



MEMO

TO: Planning and Zoning Commission

FROM: Sheila DeSchaaf, AICP
Zoning Administrator

DATE: August 13, 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 based upon the Commission's discussion during that meeting. The Commission and the Design Review Board discussed the proposed draft language at a joint meeting on July 9, 2012. The highlighted portion of the proposed code language below illustrates the revisions to the first draft of the automated/electronic message center sign provisions.

Analysis

The current Unified Development Code (UDC) definition of "Automated Signs" in Section 15-11 would be replaced by the proposed definition of "Electronic Message Center" as this 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, or LCDs, or similar technology.*

In addition to the updated definition and terminology, the following provisions regulating Electronic Message Center signs-EMCs would 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. or Section 15-05-005 B.

EMC's are subject to the following regulations;

1. *Brightness Levels*
 - a. *The brightness for EMCs shall be no greater than 0.3 foot candles above ambient light conditions.*
 - b. *EMCs shall utilize 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 50% 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.*
6. *Residential districts and uses*
 - a. *EMCs may only be utilized on properties in residentially zoned districts if the EMC has been approved as part of a Conditional Use Permit application for the property upon which it is located.*
 - b. *No EMC sign may be located within XX feet of a residentially zoned property.*
 - c. *An EMC located adjacent to residentially zoned property shall not face the residential area.*

Motion

A motion is not necessary at this time. An amendment to automated/electronic signage provisions is the second in a series of proposed amendments to the existing sign code. At the conclusion of the discussion on each of the proposed amendments, staff will bring back a final draft of all changes to the Commission for formal recommendation to the Council.