



City of Goodyear

Meeting Minutes

City Council Work Session

Meeting Location:
Goodyear Justice Center
14455 W. Van Buren St.,
Suite B101
Goodyear, AZ 85338

Mayor Georgia Lord
Vice Mayor Sheri Lauritano
Councilmember Joanne Osborne
Councilmember Joe Pizzillo
Councilmember Wally Campbell
Councilmember Bill Stipp
Councilmember Sharolyn Hohman

Monday, April 24, 2017

5:00 PM

Goodyear Justice Center

1 CALL TO ORDER

Mayor Lord called the Work Session to order at 5:02 p.m.

2. ROLL CALL

Councilmember Stipp was not present for the Work Session.

Present 6 - Mayor Lord, Vice Mayor Lauritano, Councilmember Osborne, Councilmember Pizzillo, Councilmember Campbell, and Councilmember Hohman

Absent 1 - Councilmember Stipp

Staff Present: City Manager Brian Dalk, City Attorney Roric Massey, and City Clerk Maureen Scott

3. AGENDA ITEMS FOR DISCUSSION:

[17-5968ws](#)

City Council will receive an update on the proposed amendments to the City of Goodyear Sign Ordinance and provide staff with comments and guidance concerning sign regulation within the City.

Steve Careccia, Planner III, provided a high level review of proposed changes to the Sign Ordinance.

Review of changes:

- >Address "Reed v Gilbert" to ensure content neutrality
- >Uniform and consistent administration of regulations
- >Address commercial and noncommercial speech (not favor one over the other)
- >Looks for ways to allow additional signage opportunities

Article 7-1 Purpose:

- >Added new provisions to express protection of noncommercial speech
- >Substitution of message so as to not favor any one type of speech

Article 7-2 Definitions

- >Defines terms specific to signs
- >Added/Revised/Removed several definitions
- >New and/or revised:
Awning sign, Business, Commercial sign, Electronic message display, Flying banner, Governmental Sign, Inflatable Sign, Lawn or Yard Sign, Legal Nonconforming Sign, Noncommercial sign, Permanent sign, Vehicle Sign
- >Removed:
Balloon, Future Development sign, Garage Sale sign, Grand Opening sign, Ideological sign, Interim Business Identification banner, Open House Directional sign, Political sign, Real Estate sign, Special Event sign

Article 7-3 Requirement of Permit**Article 7-4 Requirement of Conformity**

- >Standard procedural sections
- >Permit required for permanent signs & some temporary signs
- >No major changes

Article 7-5 Exemptions

- >Signs & objects not subject to regulation
(i.e. government signs, noncommercial flags)
- >Reduce number of exemptions
- >Ensure regulations consistently & uniformly applied
- >No sign permit needed for routine maintenance, replacement or required relocation

Article 7-6 General Sign Regulations

- >Design and location standards
- >No illuminated signs facing/abutting residential
- >No private signs in public rights-of-way or on other city-owned properties
- **Speech allowed in traditional public forums
- **Political signs in ROW cannot be removed per State Statutes

Article 7-7 Sign Area and Height

- >Methods for determining sign area and height
- >No significant changes
- >Measuring height of ground signs
- **From road when within 30 feet of street to help with visibility
- **From adjacent ground otherwise

Article 7-8 Permitted Signage by Zoning District

- >Residential, Commercial, and Industrial
- >Establishes sign types permitted in each district
(Wall, monument/ground, awning, directional, directory, shingle, window)
- Permitted Signage by Zoning District - Residential
- >Reader panels allowed only for certain uses removed (reduce favoritism)
- >Potential for more monument signs (now one per driveway)

- >Moved subdivision signage to residential section
- >Larger subdivision entry monument (32 SF)
- Permitted Signage by Zoning District - Commercial
- >Larger monument signs (12' & 48 SF)
- >Potential for more monument signs (one per driveway)
- >Reduced separation to 150'
- >Minimum wall sign area established (35 SF)
- >Directional signs & internal monument signs
- >Menu boards

Permitted Signage by Zoning District - Industrial

- >Larger monument signs (12')
- >Potential for more monument signs (per driveway)
- >Larger directional signs for truck traffic

Article 7-9 Temporary Signs

- >Signs not requiring a permit
 - **Yard signs, sign walkers, window signs
 - **Ensure opportunities for speech
- >Signs requiring a permit
 - **Portable signs, construction, grand opening or special events
 - **Ensure opportunities for temporary signage
- >Political signs in ROW
 - **Addressed by State Statute
 - **Allowed on private property via yard signs, window signs

Article 7-10 Special Sign Areas

- >Comprehensive Sign Packages
 - **Unified & complementary signage
 - **Propose to keep existing process
- >McDowell Road Business & Entertainment District
 - **Electronic message displays
 - **Standards proposed in draft Article 9-3

Article 7-11 Prohibited Signs

- >Signs not permitted
 - **Unprotected speech such as obscenities, defamation & fighting words
 - **Off-site signs
 - **Billboards
 - **Electronic message displays (except in proposed McDowell Road District)

Article 7-12 Nonconforming and Unsafe Signs

- >Procedures for dealing with signs not meeting current code
- >Routine maintenance & repair okay
- >Long term goal to bring signs into compliance
- >Unsafe signs must be fixed

Article 7-13 Violations**Article 7-14 Appeals****Article 7-15 Conflicts and Severability**

- >Owner responsible for ensuring sign compliant with code
- >Appeals of sign permit to Zoning Administrator, then to BOA
- >Constitutional issues heard by hearing officer

Summary of Changes:

- >Generally more signage will be permitted
- >Larger signs will be permitted
- >Maintain quality
- >Content neutrality - especially noncommercial speech
- >Consistent application of regulations
- >Electronic message displays in McDowell Road District

Council Discussion and Questions:**>Non-conforming signs vs. maintenance signs - how do we address broken down signs?**

Careccia said updating signs doesn't require a permit. If the sign is changing, then a permit is required.

>If a sign is deteriorating, is there anything in our permitting that requires businesses to update their signs? Christopher Baker, Development Services Director, said that if it is a property maintenance issue, Code Compliance goes out to talk to the owner about the sign. The city will work with the owner about giving them time to update and fix the sign. If it is a safety issue, then they will be more proactive in making sure the sign is fixed.

>Received comments that there is some non-conformity in the regulations. There are businesses that follow the rules and others that don't. We need to make sure that there is consistency with everyone.

>Discussed guidelines for window wrapping. Feels that business owners should be able to do what they want when dressing their windows.

>From an esthetics standpoint, if a sign is deteriorating, then something needs to be done right away.

>Would like to see the complete sign ordinance.

>Asked if realtors need a permit when putting up "for sale" signs. Careccia said that realtor signs do not need a permit.

>The large kiosk signs for home builders are hard to read. Katie Wilken, Planning Manager, said the residential kiosk signs are maintained by a third party company and the city doesn't review the panels. It is up to the specific home builder to update the kiosk signs. All of those signs are in the process of being refreshed, and they will be updated in the near future.

>Asked who is responsible for taking old business names off the monument signs.

Careccia said that the sign owner would be responsible for updating those.

>What is a reader panel? Careccia responded that these are signs where letters are added individually such as at schools or churches.

>What has to be done for a business to add another sign? Careccia said they would have to review what the owner wants to do. Staff would look at the comprehensive sign package for the

area to make it consistent with other signs in the area.

>Asked about sail (flying banner) signs. Careccia said staff is proposing not allowing sail signs. They are inexpensive and don't last very long. They tear easily and don't look as good over time.

>Some shopping areas don't have much visibility.

>Asked that we consider limiting sail signs to 120 days.

>Small businesses need them to attract business, especially the buildings that are hidden from the main street.

>Look into possibly allowing sail signs in certain areas.

>Doesn't have a problem with the sail signs as long as they don't distract or obstruct traffic.

>Doesn't like the sail signs.

>Glad that we are changing the guidelines to have more and better signage for businesses.

>We need to be consistent throughout the city in how we define commercial centers.

>There has to be a way to accommodate a reasonable amount of days for businesses to have the sail signs.

>Asked staff to work with businesses on their signs so they don't get discouraged.

>Thanked staff for updating the sign code to make it better for businesses.

4. INFORMATION ITEMS

None.

5. ADJOURNMENT

There being no further business to discuss, Mayor Lord adjourned the Work Session at 5:55 p.m.

Maureen Scott, City Clerk

Georgia Lord, Mayor

Date: _____