



MEMO

TO: Planning and Zoning Commission

FROM: Sheila DeSchaaf, AICP
Zoning Administrator

DATE: January 14, 2013

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

P12-003

Background

The Commission has been reviewing the existing signage regulations within the Town of Payson for the past several months at the direction of the Town Council. At the December 10, 2012 Planning and Zoning Commission meeting the Commission discussed several considerations relating to feather style banners. Resulting from that discussion, Exhibit A to this memo has been drafted to propose potential revisions to the current banner regulations

Analysis

The current regulations for banner signs were drafted during a time when the new feather-style banners were not in use or were not a prevalent type of advertising. The proposed amendments to the existing banner regulations outlined in Exhibit A (attached hereto) would accommodate businesses that desire to utilize this type of banner, and also provide controls on banner placement to mitigate concerns about the negative visual impact to drivers, residents and visitors caused by a proliferation of temporary advertising signs.

Motion

A motion is not necessary at this time. Following Commission consideration of the proposed banner regulations in Exhibit A, a complete final draft version of overall amendments to the sign code will be brought forward for formal action by the Commission. The final draft will include provisions for electronic message center signs, feather style banners as well as a repeal of the 6 days/week restriction on temporary portable signs.

Attachment: Exhibit A

EXHIBIT A

Existing Provisions:

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 Revisions:

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.
 - 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. Separation under subsection 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.
 - v. Anchors, supports or other means of erecting a banner not attached to a building or permitted structure shall be removed when the banner is not being displayed.