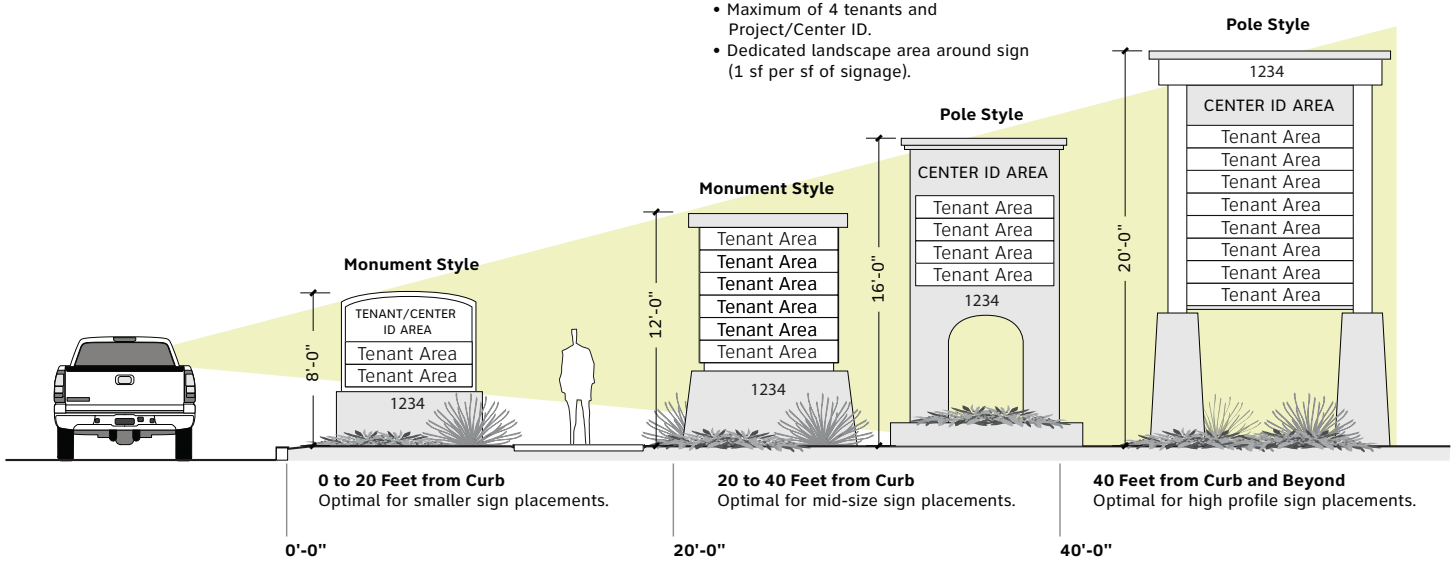
12 Foot Height Recommendations:
- Monument base - no pole supports.
- Design to reflect both architectural and geographical themes.
- Maximum of 4-6 tenants.
- Dedicated landscape area around sign (2 sf per sf of signage).

16 Foot Height Recommendations:
- Upgraded pole supports OK.
- Design to reflect both architectural and geographical themes.
- Maximum of 4 tenants and Project/Center ID.
- Dedicated landscape area around sign (1 sf per sf of signage).

Shopping Center Multi-Tenant Sign
(for centers containing 10 or more units)

Qty: 1 per thoroughfare
Max Area: 100 Sq.Ft.
Max Width: 12 Ft.

12 Foot Height Recommendations:
- Optimum height of 20 feet.
- Upgraded pole supports.
- Design to reflect both architectural and geographical themes.
- Maximum of 8 tenants and project/center ID.
- Dedicated landscape area around sign (1 sf per sf of signage).



0 to 20 Feet from Curb
Optimal for smaller sign placements.

20 to 40 Feet from Curb
Optimal for mid-size sign placements.

40 Feet from Curb and Beyond
Optimal for high profile sign placements.

NOTE: *The sign structures depicted are examples of typical sign element recommendations and massing per sign type designation. By no means are the appearance of these examples to be interpreted as actual design suggestions.*

Low and High Profile Signage Massing Studies

Low and High Profile Signage Criteria from UDC Section 15-05-005

Low Profile Sign
(Single-User Typical)

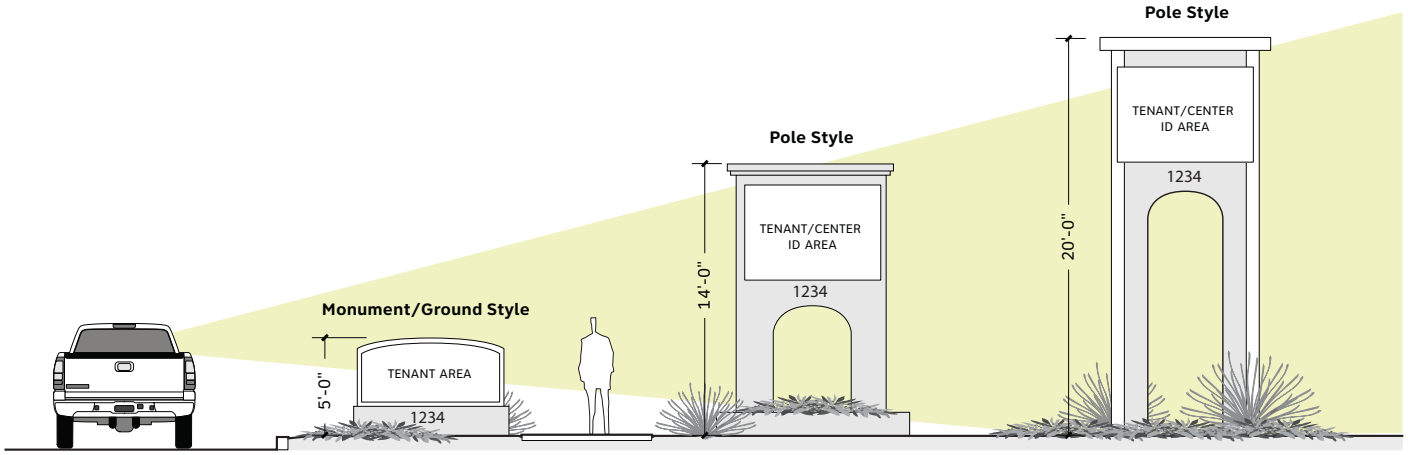
Max Area: 32 Sq.Ft.
Max Height: 5 Ft.
Max Width: 8 Ft.

Recommendations:
- Monument base - no pole supports.
- Include addressing.
- Dedicated landscape area around sign (1 sf per sf of signage).

High Profile Sign
(Single-User/Center Typical)

Qty: 1 along main entry frontage
Max Area: 32 Sq.Ft.
Max Height: 20 Ft.
Max Width: 8 Ft.

Recommendations:
- Upgraded pole supports OK.
- Typical pole supports and standard box style cabinets should be strongly discouraged.
- Include addressing.
- Dedicated landscape area around sign (1 sf per sf of signage).



0 to 20 Feet from Curb
Optimal for "Low Profile" sign placements.
0'-0"

20 to 40 Feet from Curb
Optimal for shorter "High Profile" sign placements (approx. 13 - 20 ft in height).
20'-0" - 40'-0"

40 Feet from Curb and Beyond
Optimal for larger "High Profile" sign placements (max 20 ft in height).

NOTE: *The sign structures depicted are examples of typical sign element recommendations and massing per sign type designation. By no means are the appearance of these examples to be interpreted as actual design suggestions.*

Prohibited Signage

Prohibited Signs (Per UDC 10.01.2007)

Signs that are not specifically authorized in the guideline are prohibited, including, but not limited to the following, which are not enforced consistently:

- Vehicle signs not in compliance with Section 15-05-003, Item E. *96
- Fixed aerial advertising and displays are prohibited.
- Off Premise Signs are prohibited in all districts, except as allowed in Section 15-02-013,C.16.
- Roof Mounted Signs which project above the highest point of the roof line, parapet or facade of the building.
- Any sign or device emitting a sound or substance.
- Any sign or device with intermittent or flashing illumination, animated or moving sign, but not including time and temperature signs.
- Signs or notices of any kind shall not be placed or displayed on sidewalks, posts, utility poles, lamp posts, hydrants, trees, bridges, rocks, boulders, or other surfaces located on public property.
- Temporary signs shall not be erected, placed, maintained or caused to be erected, other than those signs described in 15-05-005 of this Code. Any permitted temporary sign shall not require a permit to be obtained and shall be limited to a 15 day continuous display period in any one calendar year, unless otherwise stated in this Code.

Electronics

Definition
Any sign or device with intermittent or flashing illumination, animated or moving sign, but not including time and temperature signs.

Not allowed in the current code and should never be used in Payson if the intent is to maintain a cool mountain town identity. Electronics used by invidual businesses serve only as animated advertisements.

Recommendations

- Consideration of any electronic should be done only on a temporary basis to advertise community/regional events, public service announcements
- Town/County or roadway information signs my incorporate time and/or temperature signs as part of an integrally designed sign.

Restrictions

On-Street Signs

- It shall be unlawful to erect, place, maintain or cause to be erected, placed, or maintained any on-street sign unless legally authorized to serve public purposes.

Prohibited Sign Examples

Existing

Idea Example

Existing

Idea Example

Existing

Idea Example

Signage Action Items

Immediate Signage Recommendations

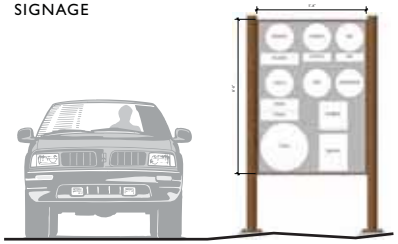
- Enhance what you have.
- Upgrade existing "quality" signs with architectural embellishments and natural/native base structures.
- Upgrade ADOT/Payson monuments with face changes to better reflect the Town's goals.
- Create, from like materials, alternat designs for monuments at the north and east gateways,
- Enhance or rebuild the "community organization" signage at each gateway area to be more flexible and organized, reflecting the "Arizona's Cool Mountain Town" brand image.
- Remove dilapidated and non-conforming signs from the roadways, and enforce these guidelines and existing codes for replacement structures

Future Signage Recommendations

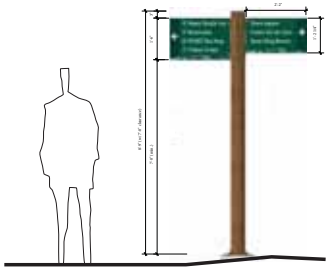
- Simplify signage codes using acreage or square footage as a base for allowance rather than number of tenants within a given site/development.
- Initiate the development of a community/town wayfinding program with various public and private organizations and stakeholders to develop inclusion criteria, maintenance specifications etc. Groups included in such a program committee could include (but are not limited to): Main Street Program, Chamber of Commerce, Parks, Recreation and Tourism, Northern Gila County Historical Society and Historic Preservation Commission, Town Planning and Zoning, Surface Transportation Advisory Committee, Green Valley Redevelopment Area Commission, Community Development, Payson Hospital, Department of Public Works, Northern Gila County Economic Development Corporation, and general public representatives.

ENTRY SIGN

TOWN ORGANIZATION SIGNAGE

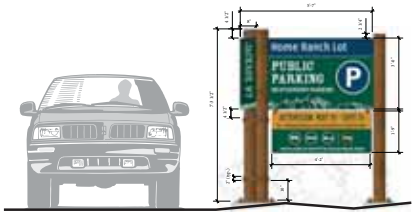


PEDESTRIAN DIRECTIONAL

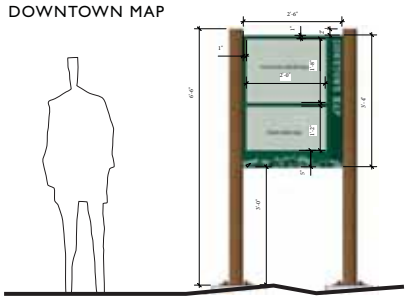


VEHICULAR DIRECTIONALS

PARKING SIGNAGE



DOWNTOWN MAP



Examples of Typical Sign Types in Wayfinding Hierarchy

Submittal Process

UDC Section 15-02-013.F

1. Purpose and Intent
The purpose of this section is to provide design standards for commercial and residential development that provide an aesthetically pleasing business and residential environment. The intent of this section is to provide for development which is appropriately designed to accommodate pedestrian and bicycle traffic, as well as, help to preserve the historical building and development styles.

2. Applicability
This section shall be applicable to that area of the Green Valley Redevelopment Area as depicted in Exhibit #A. These regulations shall apply to the following activities:

a. All new building construction
b. Modifications to existing buildings
c. Modifications to signage or new signage
d. All outside display or storage areas

3. Exemptions
The provisions of this section shall not apply to the following activities:

a. Maintenance of the exterior of an existing structure such as repainting, reroofing, residing, where the same materials and colors are used
b. Interior remodeling
c. Existing nonconforming aspects of a building or site not addressed in an application for a design review permit

4. Application Procedures
Applicable development shall be required to submit seven (7) packets with the following information for design review:

a. Site Plan that provides the following:
    (1) Pedestrian & Vehicular Circulation
    (2) Building floor plans showing orientation of windows & doors
    (3) Location and description of signage
    (4) Landscaping (location and type)
    (5) Exterior Lighting
    (6) Fences, walls, surface textures

b. Written Narrative which provides the following:
    (1) Consideration of impact to surrounding buildings
    (2) Photographs of the site and immediate surrounding properties
    (3) The proposed use of the property

c. Building Elevations which provide the following:
    (1) Façade Treatment
    (2) Architectural Design
    (3) Building Height
    (4) Color Board
    (5) Building Materials
    (6) Design Detail for windows and doors
d. Design Review Application Checklist

5. Review Procedures
Upon submittal of a completed Application, the Design Review Board shall review and approve or disapprove such Application unless such Application requests a Minor Change. For Minor Changes the Community Development Director shall review and approve or disapprove such Application. Minor changes shall mean any of the following: (i) any and all resurfacing of existing vertical structures, (ii) all signs that are otherwise in compliance with this Code, (iii) a building or vertical structure that (1) is an addition or accessory structure to an existing building and does not exceed the lesser of 25% of the existing building floor area or five thousand (5,000) square feet and (2) is complimentary with surrounding properties as well as the existing building, or (iv) an addition or accessory building that does not substantially or detrimentally alter the appearance of the site as seen from off-site.
The following criteria shall be used in reviewing the application:

a. Site Layout:
    (1) Orientation & location of buildings and landscaped areas in relation to physical characteristics of the site, neighborhood character, and the appearance and harmony of adjacent buildings
    (2) The comfort and safety of the proposed pedestrian system

b. Architectural Character:
    (1) Suitability of the building for its intended use
    (2) The consistency of the applications of the design with approved design guidelines
    (3) The compatibility of the character of the design with adjacent structures and the intent of these regulations
    (4) Preservation of historical structures

c. Landscaping:
    (1) The location, height and material of walls, fences, hedges, trees, and xeriscape to ensure harmony with the overall atmosphere and ambiance of the area and the intent of these regulations
    (2) The planting of groundcover to prevent dust and erosion
    (3) The preservation of healthy trees
    (4) Open, pedestrian friendly landscaping

d. Outdoor Signage:
    The number, location, color, size, lighting, and landscaping of outdoor advertising signs in relation to pedestrian and vehicular traffic and appearance and harmony with the existing adjacent structures, and the intent of these regulations

e. Overall Compliance with Development Standards
    The Design Review Board or the Community Development Director, on a case by case basis, may make exceptions to Section 7, Development Standards due to unique characteristics of the site or economic hardship to the applicant.

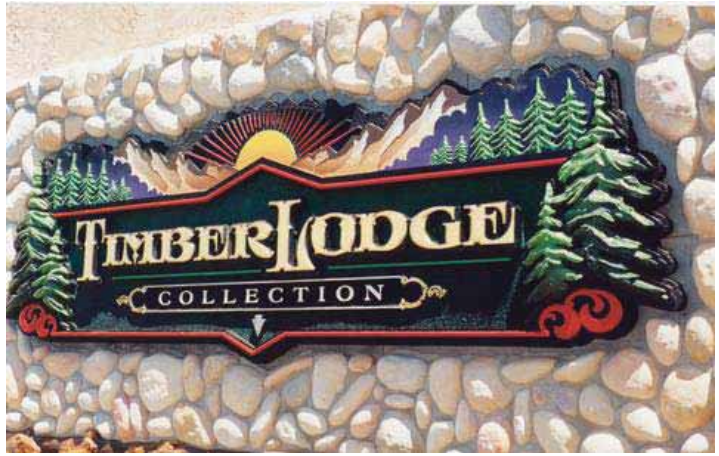
Character Examples - Roof Top and Marquees

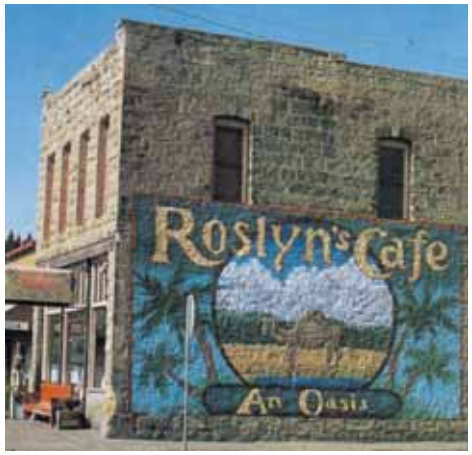
NOTE: These photos are of existing signage and were developed for each Client as a copyrighted design. These designs are intended to provide direction and inspiration only and shall not be copied in any manner.

Character Examples - Flag Mounted or Shingles

NOTE: These photos are of existing signage and were developed for each Client as a copyrighted design. These designs are intended to provide direction and inspiration only and shall not be copied in any manner.

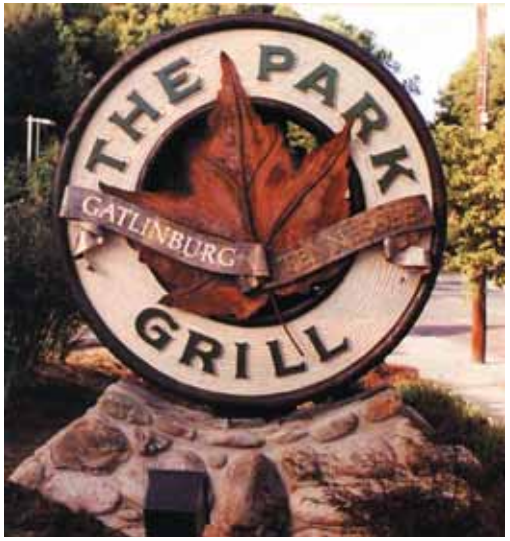
Character Examples - Wall Mounted

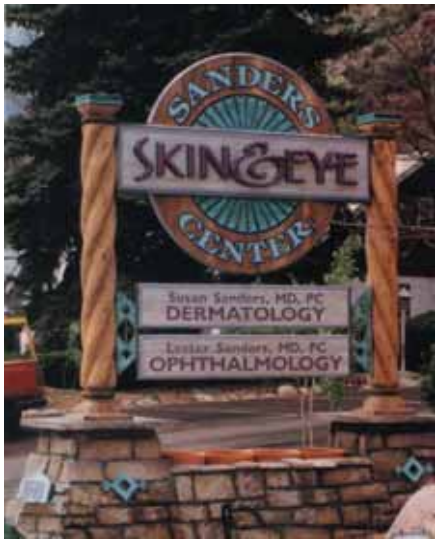




NOTE: These photos are of existing signage and were developed for each Client as a copyrighted design. These designs are intended to provide direction and inspiration only and shall not be copied in any manner.

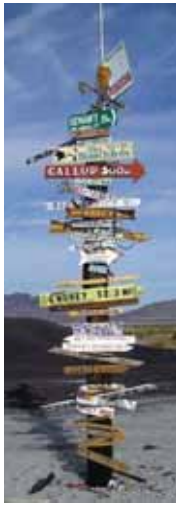
Character Examples - Monuments





NOTE: These photos are of existing signage and were developed for each Client as a copyrighted design. These designs are intended to provide direction and inspiration only and shall not be copied in any manner.

Character Examples - Pole Signs



NOTE: These photos are of existing signage and were developed for each Client as a copyrighted design. These designs are intended to provide direction and inspiration only and shall not be copied in any manner.

Character Examples - Placemaking

NOTE: These photos are of existing signage and were developed for each Client as a copyrighted design. These designs are intended to provide direction and inspiration only and shall not be copied in any manner.