



**Chandler • Arizona**  
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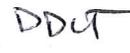


**MEMORANDUM                      Transportation & Development - PZ Memo No. 12-108**

**DATE:**            NOVEMBER 1, 2012

**TO:**                PLANNING AND ZONING COMMISSION

**THRU:**            R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR  
                  JEFF KURTZ, PLANNING ADMINISTRATOR   
                  KEVIN MAYO, PLANNING MANAGER 

**FROM:**            DAVID DE LA TORRE, AICP, PRINCIPAL PLANNER 

**SUBJECT:**        ZCA12-0003 MONUMENT SIGN TENANT PANELS

Request:            Amend Section 39-9.16 (Sign Code) of the Chandler City Code

Applicant:         City of Chandler

**RECOMMENDATION**

Finding consistency with the General Plan and the recommendations from the Mayor's 4-Corner Retail Committee, Staff recommends approval.

**BACKGROUND**

Earlier this year, the Mayor's 4-Corner Retail Committee examined aging commercial areas and made several recommendations for revitalizing those areas. Recommendation #5 from the Committee's final report stated that the City should examine its sign code and look for potential revisions in the City's designated redevelopment areas that will assist in helping current tenants to survive and/or to obtain new tenants. Included in the recommendation were the following comments:

- There should be more flexibility for projects in targeted redevelopment areas, including an increase in the allowable number of tenant panels on monument signage.
- Allowing additional monument signage and/or panels may be a better long-term solution than temporary banners and /or the A-frame signs that tend to be prevalent in these areas.
- Currently, a request to increase the number of tenant panels on a monument sign requires a PAD amendment process. The committee recommends more staff flexibility to make these decisions.

In response to these recommendations, Staff has prepared the attached City Code amendment that will allow administrative approval for up to four tenant panels on existing shopping center monument signs. This is an increase from a maximum of two tenant panels that are currently allowed by City Code. The proposed code amendment would be applicable to any existing shopping center monument sign, regardless of underlying zoning (e.g. C-1, C-2, C-3 or PAD).

As proposed, the increase in tenant panels would only be allowed when the existing monument sign is enhanced with a higher level of design. A higher level of design could include but is not limited to the following:

- Increasing architectural integration with buildings in the center
- Adding tenant panel names with individual three-dimensional letters
- Enhancing landscaped setting around the sign
- Upgrading quality materials
- Eliminating cabinet panels

The maximum height of monument signs would be increased from 6-feet to 8-feet, allowing 1 additional foot in height per tenant panel. The only exception to the increased height would be for service (gas) station price signs, which typically do not contain multiple tenant panels.

New shopping centers that have not yet been built and shopping centers that request more than four tenant panels on monument signs, may continue to seek approval through Planned Area Development (PAD) zoning and/or Preliminary Development Plan (PDP) applications to be reviewed by Planning Commission and approved by City Council.

### **DISCUSSION**

As stated by the Mayor's 4-Corner Retail Committee, Staff believes that the increased number of tenant panels will help aging shopping centers be more successful by retaining and attracting tenants. At the same time, the higher level of design will help improve the aesthetic quality of those shopping centers, which are consistent with the following Objectives from the General Plan:

- Encourage small, local neighborhood businesses to reinvest in image improvements (p. 58)
- Focus on neighborhood beautification, landscape themes (p. 58)
- Consider infill and neighborhood revitalization as priorities for central Chandler growth, particularly in downtown and in the Arizona Avenue Corridor (p. 48)
- Support neighborhood revitalization through development incentives and techniques (p. 52)

### **PUBLIC NOTIFICATION**

- The request was noticed in accordance with Arizona Revised Statutes; hearing dates for the Planning Commission and City Council, as well as the complete text of the draft Code amendment have been published in an eight-page newspaper ad at least fifteen days prior to the first required public hearing.

- Notices containing a website link to view an print the proposed amendment were mailed to approximately 150 stakeholders consisting of current PDP sign amendment applicants, developers, zoning attorneys, architects, and contractors that have been associated with developments in Chandler within the last two years.
- Electronic notices were sent to the following professional organizations for review and comment: Chandler Chamber of Commerce, Downtown Chandler Community Partnership, Valley Partnership, and the Arizona Chapter of the NAIOP Commercial Real Estate Association.
- To date, Staff has received three responses from stakeholders, all of which have been in support of the proposed amendment.

#### **RECOMMENDED ACTION**

Planning Staff, upon finding consistency with the General Plan and the recommendations from the Mayor's 4-Corner Retail Committee recommends approval of ZCA12-0003 MONUMENT SIGN TENANT PANELS.

#### **PROPOSED MOTION**

Move to recommend approval of amending Section 39-9.16 of the Chandler City Code as presented in case ZCA12-0003 MONUMENT SIGN TENANT PANELS as recommended by Staff.

#### **Attachments**

1. Draft Ordinance

DRAFT ORDINANCE NO. 4411

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, AMENDING SECTION 39-9.16.C, CHAPTER 39, CODE OF THE CITY OF CHANDLER; RELATING TO SHOPPING CENTER MONUMENT SIGN TENANT PANELS;

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, 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, date and place of public hearing; and,

WHEREAS, a public hearing was held by the Planning and Zoning Commission as required by the Zoning Code, on November 20, 2012;

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

SECTION I. Section 39-9.16.C, of Chapter 39, of the Chandler City Code, is hereby amended to read as follows:

- C. Freestanding identification signs for shopping centers and other multitenant commercial and industrial sites shall be subject to the following standards:
1. One (1) detached identification sign per arterial street, not to exceed one (1) square foot of sign face area for each linear foot of business frontage. Where the property has an excess of three hundred (300) feet of frontage along an arterial street, one (1) additional sign may be erected along such frontage, not to exceed two (2) signs per frontage and located not less than three hundred (300) feet apart.
  2. Maximum sign height shall not exceed six (6) feet, except for shopping centers under the following circumstances:

No more than one (1) sign with a maximum fourteen-foot height shall be permitted for centers located at the corner of two (2) major arterials, and a maximum ten-foot height shall be permitted for centers at all other locations. Signs with four (4) occupant names as permitted in paragraph three (3) below shall not exceed eight (8) feet in height. In no instance shall any sign located at the street corner of the site, or located less than one hundred fifty (150) feet from the corner along either frontage, exceed a maximum six (6) eight (8) feet in height, except for service station price signs which shall not exceed six (6) feet in height.

3. Each identification sign as permitted herein shall feature no more than two (2) occupant names, irrespective of an occupancy being a major or minor tenant within the center, and whether located as part of the main building complex or as an independent building pad. Notwithstanding the foregoing, identification signs enhanced with a higher level of design may be eligible for an additional two (2) occupant names for a total of no more than four (4) occupant names per identification sign. Higher levels of design may include but not be limited to:

- Increasing architectural integration with buildings in the center
- Adding tenant panel names with individual three-dimensional letters
- Enhancing landscaped setting around the sign
- Upgrading quality materials
- Eliminating cabinet panels

One (1) or more of the permitted identification signs may also include, or feature exclusively, any generic name as may be chosen for the center; however, each sign need not identify the same occupant name(s). In addition, any identification sign located at the street corner of the site, featuring only the generic name of the center and not a tenant name, may be exempted from the maximum number of signs allowed along the street frontage.

4. Signage on gas canopies shall be limited to users (oil company) logo sign only.

INTRODUCED AND TENTATIVELY APPROVED by the City Council of the City of Chandler, Arizona, this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

ATTEST:

\_\_\_\_\_  
CITY CLERK

\_\_\_\_\_  
MAYOR

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this \_\_\_\_\_ day of \_\_\_\_\_, 2012.

ATTEST:

\_\_\_\_\_  
CITY CLERK

\_\_\_\_\_  
MAYOR