



## MEMO

TO: Planning and Zoning Commission

FROM: Sheila DeSchaaf, AICP  
Zoning Administrator

DATE: July 9, 2012

SUBJECT: **Unified Development Code Amendment; Section 15-05**  
Sign Code Amendments

**P12-003**

### **Background**

At the June 11, 2012 Town of Payson Planning and Zoning Commission meeting the Commission directed staff to draft language amending the automated/electronic message center sign provisions. This amendment would be the second of a series of proposed amendments to the existing sign code, following the Commission's recommendation in June to eliminate the 6 day/week restriction on temporary portable signs.

### **Analysis**

Staff recommends amending the current Unified Development Code (UDC) definition of "Automated Signs" in Section 15-11. The proposed definition of "Electronic Message Center" is a widely accepted term in the industry and clearly defines this type of sign.

#### UDC § 15-11 Definitions

##### (Current Definition)

*Automated Signs: Any sign using 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 timer per (20) twenty seconds and (2) the sign copy may not scroll, flash, or be otherwise animated.*

##### (Recommended Definition)

~~Automated Sign~~ *Electronic Message Center (EMC): A variable-message sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs, or similar technology.*

In addition to the updated definition and terminology, staff recommends the following provisions regulating Electronic Message Center signs (EMCs) be incorporated into the existing sign standards, Section 15-05-005 of the Unified Development Code:

Electronic Message Center signs (EMC's)

*EMC's may be utilized as a component of signs allowed by Section 15-05-005 A. and B. EMC's may only be utilized on properties in residentially zoned districts if the EMC has been approved as part of a Conditional Use Permit application.*

*EMC's are subject to the following;*

*1. Brightness Levels*

*a. The brightness for EMCs shall be no greater than 0.3 foot candles above ambient light conditions.*

*b. EMCs must use an automatic dimming feature.*

*2. Transition Method*

*a. The transition method between images or messages must be a static or instant change.*

*b. All types of animation, including but not limited to, fade, scroll, travel, wipe left/right, dissolve, and full animation are prohibited.*

*c. The transition method duration shall be one second or less.*

*3. Message Hold Time*

*a. Message hold times shall be a minimum of 8 seconds.*

*4. Area of Sign Allowable as Electronic Message Center*

*a. A maximum of 60% of total sign area is allowed as electronic message center display*

*5. Text Specifications*

*a. Text height should not be less than 6 inches nor more than 24 inches.*

**Motion**

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

“I move the Planning and Zoning Commission recommend to the Town Council approval of P12-003, an amendment to the Unified Development Code provisions relating to Electronic Message Center signage as outlined in the staff report.”