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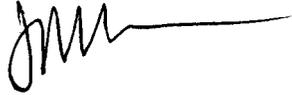
Chandler • Arizona
Where Values Make The Difference

MEMORANDUM **Planning & Development - CC Memo No. 07-310**

DATE: DECEMBER 31, 2007

TO: MAYOR AND CITY COUNCIL

THRU: W. MARK PENTZ, CITY MANAGER 
DOUG BALLARD, PLANNING & DEVELOPMENT DIRECTOR 
JEFF KURTZ, ASSISTANT PLANNING & DEVELOPMENT DIRECTOR 
BOB WEWORSKI, PLANNING MANAGER 

FROM: JODIE M. NOVAK, MEP, SENIOR CITY PLANNER 

SUBJECT: ZCA07-0002 CITY OF CHANDLER / ARTWORK IN COMMERCIAL DEVELOPMENTS
Introduction and Tentative Adoption of Ordinance No. 3997

Request: Amend Chapter 35 (Zoning Code) of the Chandler City Code, Section 35-1902(8)(e) and Section 1902(8)(g) pertaining to artwork in commercial developments

Applicant: City of Chandler (City Initiative)

SUMMARY/RECOMMENDATION

Upon finding consistency with the Chandler General Plan, Planning Commission and Staff recommend approval of a Zoning Code amendment as set forth in the attached (Exhibit "A"), pertaining to artwork in commercial developments.

BACKGROUND

This request was continued from the December 13, 2007 City Council meeting to the January 17, 2008 City Council meeting to further refine the language of the ordinance. Staff has revised language to include more details on the type of artwork for shopping centers, office, and commercial centers. The artwork requirement applies to requests for rezoning. Planning staff, Planning & Zoning Commission, and City Council will review artwork at the time of Preliminary Development Plan (PDP). A PDP amendment request would activate the artwork requirement.

The City Council Goals and Priorities for 2007-2008 includes a strategic goal titled "A Model of Transformation - Anticipate and plan for transitioning from a purely suburban community to one with central-city-like characteristics." This goal includes to "Review and revise policies to encourage art to be included in private development" with the revision and possible amendment

of the Zoning Code to encourage artwork such as sculptures and murals to be included as a part of commercial developments.

In achieving this goal, the Planning Department recommends amending the Zoning Code by modifying existing language in the Zoning Code regarding public artwork. The amendment changes public artwork from an optional to required design standard for commercial architectural quality standards. Currently, the Zoning Code requires a minimum of 6 of 11 quality standards to be incorporated in shopping centers, office, and commercial centers. These standards are in addition to 15 design requirements for architectural quality standards. Public artwork is an optional standard that reads,

“Provide public artwork or other pedestrian features in common landscape areas in addition to the required special features, such as seat wall planters, or other pedestrian oriented features.”

The Zoning Code amendment removes the words “public artwork or other” from the above optional standard and creates a new required design standard, number 16, which reads,

16. In connection with a rezoning, or in connection with a PAD amendment or an amendment to a Preliminary Development Plan where Council approval is required, relating to shopping centers, office and commercial complexes, provide unique exterior public artwork such as sculptures and murals, gates/fences/walls, benches, fountains, and walkways, etc.

DISCUSSION

As set forth in the attached (new text in bold and underlined), the proposed amendment will affect two particular sections of the Zoning Code. One section is the additional design requirements for commercial development Section 35-1902(8)(e). The second section is the additional quality standards, the optional standards Section 35-1902(8)(g). The relocation of the public artwork from an optional standard to a required design standard achieves the City Council Goals and Priorities to encourage art to be included in private development, specifically commercial developments. As stated earlier, the artwork requirement applies to requests for rezoning. Planning staff, Planning & Zoning Commission, and City Council will review artwork at the time of Preliminary Development Plan (PDP). A PDP amendment request would activate the artwork requirement.

Examples of artwork are one-of-a-kind, unique building features and enhancements designed by artists such as fountains, gates, benches, murals, mosaics, statues, stained glass, shade canopies, and artistic panels including interpretive panels. Artist-designed landscape art enhancements may include, for example, bridges, walkways, landscape art features, interactive art with water features, and sculptures that are freestanding, suspended or wall-supported. Art may reflect the local environment including people, nature, and history or the building architecture, site design, or site location.

Staff is of the opinion that this amendment further implements an architectural quality standard for commercial developments. Artwork exists in commercial developments in Chandler and is included in development requests going through the zoning process. Artwork is typically located within a pedestrian-oriented area, landscape area, or as a focal point when entering a development. Requiring exterior public artwork as a design standard in shopping centers, office, and commercial centers helps the City's efforts in transitioning from a purely suburban community to one with central-city-like urban characteristics. Publicly visible and accessible art in commercial developments creates a sense of place and helps identify public common areas and special features. Art enhances the overall quality of a project and gives it a unique character.

NOTIFICATION

As required by the Arizona Revised Statutes, hearing dates by Planning Commission and City Council, as well as the complete text of the draft amendment, have been advertised in the newspaper fifteen days prior to the first public hearing, which is Planning Commission.

PLANNING COMMISSION VOTE REPORT

Motion to Approve.

In Favor: 6 Opposed: 0 Absent: 1 (Gulsvig)

Planning Commission requested projects include as much information about the proposed artwork in the Development Booklets for Planning Commission and City Council review. Planning Commission conveyed in addition to sculptures and murals, artwork should be considered on buildings such as artistic door pulls, light fixtures, door treatments, and the like.

RECOMMENDATION

Upon finding consistency with the Chandler General Plan, Planning Commission and Staff recommend approval of the Zoning Code amendment as set forth in the attached (Exhibit "A").

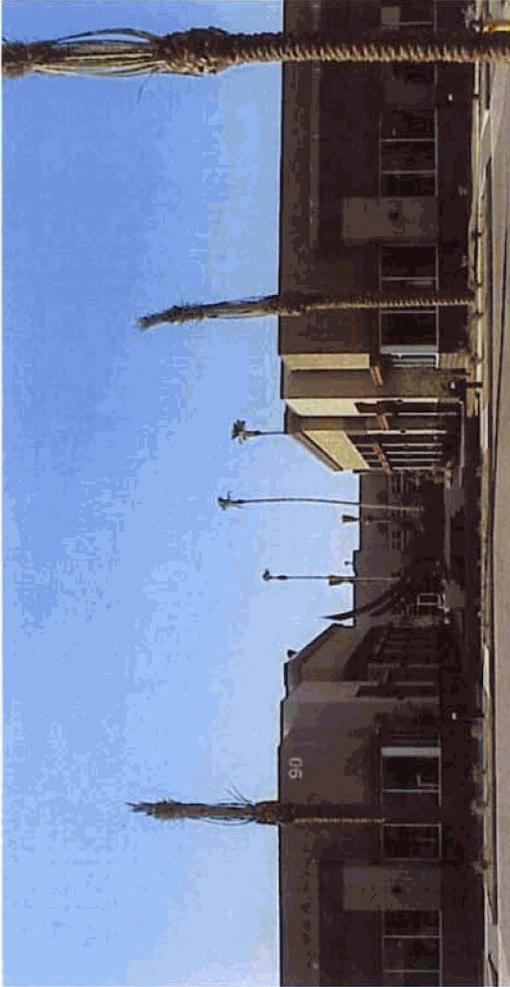
PROPOSED MOTION

Move to introduce and tentatively adopt Ordinance No. 3997 approving ZCA07-0002 ARTWORK IN COMMERCIAL DEVELOPMENTS, as recommended by Planning Commission and Staff.

Attachments

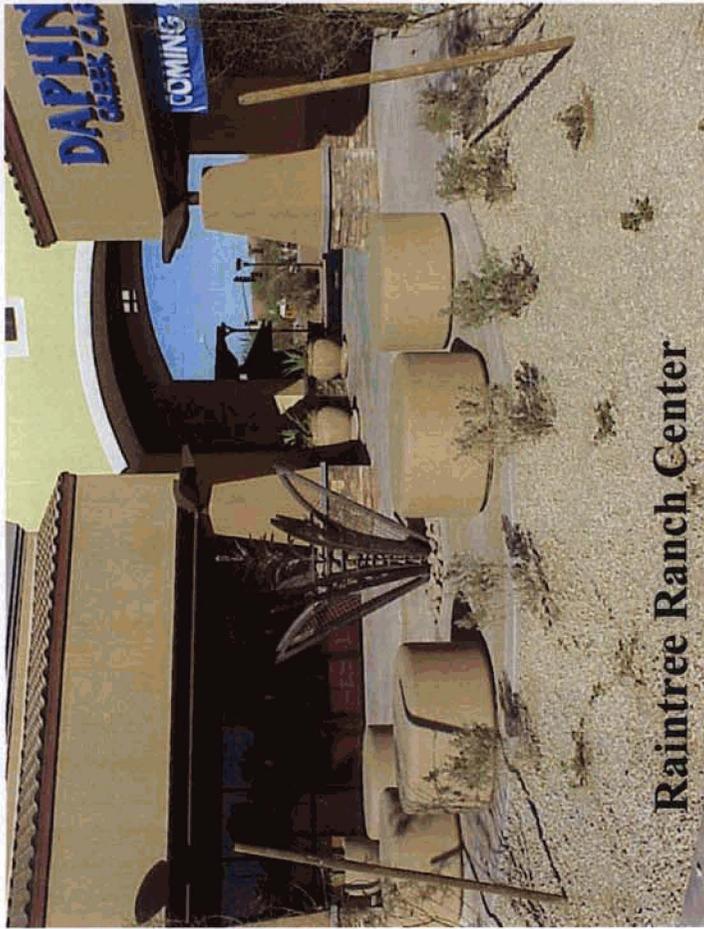
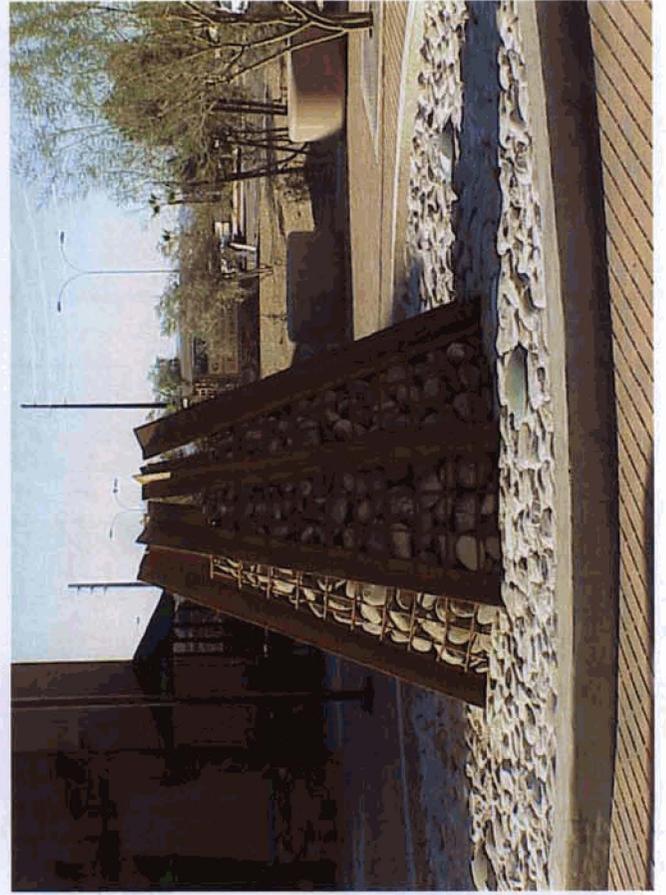
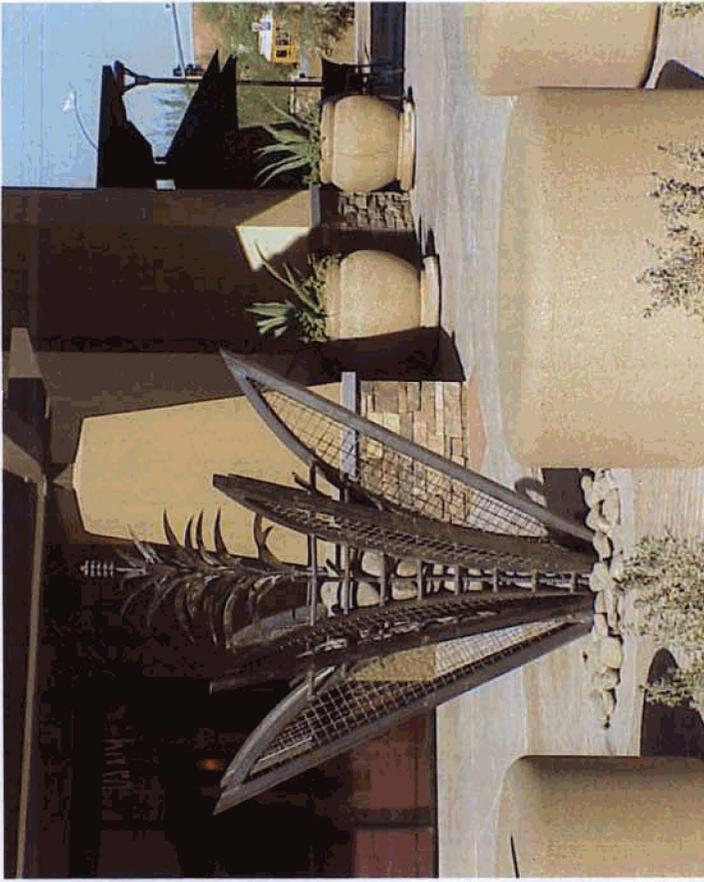
1. Photographs of art in commercial developments
2. Draft Zoning Code amendment (Exhibit "A")

La Paloma Kyrene Business Park

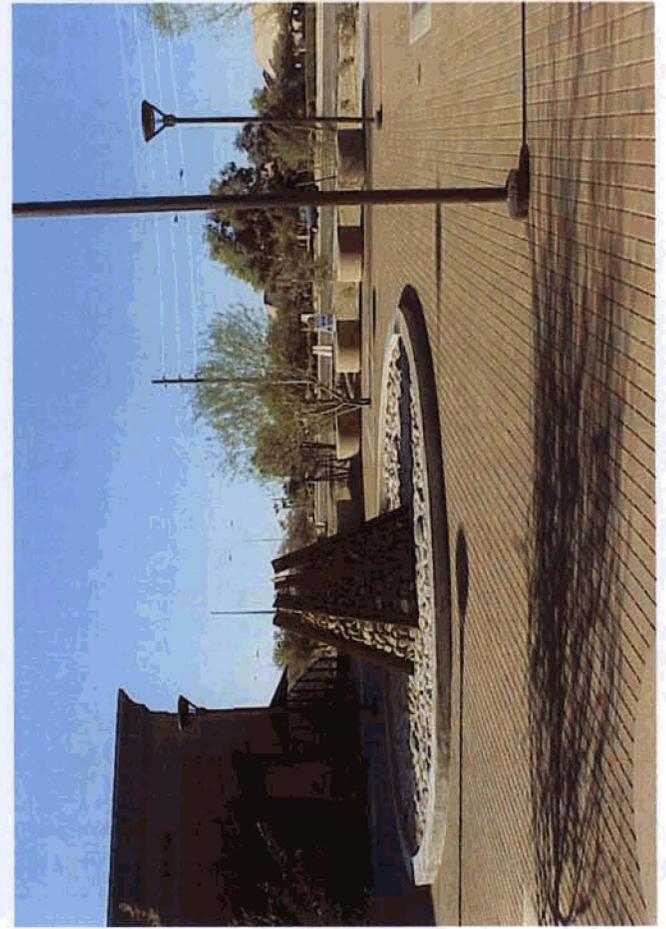


La Paloma Kyrene Business Park





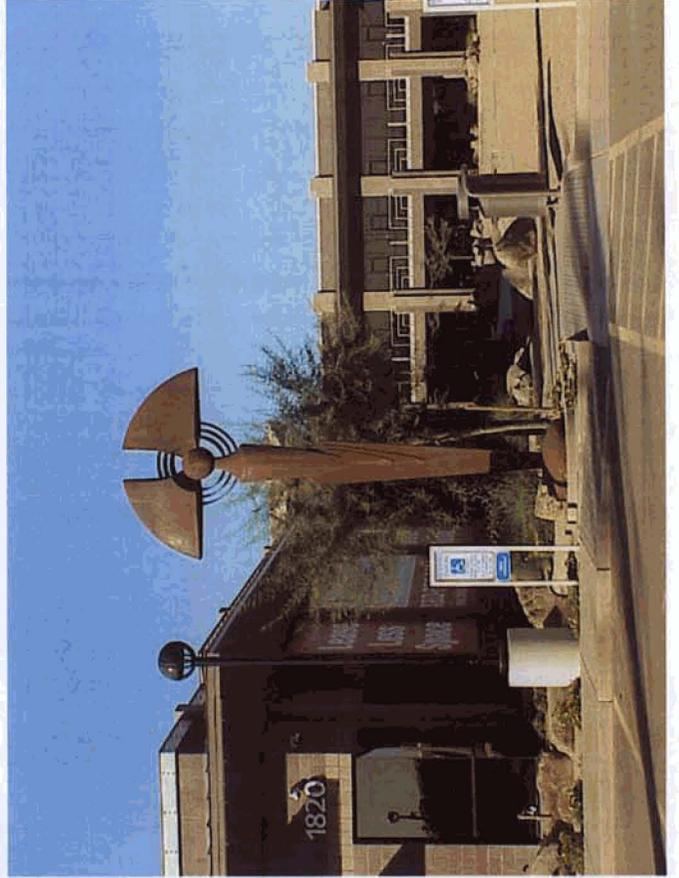
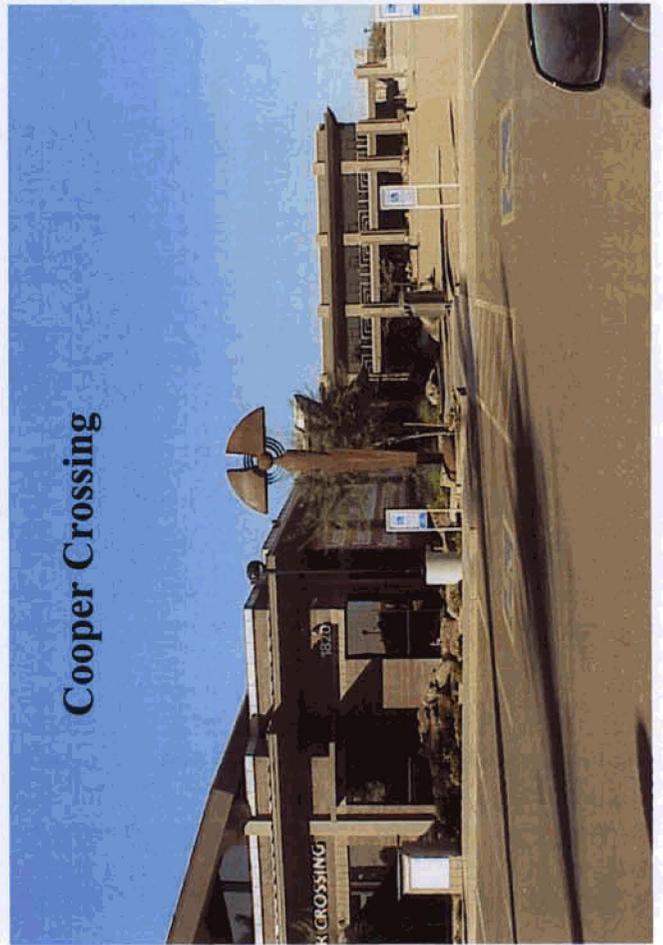
Raintree Ranch Center



Raintree Ranch Center



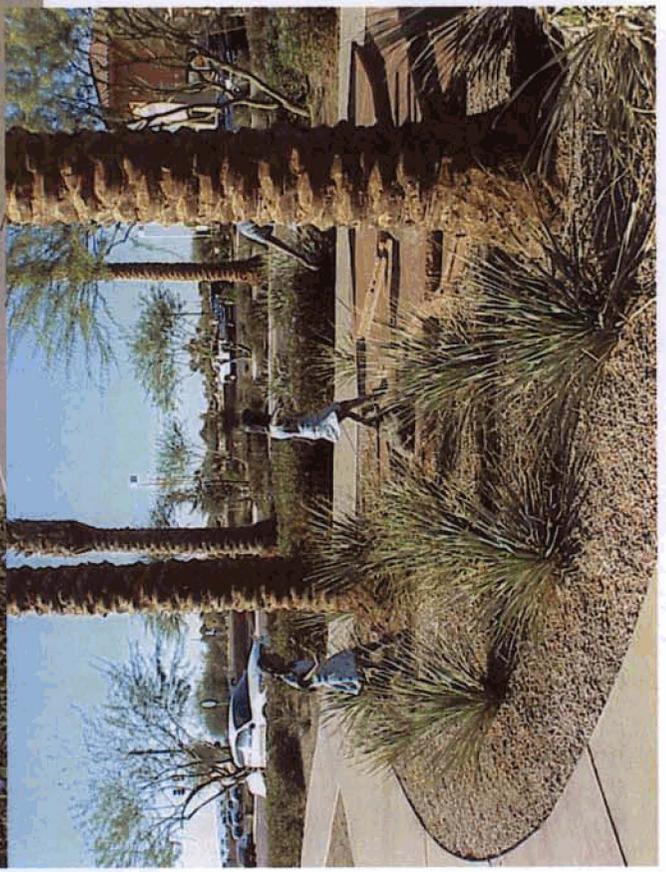
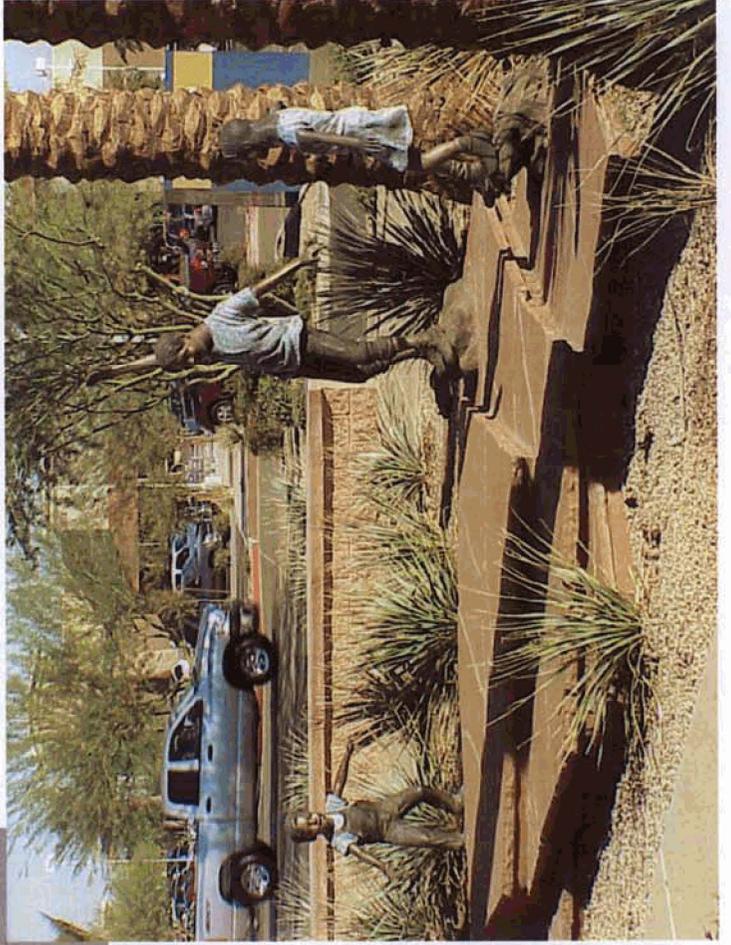
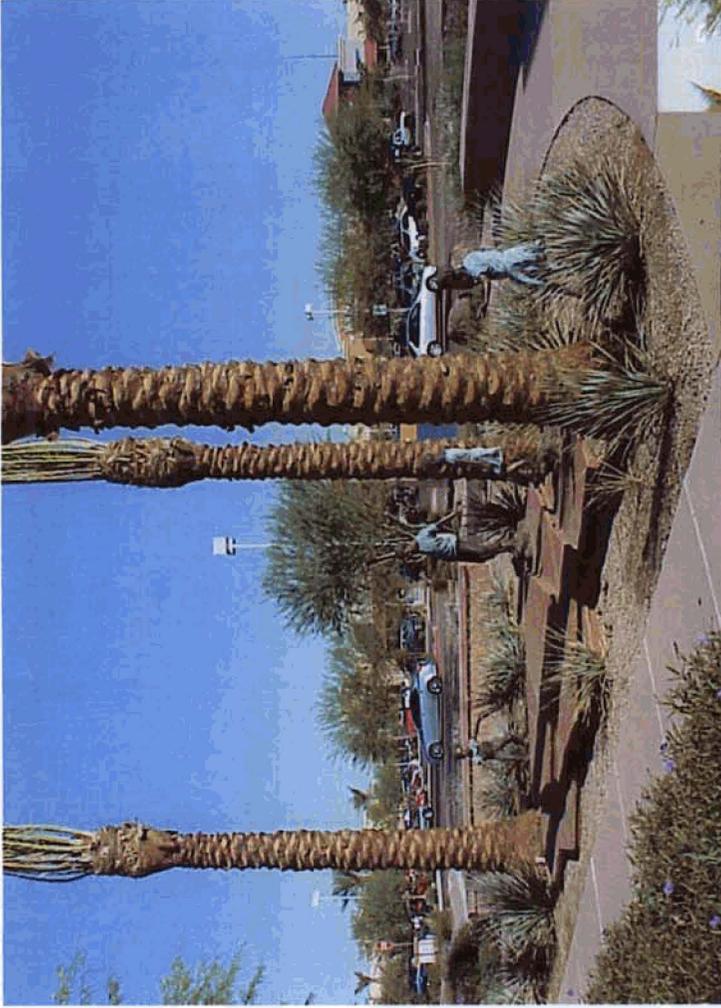
Cooper Crossing

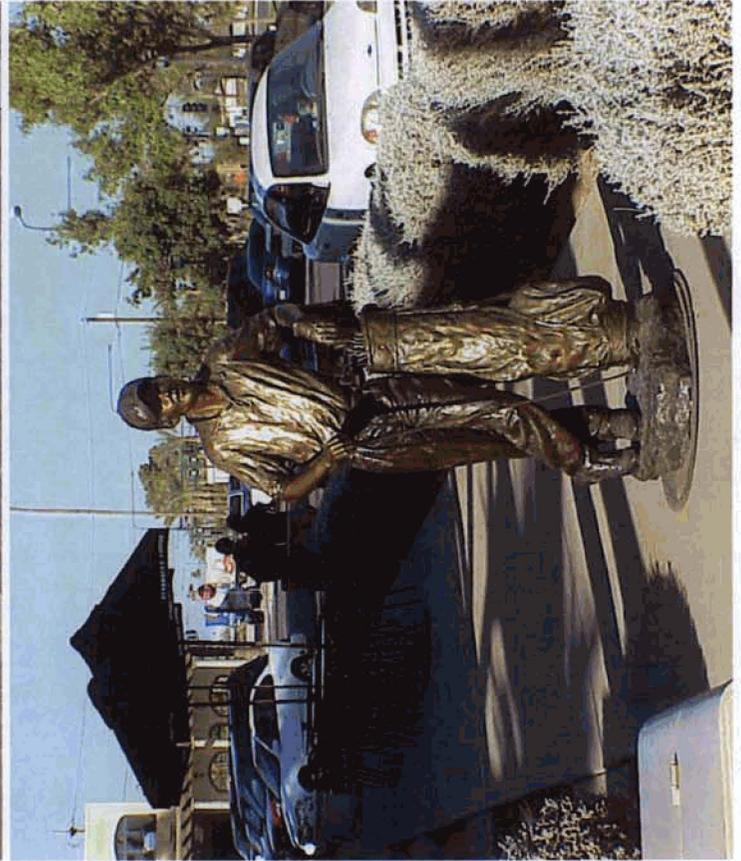
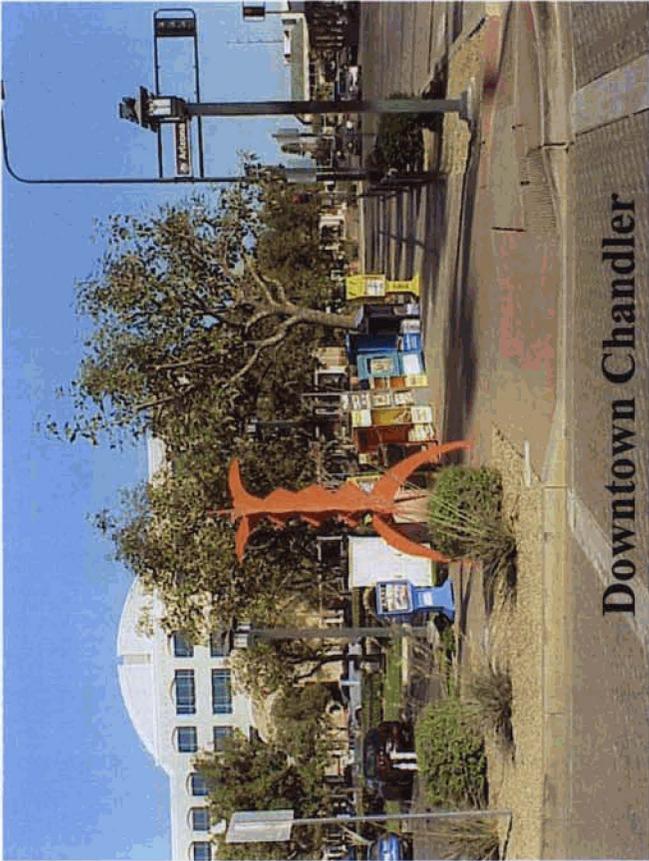
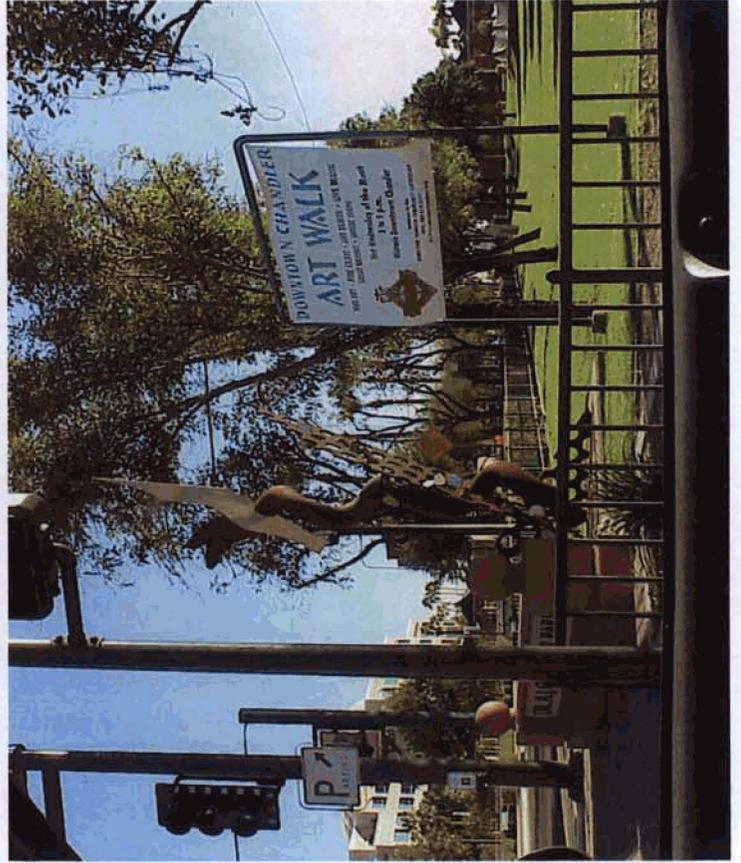
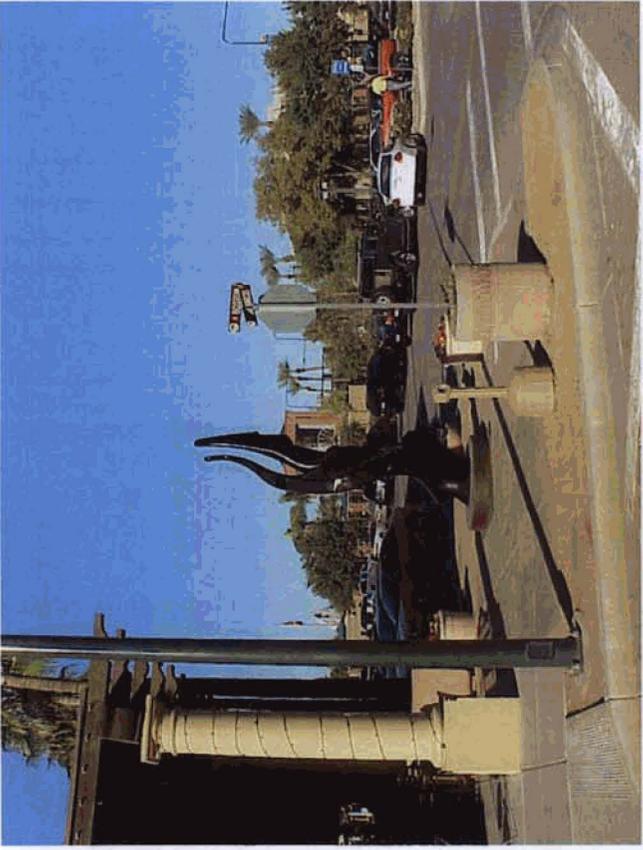


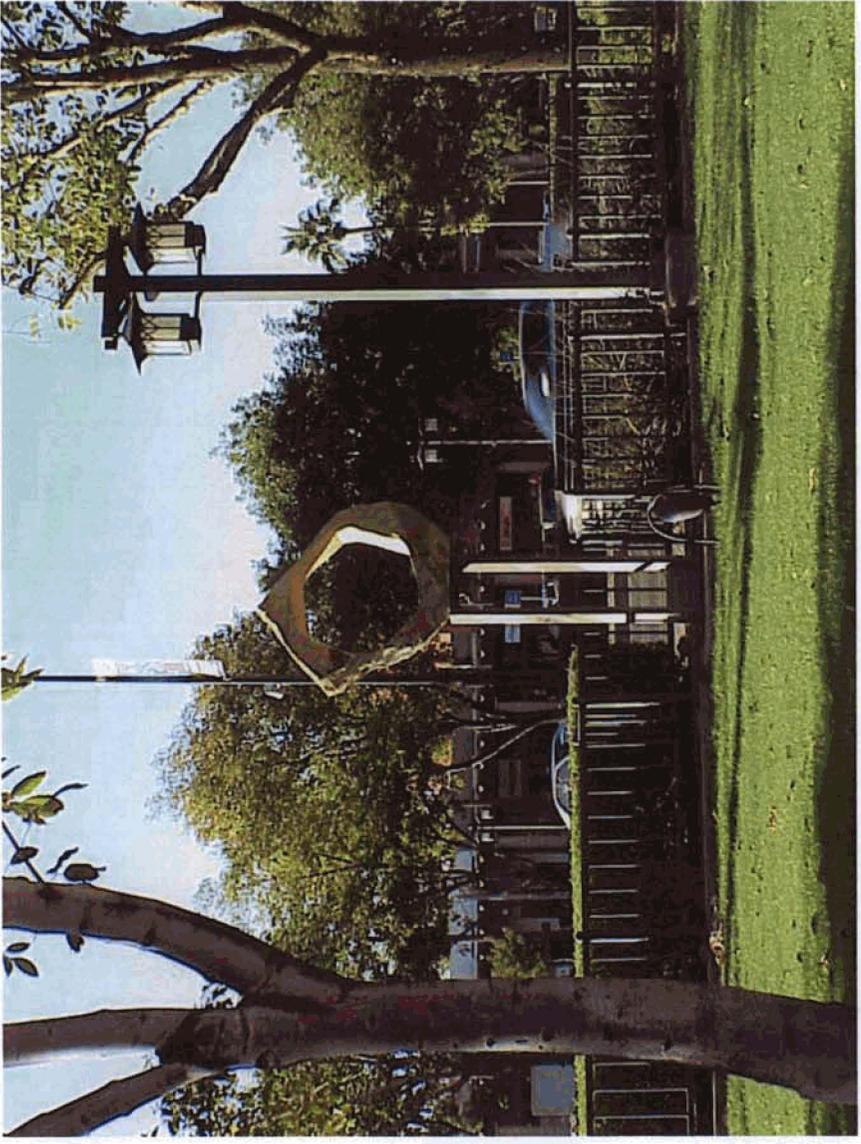
Cooper Crossing



Santan Gateway North







Downtown Chandler

ORDINANCE NO. 3997

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, AMENDING SUBSECTIONS 35-1902(8)(e) and (g) OF ARTICLE XIX, CHAPTER 35, CODE OF THE CITY OF CHANDLER, RELATING TO ARTWORK IN COMMERCIAL DEVELOPMENTS.

WHEREAS, in accordance with Section 35-2600 of the Chandler City Code, the City Council, upon recommendation of the Planning and Zoning Commission, may amend, supplement or change the regulations set forth in the 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 21, 2007;

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

Section 1. Subsection 35-1902(8)(e), Article XIX, Chapter 35, Chandler City Code, is hereby amended to read as follows:

(e)Architectural Standards: The intent of the following standards is to encourage creative and innovative design techniques, quality and merit.

1. Building features that are used for advertising or national image (corporate stylized architecture), shall be prohibited.
2. Building architecture shall promote consistent architectural character and detail on all sides of the structure, including the use of building materials, and not merely limited to color changes only.
3. Where applicable, building mass shall be broken by dividing into smaller components and creating functional open space and pedestrian oriented areas between buildings.
4. Any one (1) building material shall be limited to a maximum of sixty-five (65) percent of the total area of each building facade, unless dictated by an architectural style that prescribes a particular building material as the dominant feature (e.g., Pueblo, Santa Fe style, etc.).
5. Flat walls on buildings shall be minimized by incorporating such techniques as pop-outs or pilasters or recessed features or other vertical relief elements at a minimum interval of every twenty-four (24) feet.
6. Rooflines shall be varied in height, form, and materials. Parapet rooflines shall be varied by stepping up and down or incorporating pitched roof elements.

7. Covered canopies shall be provided at tenant entries.
8. At least one (1) common pedestrian seating area shall be provided in a landscape setting on-site for every seventy-five thousand (75,000) square feet of building area. Developments that have less than seventy-five thousand (75,000) square feet of building area shall provide at least one (1) common pedestrian seating area.
9. Drive-through menu boards shall be screened from street view, and architecturally integrated with building design through the use of common materials and colors.
10. Design of gas canopies shall be integrated with adjacent building architecture through the use of similar materials, colors and roof forms.
11. Gas canopy lights shall be flush with the bottom of canopy. Gas canopy bottom edge shall be a maximum of fourteen (14) feet six (6) inches above finish grade, unless canopy is integrated into convenience store building.
12. All gas tank vent piping shall be screened from arterial streets and public view.
13. Screening shall be architecturally integrated for the service entrance section (SES) and all utilities. All ground-mounted equipment shall be screened from public view by a concrete or masonry wall or landscaping, equal to or greater in height than the height of the mechanical equipment.
14. All transformer boxes, meter panels and electric equipment, back-flow devices and any other utility equipment, not able to be screened by landscaping or walls, shall be painted to match the building color.
15. Any roof access ladders shall be located inside the building. Roof drainage shall utilize interior roof drains or be architecturally integrated into the building design. Architecturally integrated roof drains shall require additional articulation beyond paint accents.

16. In connection with a rezoning, or in connection with a PAD amendment or an amendment to a Preliminary Development Plan where Council approval is required, relating to shopping centers, office and commercial complexes, provide unique exterior public artwork such as sculptures and murals, gates/fences/walls, benches, fountains, and walkways, etc.

Section 2. Subsection 35-1902(8)(g), Article XIX, Chapter 35, Chandler City Code, is hereby amended to read as follows:

(g)Additional quality standards: The intent of the following standards is to encourage creative and innovative design techniques, quality and merit. A minimum of six (6) of the following items shall be achieved for shopping centers, office and commercial centers.

1. Provide direct collector street access to commercial center.
2. Locate at least fifty (50) percent of freestanding PADs within a landscape setting along an arterial streetscape.

3. Provide angled building orientation to achieve varied alignment of building fronts and site design features, that in turn creates functional outdoor spaces, and/or enhanced intersection feature.
4. Provide tree lined "boulevard" at median break(s), with detached sidewalks and landscaping that lead directly into a pedestrian plaza or other amenity.
5. Stagger parking setback by at least ten (10) feet or vary orientation of parking lot along arterial streetscape, while maintaining a minimum twenty (20) foot setback from the right-of-way.
6. Incorporate unique planter and seating features, recurring in pedestrian areas throughout site, including areas along the front of buildings.
7. Develop an overall character theme that incorporates unique amenities (i.e., signage, light fixtures, screen walls/seat walls, etc.).
8. Provide ~~public artwork or other~~ pedestrian features in common landscape areas in addition to the required special features, such as seat wall planters, or other pedestrian oriented features.
9. Provide at least two (2) unique freestanding architectural site features that reflect the building architecture in addition to the required special features, such as entry arches, trellises, clock towers, rail fencing, etc.
10. Develop unique water features in a pedestrian setting internal to the site development, in addition to the required special features.
11. Any other design amenity, which is otherwise not required but which meets the general intent for design innovation, may be substituted for any of the above additional quality standards.

INTRODUCED AND TENTATIVELY APPROVED by the City Council this ____ day of _____, 2008.

ATTEST:

CITY CLERK

MAYOR

PASSED AND ADOPTED by the City Council this ____ day of _____, 2008.

ATTEST:

CITY CLERK

MAYOR

CERTIFICATION

I, HEREBY CERTIFY, that the above and foregoing Ordinance No. 3997 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the _____ day of _____, 2008, and that a quorum was present thereat.

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

GAB

PUBLISHED: