

**TOWN OF PRESCOTT VALLEY  
REQUEST FOR COUNCIL ACTION  
Date: October 25, 2012**

**SUBJECT:** Zoning Ordinance Amendment (ZOA12-001) Sign Code

**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) Ordinance No. 771

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**SUMMARY/BACKGROUND:** At the January 9, 2012 Planning and Zoning Commission meeting, staff presented material on the use and regulation of LED (light-emitting diodes) signage in the Town and provided additional information for other possible revisions suggested by staff to facilitate more efficient administration of the Sign Code. At the January 19, 2012 joint session both the Commission and Council suggested that they had no interest in allowing freestanding electronic (LED) signage in the form of Electronic Information Centers at this time. There was no objection to the other code modifications. Based on direction provided by Commission and Council, staff prepared for discussion a draft ordinance of proposed amendments to Article 13-23 without changes regarding electronic (LED) signage. The changes include: simplification of Wall Mounted Sign Standards and grouping of standards; definition and requirements for a Comprehensive Sign Package; definition and standards for signage for an Integrated Development Project; Directional Signage subject to zoning approval only; definition and standards for Highway/Freeway Interchange, and clarification on the temporary use of banners and other objects for grand openings and other events. A public hearing on this item was held at the October 8, 2012 Meeting and the Commission voted unanimously to recommend approval of ZOA12-001 and forward to the Council. Background on the proposed changes is provided below and the proposed ordinance is attached.

**Wall Mounted Signs**

Proposed changes to Section 13-23-040(A) related to Wall Mounted signage is to simplify and provide flexibility for sign area placement. Currently building frontage signage is calculated at two (2) square feet (sq.ft) per lineal foot of building frontage and no more than 1/2 of the allowable frontage signage may be placed on one interior side of the building. The amendments will allow the additional signage to be placed on any other one building side including a street side. This amendment will also allow flexibility for placing the greater allocation for a frontage to instead be place on the second street side that may have better visibility.

**Comprehensive Sign Package.**

The Sign Code currently does not have a definition or standards for a Comprehensive Sign Package. Added Section 13-23-150 states that the provisions are intended for coordinated developments over twenty-five (25) acres which can be defined as Shopping Centers, Planned Area developments (PADs) or Integrated Development Project (IDP) comprising properties as a defined geographical area under a common or joint ownership. The standards provide a procedure for flexibility in signage and spells out evaluation criteria, application requirements and approval process.

## Integrated Development Project

Staff has proposed adding the definition of an Integrated Development Project as being a commercial or mixed-use development of not less than twenty-five (25) acres in size that comprises properties in a defined geographical area and includes multiple businesses, property owners and parcels located adjacent to a numbered State Highway or Interstate Highway for which boundaries for signage purposes are approved with a Comprehensive Sign Package. The standards in 13-23-040(B) provide for increased identification signage along State Routes and Interstates in proportion to the size of the project area and number of access drives, with approval of a Comprehensive Sign Package. These standards are intended for larger projects that may not be defined as traditional shopping centers and also for the possibility of joint signage of multiple land owners such as along the “Parkway”.

## Directional Signs

Directional Signs (as defined) were limited to one (1) per building and two (2) per project entrance in Section 13-23-040. Since there are many different projects of varying sizes, it was not logical to apply the standards across the board and there were consistent requests for approval of more; however, no mechanism for approving such except as part of a Comprehensive Sign Package. The definition was amended to include that a Directional Sign shall “contain no advertising, electronic changing information and are positioned as to not be a traffic or safety issue.” The area of such signs was kept at 4-square feet each, however, without a set amount and approval is subject to Zoning approval of a site plan to recognize that placement is not a traffic visibility or other zoning issue.

## Highway/Freeway Interchange

A “Highway/Freeway Interchange” is suggested to define areas where signage may be located adjacent to a portion of state or federal highway or freeway that may be elevated as an overpass and where a standard twenty-foot (20’) high sign may not be visible. Standards for Property Identification signs are amended to allow that signs in such areas “shall not exceed a height of thirty feet (30’) or, shall not exceed a height twenty feet (20’) above the highest roadway bed elevation in the Highway/Freeway Interchange Area”. The illustration from the definition defines the Interchange area and the map example below delineates the area within three hundred (300) feet of the right-of way where taller signs may be allowed.



**Grand Opening and Special Event Banners**

Lastly, there were multiple standards for Grand Opening and Special Event Banners and Balloons and other objects as Temporary Signs in Section 13-23-040(C). One provision was just for temporary wall mounted banners and pennants and this is clarified to be for Grand Opening and Special Events anywhere in Town. Temporary free-standing banners and inflatable objects were changed to not distinguish between non-profit and for-profit businesses. The last provision specifically for non-profit and public/quasi public events was deleted so the provisions are then the same for all uses in the Town and it will be easier to track and enforce the allowed items, locations and time frames.

**Summary and Recommendation:**

Staff observes that the proposed amendments will allow more signage use for businesses in Prescott Valley while facilitating more efficient implementation and enforcement of the Sign Code

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**OPTIONS ANALYSIS:** The Town Council may approve this Zoning Ordinance Amendment, direct staff to address additional concerns prior to approval, or decline to approve this Zoning Ordinance Amendment.

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**ACTION OPTION:** Motion to read Ordinance No. 771 by title only on two separate occasions, and then place the same on final passage, **OR** Motion not to read Ordinance No. 771. **VOTE.**

[if the vote is in favor of reading Ordinance No. 771, the Mayor asks the Town Clerk to read the Ordinance once by title only for the first reading]. **VOTE.**

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**RECOMMENDATION:** Staff recommends approval of Zoning Ordinance Amendment ZOA12-001.

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**FISCAL ANALYSIS:** There is no direct fiscal analysis associated with this request.

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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 \_\_\_\_\_