

AGENDA

TUSAYAN PLANNING AND ZONING COMMISSION

PURSUANT TO A.R.S. § 38-431.02 & §38-431.03

Tuesday, July 24, 2012 at 6:00 P.M.

TUSAYAN TOWN HALL BUILDING

845 Mustang Drive, Tusayan Arizona 86023

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Tusayan Planning and Zoning Commission and to the general public that the commission will hold a meeting open to the public on Tuesday, July 24, 2012 at the Tusayan Town Hall Building. The commission may change, in its discussion, the order in which any agenda items are discussed during the course of the meeting.

Persons with a disability may request a reasonable accommodation by contacting Town Manager (928) 638-9909 as soon as possible.

As a reminder, if you are carrying a cell phone, electronic pager, computer, two-way radio, or other sound device, we ask that you silence it at this time to minimize disruption of today's meeting.

PLANNING AND ZONING COMMISSION AGENDA

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

2. ROLL CALL

CHAIR GOSSARD

COMMISSIONER ANGAT

COMMISSIONER COOK

COMMISSIONER HEARNE

COMMISSIONER SANDERSON

3. CALL TO THE PUBLIC FOR ITEMS NOT ON THE AGENDA

Members of the public may address the Commission on items not on the printed agenda. The Commission may not discuss, consider or act upon any matter raised during public comment. Comments will be limited to three minutes per person.

4. OPEN MEETING LAW TRAINING

Presented by Interim Manager Ryall

5. FUTURE AGENDA ITEMS

6. MOTION TO ADJOURN

7. RECONVENE INTO WORKSHOP ON PROPOSED UPDATE TO THE TUSAYAN ZONING CODE.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at the General Store in Tusayan, Arizona on this 21st day of July, 2012 at 12:15 p.m. in accordance with the statement filed by the Tusayan Town Council.

DATED this 21st day of July, 2012

Laura Matthews
Signature of person posting the agenda

TOWN OF TUSAYAN STAFF REPORT

Date: July 24, 2012
To: Town of Tusayan Planning and Zoning Commission
From: Richard Turner, AICP, Town Planner
Subject: Revisions to the Town of Tusayan Zoning Ordinance; Banner Signs and Sign Lighting

ISSUES: Should the Town amend its Zoning Ordinance to define and regulate banner signs? Should the Commission re-visit the lighting regulations regarding signage or make further changes to the landscape regulations?

BACKGROUND: This is the second Planning and Zoning Commission workshop on the changes to the Zoning Ordinance. At the last workshop the Commission directed staff to research how other jurisdictions dealt with banner signs. Commissioner Cook was also interested in reviewing the sections of the Zoning Ordinance on lighting, signs and landscaping. Attached to this report are excerpts from the previous staff report that summarize the changes proposed to these three sections of the Ordinance.

RESEARCH: Most Zoning Ordinances consider banner signs to be a type of temporary sign. The Town's Zoning Ordinance does not define either temporary or banner signs. In fact, the Zoning Ordinance states that "No cloth, paper, plastic, or similar advertising signs or devices other than in rigid frames as provided herein shall be permitted" (Section 16.2.H). This would appear to prohibit banner signs unless they are in rigid frames. The Ordinance provides for special sale signs (Section 16.4.C) which are a type of temporary sign. They are allowed only 14 days per calendar quarter. These signs are only permitted if in rigid frames.

The Section of the Zoning Ordinance that deals with temporary uses also allows signs. Section 14.1-2 indicates that one, 6 square foot freestanding or wall sign may be permitted. Additional signage in connection with a temporary use permit may be allowed at the discretion of the Planning and Zoning Commission.

Following is a review of staff's research of some other jurisdictions' regulations in this area.

PARK CITY, UTAH

Definition of Banner: a strip of cloth, plastic paper or other material, on which letters or logos are painted or written, hung up or carried on a crossbar, staff, string or between 2 poles.

Banners are only allowed with a Master Festival License or on a city light standard (light pole).

Temporary signs, including banners, are allowed for uses such as construction project signage and signs announcing the change of name for a business. However, temporary signs may only be made from certain materials. The only flexible material on the list of approved material is cloth.

PAYSON, ARIZONA

Temporary signs, including banners, that promote town-wide civic or town sponsored events are exempt from permit requirements provided:

1. Notice is provided to the Town,
2. Sign is less than 64 square feet, unless otherwise approved by the Community Development Director
3. Location does not present hazard
4. Removed 3 days after event

Otherwise, banners are permitted subject to the following:

1. Maximum size of 24 square feet, 8 feet in length
2. If not attached to a building, it must include "wind cuts"
3. A permit is required
4. 15 days maximum
5. One permit will be issued per property per month

SUPERIOR, ARIZONA

The Town of Superior defines a banner sign as a temporary sign that is not in a rigid frame and made of plastic, paper or similar material. In commercial zoning, a banner sign may be hung from a street light if its purpose is related to a community event. It may also be strung across or over a street for community purpose with the issuance of a conditional use permit. Banners are also allowed for 14 days for the grand opening of a business with the issuance of a temporary use permit. The maximum size allowed is 4 by 8 feet. Only one banner is allowed per street frontage and it must be located on a building. Banners are also allowed for unspecified business events for 30 days with the issuance of a conditional use permit (no size limit is specified).

FOUNTAIN HILLS, ARIZONA

The Town of Fountain Hills definition of banners states that they are made of pliable material and contain advertising copy or graphics. Banners are permitted for 14 days for grand openings or a change of ownership, management or business name. A banner is also allowed for an event at a house of worship. Banners are permitted for special sales for 60 consecutive hours, once a month. The size is limited to 32 square feet. They must be professionally made and be located on the store front.

SEDONA, ARIZONA

Sedona also provides for the use of banners in their sign code. Temporary direction signs (includes banners) are allowed 1 day before, during and one day after an approved temporary event. Banners are permitted to announce "going out of business" or a grand opening for 30 consecutive days. These

banners can be 20 square feet in size. A special seasonal promotional banner may be permitted 4 times a year for a maximum of 10 days each time.

PINETOP – LAKESIDE, ARIZONA

The purpose of the section on temporary signs is to assist businesses to identify themselves to the motoring public in such a way that avoids signage clutter, protects the scenic image of the community, and which takes into consideration the welfare and convenience of the public.

Banners are permitted subject to:

1. Must be securely mounted – “free from flapping or ripping in high wind”
2. Must not hang longer than 30 days with a minimum of 60 days between banner usage
3. C-1 and C-2 only
4. Up to 3 banners allowed on a single building at any one time depending on building frontage
5. Must be on a building or fence
6. Professionally made
7. Subject to design review and approval process

DISCUSSION AND ANALYSIS: Changes should be made to the Town’s Zoning Ordinance to allow the use of banners sans the requirement that they be placed in a rigid frame. Provided banners are professionally made, fixed to a permanent surface, limited in size and quantity and allowed for short periods of time, they can be an appropriate component of any community’s regulations.

Staff would offer the following changes to the Town’s Zoning Ordinance regarding banner signs:

Add to definitions, Section 16.1:

BANNER shall mean a temporary sign made of pliable material that may or may not be located in a rigid frame.

Amend Section 16.2, General Provisions as follows:

H. No cloth, paper, plastic, or similar BANNER, advertising signs or devices other than in rigid frames as ~~provided herein~~ shall be permitted EXCEPT AS PROVIDED HEREIN.

Amend Section 16.4.C as follows:

C. Special Sale Signs

For retail commercial uses in any zone where such uses are listed as permitted or conditional uses, special sale signs OR BANNERS may be permitted while a special sale of goods or services is being conducted. Signs SHALL BE PROFESSIONALLY MADE, attached to the A building WALL or to an existing freestanding sign AND SHALL BE LIMITED TO ONE PER STREET FRONTAGE. ~~shall be in rigid frames, and~~ The display of the signs shall be limited to fourteen (14) days per calendar quarter. The size of special sale signs shall not exceed ~~one hundred per cent~~

~~(100%) of total square footage of any permanent on-premise signs that advertise the commercial use. THIRTY TWO (32) SQUARE FEET EACH.~~

Amend Section 16.7.A to add number 6:

6. Banner signs for a business grand opening, change of name, change of management, and while a permanent sign is in the Town's approval process provided the following:
 - a. maximum time of 14 days
 - b. maximum size of 32 square feet
 - c. must be located on a building wall, below the roof line
 - d. must be professionally made
 - e. one banner sign allowed per street frontage
 - f. sign permit is required
 - g. one sign allowed per business per year

Amend Section 16.4, Special Purpose Signs to add a new D as follows:

D. House of Worship Announcement Banner Sign

1. One banner sign may be placed on the site of the future construction/location of a house of worship. The purpose of the sign shall be to announce the coming of the house of worship to the site. The sign shall be vented to withstand wind. It shall be setback from the closest property line at least 10 feet. It shall be a maximum area of 32 square feet and a maximum height of 8 feet.
2. One banner sign may be placed on the wall of a building announcing an event or other temporary occurrence at a house of worship. The banner shall be a maximum area of 32 square feet and be professionally made. It shall be up for a maximum of 14 days.

The Commission may also want to consider amending the section that deals with temporary use permits to accommodate temporary signs that are not provided for elsewhere in the Zoning Ordinance. An example of this type of sign and purpose would be the recent approval of the TUP for the banner signs for the Imax theater. Such an amendment would read as follows:

Section 14.1.N. Temporary banner signs not permitted elsewhere in this Ordinance. The maximum length of time for any such sign shall be 60 days. For guidance in the determination of size, number of signs, height, location and other criteria, the Commission shall refer to those parts of Section 16 of this Ordinance that deal with banner signs.

Signs are also addressed in Section 17, Lighting. The standards for externally illuminated signs as proposed to be amended (shown in **RED CAPITAL LETTERS**) are as follows:

"External illumination for signs shall BE LIMITED TO SIGNS CONSTRUCTED OF NATURAL MATERIALS AND SHALL conform to all provisions of this Code. In particular, such lighting shall be treated as Class 1 lighting and shall conform to the lamp source, shielding restrictions and lumen caps of Section 17.6. 17.5. All upward-directed sign lighting is prohibited."

The standards for internally illuminated signs as proposed to be updated are as follows:

~~“ Outdoor internally illuminated advertising signs must be constructed as follows: THE SIGN FACE OF AN OUTDOOR INTERNALLY- ILLUMINATED ADVERTISING SIGN MUST BE COMPOSED OF ILLUMINATED TEXT AND SYMBOLS AGAINST AN OPAQUE (NOT ILLUMINATED) BACKGROUND. THE COLORS OF THESE ELEMENTS ARE NOT RESTRICTED.”~~ And

“ Lamps used for internal illumination of signs shall not be counted toward the lumen caps in Section ~~17.6.C. 17.5.C.~~”

Clearly, the internal illumination of signs is favored. The following section relates to curfews and the continued use of certain signs installed prior to the effective date of the Ordinance.

“D. Curfews for Pre-Existing Signs: Light background (white, off-white, light gray, cream or yellow) internally illuminated signs, installed legally before enactment of this code ~~{December 18, 2001}~~, may continue to be used and illuminated but must conform to the curfews of Section ~~17.6.G. 17.5.G.~~”

Finally, the following provision relates to non-conforming bottom-mounted sign lighting.

“B. Bottom-mounted Sign Lighting: Bottom-mounted outdoor advertising sign lighting shall not be used ~~in Zones I, II and III after 1 May 1996. AFTER THE EFFECTIVE DATE OF THIS ORDINANCE.~~”

FISCAL IMPACT: The only direct fiscal impact of moving forward with the proposed revisions of the Zoning Ordinance would be the cost associated with the required legal notice and public hearings. Staff does not foresee any significant fiscal impact to the Town government associated with the approval and implementation of the proposed changes.

RECOMMENDATION: Since this is a workshop, an official action by the Commission is not appropriate. Staff suggests that the Commission review and discuss the proposed ordinance changes and provide staff with guidance with regard to the changes as well as any other changes the Commission wishes to see. Staff will begin the public notification process when the Zoning Ordinance is ready to move forward for public hearing by the Planning and Zoning Commission.

Attachment: Excerpts from last staff report – summary of changes to sections on signs, landscaping and lighting.

ATTACHMENT TO STAFF REPORT – SUMMARY OF CHANGES TO ZONING ORDINANCE SECTIONS ON SIGNS, LIGHTING AND LANDSCAPING

SECTION 16: SIGNS

A definition for a visitor information sign has been added (16.1). A visitor information sign will be allowed in commercial zones (16.7.A.5).

A property owner will have more time, six months, to remove a sign for a discontinued business. The owner will have the option of just removing the sign message, allowing the sign structure to remain (16.2.F).

Fluorescent signs will be prohibited (16.2.S).

The base of a freestanding sign will have to be landscaped (16.2.T).

Additional provisions from the Design Review Overlay Zone have been added regarding flags and the height of flag poles (16.4.D).

Language has been added to clarify that signs on corner lots will get the benefit of both street frontages in the computation of allowed sign area (16.7.A.1.c).

Increases in sign area for commercial free standing signs and wall signs have been added (16.7.A).

SECTION 17: LIGHTING

This section deals with outdoor lighting. The lighting section in the existing Ordinance (County) provides for 3 zones with each zone having its own regulations. The regulations in each zone differ by the distance from astronomical observatories. Tusayan is in the least restrictive zone. However, based on direction from the Council provided to staff early last year, a more rigorous regulation was drafted by staff for the revised Ordinance.

With a few exceptions, this is the same regulation that was reviewed by the Planning and Zoning Commission on March 24th of last year. That version of the regulation has been revised to reflect the comments and suggestions of the Airport Manager and a representative of the Naval Observatory. Specifically, the definition of airport lighting and the section dealing with the exemption for airport lighting systems have been changed (17.8.A). The changes made as a result of input from the representative of the Naval Observatory are of a more technical nature and facilitate administration of the regulation.

There is a statement in the “Purpose and Intent” that encourages a transition from high energy lighting to more energy efficient lighting (17.0.B).

Several definitions have been added to assist in the administration of the more technical aspects of the code (17.3).

Narrow spectrum amber LED will be added as a preferred light source (17.4).

The requirements for lamp source, shielding of light emissions and total outdoor light output will be revised based on input from the expert from the Naval Observatory (17.5.B and C).

The holiday lighting restrictions have been changed to be more flexible (17.8.B).

SECTION 18: LANDSCAPING

Parts of this section are proposed to be changed to be consistent with the Design Review Guidelines. These changes include "Purpose and Scope" (deleting drought tolerant plants), the definition of "drought tolerant", landscape material requirements and preferred materials (18.1, 18.3, 18.4.C, 18.5.B).

Credit will be allowed for existing landscaping (18.5.A).

Changes to require the use of effluent to irrigate landscaping have been included (18.5.A.5).