

**TOWN OF PRESCOTT VALLEY  
REQUEST FOR COUNCIL ACTION  
January 19, 2012**

**SUBJECT:** Proposed Electronic Signage Zoning Ordinance Amendment - Discussion Only

**SUBMITTING DEPARTMENT:** Community Development Department

**PREPARED BY:** Joe Scott, Planner for Richard T. Parker, Community Development Director

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

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**ATTACHMENTS:** a) Electronic Signage Report

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**SUMMARY/BACKGROUND:** The attached information is provided for discussion purposes in considering possible amendments to Article 13-26, Sign Regulations of the Prescott Valley Town Code. The report provides summary background on capabilities of electronic signage, current Town Code provisions related to such signage and recommendations for the expanded usage of the technology as part of the Sign Code. The recommendations also address other minor amendments intended to facilitate more efficient administration of the Sign Code. This information was provided to the Planning and Zoning Commission for discussion only at the January 9, 2012 meeting with the recommendation that materials be reviewed in preparation for the joint session with Council on January 19, 2012. Following further discussion and comments at this work study session, the Community Development Department may prepare a Zoning Ordinance Amendment to be considered at a future date.

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**OPTIONS ANALYSIS:** Discussion Only

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**ACTION OPTION:** Discussion Only

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**RECOMMENDATION:** Discussion Only

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**FISCAL ANALYSIS:** Discussion Only

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**REVIEWED BY:**

Management Services Director \_\_\_\_\_

Town Clerk \_\_\_\_\_

Town Attorney \_\_\_\_\_

Town Manager \_\_\_\_\_

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**COUNCIL ACTION:**

Approved  Denied  Tabled/Deferred  Assigned to \_\_\_\_\_