

Zoning Ordinance Updates

Presented by
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Council Work Session
March 2, 2015



Overview



This presentation will provide a summary of the proposed changes to the city's Zoning Ordinance with specific updates related to:

- Minor Zoning Amendments
- Parks, Recreation, Trails and Open Space Master Plan
- Comprehensive Sign Package
- Monument Signs
- Permanent Adoption of Temporary Changes
- Temporary Signs
- Electronic Messaging/Digital Signs
- McDowell Entertainment Business District
- General Provision Updates

Minor Zoning Amendments



Article 1 – Administration & Procedures

- Create a process for minor zoning amendments
 - ↳ Modifications to stipulations
 - ↳ Minor changes to PAD document
 - ↳ Text amendments
 - ↳ Limited by state law governing zoning and zoning amendments

Parks, Recreation, Trails and Open Space Master Plan



Article 3 – Zoning Districts

- Development shall be consistent with the Parks, Recreation, Trails and Open Space Master Plan

Comprehensive Sign Package



Article 7 – Sign Regulations

- A Comprehensive Sign Package can also conform to Article 9 (Special Districts)
- Comprehensive Sign Package amendments that are consistent with the Zoning Ordinance are considered “minor” and thus can be approved administratively

Monument Signs



Article 7 – Sign Regulations

- Modify the minimum separation of 330-feet between signs if:
 - ↳ They have been placed on the corner
 - ↳ They are placed at entrances to the site
- Allow developments/commercial centers to have a corner monument sign advertising the name of the development such as “Palm Valley Crossings.”
- This is consistent with what has been approved through comprehensive sign packages

Permanent Adoption of Temporary Changes



Article 7 – Sign Regulations

- Delete the temporary nature of the changes to Article 7 (Signs) that were approved in December 2010
- The permanent changes include:
 - ↳ Allows grand-opening signs for 45 days rather than 30 days
 - ↳ Allows the continued use of A-Frame Signs

The changes have been well received and are a benefit to the community.

Temporary Signs



Article 7 – Sign Regulations

- Allow the use of larger Real Estate signs on larger properties.
 - ↳ Currently a 12 square foot sign is permitted.
 - ↳ This would allow parcels that are 30 acres in size or larger to have 64-square foot large signs. This is consistent with other nearby communities
- Allow larger Future Development Signs.
 - ↳ Currently, only a 32 square foot sign is allowed. The change would keep these regulations for parcels under 30 acres in size.
 - ↳ For developments that are 30-100 acres, they would be allowed a 64 foot sign.
 - ↳ For developments that are larger than 100 acres, it would allow signs that are up to 120 square feet in size.
 - ↳ Corner lots could have two signs, one on each street frontage

Temporary Signs

Real Estate Signs



Temporary Signs

Future Development Signs



Temporary Uses



Article 8 – Special Uses

- Allow for temporary laydown yards

General Provisions



Article 8 – General Provisions

- Clarify that latticed patios and ramadas fall under Article 8-1-F-1. This is consistent with how this regulation has been administered in the past
- Allow trailers to be used as a sales office on large, industrial sites

Electronic Message Display/Digital Signs

Electronic Message Display/Digital Signs



Digital Signs



Grand Canyon University – full color digital sign

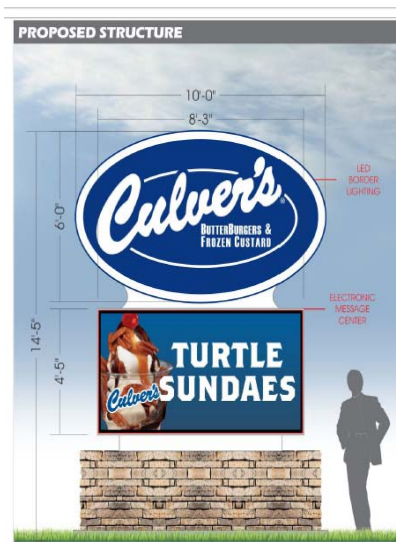


Culver's – Simple Text Only Digital Sign

Electronic Message Display/Digital Signs



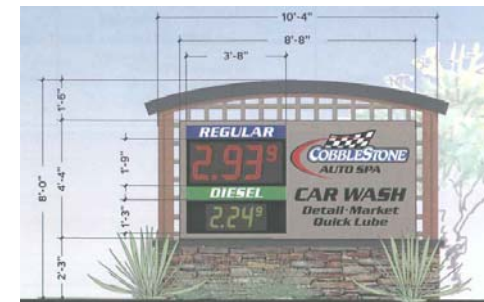
Digital Signs



Typical Culver's Sign
14.5 feet tall
96 square feet



Avondale Culver's Sign
14.5 feet tall
54 square feet

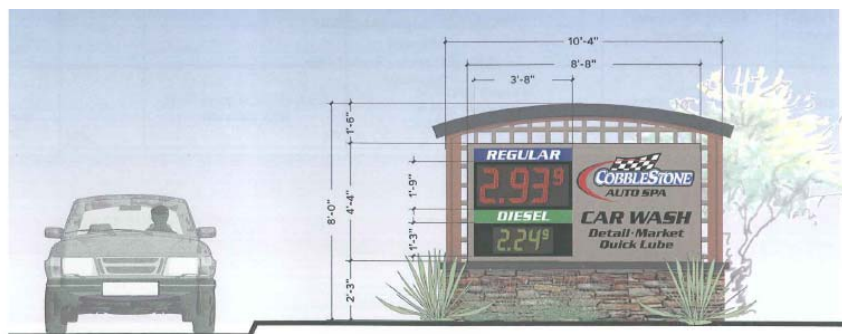


Goodyear Digital sign
Gas stations only
8 feet tall
37.5 square feet

Electronic Message Display/Digital Signs



Digital Signs



Typical single-tenant monument sign (8-feet tall)



Typical multi-tenant monument sign (12.5-feet tall)

Electronic Message Display/Digital Signs



Article 7 – Sign Regulations

- Provide additional regulations regarding electronic message displays. These regulations are consistent with City of Phoenix
- This change to the sign regulations is consistent with the discussion held at the 2014 City Council Retreat. The purpose is to allow digital signs in certain areas.

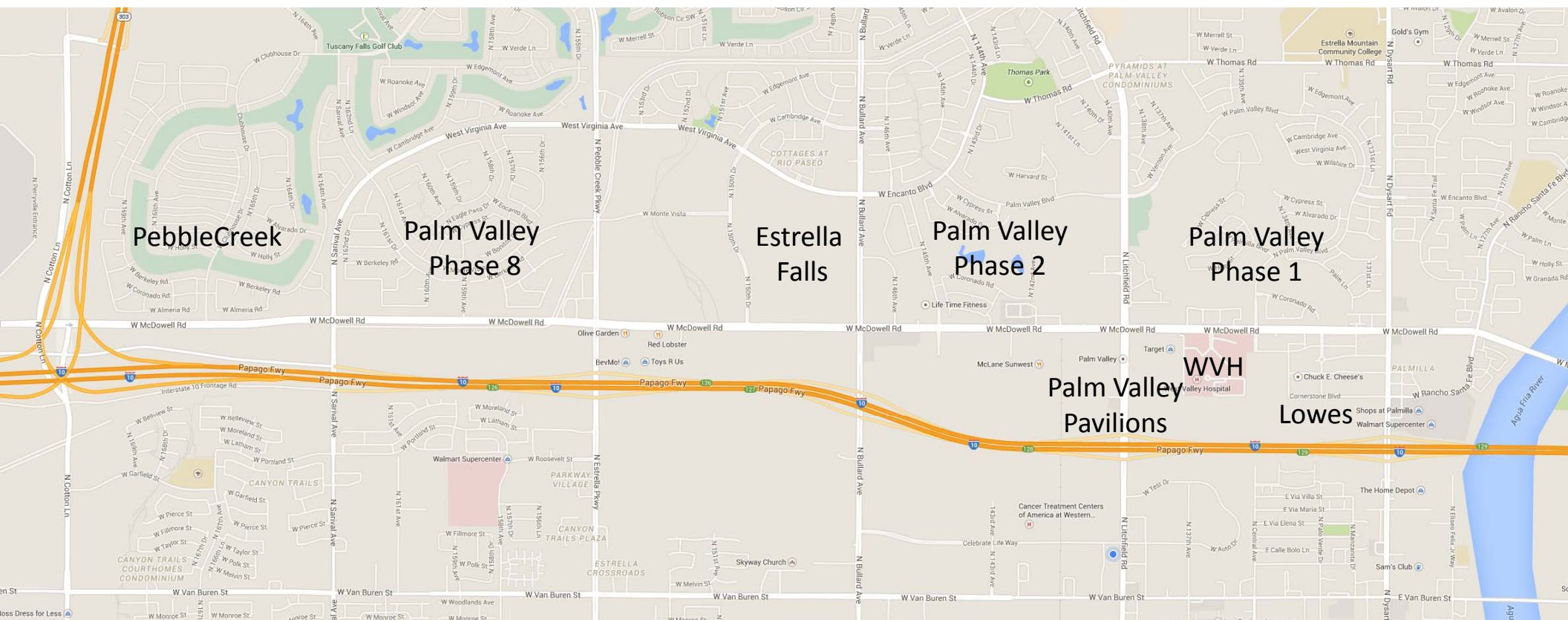
McDowell Business and Entertainment District



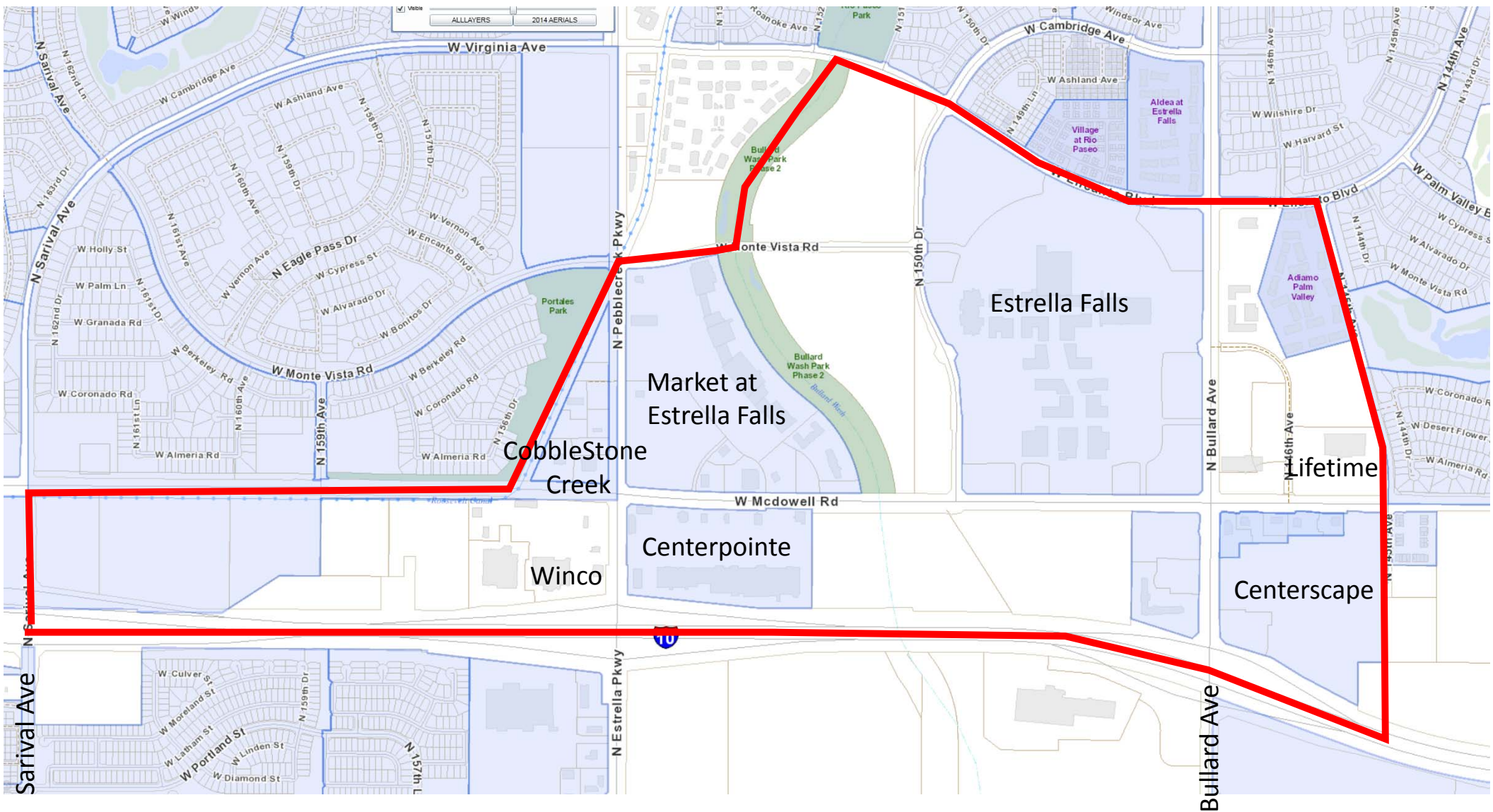
Article 9 – Special Districts

Create a business and entertainment district for the McDowell Road Corridor to allow additional signage. The proposal will allow:

- Freestanding monument signs to have an electronic message display
- Developments/Commercial Centers
 - The development may have multi-tenant signs consistent with the Sign Ordinance
 - ↳ Height: 12 feet; Area: 48 square feet
 - Additional monument signs for each single building along street frontage may also have a monument sign.
 - ↳ Height: 10 feet; Area: 48 square feet
 - Both multi-tenant and individual monument signs may have an electronic message display
 - Additional height and sign area may be approved by City Council







Zoning Ordinance Update



- Questions and comments

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