

AGENDA ITEM # \_\_\_\_\_

DATE: June 17, 2015

COAC NUMBER:

**CITY OF GOODYEAR  
PLANNING AND ZONING COMMISSION ACTION FORM**

**SUBJECT:** City-initiated Zoning Ordinance Text Amendment regarding Signage

**STAFF PRESENTER:** Katie Wilken,  
Planning Manager

**COMPANY  
CONTACT:** NA

**CASE NO:** 15-220-00002

**RECOMMENDATION:**

1. Conduct a public hearing to consider an amendment to portions of Articles 7 and 9 of the City of Goodyear Zoning Ordinance.
  - a. Open public hearing
  - b. Staff presentation
  - c. Receive public comment
  - d. Close public hearing
2. Planning and Zoning Commission recommend to the City Council approval of a Zoning Ordinance Text Amendment amending portions of Articles 7 and 9 of 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. Updating the Zoning Ordinance allows the City to modernize regulations to meet the changing needs of business and residents in the community.

**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. Below is a summary of the proposed changes.

**Article 7**

*Comprehensive Sign Packages  
(Section 7-6-C; page 12 of the Redlines document)*

- Allow sign packages and sign package amendments that conform to the new McDowell Road Business and Entertainment District may also be approved administratively.

### *Freestanding Monument Signs*

*(Section 7-8-B-2 and Section 7-8-C-2; pages 21 and 28 of the Redlines document)*

- The City has approved changes to the freestanding monument signs in many comprehensive sign packages. By allowing the height, size, and number of signs that have been approved in past sign packages, the City can reduce the number of sign packages that need Planning and Zoning Commission and City Council approved to assist customers through the process.
- Currently, signs must be located 330-feet apart. The proposed amendment allows signs that are on the corner of a development or entrances to a development to break this separation requirement. It is logical and provides a nice appearance to have signs located on the corner and entrances. Typically, these will be about 330-feet apart.
- The proposed amendment allows multi-tenant signs for single buildings located on an arterial street to be 12 feet in height or multi-tenant signs for multiple buildings to be 12 feet in height (current regulation is 8-feet). This is consistent with some other cities and with what has been approved in sign packages.
- Allow a commercial center identification sign to be located on the corner of a development.

### *Directory Signs*

*(Section 7-8-B-3, Section 7-8-B-4, Section 7-8-C-3, Section 7-8-C-4, Section 7-8-C-5; pages 24 and 30 of the Redlines document)*

- Allow directory signs to be reviewed with the sign permit process, not just the site plan process. This will make it easier for existing centers to provide these signs for businesses.
- Provide for directory signs for trucks/commercial vehicles in industrial areas.

### *Electronic Message Displays*

*(Section 7-8-B-8, page 26 of the Redlines document)*

- Provide additional regulations regarding electronic message displays. Article 9 proposes allowing these for commercial developments in the proposed McDowell Road Business and Entertainment Corridor.

### *Real Estate Signs*

*(Section 7-9-C-3; page 38 of the Redlines document)*

- Allow larger real estate signs for large, undeveloped industrial property. The proposed change is consistent with other Valley cities.

### *Future Development Sign*

*(Section 7-9-C-4; page 27 of the Redlines document)*

- Allow for larger future development signs (aka, “Coming Soon”) signs for larger developments.

### *A-Frame Signs*

*(Section 7-9-C-7, page 41 of the Redlines document)*

- Allow for A-frames to be placed along roadways when there is no multi-tenant monument sign. An example of this would be the Estrella Crossings center located on Estrella Parkway north of MC-85 across from Imsamet.

## **Article 9**

### *McDowell Road Business and Entertainment District (Article 9-3)*

- Define the McDowell Road Business and Entertainment District as the commercial areas north of Interstate 10, east of Sarival Avenue, west of 145<sup>th</sup> Avenue, and south of Encanto Boulevard.
- Permit electronic message displays on monument signage, subject to regulations.
- Permit single businesses located in commercial developments to have individual monument signs when they are located on a public street.

## **PREVIOUS ACTIONS AND DISCUSSION:**

Changes to the Zoning Ordinance were discussed at the 2014 City Council Retreat held on November 7 and 8, 2015. A City Council worksession was held on March 2, 2015 to discuss the proposed changes to the Zoning Ordinance.

## **FISCAL ANALYSIS:**

The proposed changes create no anticipated fiscal impact.

## **ATTACHMENTS:**

1. Redlined version of the proposed amendments to Article 7
2. Redlined version of the proposed amendments to Article 9