

**CITY OF GOODYEAR
CITY COUNCIL ACTION FORM**

SUBJECT: Updates to the Zoning Ordinance

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COMPANY
CONTACT:

RECOMMENDATION:

Receive an update on proposed amendments to the City of Goodyear Zoning Ordinance.

PURPOSE:

Update the Zoning Ordinance to create a minor zoning amendment process, allow for larger temporary signs, address digital signs, and provide additional minor updates.

BACKGROUND AND COMMUNITY BENEFIT:

The City of Goodyear Zoning Ordinance was adopted on May 24, 1999 and has had several revisions. Updating the Zoning Ordinance allows the City to meet the changing need of businesses and residents and be consistent with neighboring communities.

Minor Zoning Amendment

Currently, all zoning amendments follow the same protocol. There have been several instances of the need to modify a stipulation or make a minor change to a Planned Area Development (PAD) Zoning. The change to Article 1 along with an updated internal procedure will allow staff to process requests more quickly in accordance with State Statute.

Parks, Recreation, Trails, and Open Space Master Plan

A simple statement requiring subdivisions to be designed in conformance with the Parks, Recreation, Trails, and Open Space Master Plan has been added in Article 3. An update to Chapter 15 of the City Code (Subdivision Regulations) will be required to fully implement the Master Plan.

Comprehensive Sign Packages

Article 7 has been updated to clarify that an administrative approval of a Comprehensive Sign Package can also conform to the proposed regulations for the McDowell Road Entertainment and Business Corridor in Article 9 (Special Districts).

A statement was added to clarify that there are minor and major Comprehensive Sign Package amendments. A minor amendment can be approved administratively if the changes are in conformance with the Zoning Ordinance.

Monument Signs

Two changes are proposed that affect monument signs in commercial centers. The first is to allow monument signs to be located closer than 330-feet if one of the signs is on the corner or if they are at an entrance to the site. The second is to allow corner monument signs advertising the center.

Temporary Sign Changes – 2010 Amendment

In 2010, an amendment to the Sign Ordinance was approved by City Council through Ordinance 10-1225. This Ordinance approved changes to the temporary sign regulations. Per the Ordinance, it expired on January 1, 2013. However, several of these regulations proved to be a benefit to the Community. Staff recommends adding the following provisions:

- Allow A-frame signs per the regulation approved by Ordinance 10-1225.
- Allow Grand Opening displays to last for 45 days rather than 30 days and for special promotions to last for 15 days at a time with no limit rather than 30 days at a time with a limit of 3 per year.

Temporary Signs – Real Estate and Future Development Signs

For Real Estate Signs, the proposed change would allow non-residential parcels that are 30 acres in size or larger to have 64-square foot signs. Furthermore, parcels on a corner could have one per street frontage. Currently, only a 12 square foot sign is permitted.

For Future Development Signs (i.e., “coming soon” signs), currently only a 32 square foot sign is permitted. For developments that are 30-100 acres in size, the proposed change would allow a 64 square foot sign and for developments larger than 100 acres, a 120 square foot sign would be permitted. Parcels on a corner lot could have one per street frontage.

Temporary Uses

Amend the temporary uses section of Article 4 (Special Uses) to allow for temporary lay down yards to support the construction of utilities and other infrastructure.

General Provisions

Two minor changes are proposed to Article 8 (General Provisions) to clarify residential accessory structures and industrial sales offices.

Digital Signs/Electronic Message Displays

There are existing regulations in Article 7 (Signs) for electronic message displays. Additional regulations have been added that address the brightness and how often the display may change. Article 7 only allows these displays for theatres, municipal uses, religious, and academic institutions.

McDowell Road Business and Entertainment District

An overlay district is proposed for the McDowell Road Business and Entertainment District. This district would be included in Article 9 (Special Districts). The proposed district would allow for individual multi-tenant signs, digital displays, and additional height and area. A discussion of the proposed boundaries will take place at the work session.

PREVIOUS ACTIONS AND DISCUSSION:

Changes to the Zoning Ordinance were discussed at the 2014 City Council Retreat held on November 7 and 8, 2015.

FISCAL ANALYSIS:

The proposed changes create no anticipated fiscal impact.

ATTACHMENTS:

None.