

**ORDINANCE NO. 769**

**AN ORDINANCE OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, AMENDING THE TOWN'S DESIGN REVIEW GUIDELINES BY REPEALING THE GREEN VALLEY REDEVELOPMENT AREA GUIDELINES AND ADOPTING HISTORIC MAIN STREET DESIGN REVIEW GUIDELINES. (MAIN STREET DESIGN REVIEW)**

**WHEREAS**, on April 19, 2007, the Council approved Ordinance 713 creating the Town's Design Review Board ("the Board"); and

**WHEREAS**, the Board was charged with reviewing the Town's Design Review Guidelines and making recommendations for changes, amendments, deletions, or additions thereto; and

**WHEREAS**, in late 2008, the Board recommended changes to the Town's Commercial District Design Review Guidelines and such changes were adopted by the Town Council in December of 2008; and

**WHEREAS**, during 2009, the Board has been reviewing the Green Valley Redevelopment Area Design Review Guidelines and, after meetings and collaboration with the Green Valley Redevelopment Area Commission, has voted to recommend that (1) the name of the area subject to the Guidelines be called the Historic Main Street Design Review Area, (2) the area subject to the Guidelines be changed, and (3) certain amendments to the Guidelines be adopted; and

**WHEREAS**, on July 13, 2008, the Planning and Zoning Commission held a Public Hearing on the recommended amendments to the Green Valley Redevelopment Area (now the Historic Main Street) Design Review Guidelines ("the Guidelines") and following such Public Hearing recommended approval; and

**WHEREAS**, on August 6, 2009, The Payson Town Council conducted a public hearing on the proposed amendments to the Guidelines; and

**WHEREAS**, the Town finds that maintaining the aesthetic quality of property within the Historic Main Street area increases property values, increases tourism and creates financial benefits for the property owners within the Historic Main Street area; and

**WHEREAS**, the Town finds that the Guidelines are necessary to regulate, maintain, and promote the aesthetic quality of the Historic Main Street area; and

**WHEREAS**, amendments to Section 15-02-014, Part III (A) and Part IV (D) of Chapter 154 (The Unified Development Code) of the Code of the Town of Payson were declared to be a public record by Resolution 2502; and

*Prepared by Town of Payson Legal Department*

*Page 1*

*FIRST READING & PUBLIC HEARING AUG 06 2009 G.L.*

**WHEREAS**, it is the desire of the Mayor and Common Council to amend the Code of the Town of Payson by amending Section 15-02-014, Part III (A) and Part IV (D) by reference pursuant to A.R.S. § 9-802,

**NOW, THEREFORE, THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, DO HEREBY ORDAIN AS FOLLOWS:**

- Section 1. That the amendment to Section 15-02-014, Part IV (D) (Design Review - Historic "Main Street" Payson) of Chapter 154 (the Unified Development Code) of the Code of the Town of Payson set forth in Resolution 2502 was heretofore declared to be a public record by such Resolution, and that the amendment to Section 15-02-014, Part IV (D) is hereby referred to and adopted by this reference as though all the provisions thereof were set forth in full in this Ordinance Number 769.
- Section 2. That at least three copies of the amendment to Section 15-02-014, Part IV (D) of Chapter 154, as adopted by this Ordinance Number 769 shall be filed in the Office of the Clerk of the Town of Payson and shall be maintained and kept available for public use and inspection.
- Section 3. That Section 15-02-013(F) (Design Review - Green Valley Redevelopment Area) of Chapter 154 (the Unified Development Code) of the Code of the Town of Payson, is hereby deleted.
- Section 4. That the amendment to Section 15-02-014, Part III (A) (Design Review - Application Procedure) of Chapter 154 (the Unified Development Code) of the Code of the Town of Payson set forth in Resolution 2502 was heretofore declared to be a public record by such Resolution, and that the amendment to Section 15-02-014, Part III (A) is hereby referred to and adopted by this reference as though all the provisions thereof were set forth in full in this Ordinance Number 769.
- Section 5. That at least three copies of the amendment to Section 15-02-014, Part III (A) of Chapter 154, as adopted by this Ordinance Number 769 shall be filed in the Office of the Clerk of the Town of Payson and shall be maintained and kept available for public use and inspection.
- Section 6. All ordinances and parts of ordinances in conflict with the provisions of this Ordinance Number 769 are hereby repealed to the extent of such conflict.
- Section 7. If any section, subsection, sentence, clause, phrase or portion of this Ordinance Number 769 is held for any reason including, but not limited to the voter approved Private Property Rights Protection Act of 2006, to be invalid or unconstitutional by the decision of any court of competent jurisdiction, the Mayor and Common Council of the Town of Payson declare that the provision or provisions of the Unified Development Code relating to such section, subsection, sentence, clause, phrase or

portion predating the adoption of this Ordinance shall be in effect.

**PASSED AND ADOPTED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON** this \_\_\_\_\_ day of \_\_\_\_\_, 2009, by the following vote:

AYES \_\_\_\_\_ NOES \_\_\_\_\_ ABSTENTIONS \_\_\_\_\_ ABSENT \_\_\_\_\_

\_\_\_\_\_  
Kenny J. Evans, Mayor

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
Silvia Smith, Town Clerk

\_\_\_\_\_  
Samuel I. Streichman, Town Attorney

**RESOLUTION NO. 2502 IS  
PROVIDED FOR INFORMATION  
ONLY  
AT THE 8/6/09 COUNCIL MEETING.**

**RESOLUTION NO. 2502 WILL  
BE AGENDIZED AS AN ACTION ITEM  
AT THE 8/23/09 COUNCIL MEETING.**

RESOLUTION NO. 2502

**A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, AMENDING THE TOWN'S DESIGN REVIEW GUIDELINES BY REPEALING THE GREEN VALLEY REDEVELOPMENT AREA GUIDELINES AND ADOPTING HISTORIC MAIN STREET DESIGN REVIEW GUIDELINES, AND DECLARING SUCH AMENDMENTS TO BE A PUBLIC RECORD.**

**WHEREAS**, the Code of the Town of Payson was declared to be a public record by Resolution Number 1536 of the Town of Payson; and

**WHEREAS**, the Code of the Town of Payson was adopted as a public record by Ordinance Number 588 of the Town of Payson; and

**WHEREAS**, it is the intention of the Town of Payson to amend Section 15-02-014 (Design Review) of Chapter 154 (the Unified Development Code) of the Code of the Town of Payson; and

**WHEREAS**, such amendment may be enacted by reference, pursuant to A.R.S. § 9-802,

**NOW, THEREFORE, THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON, ARIZONA, DO HEREBY RESOLVE AS FOLLOWS:**

- Section 1. Section 15-02-014, Part IV(D) (Design Review - Historic "Main Street" Payson) of Chapter 154 of the Code of the Town of Payson is hereby amended, is declared to be a public record, and as amended shall read as set forth in Exhibit A-2 attached hereto. (Note - Exhibit A-1 is the current version of Part IV(D) and Exhibit A-2 is the amended version of Part IV(D))
- Section 2. Section 15-02-014, Part III(A) (Design Review - Application Procedure) of Chapter 154 of the Code of the Town of Payson is hereby amended, is declared to be a public record, and as amended shall read as set forth in Exhibit B attached hereto.

**PASSED AND ADOPTED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PAYSON** this \_\_\_\_ day of \_\_\_\_\_, 2009, by the following vote:

AYES \_\_\_\_\_ NOES \_\_\_\_\_ ABSTENTIONS \_\_\_\_\_ ABSENT \_\_\_\_\_

\_\_\_\_\_  
Kenny J. Evans, Mayor

ATTEST:

APPROVED AS TO FORM:

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Silvia Smith, Town Clerk

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Samuel I. Streichman, Town Attorney

**Exhibit A-1**  
**to**  
**Resolution 2502**

## PART IV

### REGULATIONS AND DEVELOPMENT REQUIREMENTS

- D. ~~Green Valley Redevelopment Area—The provisions of section 15-02-013F shall govern all properties located within the GVRA Design Review Area as defined by Exhibit # 3 of that section per Ordinance # 645.~~

**Exhibit A-2**  
**to**  
**Resolution 2502**

## PART IV

### REGULATIONS AND DEVELOPMENT REQUIREMENTS

#### D. Historic "Main Street" Payson

In addition to the provisions of Part IV, subsection A. all development located within the front 200 feet of all lots fronting on W. Main Street from Oak Street to Highway 87 shall be subject to the provisions of this subsection D. (see diagram below)

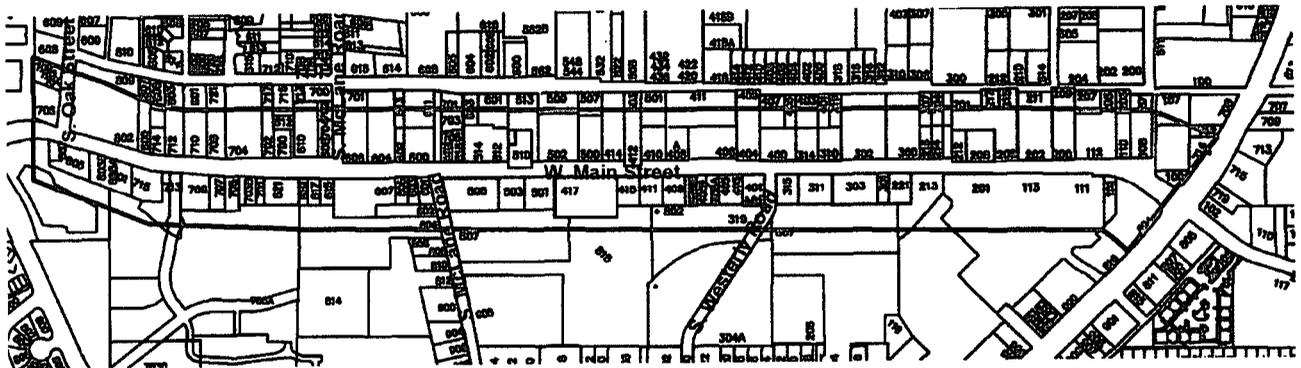
#### Vision

Historic old town Payson's "Main Street" was the unique area of 1890-1930's Payson center of commerce and social activity. With this significant history, it is the intent and vision of these guidelines to encourage a rebirth, with economic vitality to the historic Main Street's pre-1930's era aesthetic and spirit of old Payson.



#### Purpose

The purpose of these guidelines is to ensure development is in harmony with the vision of old town Payson's historic "Main Street" as a destination experience. This will be accomplished through new and remodeled pre 1930's building facades, pedestrian and retail-friendly streetscapes with tree-lined boulevards and land planning that promotes this special sense of place. Building facades, street furniture, landscaping, public and private graphics, all with historic Main Street era elements will encourage this rebirth of Payson's Historic "Main Street."



*Historic Main Street Design Review Area*

## Architectural Character

1. Building Style
  - a. Suitability of the building for its location on Historic Main Street will be considered.
  - b. Buildings shall reflect historic old Main Street era design and shall be compatible with adjacent structures and the intent and purpose of these regulations.
  - c. In the areas of restoration/rehabilitation concealing of the original façade should be avoided.
  - d. Overhead structures, with a minimum of 8 feet vertical clearance are required on the façade of the ground floor. Overhead structures are architectural features incorporated into the building façade, an embellishment of the building that provides visual interest, shade, and pedestrian comfort and protection. Overhead structures should be used to incorporate historic old Main Street era architecture. (See Appendix D)
  - e. The architectural design shall be historically themed and shall be compatible with the historic area aesthetic. Design compatibility shall include complimentary building style, form, scale, size, colors and materials.
  - f. Diversity of architectural design of that pre-1930's traditional Main Street era is encouraged. (See examples Appendix D)
  - g. Reveals are encouraged at all doorways and windows that front on Main Street. Reveals are also encouraged at side and rear walls visible from Main Street.
2. Materials
  - a. Rough-sawn wood, stone and pre 1930's historic old Main Street era materials reflecting the "pioneer" look are encouraged. Faux representative materials will be considered. (See Appendix D)
  - b. Reflective, mirrored glass, and glass block windows are prohibited.
3. Roofs
  - a. Gabled roof, shed roof, or boomtown facades are required.
4. Windows and Doors
  - a. Windows and/or other openings shall constitute at least 50% of the surface area of all first floor walls or facades facing Main Street. Where occupancy dictates, a lesser percentage may be considered by the Design Review Board.
5. Signage:
  - a. All new and replacement signs within the Historic Main Street corridor shall promote the image of historic Main Street, approximately 1890 through 1930, when Main Street was the center of commerce in Payson. By recreating the visual impact of the graphics of the time at an affordable cost, the street image will change without incurring the more costly, in both time and dollars, building façade replacements or new developments. Town of Payson standardized Street signs, public information signs and address signs as well as the individual private business signs shall be designed and installed to promote the early 1900's streetscape graphic visual. (See examples Appendix D)
  - b. Oversized Historic Main Street signs will be considered on a case by case basis. Photographic historical examples submitted with the applicant's proposal will weigh in

- the evaluation of the applicant's proposed oversized signs. Maximum increase in the size of an oversized sign is 100%.
- c. Boomtown facades with an oversized sign field are encouraged.
  - d. Shed Roof covered walkways with individual proprietor's signs are encouraged. Several examples of this aesthetic and graphics are evidenced in historical photographs. (See Appendix D)
  - e. All new signs should utilize the Payson area indigenous stone, and/or wood aesthetic to the greatest degree feasible. The sign supports, field materials and colors should reflect the mountain forest environment with bright colors limited to use in the graphics.
  - f. All new building signs shall be applied on, affixed to, or supported by the "front" street facing façade of the building only. Other sign types/styles considered will be freestanding monument signs, freestanding pole/arm placard signs, temporary portable event signs.
  - g. Prohibited sign materials/components include neon, vacuum-formed, and internally illuminated or back-lit light cans.

### Site Character

- 6. Colors (No additional requirements-see Part V, subsection A.)
- 7. Landscaping
  - a. Any area between adjacent buildings shall be landscaped or screened from public view.
  - b. Landscaping shall compliment the old Main Street image and provide a pedestrian-friendly environment.
  - c. Window planter boxes, hanging baskets, and ground containers are encouraged for flowers.
  - d. Colors, textures and materials selected for walkways, patios and other ground plane enhancements shall emulate historical materials and shall be pedestrian friendly.
  - e. Street furniture shall be historically themed and of a design and character consistent with Town streetscape elements.
- 8. Lighting
  - a. Lighting fixtures shall appropriately reflect the historic Main Street era. (See examples Appendix D)
- 9. Fences, walls, and equipment screening
  - a. Fences, walls and screening for mechanical equipment shall comply with the approved building materials and be compatible with the project.
  - b. Fences and walls shall be historically themed.
  - c. Utility areas, trash receptacles, storage, service and loading/unloading areas should be located at the rear of the site and shall be screened from public view with approved materials.
- 10. Parking and pedestrian systems
  - a. Parking may not be placed forward of the building face on any portion of the lot with street frontage.
  - b. Shared driveways are encouraged. (Shall be utilized where feasible.)

- c. One driveway per lot is allowed. When necessary a second driveway may be considered.
  - d. Circulation patterns shall be safe and obvious. Pedestrian routes should promote window shopping.
  - e. Where pedestrian routes cross vehicular routes the following shall be provided: a change in grade, materials, textures or color delineation.
  - f. Bicycle parking facilities are encouraged and shall include provisions for locking of bicycles in secure racks.
11. Topography (No additional requirements-see Part V, subsection A.)
12. Building Setbacks
- a. Zero front yard and street side yard setbacks are allowed.
13. Overall Compliance with Development Standards:  
The Design Review Board may, on a case by case basis, make exceptions to the standards set forth in Subsection D, Historic "Main Street" Payson, due to unique characteristics of the site.

**Exhibit B**  
**to**  
**Resolution 2502**

## PART III

### A. Application Procedure

1. Applications for Design Review consideration of any project shall be made on the forms provided by the Community Development Department.
2. All applicants shall arrange a pre-application conference with the Community Development Director or his/her designee prior to the submittal of a Design Review Application Packet.
3.
  - a. The Design Review Board shall review all Design Review applications except minor changes.
  - b. Minor changes shall be reviewed by the Community Development Director or his/her designee.
  - c. Minor changes shall mean any of the following, except for those properties covered by Part IV Subsection D – Historic “Main Street” Payson:
    - i. 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.
    - iv. An addition or accessory structure that does not substantially or detrimentally alter the appearance of the site as seen from off-site.
    - v. Additions or expansions of a site, where no vertical structure is involved.
4. All Design Review applications shall be approved or denied within fifteen (15) calendar days from the date of a complete submittal, unless the applicant requests an extension.
5. A design review application shall not be approved unless the applicant demonstrates the following:
  - a. Consistency with the purpose & intent, vision & goals, and principles of the Design Review Overlay District; and
  - b. Compliance with the Development Standards set forth in 15-02-014, PART IV.
6. The Design Review Board or Community Development Director, on a case by case basis, may make exceptions to the development standards set forth in 15-02-014, PART IV to eliminate or mitigate legal nonconforming buildings, signs or other structures or features of the site.
7. Design Review approval, unless otherwise specified in approval conditions, shall be valid for a period not to exceed 18 months from date of approval.

## SUMMARY OF AGENDA ITEM

**DATE:** August 6, 2009

**TO:** Mayor and Council

**FROM:** Ray Erlandsen  
Acting Community Development Director

**SUBJECT:** Unified Development Code (UDC) Amendment  
Sections 15-02-014, 15-02-013.F  
Historic Main Street Payson Design Review Overlay District P-358-09

**Ordinance 769; Resolution 2502**

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### **PURPOSE:**

The Design Review Board was tasked with reviewing the existing design review guidelines and recommending to the Town Council any amendments to those guidelines. This code amendment follows the recent revisions to the town-wide Design Review Guidelines and will be included as Part IV, Subsection D, within that recently adopted Design Review Manual. This amendment affects the area currently referred to as the Green Valley Redevelopment Design Review Area.

At a special meeting on June 23, 2009 the Green Valley Redevelopment Area (GVRA) Commission voted 4-0 to approve the proposal as it is being presented to the Planning & Zoning Commission (absent during the meeting were Commissioners Charles Proudfoot and Ken Mooney.)

### **SUMMARY:**

The proposed amendment to the Green Valley Redevelopment Design Review Area guidelines would replace the existing guidelines (UDC § 15-02-013.F) in their entirety and place the provisions under UDC § 15-02-014 to keep all Design Review guidelines within the Design Review Manual.

The most notable amendments to the current guidelines include a realignment to the overlay district boundaries, reducing the area of applicability slightly to include only the front 200 feet of all properties fronting on W. Main Street from Highway 87 to Oak Street. The overlay district currently referred to as the Green Valley Redevelopment Design Review Area would also be renamed to "Historic Main Street Payson Design Review Area." An increase in the maximum allowable size of signs would be permitted, provided signage proposed is historically appropriate. Lastly, the area would no longer use the Historic District Color Chart, but would follow the standard adopted in the current Design Review Manual, which allows natural, non-glossy colors with a light reflectance value (LRV) of 35% or less.

The Planning & Zoning Commission held a public hearing on July 13, 2009, and recommended approval to the Town Council on a 6-0 vote.

AUG 06 2009 G.6

**P-358-09 UDC Amendment – Historic “Main Street” Design Review Area**

**P & Z Commission Motion**

**July 13, 2009**

Joel Mona moved, seconded by James Scheidt, to recommend to the Town Council approval of P-358-09, an amendment to the Unified Development Code, Section 15-02-014 Design Review Overlay District and Section 15-02-013.F Special Plan District-Green Valley Redevelopment Area, Design Review as outlined in the attached exhibits.

Motion carried 6-0.



## MEMO

TO: Planning and Zoning Commission

FROM: Sheila DeSchaaf, Planner II

DATE: July 13, 2009

SUBJECT: **Unified Development Code (UDC) Amendment, Section 15-02-014, 15-02-013.F  
Historic Main Street Payson Design Review Overlay District**

P-358-09

### **Background**

The Design Review Board was tasked with reviewing the existing design review guidelines and recommending to the Town Council any amendments to those guidelines. This code amendment follows the recent revisions to the town-wide Design Review Guidelines and will be included as Part IV, Subsection D, within that recently adopted Design Review Manual. This amendment affects the area currently referred to as the Green Valley Redevelopment Design Review Area.

At a special meeting on June 23, 2009 the Green Valley Redevelopment Area (GVRA) Commission voted 4-0 to approve the proposal as it is being presented to the Planning & Zoning Commission (absent during the meeting were Commissioners Charles Proudfoot and Ken Mooney.)

### **Analysis**

The proposed amendment to the Green Valley Redevelopment Design Review Area guidelines would replace the existing guidelines (UDC § 15-02-013.F) in their entirety and place the provisions under UDC § 15-02-014 to keep all Design Review guidelines within the Design Review Manual.

The most notable amendments to the current guidelines include a realignment to the overlay district boundaries, reducing the area of applicability slightly to include only the front 200 feet of all properties fronting on W. Main Street from Highway 87 to Oak Street. The overlay district currently referred to as the Green Valley Redevelopment Design Review Area would also be renamed to "Historic Main Street Payson Design Review Area." An increase in the maximum allowable size of signs would be permitted, provided signage proposed is historically appropriate. Lastly, the area would no longer use the Historic District Color Chart, but would follow the standard adopted in the current Design Review Manual, which allows natural, non-glossy colors with a light reflectance value (LRV) of 35% or less.

### **Motion**

If the Commission agrees with the proposed revisions, an acceptable motion could be:

"I move the Planning and Zoning Commission recommend to the Town Council approval of

P-358-09, an amendment to the Unified Development Code, Section 15-02-014 Design Review Overlay District and Section 15-02-013.F Special Plan District-Green Valley Redevelopment Area, Design Review as outlined in the attached exhibits.”

**Attachments:** Existing Unified Development Code Section 15-02-014 Design Review Manual  
Including existing UDC Section 15-02-013.F, GVRA Design Review guidelines  
Exhibit A – Proposed Amendment to Green Valley Redevelopment Design Review Area  
Exhibit B – Proposed Amendment to Part III, Application Procedure, Design Review Manual  
Exhibit C – Draft of proposed Appendix D

## Exhibit A

## PART IV

### REGULATIONS AND DEVELOPMENT REQUIREMENTS

#### D. Historic “Main Street” Payson

In addition to the provisions of Part IV, subsection A. the following provisions shall apply to the front 200 feet of all lots fronting on W. Main Street from Oak Street to Highway 87 (as shown below).

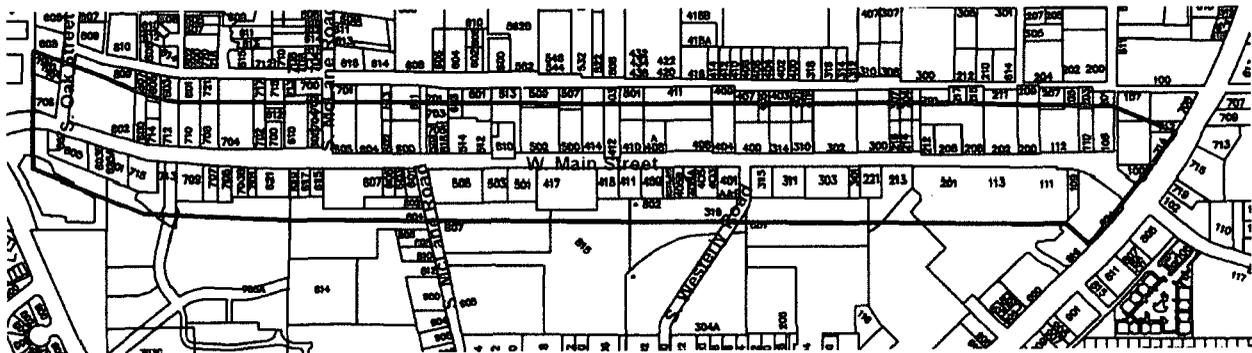
##### Vision

Historic old town Payson’s “Main Street” was the unique area of 1890-1930’s Payson center of commerce and social activity. With this significant history, it is the intent and vision of these guidelines to encourage a rebirth, with economic vitality to the historic Main Street’s pre-1930’s era aesthetic and spirit of old Payson.



##### Purpose

The purpose of these guidelines is to ensure development is in harmony with the vision of old town Payson’s historic “Main Street” as a destination experience. This will be accomplished through new and remodeled pre 1930’s building facades, pedestrian and retail-friendly streetscapes with tree-lined boulevards and land planning that promotes this special sense of place. Building facades, street furniture, landscaping, public and private graphics, all with historic Main Street era elements will encourage this rebirth of Payson’s Historic “Main Street.”



*Historic Main Street Design Review Area*

## Architectural Character

1. Building Style
  - a. Suitability of the building for its location on Historic Main Street will be considered.
  - b. Buildings shall reflect historic old Main Street era design and shall be compatible with adjacent structures and the intent and purpose of these regulations.
  - c. In the areas of restoration/rehabilitation concealing of the original façade should be avoided.
  - d. Overhead structures, with a minimum of 8 feet vertical clearance are required on the façade of the ground floor. Overhead structures are architectural features incorporated into the building façade, an embellishment of the building that provides visual interest, shade, and pedestrian comfort and protection. Overhead structures should be used to incorporate historic old Main Street era architecture. (See Appendix D)
  - e. The architectural design shall be historically themed and shall be compatible with the historic area aesthetic. Design compatibility shall include complimentary building style, form, scale, size, colors and materials.
  - f. Diversity of architectural design of that pre-1930's traditional Main Street era is encouraged. (See examples Appendix D)
  - g. Reveals are encouraged at all doorways and windows that front on Main Street. Reveals are also encouraged at side and rear walls visible from Main Street.
2. Materials
  - a. Rough-sawn wood, stone and pre 1930's historic old Main Street era materials reflecting the "pioneer" look are encouraged. Faux representative materials will be considered. (See Appendix D)
  - b. Reflective, mirrored glass, and glass block windows are prohibited.
3. Roofs
  - a. Gabled roof, shed roof, or boomtown facades are required.
4. Windows and Doors
  - a. Windows and openings shall constitute a minimum of 50% of the area of the first floor on fronting Main Street. Where occupancy dictates, a lesser percentage may be considered by the Design Review Board.
5. Signage:
  - a. All new and replacement signs within the Historic Main Street corridor shall promote the image of historic Main Street, approximately 1890 through 1930, when Main Street was the center of commerce in Payson. By recreating the visual impact of the graphics of the time at an affordable cost, the street image will change without incurring the more costly, in both time and dollars, building façade replacements or new developments. Town of Payson standardized Street signs, public information signs and address signs as well as the individual private business signs shall be designed and installed to promote the early 1900's streetscape graphic visual. (See examples Appendix D)
  - b. Historic oversize Main Street signs will be considered on a case by case basis. Photographic historical examples submitted with the applicant's proposal will weigh in

the evaluation of the applicant's proposed oversized signs. Maximum increase in the size of an oversized sign is 100%.

- c. Boomtown facades with an oversized sign field are encouraged.
- d. Shed Roof covered walkways with individual proprietor's signs are encouraged. Several examples of this aesthetic and graphics are evidenced in historical photographs. (See Appendix D)
- e. All new signs should utilize the Payson area indigenous stone, wood aesthetic to the greatest degree feasible. The sign supports and field materials and colors should reflect the mountain forest environment with bright colors limited to use in the graphics.
- f. All new building signs shall be applied on, affixed to or supported by the "front" street facing façade of the building only. Other sign types/styles considered will be freestanding monument signs, freestanding pole/arm placard signs, temporary portable event signs.
- g. Prohibited sign materials/components include neon, vacuum-formed, and internally illuminated or back-lit light cans.

### **Site Character**

- 6. Colors (No Additional Requirements-see Part V, Subsection A.)
- 7. Landscaping
  - a. Any area between adjacent buildings shall be landscaped or screened from public view.
  - b. Landscaping shall compliment the old Main Street image and provide a pedestrian-friendly environment.
  - c. Window planter boxes, hanging baskets, and ground containers are encouraged for flowers.
  - d. Colors, textures and materials selected for walkways, patios and other ground plane enhancements shall emulate historical materials and shall be pedestrian friendly.
  - e. Street furniture shall be historically themed and of design and character consistent with Town streetscape elements.
- 8. Lighting
  - a. Lighting fixtures shall appropriately reflect the historic Old Main Street era. (See examples Appendix D)
- 9. Fences, walls, and equipment screening
  - a. Fences, walls and screening for mechanical equipment shall comply with the approved building materials and be compatible with the project.
  - b. Fences and walls shall be historically themed.
  - c. Utility areas, trash receptacles, storage, service and loading/unloading areas should be located at the rear of the site and shall be screened from public view with approved materials.
- 10. Parking and pedestrian systems
  - a. Parking may not be placed forward of the building face on any portion of the lot with street frontage.
  - b. Shared driveways are encouraged. (Shall be utilized where feasible.)

- c. One driveway per lot is allowed. When necessary a second driveway may be considered.
- d. Circulation patterns shall be safe and obvious. Pedestrian routes should promote window shopping.
- e. Where pedestrian routes cross vehicular routes the following shall be provided: a change in grade, materials, textures or color delineation.
- f. Bicycle parking facilities are encouraged and shall include provisions for locking of bicycles in secure racks.

11. Building Setbacks

- a. Zero front yard and street side yard setbacks are allowed.

12. Overall Compliance with Development Standards:

The Design Review Board, on a case by case basis, may make exceptions to the standards set forth in Subsection D, Historic "Main Street" Payson, due to unique characteristics of the site.

## Exhibit B

## PART III

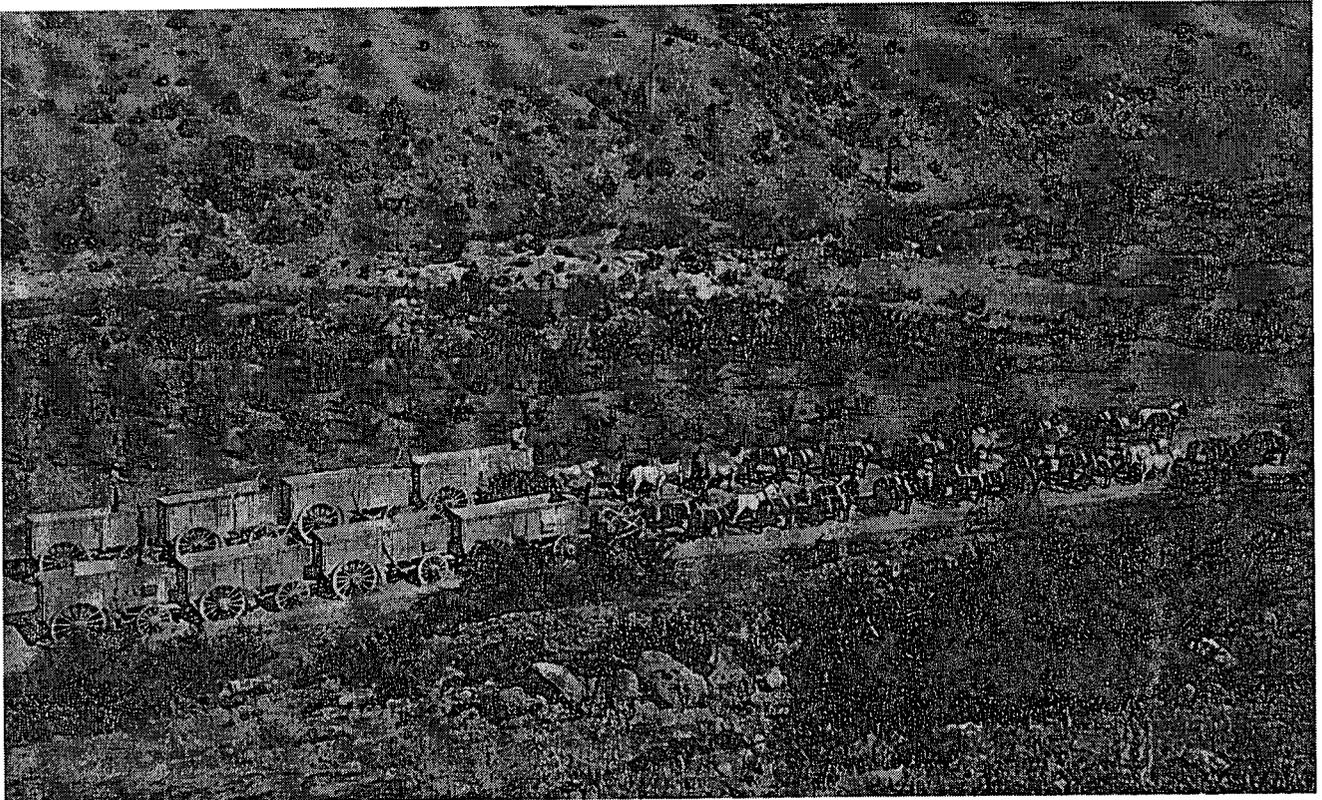
### A. Application Procedure

1. Applications for Design Review consideration of any project shall be made on the forms provided by the Community Development Department.
2. All applicants shall arrange a pre-application conference with the Community Development Director or his/her designee and a Design Review Board representative prior to the submittal of a Design Review Application Packet. If a project lies within the Green Valley Redevelopment Design Review area, the pre-application conference shall include a Green Valley Redevelopment Area Committee representative.
3.
  - a. The Design Review Board shall review all Design Review applications except minor changes.
  - b. Minor changes shall be reviewed by the Community Development Director or his/her designee.
  - c. Minor changes shall mean any of the following, except for those properties within the Historic Main Street Design Review Overlay District:
    - i. 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.
    - iv. An addition or accessory structure that does not substantially or detrimentally alter the appearance of the site as seen from off-site.
    - v. Additions or expansions of a site, where no vertical structure is involved.
4. All Design Review applications shall be approved or denied within fifteen (15) calendar days from the date of a complete submittal, unless the applicant requests an extension.
5. A design review application shall not be approved unless the applicant demonstrates the following:
  - a. Consistency with the purpose & intent, vision & goals, and principles of the Design Review Overlay District; and
  - b. Compliance with the Development Standards set forth in 15-02-014, PART IV.
6. The Design Review Board or Community Development Director, on a case by case basis, may make exceptions to the development standards set forth in 15-02-014, PART IV to eliminate or mitigate legal nonconforming buildings, signs or other structures or features of the site.

## Exhibit C

# Appendix D

## Historic “Main Street” Payson



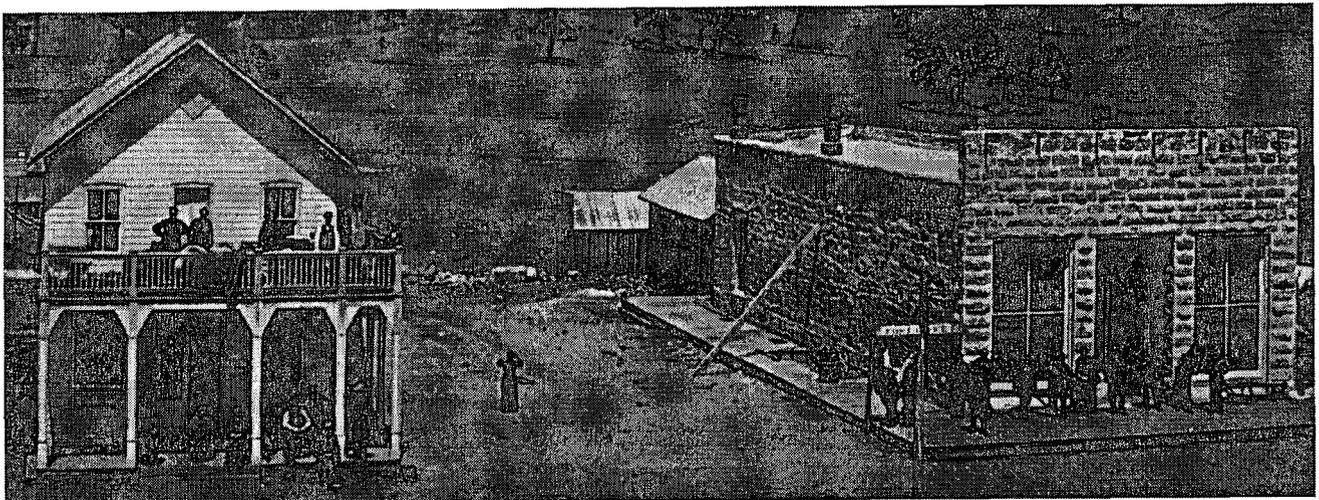
*This photo is representative of early Payson's lifeline – the freight wagon train*

# Appendix D

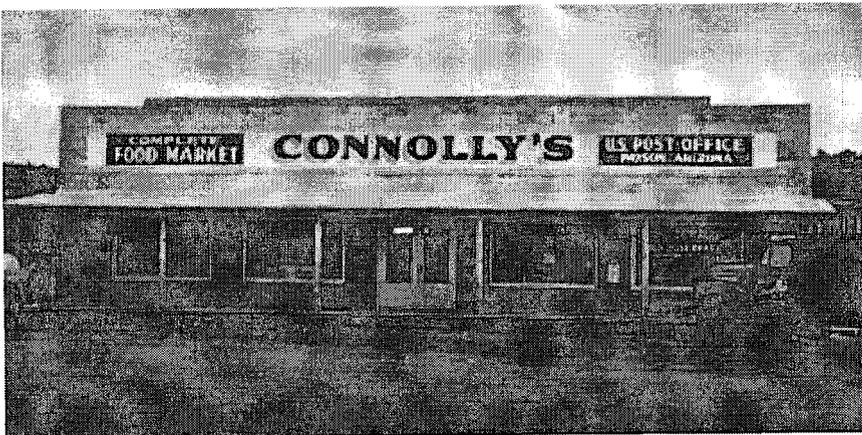
## Architectural Character



*Boom Town Fronts*



*Typical Overhead Structure*

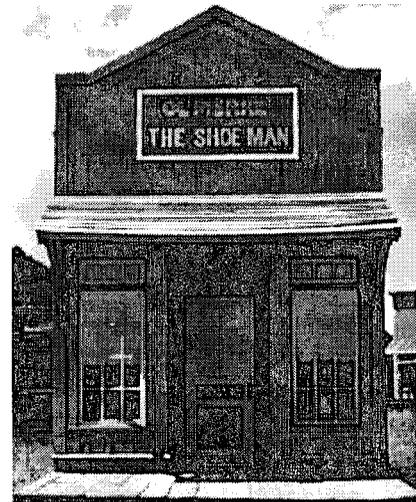


*A Main Street Improvement*

*Mid '50s*

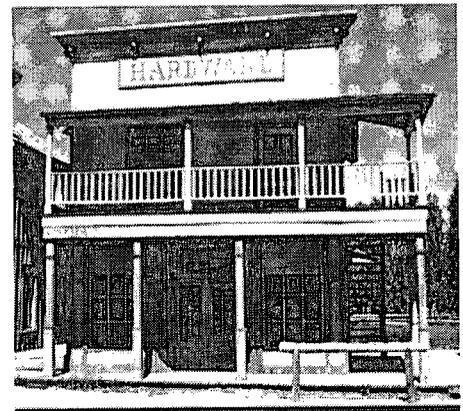
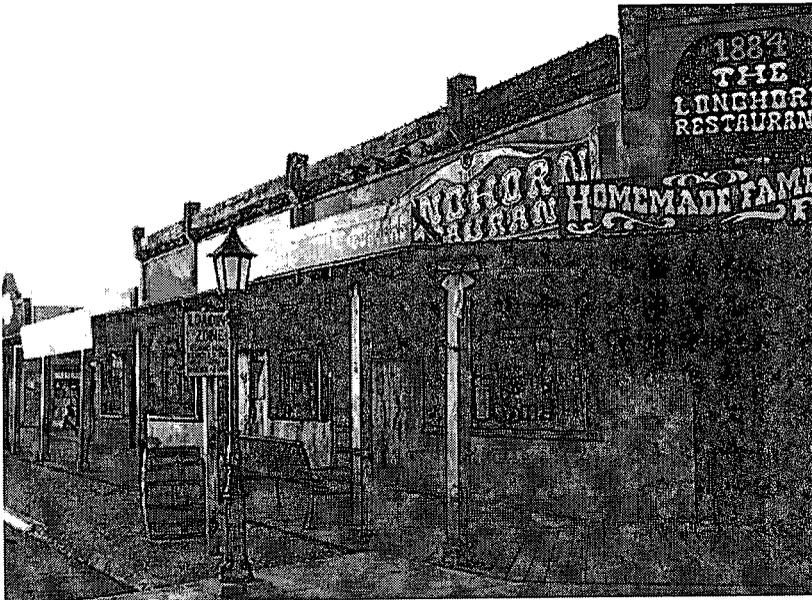
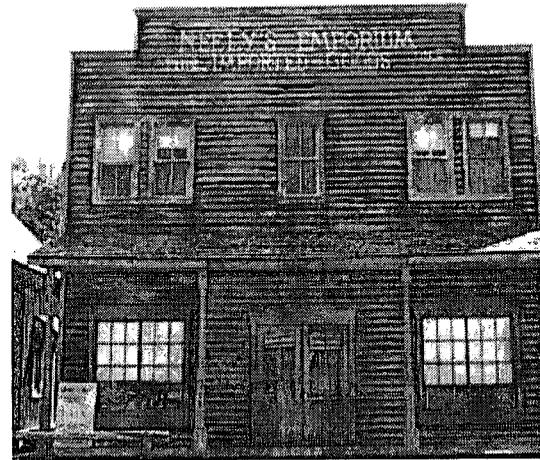
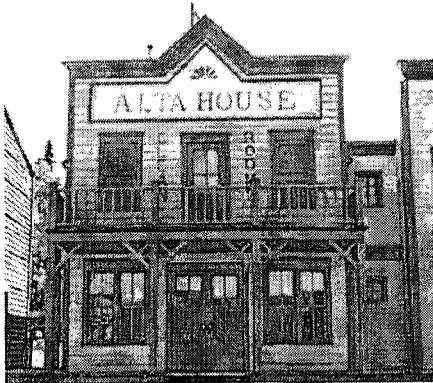
# Appendix D

Examples of Preferred Design for Windows & Doors



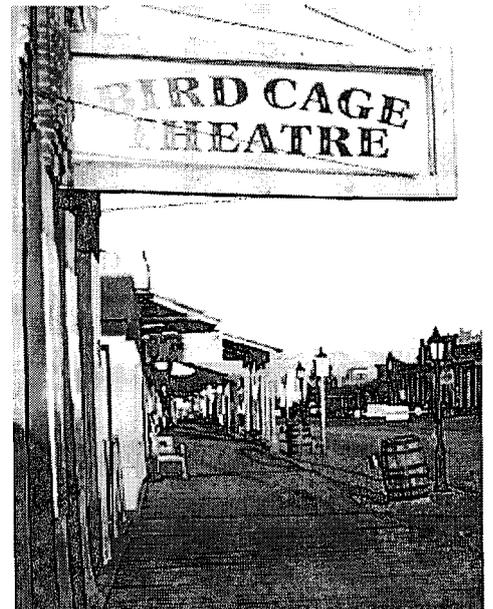
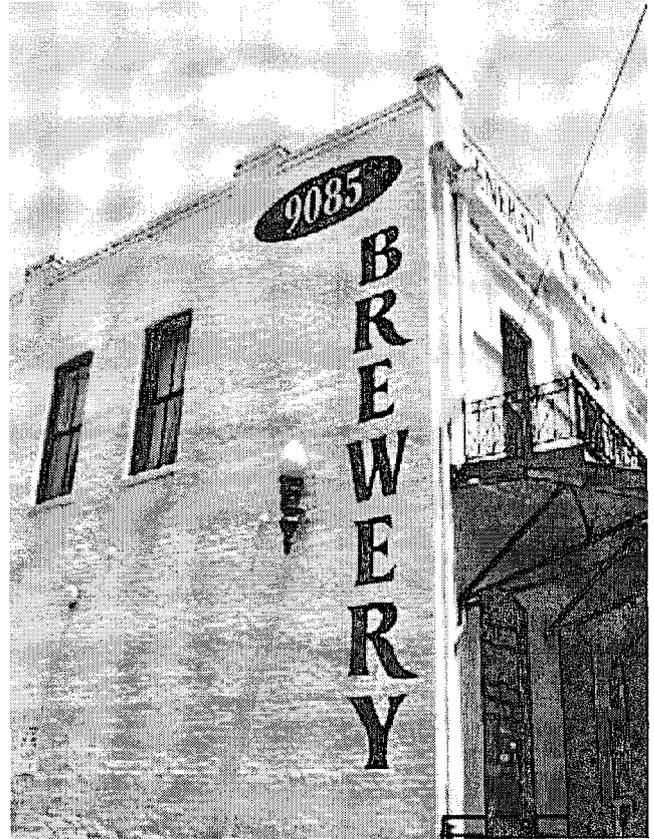
# Appendix D

Examples of Typical  
Overhead Structures



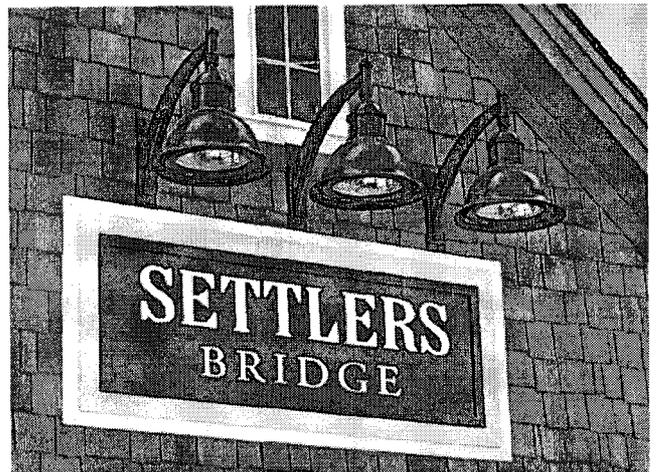
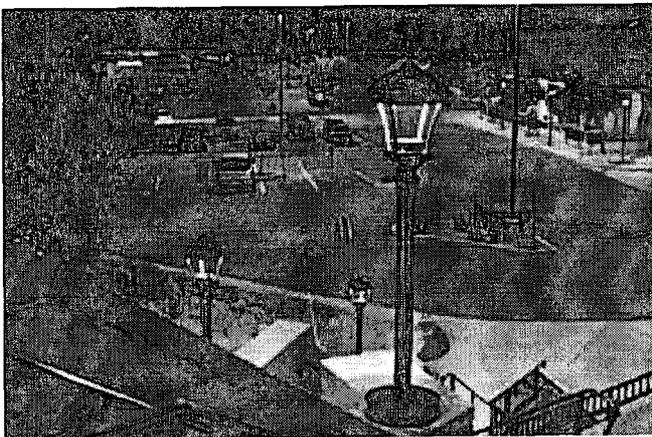
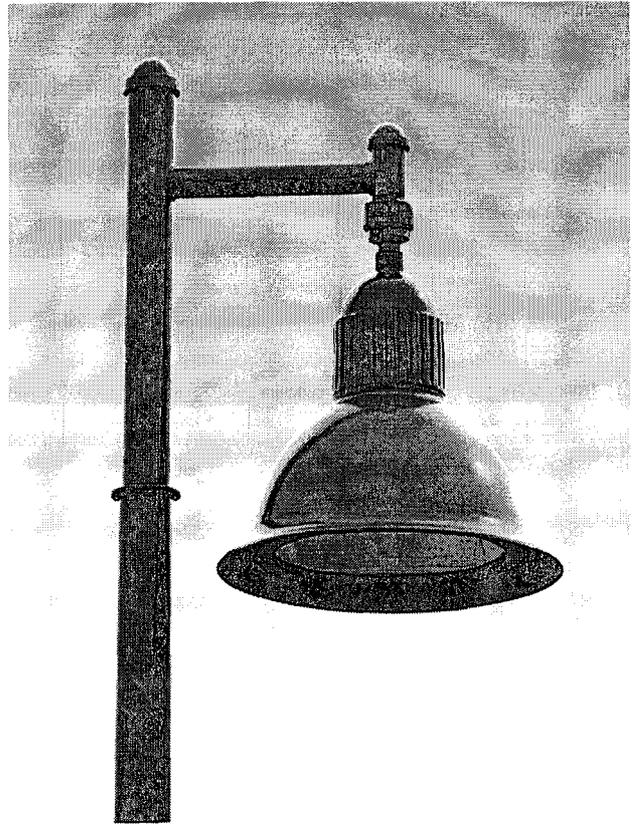
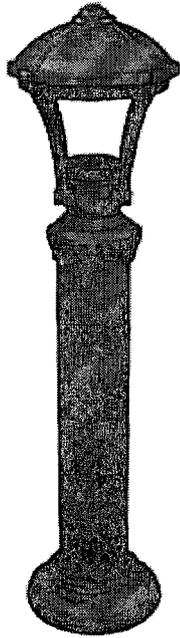
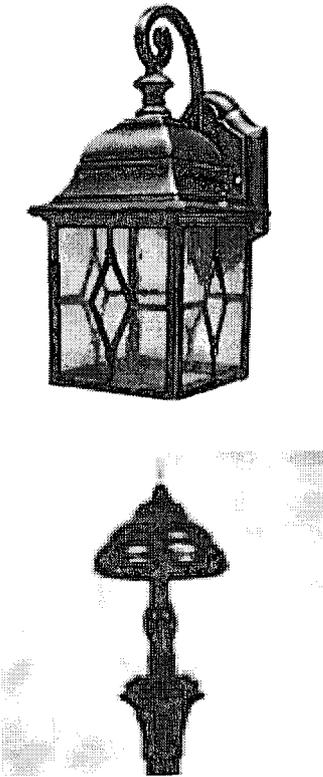
# Appendix D

## Signage



# Appendix D

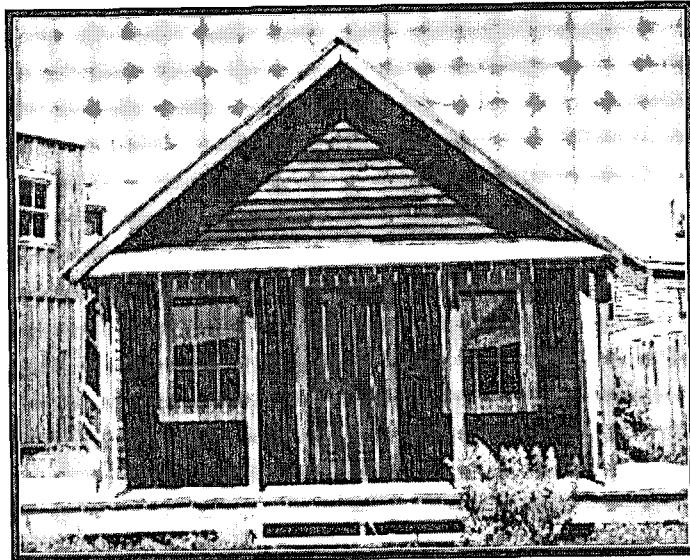
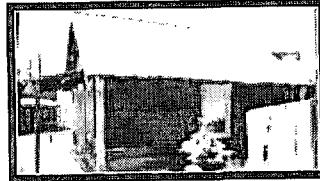
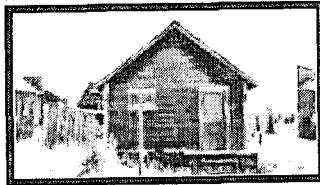
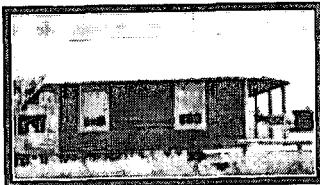
## Lighting Fixtures



# Appendix D

Examples of Pioneer Look

Materials and Grammar



**TOWN OF PAYSON  
PLANNING AND ZONING COMMISSION OR  
BOARD OF ADJUSTMENTS APPLICATION**

The undersigned Applicant(s) hereby applies for:

- |  |  |
|--|--|
| <input type="checkbox"/> Abandonment Request         | <input type="checkbox"/> General Plan or Land Use Plan Amendment |
| <input type="checkbox"/> Administrative Appeal       | <input type="checkbox"/> Minor Land Division                     |
| <input checked="" type="checkbox"/> Code Amendment   | <input type="checkbox"/> P & Z Commission Appeals                |
| <input type="checkbox"/> Conditional Use Permit      | <input type="checkbox"/> Preliminary Subdivision Plat            |
| <input type="checkbox"/> Development Master Plan     | <input type="checkbox"/> Temporary Use Permit                    |
| <input type="checkbox"/> Devel. Agreement, PAD & SPD | <input type="checkbox"/> Variance                                |
| <input type="checkbox"/> Final Subdivision Plat      | <input type="checkbox"/> Zone Change                             |

May, 2007

Project Address: GREEN VALLEY REDEL. AREA / MAIN STREET Tax Parcel Number: N/A  
 Subdivision: N/A Lot Number: N/A  
 Name of Applicant(s): TOWN of PAYSON Phone #: 928-474-5242  
 Mailing Address: 303 N. BEEHIVE HWY Town: PAYSON St: AZ Zip: 85541  
 Name of Property Owner(s): N/A  
 Mailing Address: N/A Town: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Person: RAY ERLANDSEN Phone #: 928-474-5242 Fax #: 928-472-7490  
 Payson Business License #: N/A Sales Tax #: N/A

Detailed Description of Request:  
AMENDMENT TO UNIFIED DEVELOPMENT CODE (UDC) REVISING THE GVRP DESIGN REVIEW OVERLAY DISTRICT.

(Note: Additional Description area can be included in an attachment)

Certification: I hereby certify that the data submitted on or with this application is true and correct, that I am the Owner of the property at this address, or that for the purpose of obtaining this approval I am an authorized agent in his behalf.

RAY ERLANDSEN [Signature] 6-15-09  
 Print Name Signature Date

STAFF USE ONLY - PERTINENT DATA			
APPLICATION	DATE	INITIALS	APPLICATION FEE:
DATE FILED	6-15-09	(RE)	TOWN INITIATED
COMPLETED APPLICATION	7-7-09	(RE)	
NEWSPAPER PUBLICATION	6-26-09	(RE)	
300' NOTIFICATION MAILOUT	N/A		
POSTING DATE	6-22-09	sed	CHECK NUMBER: _____ DATE: _____

RECOMMENDATION	DECISIONS
By: _____ Date: _____	By: _____ Date: _____