



MEMO

TO: Planning and Zoning Commission

FROM: Sheila DeSchaaf, AICP
Planning & Development Director

DATE: September 21, 2015

SUBJECT: Unified Development Code Amendment **P15-011**
Extending Banner & Temporary Portable/Directional sign provisions currently in effect

Background:

In April, 2013 the Town Council approved Ordinance 829 and Resolution 2706 which enacted the current standards regulating banners and temporary portable/directional signs. The standards enacted by Ordinance 829 will sunset after 36 months pending a review by the Planning Commission and action by the Town Council. The current standards, enacted by Ordinance 829, are attached as Exhibit A. The previous standards are attached as Exhibit B. Staff also discussed this agenda item with the Rim Country Chamber of Commerce. The Chamber surveyed its members to provide feedback relative to the potential changes. The survey results and related comments are attached as Exhibit C.

Analysis:

As part of the Commission's review of the banner and temporary portable signs provisions, Council asked that the Commission make a recommendation for one of the following actions for the Council to consider: A) extend the provisions established in 2013 permanently; B) extend the provisions established in 2013 temporarily; or C) let the provisions expire. If the provisions established by Ordinance 829 were extended permanently, then it is unlikely the banner and temporary portable sign standards could be made more stringent in the future. If the provisions enacted by Ordinance 829 were allowed to expire, then the banner and temporary portable/directional sign standards previously in effect (created in 2007) would be used to regulate temporary sign uses. The major differences between the two standards are highlighted below:

Previous - 2007

- Banners were not allowed in the public rights of way
- Banners limited to 15 days/month
- White or light colors limited to 5% of sign area for temp portable/directional
- Temp portable signs limited to Wed-Mon

Current - 2013

- Banners are allowed in the public rights of way
- Banners allowed 30 days/month
- Minimal color restrictions for temp portable/directional
- Temp portable signs allowed 7 days/week

Staff Recommendation:

Staff recommends the Commission recommend in favor of extending the provisions enacted with Ordinance 829/Resolution 2706. Rather than making the provisions permanent and potentially irrevocable at a future date, staff suggests extending the provisions for a longer time period and reviewing the standards again after a period of 5 years.

Suggested Motion to recommend APPROVAL:

If the Commission agrees with staff's recommendation, a possible motion could be:

“I move the Planning and Zoning Commission recommend to the Town Council temporarily extending the banner and temporary portable/directional sign provisions enacted with Ordinance 829/Resolution 2706 for a period of 66 months, with a review within six months prior to expiration.”

EXHIBIT A

154-05-005C.6 *Banners.*

(a) Permit requirements.

1. Prior to the erection of any banner, a permit shall be obtained from the Community Development Department.

2. Reserved.

3. Only one banner permit shall be issued per business per calendar month.

4. 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.

1. A banner shall be a maximum of 24 square feet, with a maximum length or overall height of eight feet.

2. 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.

3. A banner shall not include appurtenances (balloons, streamers, etc).

4. A banner not attached to a building or structure shall include wind cuts.

(c) Banner placement.

1. A banner may be affixed to a building wall or may be freestanding.

2. 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.

3. 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.

4. Any banner erected upon private property shall be located a minimum of three 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.

5. The set back requirements under divisions 3. and 4. 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.

6. Anchors, supports or other means of erecting a freestanding banner shall be removed when the banner is not being displayed.

154-05-005C.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:

1. Only one such sign per person or establishment is allowed,
2. Such signs may be placed only in commercially zoned areas, and
3. Such signs shall not exceed six square feet in size.

(b) All temporary portable signs require a sign permit and shall comply with all applicable design review requirements prior to placement.

EXHIBIT B

15-05-005C.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.

15-05-005C.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:
 - a. Only one such sign per person or establishment is allowed,
 - b. Such signs may only be placed in commercially zoned areas,
 - c. Such signs may only be displayed Wednesday through Monday of each week,
and
 - d. Such signs shall not exceed six (6) square feet in size.
- b. All Temporary Portable Signs require a sign permit and shall comply with all applicable design review requirements prior to placement.

Constant Contact Survey Results

Survey Name: Business Signage Survey

Response Status: Partial & Completed

Filter: None

8/28/2015 12:11 PM MST

EXHIBIT C

As a Payson Business Owner/Director/Manager, which is the best option for Portable Business Signage from the options given?

Answer	0%	100%	Number of Response(s)	Response Ratio
THEN-Temporary Portable signs: Hanging black metal A-frame with 5% or less white, light or bright colors. Not allowed to be displayed on Tuesdays. Banners: allowed only 15 days per month, must only be placed on private property (not in the right of way)			7	16.6 %
NOW- Temporary Portable signs: Hanging black metal A-frame, no fluorescent or reflective colors/materials. Allowed 7 days a week. Banners: allowed all month long. May be placed in the right of way adjacent to the establishment (so long as 15' back...)			29	69.0 %
SOMETHING DIFFERENT- Please enter your proposal in the Comment section below.			5	11.9 %
No Response(s)			1	2.3 %
Totals			42	100%

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Business Signage Survey

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Comment(s) for:

1 As a Payson Business Owner/Director/Manager, which is the best option for Portable Business Signage from the options given?

12 Responses

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Answer	Respondent
Temporary Portable signs: Hanging black metal A-frame, no restrictions on colors/materials. Allowed 7 days a week. Banners: allowed all month long. May be placed in the right of way adjacent to the establishment, on building or any location on property that DOES NOT block entering or exiting business or businesses next door (so long as 15' back..)	Anonymous
in addition to NOW, add ability for electronic signs in vicinity of your business and remove day or monthly restrictions	Anonymous
I believe some "temporary" signs could be okay, but they are "temporary". There is a reason why real estate values are largely based on location. If you have your business on a quiet side street to save overhead, don't make it your fellow business owners and neighbors problem by putting up unsightly flags and banners. As it is now, there are too many unsightly temporary signs on the main streets in Payson. If you are in a poor location... MOVE!	Anonymous
Too many temporary signs make our community look trashy, however businesses do need to advertise. Signs should be in good taste and maintained.	Anonymous
Temporary Portable Signs: hanging black metal A-frame, no fluorescent or reflective colors/materials. ALLOWED DURING OPEN BUSINESS HOURS ONLY. All temporary banners and signage must be within the business property limits and right of way allowances. Banners used for storefront signage is not allowed. Permanent signage on building with business name must be installed within 90-days of receiving a business license from Town of Payson. Feather signs allowed during open business hours only.	Anonymous
I like the little signs. It gives the town a "homey Mom & Pop" feel. I can also find places I am looking for easier. In addition it promotes the little businesses that cannot afford a huge stationary sign. Let's keep them!	Anonymous
Thank you! Keep up the great creative ideas for growing Payson and Rim Country	Anonymous
Reduce the clutter.	Anonymous
Thanks for reaching out to the members and all else you do!	Anonymous
This change has been most helpful to our business. Please leave it in place.	Anonymous

10 per page

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