

**DRAFT ARTICLES 7 AND 9 OF THE ZONING ORDINANCE**  
**LEGISLATIVE FORMAT**  
**September 24, 2020**

**ARTICLE 7-8**

- B. **COMMERCIAL DISTRICTS:** Signs within Commercial Districts (C-O, C-1, C-2, CBD, PFD and Commercial PADs) shall comply with the following applicable restrictions. Additionally, any development containing three or more businesses shall be required to submit a Comprehensive Sign Package for review and approval subject to the provisions of Article 7-10 (Special Sign Areas) of this Ordinance.
1. **Awning Signs:**
    - a. A maximum of 25% percent of the front face area of the awning shall be used for signage.
  2. **Canopy Signs:**
    - a. A business utilizing an attached or detached canopy (i.e. gasoline service station) may use a portion of its wall sign allocation for a sign on the canopy. However, no canopy sign shall exceed an area of six square feet.
    - b. One canopy sign may be permitted per street frontage. Said signs may not extend above the canopy.
    - c. Signs may not be placed on parking canopies.
  3. **Directional Signs:**
    - a. One sign shall be permitted at each driveway onto a public street and at each major internal intersection.
    - b. The maximum sign copy area shall be six square feet.
    - c. The maximum height shall be three feet.
    - d. Directional signs shall not be located within the sight visibility triangle of any driveway.
  4. **Directory Signs:**
    - a. Signs shall not exceed an area of 18 square feet or height of six feet.
    - b. One sign shall be permitted for each multi-tenant building onsite.

- c. Signs shall only be located in pedestrian areas adjacent to the main building entrance.

5. Drive-Through Restaurant Menu Boards:

- a. A drive-through restaurant may have two menu boards per drive-through lane. However, only one of the two signs may contain speaker equipment.
- b. A menu board shall have a maximum height of eight feet and maximum copy area of 25 feet. Menu board signs may be freestanding or wall-mounted.
- c. A menu board shall be located at least 45 feet from any public right-of-way or residential property line.
- d. The front of the menu board(s) shall not be visible from a public street. Speakers shall be directed away from residential property lines.
- e. Freestanding menu boards shall have a monument base with a width at least 50% the width of the sign, be of masonry construction and have a landscape area at the base of the sign(s) equal to at least two square feet for each square foot of sign area.

6. Gasoline Service Stations:

a. Electronic Message Display or Reader Panel:

- (1) A stand-alone gasoline service station, not part of an existing Comprehensive Sign Package, may use up to one-half (1/2) of the allowed freestanding monument sign area for an electronic message display or reader panel to identify the current price of fuel being sold. However, the electronic message display shall not exceed 24 square feet.
- (2) A gasoline service station located in a commercial center and part of an existing Comprehensive Sign Package shall be permitted one freestanding sign with an electronic message display or reader panel, in addition to other permitted freestanding signage. An additional sign may be permitted for each additional street frontage if that frontage adjacent to the site is at least 330 feet in length.
  - i. The electronic message display/reader panel sign shall not exceed 24 square feet.
  - ii. The sign shall not exceed a height of six feet.

iii. The base of the sign shall have a width of at least 50% the width of the sign.

(3) Any electronic message display shall change no more than necessary to reflect the current price of fuel being sold. The display shall not exhibit any form of animation or movement.

7. Monument Signs:

- a. One monument sign for each driveway onto a public street and at each public street intersection.
- b. The minimum distance between monument signs on the same street side shall be 150 feet.
- c. The maximum height shall be eight feet and the maximum copy area shall be 32 feet. Within a unified commercial development containing three or more businesses, the maximum height shall be 12 feet and the maximum copy area shall be 48 square feet.
- d. The base of the monument sign shall have an aggregate width at least 50% the width of the sign.
- e. Street address numerals shall be provided on all monument signs located along the street to which the address numbering applies, in a contrasting color and/or material from the color and material used for the background for the numerals on the sign. Numerals shall be sized in accordance with the International Fire Code, as amended.

f. A monument sign may utilize one electronic message display per side, in accordance with the following guidelines:

- (1) An electronic message display may occupy up to 50% of the allowable sign area of the monument sign or 24 square feet, whichever is less.
- (2) The electronic message display shall have static displays. The display of video, animation, or special effects, such as traveling, scrolling, fading, dissolving, and bursting, shall be prohibited. No sound may be emitted by the display.
- (3) Static displays shall not be changed more than once every eight seconds. Change of display shall occur through an immediate transition.

- (4) The electronic message display shall include a sensor or other device that automatically reduces the brightness of the display during low-light conditions. Display brightness shall not exceed 300 nits from dusk till dawn.
- (5) The electronic message display shall be shut off between 10 PM and sunrise when such display is located within 150 feet of a single-family residential zoning district.
- (6) Should the electronic message display malfunction, the display shall be shut off until such time that repairs have been completed to restore the electronic messaging system.
- (7) The use of the electronic message display for off-site advertising is prohibited.

8. Monument Signs, Internal:

- a. One internal monument sign per parcel located within a unified, multi-parcel commercial development and approved as part of a Comprehensive Sign Package.
- b. The sign shall be located at least 50 feet from any public right-of-way and may not be visible from the right-of-way.
- c. The maximum height shall be six feet and the maximum copy area shall be 16 square feet.
- d. The base of the monument sign shall have an aggregate width at least 50% the width of the sign.
- e. Internal monument signs shall not be located within the sight visibility triangle of any driveway nor in any other location that restricts or blocks visibility of vehicles traveling within the development.

9. Projecting Signs:

- a. One projecting sign may be permitted per ground floor business. A business may use a portion of its allocation of wall signage for a projecting sign. However, no projecting sign shall exceed an area of 15 square feet.
- b. A projecting sign shall have an eight-foot minimum clearance between the bottom of the sign and the sidewalk,

10. Shingle Signs:

- a. One shingle sign may be permitted per ground floor business. A shingle sign shall have a maximum area of three square feet.
- b. Shingle signs shall have an eight-foot minimum clearance between the bottom of the sign and the sidewalk.

11. Wall Signs:

- a. One or more wall signs shall be permitted on the exterior walls of the space occupied by the business in accordance with the following guidelines:
  - (1) One building elevation: one square foot of sign area for each linear foot of building frontage or 35 square feet, whichever is greater.
  - (2) All other elevations: one-half square foot of sign area for each linear foot of respective building frontage.
- b. Signage shall not extend horizontally a distance greater than 80% the width of the building wall or specific surface plane upon which it is displayed.
- c. Wall-mounted cabinet signs exceeding 10 square feet in area are prohibited unless such cabinet sign utilizes a figurative design.
- d. For multi-story buildings, wall signs may only be placed on the bottom and top floors.

12. Window Signs:

- a. Signs, including both permanent and temporary, shall not exceed 25% of the total area of the window through which such signs are located.
- b. Window signs shall only be displayed in first floor windows.
- c. Permanent window signs may be illuminated but may not be animated or utilize an electronic message display. Signs must utilize materials and colors consistent with the building in which the signs are displayed.

C. INDUSTRIAL DISTRICTS: Signs within Industrial Districts (I-1, I-2 and Industrial PADs) shall comply with the following applicable restrictions. Additionally, any development of three or more businesses shall be required to submit a Comprehensive Sign Package for review and approval subject to the provisions of Article 7-10 (Special Sign Areas) of this Ordinance.

1. Directional Signs:

- a. One sign shall be permitted at each driveway onto a public street and at each major internal intersection.
- b. The maximum sign copy area shall be six square feet.
- c. The maximum height shall be three feet.
- d. Directional signs shall not be located within the sight visibility triangle of any driveway.
- e. Directional signs along designated, internal truck routes shall not exceed an area of 12 square feet or height of six feet. Signs shall utilize a monument base with a width at least 50% the width of the sign and the sign shall be architecturally compatible with the design of the other onsite monument signs.

2. Directory Signs:

- a. One sign shall be permitted for each multi-tenant building onsite.
- b. Signs shall not exceed an area of 18 square feet or height of six feet.
- c. Signs shall only be located in pedestrian areas adjacent to the main building entrance.

3. Monument Signs:

- a. One monument sign for each driveway onto a public street and at each public street intersection.
- b. The minimum distance between monument signs on the same street shall be 150 feet.
- c. The maximum height shall be eight feet and the maximum copy area shall be 32 feet. Within a unified industrial development containing three or more businesses, the maximum height shall be 12 feet and the maximum copy area shall be 48 square feet.
- d. The base of the monument sign shall have an aggregate width at least 50% the width of the sign.
- e. Street address numerals shall be provided on all monument signs located along the street to which the address numbering applies, in a contrasting color and/or material from the color and material used for the background for the numerals on the sign. Numerals shall be sized in accordance with the International Fire Code, as amended.

f. A monument sign may utilize one electronic message display per side, in accordance with the following guidelines:

- (1) An electronic message display may occupy up to 50% of the allowable sign area of the monument sign or 24 square feet, whichever is less.
- (2) The electronic message display shall have static displays. The display of video, animation, or special effects, such as traveling, scrolling, fading, dissolving, and bursting, shall be prohibited. No sound may be emitted by the display.
- (3) Static displays shall not be changed more than once every eight seconds. Change of display shall occur through an immediate transition.
- (4) The electronic message display shall include a sensor or other device that automatically reduces the brightness of the display during low-light conditions. Display brightness shall not exceed 300 nits from dusk till dawn.
- (5) The electronic message display shall be shut off between 10 PM and sunrise when such display is located within 150 feet of a single-family residential zoning district.
- (6) Should the electronic message display malfunction, the display shall be shut off until such time that repairs have been completed to restore the electronic messaging system.
- (7) The use of the electronic message display for off-site advertising is prohibited.

4. Wall Signs:

- a. Wall signs shall be permitted on the exterior walls of the space occupied by the business in accordance with the following guidelines:
  - (1) One building elevation: one square foot of sign area for each linear foot of building frontage or 35 square feet, whichever is greater.
  - (2) All other elevations: one-half (1/2) square foot of sign area for each linear foot of respective building frontage.
- b. Signage shall not extend horizontally a distance greater than 80% the width of the building wall or surface plane upon which it is displayed.

- c. Wall-mounted cabinet signs exceeding 10 square feet in area are prohibited unless such cabinet sign utilizes a figurative design.
  - d. For multi-story buildings, wall signs may only be placed on the bottom and top floors.
- 5. Window Signs:
  - a. Signs, including both permanent and temporary, shall not exceed 25% of the total area of the window through which such signs are located.
  - b. Window signs shall only be displayed in first floor windows.
  - c. Permanent window signs may be illuminated but may not be animated or utilize an electronic display. Signs must utilize materials and colors consistent with the building in which the signs are displayed.

**D. FREEWAY PYLON SIGNS.**

- 1. In addition to the findings required for approval of a Use Permit as specified in Sections 1-3-2 and 4-2-9 of the Zoning Ordinance, a freeway pylon sign may be approved only upon a finding by the City Council that such freeway pylon sign is also consistent with the provisions of this Article 7 (Sign Regulations).
- 2. An existing freeway pylon sign shall not be modified, altered, or enlarged unless such change is also deemed consistent with the provisions set forth in this Article 7 (Sign Regulations).

**ARTICLE 7-10 SPECIAL SIGN AREAS**

- A. COMPREHENSIVE SIGN PACKAGES.** The purpose of a Comprehensive Sign Package is to provide a comprehensive and coordinated approach to the design of signage that exhibits superior quality and effective messaging. In recognition of the benefits of cohesive and comprehensive sign design, modifications to the requirements provided in this Ordinance may be appropriate within a Comprehensive Sign Package.
- 1. Any commercial, industrial, non-residential use in a residential zoning district, or mixed-use development containing three or more buildings or businesses and all Planned Area Developments (PADs) shall be required to prepare and submit a Comprehensive Sign Package for review and approval prior to the issuance of individual sign permits.
  - 2. The Zoning Administrator, or designee, shall process an application for a Comprehensive Sign Package in accordance with the procedures and time frames outlined in the city of Goodyear Administrative Process Manual. A Comprehensive



Sign Package that is in compliance with all of the requirements provided in this Article may be approved by the Zoning Administrator after review and approval by the Development Review Committee. A Comprehensive Sign Package that proposes modifications to the requirements provided in this Article shall be reviewed and approved by the Planning and Zoning Commission and City Council.

3. All Comprehensive Sign Packages shall provide for unified signage throughout the development that is complementary to and integrated with the architectural design and character of the buildings within the development. The Comprehensive Sign Package shall describe and illustrate the locations, heights, sizes, colors, function, materials, design, illumination and all other elements of all proposed signs within the development.
4. Comprehensive Sign Packages shall be evaluated based upon the following criteria:
  - a. Size and Height: The Comprehensive Sign Package shall demonstrate that all proposed signage is no larger than necessary for sufficient visibility and legibility. Factors to be considered in determining allowed size and height may include, but are not limited to, topography, traffic volumes, traffic speeds, visibility ranges, copy size and impact on adjacent property.
  - b. Location and Orientation: Signs should be located and oriented to allow sufficient visibility and legibility for pedestrian and vehicle traffic. Factors that may be considered in reviewing the appropriateness of the sign location and orientation may include, but are not limited to, location relative to the surrounding streets and land uses, traffic volumes and access points, visibility angles and topographic features.
  - c. Design, Colors and Materials: Signs proposed under the Comprehensive Sign Package shall be harmonious with and enhance the architecture and theme of the specific development in which the signs are located. Compatibility with the specific development shall include the use of complementary colors, materials and architectural style.
  - d. Surrounding Land Uses: Signs shall not adversely impact adjacent land uses, especially adjacent residential land uses. The Comprehensive Sign Package shall demonstrate the measures that will be taken to ensure the proposed signage will not adversely impact adjacent land uses in terms of lighting, size, location and orientation.
5. All amendments to an approved Comprehensive Sign Package shall be processed in accordance with the following procedures:
  - a. Minor Amendments: Minor amendments shall include any change that does not increase the number of signs nor increase the size or height of any sign beyond what was approved under the original Comprehensive Sign Package or any

change that adheres to the provisions of this Article. Minor amendments shall be approved administratively by staff.

- b. Major Amendments: Major amendments shall be defined as those amendments not meeting the criteria set forth above to qualify as a minor Comprehensive Sign Package amendment. Major amendments shall be processed and approved in the same manner as the initial Comprehensive Sign Package submittal.
6. After approval of a Comprehensive Sign Package, or an amended sign package, no sign shall be erected, placed, painted, or maintained, except in accordance with such package, and the package may be enforced in the same way as any provision of this Article.
7. The owner of a premise with a Comprehensive Sign Package approved before the effective date of this amended Article shall continue to implement the sign package pursuant to the original sign package.

~~B. MCDOWELL ROAD BUSINESS AND ENTERTAINMENT DISTRICT. The intent of the District is to promote the development of the area as a regional hub of activity within the City of Goodyear. Commercial properties within the District may develop signage in accordance with the supplemental sign regulations as established in Article 9-2 (McDowell Road Business and Entertainment District) of the Zoning Ordinance.~~

**ARTICLE 7-11 PROHIBITED SIGNS.** Any sign not specifically listed as being permitted by this Ordinance is prohibited, including, but not limited to, the following:

1. Any sign bearing content or conveying a message that is not protected by the First Amendment to the United States Constitution or any corollary provisions in the Arizona Constitution.
2. Billboards.
3. Signs attached to any utility pole or structure, street light, traffic signal, tree, fence, fire hydrant, bridge, park bench or other location on City-owned property, rights-of-way or other public property.
4. Signs affixed to any vehicle, except as provided in Article 7-9 (Temporary Signs).
5. Off-site signs.
6. Electronic message displays, reader panel signs, and signs that are animated or audible, rotate or have intermittent or flashing illumination or emit audible sound or visible matter except as otherwise allowed in this Article.
7. Banners, flying banners, pennants, wind-driven spinners, streamers, balloons, flags, search lights, strobe lights, holographic projections, laser light displays, beacons,

and inflatable signs, except as otherwise provided in Article 7-9 (Temporary Signs).

8. Roof signs.
9. Signs displayed in a manner or location that prevent free ingress and egress from a door, window or other exit.
10. Portable signs and/or temporary signs except as otherwise provided in Article 7-9 (Temporary Signs).
11. Signs displayed in a location prohibited by this Ordinance.
12. Directional signs, except as otherwise provided for in this Article.
13. Pole signs over six feet in height.
14. Nonconforming signs other than legal nonconforming signs.

## **~~ARTICLE 9-2 MCDOWELL ROAD BUSINESS AND ENTERTAINMENT DISTRICT~~**

~~———— 9-2-1 Purpose~~

~~———— 9-2-2 Applicability~~

~~———— 9-2-3 Supplemental Sign Regulations~~

### **9-2-1 PURPOSE**

~~The purpose of this District is to promote the development of a specified part of the McDowell Road corridor as a regional hub of employment, commercial and entertainment uses. Because of the unique features of this mixed-use area and the regional nature of the uses, it is appropriate to create an Overlay District to ensure that development occurs in accordance with the City's intent for the area.~~

### **9-2-2 APPLICABILITY**

~~A. — The Overlay District shall apply to developments having frontage along McDowell Road between North 145<sup>th</sup> Avenue on the east and North Sarival Avenue on the west.~~

~~B. — Land use regulations and development standards applicable to this Overlay District shall be those of the underlying zoning districts, except to those regulations that may be specifically modified by this Article.~~

~~C. — If any regulations in this Overlay District are in conflict with requirements of the underlying zoning districts, the regulations in this Overlay District shall prevail.~~

### **9-2-3 SUPPLEMENTAL SIGN REGULATIONS**

~~A. To promote the intent of the District as a regional hub of activity, properties zoned C-2, General Commercial, or Planned Area Developments with underlying C-2, General Commercial, zoning may utilize monument signs with the following elements:~~

~~1. Electronic Message Display:~~

- ~~a. A monument sign may utilize one electronic message display per side through approval of a major amendment to the Comprehensive Sign Package for that development or, if no Comprehensive Sign Package exists, then through the approval of a new Comprehensive Package for the development.~~
- ~~b. An electronic message display may not occupy more than 50% of the allowable sign area of the monument sign.~~
- ~~c. The electronic message display shall be static. The display of video, animation, or special effects, such as traveling, scrolling, fading, dissolving, and bursting, shall be prohibited.~~
- ~~d. Static displays shall not be changed more than once every eight seconds. Change of copy shall occur through an immediate transition.~~
- ~~e. The message display shall include technology to control and vary the intensity of lighting depending on the amount of the ambient light that is present. The intensity of the lighting shall not exceed 300 nits from dusk till dawn.~~
- ~~f. The electronic message display shall be shut off between the hours of 11 PM and sunrise when such display is located within 150 feet of a single family dwelling.~~
- ~~g. Should the electronic message display malfunction, the display shall be shut off until such time that repairs have been completed to restore the electronic messaging system.~~
- ~~h. The use of the electronic message display for off-site advertising is prohibited.~~
- ~~i. The standards of this section do not apply to freeway pylons. All modifications to freeway pylon signs shall be made in conformance with Section 4-2-9 of the Zoning Ordinance.~~