

ORDINANCE NO. 3316

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, AMENDING SUBSECTION 39-9.18 OF SECTION 39-9, CHAPTER 39 (SIGN CODE) OF THE CHANDLER CITY CODE, RELATIVE TO THE STANDARDS AND REQUIREMENTS FOR DOWNTOWN STOREFRONT SIGNAGE WITHIN THE CITY CENTER ZONING DISTRICT (CCD).

WHEREAS, In accordance with A.R.S. 9-462, the legislative body may adopt by ordinance, any change or amendment to the regulations and provisions as set forth in the Chandler Zoning Code; and,

WHEREAS, this amendment, including the draft text and map has been published as an 1/8-page display ad in a local newspaper with general circulation in the City of Chandler, giving fifteen (15) days notice of time, place and date of public hearing; and

WHEREAS, a public hearing was held by the Planning and Zoning Commission as required by the Zoning Code, on November 7, 2001;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Chandler, Arizona, as follows:

SECTION I. Subsection 39-9.18, of Section 39-9, Chapter 39, Chandler City Code, is hereby amended to read as follows:

39-9.18 CCD – City Center District

A. General Requirements.

1. No sign shall be permitted which does not correctly identify the occupancy, services, or types of products offered, within the business premises.
2. All signs shall be free of labels and manufacturer's advertising except as specified in Chapter 39, Section 39-7.12 of this Code.
3. For those installations involving paint applied to a sign board, all copy and borders shall be applied with a high quality acrylic latex and primer, in accordance with manufacturer's recommendations.
4. Only business identification signage which is surface-mounted may be permitted on the side or rear elevation of a building, provided however, that such elevation is improved in an architectural manner similar to the front elevation of the building. The design of such signage shall comply with the standards and requirements for surface-mounted signs above the colonnade as set forth in Chapter 39, Section 39-9.18. B.1 of this Code.
5. All signage materials, including sign boards and letter styles, shall to the extent possible, replicate the historic look of signage consistent with the Early Twentieth Century commercial architecture of buildings within the City Center District (CCD), as described in Chapter 35, Section 3204(h) of this Code.
6. All surface-mounted signage, whether above or below the colonnade, shall be manufactured as individual letters, or be manufactured as a sign board which may then be mounted onto the building wall surface. No signage shall be painted directly onto the exterior wall surface of any building above or below the colonnade, except for window graphics.
7. Surface-mounted signage above the colonnade shall be the only type of signage permissible for internal illumination by the business owner or building owner. Indirect lighting for surface-

mounted signage above or below the colonnade, wherein such lighting is not provided by the City, shall be prohibited.

8. Raceways may be used for the purpose of electrifying individual letters constituting a surface-mounted sign above the colonnade. If used, such raceway shall be mounted behind the letters only, and painted to match the building.
 9. Sign copy and borders may be any color; background colors shall either match, or otherwise complement, the building color. If used, sign borders shall be a maximum four (4) inch width.
 10. A corporate logo for the business occupant only, may be permitted for any sign type, provided however, such logo does not occupy more than twenty-five percent (25%) of the maximum allowable sign face area.
 11. As provided herein, sign boards shall either be: two (2) inch thick solid redwood sandblasted to a depth of 3/8 inch to 1/2 inch, or a manufactured facsimile thereof; or other fabrication of metal or other materials that achieve a two (2) inch thickness and provides exterior durability.
 12. As provided herein, the use of neon as a means of illumination, whether internal or external to a sign face, shall be permitted at the rate not to exceed one (1) such sign above the colonnade per business occupant.
 13. Any sign installation for which a City of Chandler building permit was issued prior to the effective date of these regulations, which subsequently becomes non-conforming to these regulations as defined in Chapter 39, Section 39-3 of this Code, may continue in existence in the manner provided for in Chapter 35, Section 39-5 of this Code.
 14. For any sign proposed to overhang any portion of the public right-of-way, a separate building permit shall be required in accordance with the standards and requirements of the Uniform Building Code as adopted by the City of Chandler, and an encroachment permit shall be required in accordance with Chapter 46 of the Chandler City Code.
 15. All signs shall be maintained in a "like new" condition.
- B. Design Requirements. All or any combination of the following sign types may be permitted for each business use, in conformance with the standards and requirements set forth herein.
1. Surface-Mounted Signage Above the Colonnade:
 - a. For signs comprising one (1) line of copy, no letter or logo shall exceed twenty-four (24) inches in height; for signs comprising the maximum allowable two (2) lines of copy, the combined height of both lines of copy together with the space between lines, shall not exceed thirty-six (36) inches of height. Length of said signs shall not exceed eighty percent (80%) of the storefront width.
 - b. Signs may be mounted flush, angled, bowed, or perpendicular to the wall surface, and where possible, be centered horizontally over the storefront. Irrespective of the method used for mounting, no sign shall extend above the top of the wall parapet, nor be mounted on any roof or roof fascia. No sign shall extend more than four (4) ft. from the exterior face of the building wall, and no sign shall overlap any window, door, or architectural feature. Maximum sign face area for any sign mounted perpendicular to the exterior face of the building wall shall be twenty-four (24) sq. ft.
 - c. Signs may be illuminated by internal sources, including reverse pan channel techniques. Any use of neon lighting, mounted to the exterior surface of letters or logo, shall be single tube only. In no event shall any flashing, blinking, rotating, or light motion implying movement be permitted.

- d. Signs shall be limited to business identification name and logo only; services, products, and business slogans shall be prohibited.
 - e. No more than one (1) sign per business occupant shall be permitted.
2. Surface-Mounted Signs Below the Colonnade:
- a. Signs may be mounted flush, angled, bowed, or perpendicular to the wall surface, and where possible, be centered horizontally within the storefront. No sign shall extend more than four (4) ft. from the exterior face of the building wall, with not less than nine (9) ft. vertical clearance measured from the bottom of the sign face to the finished sidewalk grade.
 - b. Maximum sign face area for a flush mounted sign shall be determined by the extent of continuous flat wall surface while maintaining a minimum two (2) inch distance from any door trim, window trim, wall pop-out, or other architectural feature that constitutes a change in exterior wall plane. Maximum sign face area for any sign mounted perpendicular from the exterior face of the building wall shall be seven (7) sq. ft.
 - c. No sign shall overlap any door, window, or architectural feature, nor shall any signage be placed above any window(s).
 - d. Signs shall be limited to business identification name and logo only; services, products and business slogans shall be prohibited.
 - e. The maximum number of signs permitted shall not exceed the ratio of one (1) sign per twenty (20) feet of storefront or portion thereof.
3. Colonnade Hanging Signs
- a. If used, a colonnade hanging sign shall be a sign board centered between, and in the same plane as, the columns of the colonnade, with a minimum of two (2) ft. six (6) inches horizontal clearance from any column, and a minimum nine (9) ft. vertical clearance from the finished sidewalk grade.
 - b. Maximum sign face area shall not exceed sixteen (16) sq. ft.
 - c. Signs shall be limited to business identification name and logo only; services, products, and business slogans shall be prohibited.
 - d. Not more than one (1) colonnade hanging sign per business occupant shall be permitted.
 - e. Colonnade hanging signs shall not be illuminated by any means beyond that which is provided by the City.
 - f. Except for temporary signs as otherwise permitted in accordance with Chapter 39, Section 39-10 of this Code, no sign other than a colonnade hanging sign installed in the manner specified in this subsection, shall be hung or attached to the colonnade.
4. Window and Door Signs
- a. Maximum sign face area, as measured by an enclosed rectangular perimeter around the sign, shall not exceed twenty-five percent (25%) of the window or door surface, excluding transoms.
 - b. Signs may be painted on, adhered to, or suspended behind the glass door or window surface. No sign(s) shall be placed on, or mounted in front of, any transom window(s).
 - c. Signs may be illuminated by the tenant inside the glass door or window, including the use of neon; provided, however, that neon shall not be used to outline any window.
 - d. Signs permitted may include business identification, including logo and hours of business, as well as the products and services offered therein. Neon may only be used for the business

name, logo, and an "open/closed" sign; the use of neon for identifying products and services, hours of operation, business slogans, and other elements shall be prohibited.

- 5. Banners placed above the colonnade, for any purpose, shall be permitted for a maximum period of thirty (30) days.

SECTION II. Except where provided, nothing contained herein shall be construed to be an abridgment of any other ordinance of the City of Chandler.

INTRODUCED AND TENTATIVELY APPROVED by the City Council this 15th day of November 2001.

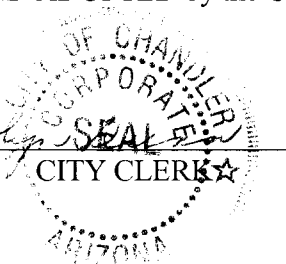
ATTEST:

 Carolyn Duesse
CITY CLERK

Jeff LeBlanc
MAYOR

PASSED AND ADOPTED by the City Council this 10th day of December 2001.

ATTEST:

 Carolyn Duesse
CITY CLERK

Jeff LeBlanc
MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Ordinance No. 3316 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the 10th day of December 2001, and that a quorum was present thereat.

Carolyn Duesse
CITY CLERK

APPROVED AS TO FORM:

Dennis M. O'Neill
CITY ATTORNEY

PUBLISHED:

12/20/01
1/2/02