



MEMO

TO: Planning and Zoning Commission

FROM: Sheila DeSchaaf, AICP
Zoning Administrator

DATE: November 5, 2012

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

P12-003

Background

At the August 13, 2012 Town of Payson Planning and Zoning Commission meeting the Commission requested staff incorporate the items from that meetings discussion into the draft provisions pertaining to automated/electronic message center signs. The highlighted portions of the proposed code amendments attached hereto as "Exhibit A" illustrate the most recent revisions to the working draft of EMC provisions.

Analysis

If the Commission chooses to proceed with the amendments recommended in Exhibit A, the next item of business slated for discussion is the creation of provisions separating temporary pennant/feather signs from the current banner requirements.

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 for formal recommendation to the Council.

Attachment: Exhibit A

EXHIBIT A

UDC § 15-11 Definitions:

~~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.

UDC § 15-05-005 Signs:

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. 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. No EMC shall exceed 50% of the legal maximum allowable area of a sign. The legal maximum allowable area of a sign shall be determined as of the date of the EMC installation.
5. Text Specifications
 - a. Text height should not be less than 6 inches nor more than 24 inches.
6. Residential districts and uses
 - a. EMC's may 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 and the EMC is not within 300 feet of the boundary of a property zoned for or used for residential purposes.
 - b. An EMC located on property adjacent to residentially zoned property or property used for residential purposes shall not face the residential use.
7. View Protection
 - a. EMC's may be prohibited or subject to additional requirements (i.e. reduced height, etc.) if any portion of the EMC structure or display impacts existing views of the Mogollon Rim, Mazatzal Mountains, Stewart (Gibson) Ridge or other significant natural features. Where uncertainty exists, Town Staff and/or the Design Review Board shall make the determination if a view is impacted and if a prohibition or additional requirements are necessary.