MEMO

TO: Planning and Zoning Commission

FROM: Ray Erlandsen
Community Development Director

DATE: September 13, 2010

SUBJECT: **Unified Development Code Amendment** **P10-007**
Amend Section 15-05 – Signs, Related to Automated Signs

Background:
The Unified Development Code (UDC) regulates signs in the Town of Payson. The intent is to ensure that the public welfare and public amenities are protected by exercising reasonable controls over the character, location and design of signs. When this section of the UDC was drafted and approved, automated signs were not commonplace. The UDC does not allow for intermittent or flashing illumination, animated or moving signs – excluding time and temperature. Since the advent of automated signs, the question has been raised as to whether or not the copy should be allowed to change electronically as any manually operated sign could be changed and how often could this change occur. In the spirit of the code and in the absence of clear direction from the UDC, automated signs need to be addressed with a time element of change to be assigned.

Analysis:
Historically, animated or scrolling signs have not been allowed based on safety factors. If a drivers attention is drawn away from the primary task of operating a motor vehicle for too long, the risk of an accident increases. In cooperation with the Town Engineer, a minimum of 20 second intervals has been established as reasonable for animated signs and message boards to change the message. In addition, message colors may not change or alternate.

Clarification required for any situation will be the responsibility of the Zoning Administrator in cooperation with the Public Works Director.

Automated signs and message boards utilized by law enforcement, public agencies, emergencies, events of a general town-wide civic or public benefit or other similar activities as determined by the Zoning Administrator and the Public Works Director are exempt.

References:
UDC Section 15-05, Signs

Staff Recommendation:

Staff recommends approval of P10-007, an amendment to the Unified Development Code, Section 15-05, Signs, by amending Section 15-05-003(A)(1.)(f.) and adding a new definition for "automated signs" as shown in Exhibit A.

Suggested Motion to Recommend Approval:

If the Commission agrees with the listed revisions, a possible motion could be:

> "I move the Planning and Zoning Commission recommend to the Town Council approval of P10-007, an amendment to the Unified Development Code, Section 15-05, Signs, by amending Section 15-05-003(A)(1.)(f.) and adding a new definition for "automated signs" as shown in Exhibit A."

EXHIBIT A

15-05-003(A)(1.)(f.) Any sign or devise with intermittent or flashing illumination, ANIMATION ~~animated~~ or moving COPY ~~sign~~, but not including AUTOMATED SIGNS ~~time and temperature signs~~.

New Definition

Automated Signs - Any sign utilizing a mechanical, electronic, or other means to automatically change the sign copy subject to the following: (1) the sign copy, including colors, may not change more than one time per twenty (20) seconds and (2) the sign copy may not scroll, flash, or be otherwise animated.

CASE NUMBER PLO -007

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

The undersigned Applicant(s) hereby applies for:

- ☐ Abandonment Request
- ☐ Administrative Appeal
- ☒ Code Amendment
- ☐ Conditional Use Permit
- ☐ Development Master Plan
- ☐ Devel. Agreement, PAD & SPD
- ☐ Final Subdivision Plat
- ☐ General Plan or Land Use Plan Amendment
- ☐ Minor Land Division
- ☐ P & Z Commission Appeals
- ☐ Preliminary Subdivision Plat
- ☐ Temporary Use Permit
- ☐ Variance
- ☐ Zone Change
- ☐ Guest Quarters
- ☐ ADU

Aug, 2009

Project Address: ALL of PAYSON 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. BEELINE 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:
AMEND UNIFIED DEVELOPMENT CODE (UDC) SECTION 15-05, SIGNS, TO CLARIFY THE USE OF AUTOMATED SIGNS.

(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.

R ERLANDSEN — Print Name
R Erlandsen — Signature
Date

STAFF USE ONLY - PERTINENT DATA

APPLICATION	DATE	INITIALS	APPLICATION FEE:
DATE FILED	8-9-10	RE	(TOWN BUSINESS)
COMPLETED APPLICATION	8-9-10	RE	
NEWSPAPER PUBLICATION	8-27-10	RE	
300' NOTIFICATION MAILOUT	—	—	
POSTING DATE	8-27-10	RE	CHECK NUMBER: DATE:

RECOMMENDATION	DECISIONS
By: Date:	By: Date: