



## MEMO

TO: Planning and Zoning Commission

FROM: Sheila DeSchaaf, AICP  
Zoning Administrator

DATE: ~~February 11, 2013~~ \*Hearing postponed to March 11, 2013.

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

**P12-003**

### **Background**

At the direction of the Town Council the Planning and Zoning Commission has reviewed and explored options for amending the existing Unified Development Code signage regulations. At the January 14, 2013 Planning and Zoning Commission meeting the Commission considered the last of the proposed revisions to the code, provisions to allow upright, feather type banners.

### **Analysis**

Staff has drafted Exhibits A-F of this memo as a comprehensive final draft outlining each of the proposed revisions for formal consideration by the Commission.

Exhibit A indicates the revisions to the banner regulations, now specifically addressing and providing guidelines for the display of the upright, feather type banners.

Exhibit B removes the six-day a week display period for temporary portable signs, allowing them to be displayed every day of the week (currently not allowed on Tuesdays).

Exhibit C creates specific standards for the use of Electronic Message Center signs, such as message hold time, maximum brightness levels and transition method.

Exhibit D shows changes to the existing regulations pertaining to Home Occupational signage to specifically prohibit the use of an Electronic Message Center in conjunction with the accessory business use of a home. The changes also clarify that a name plate sign may be affixed to a wall or freestanding.

Exhibit E shows the replacement of the term “automated signs” with the term “Electronic Message Center/EMC” which appears in Unified Development Code 15-11-002; Definitions.

Exhibit F outlines recommended “clean up” amendments to the Design Specifications for signs. In an effort to remove redundancy by repeating building code provisions in the zoning regulations for signs, the proposed changes would refer structural, electrical and related considerations to the Building division who reviews sign applications for compliance to the currently adopted Building Code.

**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 concerning signage as outlined in Exhibits A-F of the staff report.”

Attachments: Exhibits A-F

## Exhibit A - Amendments to Temporary Signs, Banners

15-05-005(C)

*Current subsection 6.*

~~6. Banners: Signs painted or displayed on cloth or flexible material.~~

- ~~a. Banners are limited to placement on private property and a maximum size of 24 square feet and a maximum length of 8 feet.~~
- ~~b. Banners not attached to building or structure must include wind cuts.~~
- ~~c. Prior to the erection of any Banner, a permit shall be obtained from the Community Development Department. The length of the permit shall not exceed 15 days and only one permit shall be issued per calendar month.~~

*Proposed subsection 6.*

6. Banners:

a. Permit Requirements

- i. Prior to the erection of any banner, a permit shall be obtained from the Community Development Department.
- ii. The maximum display period for a banner is 15 days per calendar month.
- iii. Only one banner permit shall be issued per business per calendar month.
- iv. The banner may be manually changed during the display period, i.e., a permitted banner may read “good morning” during the morning hours and be replaced with a banner reading “good afternoon” during the afternoon hours.

b. Banner Requirements

- i. A banner shall be a maximum of 24 square feet, with a maximum length or overall height of 8 feet.
- ii. A banner shall be made of fabric, pliable plastic, paper, or other light material not enclosed in a rigid frame. A banner may be printed with a message on two sides if integrally displayed on the front and reverse.
- iii. A banner shall not include appurtenances (balloons, streamers, etc).
- iv. A banner not attached to a building or structure shall include wind cuts.

c. Banner Placement

- i. A banner may be affixed to a building wall or may be freestanding.
- ii. A banner may be placed in the unimproved portion of the Town’s Right of Way in commercially zoned areas so long as the banner advertises a business or establishment immediately adjacent to the Right of Way where the banner is being placed.
- iii. Any banner erected upon the unimproved portion of the Town’s Right of Way shall be located a minimum of 15 feet back of or behind adjacent public roadway improvements.
- iv. Any banner erected upon private property shall be located a minimum of 3 feet back of or behind adjacent public road improvements. During the permitting process, if required for pedestrian or vehicle traffic safety, the minimum setback may be increased up to a total of 15 feet.

- v. The set back requirements under subsections iii and iv above shall be measured from the closest point of the banner to the nearest edge of public road improvements, either curb, sidewalk or pavement edge whichever is the closest improvement adjoining the private property.
- vi. Anchors, supports or other means of erecting a freestanding banner shall be removed when the banner is not being displayed.

*\*\* Under Proposition 207, if the Town authorizes or allows a use/activity in a zoning district, it is very difficult to later prohibit or restrict such use. Because of this, it is recommended that the amendment contained in this Exhibit have an expiration 24-36 months from Council approval. During the 6 month period prior to such expiration, Town Staff, the Planning and Zoning Commission, and the Town Council should review the amendment and determine if it should be (a) renewed for a period of time, (b) renewed indefinitely, or (c) allowed to expire.*

## Exhibit B – Amendments to Temporary Signs, Temporary Portable Signs

15-05-005(C)

### *Amendment to subsection 7*

#### 7. Temporary Portable Signs.

- a. Temporary Portable Signs may be placed in the unimproved portion of the Town's Right of Way or on private property with the permission of the property owner, lessee, or other person lawfully in control of the property with the following restrictions:
  - i. Only one such sign per person or establishment is allowed,
  - ii. Such signs may only be placed in commercially zoned areas, AND
  - iii. ~~Such signs may only be displayed Wednesday through Monday of each~~  
~~week, and~~
  - iv. Such signs shall not exceed six (6) square feet in size.

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## Exhibit C – Addition of Electronic Message Center (EMC) Signage

*Amend Section 15-05-003(A)(1)(f)*

### 15-05-003 General Requirements

#### A. Prohibited Signs

1. Signs that are not specifically authorized are prohibited, including, but not limited to:
  - a. Vehicle signs not in compliance with Section 15-05-003(D).
  - b. Fixed aerial advertising and displays.
  - c. Off Premise Signs except as provided in Section 15-05-005(C).
  - d. Roof Mounted Signs which project above the highest point of the line, parapet or facade of the building.
  - e. Any sign or device emitting a sound or substance.
  - f. Any sign or device with intermittent or flashing illumination, animations or moving copy, but not including ~~automated signs~~ EMCs.

*Add new Section (D) to 15-05-005*

D. Electronic Message Center Signage/EMCs: EMCs 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 - Message hold times shall be a minimum of 8 seconds.
4. Area of Sign Allowable as Electronic Message Center - 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 - Text height should not be less than 6 inches nor more than 24 inches.
6. Residential districts (This section applies to uses that are permitted or conditional in R-1, R-2, or R-3, exclusive of home occupations. For home occupation sign standards, see Home Occupation Signs subsection (E) below)
  - a. EMCs 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 property zoned or used for residential purposes shall not face the residential use.
7. View Protection - EMCs 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.

## **Exhibit D – Amendment of Home Occupational Signage**

*Delete 15-05-005(B)(5)*

- ~~5. Home Based Business Signs: A Home Based Business that is licensed and in compliance with all of the requirements of this Unified Development Code shall be allowed one name plate sign subject to the following restrictions:~~
- ~~a. The name plate sign shall not exceed two square feet, and~~
  - ~~b. The Community Development Director shall review and approval all name plate signs to ensure that they complement the home's architecture and color and do not detract from the neighborhood.~~

*Add new Section re Home Occupation Signage*

15-05-005(E)

- E. Home Occupation Signage – A Home Occupation that is licensed and in compliance with all of the requirements of the Unified Development Code shall be allowed on name plate sign subject to the following:
1. The sign shall not exceed two square feet,
  2. The sign shall not include and EMC, and
  3. The Community Development Director shall review and approve the sign to ensure that such sign complements the home's architecture and color and does not detract from the residential character of the neighborhood.

## **Exhibit E – Addition of “Electronic Message Center/EMC to Definitions**

15-11-002

### *Delete the Definition of Automated Signs*

~~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.~~

### *Add Definition of Electronic Message Center under “Sign Terms”*

#### **Sign Terms**

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.

## Exhibit F – Conforming and Code Clean Up Changes

*Amendment/renumbers of 15-05-003(D)*

### **DE. Design Specifications**

1. All signs shall comply with the appropriate detailed provisions of the currently adopted Building Code relating to the design, structural members and connections. Signs shall also comply with the applicable provisions of the National Electrical Code and the additional construction standards set forth in this section.

2. Materials of construction for signs and sign structures shall be of the quality and grade as specified for buildings in the current edition of the current Building Code.

3. Anchorage for signs shall be according to the following:

a. Members supporting unbraced signs shall be proportioned so that bearing loads imposed on soil in either direction, horizontal or vertical, shall not exceed the safe values. Braced ground signs shall be anchored to resist specified wind or seismic load acting in any direction. Anchors and supports shall be designed for safe bearing loads on the soil, and for effective resistance to pullout a mounting to a force 25 percent greater than the required resistance depth below ground greater than that of the frost line.

b. Portable ground signs supported by frames or posts rigidly attached to the base shall be so proportioned that the weight and size of the base will be adequate to resist the wind pressure specified in the previous paragraph.

c. Signs attached to masonry, concrete, or steel shall be safely and securely fastened by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to support safely the loads applied.

d. No wooden blocks or plugs or anchors with wood used in connection with screws or nails shall be considered proper anchorage, except in the case of signs attached to wood framing.

e. No anchor or support of any sign shall be connected to, or supported by, a parapet wall, unless such wall is designed in accordance with the requirements for parapet walls specified in Section 2313 of the current Building Code.

f. There shall be no visible angle iron supports, guy wires, braces or secondary supports. All sign supports shall be an integral part of the sign design.

4. Electric Signs

a. All electric signs shall conform in design and construction to appurtenant sections of Article 600 of the current National Electrical Code and other requirements as may be deemed necessary by the Building Inspector.

b. Electric discharge tubing (neon "type") not terminated in an exterior metal sign raceway shall be terminated in appropriate receptacles.

c. All sources of light shall be set in hood-type reflectors, so that no direct light is visible to the side.

d. All light beams shall be trained directly on the copy space.

25. Visibility Requirements: Any freestanding sign which creates a visibility problem along adjacent streets or driveways is prohibited. The visibility shall be measured for both the existing street width and the ultimate design width if the street is not fully constructed. If the Inspector determines that a potential visibility problem exists, the item will be referred to the Zoning Administrator for determination of an acceptable location.

*Renumbering of 15-05-003(E)*

Section 15-05-003(E) is hereby renumbered to 15-05-003(G)

*Amendment/renumbers of 15-05-003(F)*

**HF. Permits**

Permits Required:

1. It shall be unlawful for any person to install, alter, or replace any sign without first obtaining a permit to do such work, unless it is specifically stated in this Code that a sign permit is not required.
2. Permit Fees: Fees to be charged according to the current Fee Schedule.
3. Double Fees: If any person, firm or corporation begins any work for which a permit is required by this Section, without first taking out a permit, he shall pay an additional fee equal to 100 percent of the fees and shall be subject to the penalty provisions of this Section.
4. Applications for Permit: shall be made by the owner, tenant, or lessee of the property on which the sign is located, or his authorized agent or a contractor licensed by the State of Arizona, or by a registered architect or engineer. Applications shall be made in writing on forms furnished by the Community Development Department ~~Division of Building Inspections and~~ ~~shall be signed by the applicant~~. The application shall state the address, owner of the sign, owner of the property, plot plan, sign copy and the estimated cost of the work.
5. A permit shall be required to display, erect, relocate, or alter any sign, except for copy changes on reader panels.
6. An approval insignia shall be placed on all signs at the time of final inspection.