

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: November 18, 2010**

SUBJECT: Joint Session with Planning Commission - Sign Code Amendment (ZOA10-005)

SUBMITTING DEPARTMENT: Community Development Department

PREPARED BY: Richard T. Parker, Community Development Director

AGENDA LOCATION: Comments/Communications , Consent , Work/Study ,
New Business , Public Hearing , Second Reading

ATTACHMENTS:

In September, the Planning and Zoning Commission reviewed a proposed Zoning Ordinance Amendment (ZOA10-005) relative to free standing electronic signs. During this meeting, Staff presented various materials including a technical manual and visual depictions of electronic signage that is utilized elsewhere in Arizona and throughout the southwest United States. After consideration of these materials, the Planning and Zoning Commission deferred action on the ordinance amendment requesting additional specific information be provided by both the industry and Staff regarding application of this new signage technology within other jurisdictions in the state of Arizona. Accordingly, Staff has contacted representatives from the Arizona Sign Association and have verified that a representative will be in attendance on November 18, 2010, to make a presentation regarding digital display signs as they have recently been approved in various locations in Arizona.

No action is necessary or warranted based on this presentation; however, the matter is scheduled to appear on the Planning and Zoning Commission Agenda on December 13, 2010 for formal consideration pending the outcome of the work-study session with the Town Council.

OPTIONS ANALYSIS: None

ACTION OPTION: None

RECOMMENDATION: None

FISCAL ANALYSIS: None

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____