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AUG 27 2009



**Chandler • Arizona**  
*Where Values Make The Difference*

**DATE:** AUGUST 24, 2009

**TO:** VICE MAYOR BOB CACCAMO  
COUNCILMEMBER TRINITY DONOVAN  
COUNCILMEMBER RICK HEUMANN  
COUNCILMEMBER MATT ORLANDO  
COUNCILMEMBER JACK SELLERS  
COUNCILMEMBER JEFF WENINGER

**FROM:** MAYOR BOYD W. DUNN 

**SUBJECT:** TEMPORARY SIGNAGE

During these difficult economic times, it is important that we at the City of Chandler do all we can to help our business community. I have heard from a number of business owners that one way we could assist is by temporarily allowing additional signage in order to increase their marketing efforts.

I have talked to a number of you informally about this issue and would now like to bring it forward for a more formal discussion. To that end, I am requesting that this item be added to Thursday's Council agenda. As a starting point for the discussion, I have attached a copy of the temporary sign code change Tempe has recently adopted.

I look forward to this discussion and to hearing your opinions and advice on how to proceed with this issue.



## Staff Summary Report

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City Council Meeting Date: July 2, 2009

Agenda Item Number: \_\_\_\_\_

**SUBJECT:** Hold a public hearing for approval of a Code Text Amendment for **ZONING AND DEVELOPMENT CODE AMENDMENTS**.

**DOCUMENT NAME:** 20090702dsjt01 **ZONING AND DEVELOPMENT CODE (0414-04, 0414-06)**

**COMMENTS:** Hold a public hearing for a request for **ZONING AND DEVELOPMENT CODE AMENDMENTS (PL080143)** (City of Tempe Development Services Department, applicant) consisting of changes within the Code, providing temporary flexibility to Chapter 9-Signs, as it relates to lead-in signs, sale, lease or rent signs and significant event signs. The request includes the following:

**ZOA09003 – (Ordinance No. 2009.27) –** Code Text Amendment for the Zoning and Development Code Sections 4-903(M), 4-903(P), 4-903(R)2.

**PREPARED BY:** Jeff Tamulevich, Code Compliance Administrator

**REVIEWED BY:** Lisa Collins, Development Services Planning Director (480-350-8989)

**LEGAL REVIEW BY:** Teresa Voss, Assistant City Attorney (480-350-8814)

**DEPARTMENT REVIEW BY:** Chris Anaradian, Development Services Manager (480-858-2204)

**FISCAL NOTE:** N/A

**RECOMMENDATION:** **Staff – Approval  
Development Review Commission**

**ADDITIONAL INFO:** A neighborhood meeting is not required with this proposed amendment. On June 11, 2009, the City Council Mill and Lake District Committee reviewed this request.

**PAGES:**

1. List of Attachments
2. Comments / Reason for Approval / Conditions of Approval
3. History & Facts / Zoning & Development Code Reference

**ATTACHMENTS:**

- 1-2. Ordinance No. 2009.27
3. Sign Survey
- 4-6. Sign Examples

**COMMENTS:**

Provided is a list of temporary Zoning & Development Code signage amendments. The amendments pertain to providing Tempe businesses flexibility to display three (3) types of temporary signs for a nine (9) month restricted time period. These changes are consistent with the recommendations that were presented at the June 11, 2009 Mill and Lake District Committee. Below are the proposed amendments to the Code and their explanations:

**Sec. 4-903 (M) Lead-in Sign**

The Zoning & Development Code defines a Lead-in Sign as a Temporary portable sign that is used to direct a pedestrian or vehicle to a residential unit that is for sale or rent. Four (4) lead-in signs are allowed per development. The maximum size of the Lead-in Sign is currently three (3) square feet in area and three (3) feet in height.

Staff is recommending increasing the size of the Lead-in Signs from three (3) square feet to six (6) square feet. Sign height shall remain at three (3) feet to not impede the visibility of pedestrians or vehicles. By increasing the sign square footage, this will allow apartment and condo developments to utilize a standard sized sign and display more visible information.

**Sec. 4-903 (P) Sale, Lease or Rent Sign**

The Zoning & Development Code defines a Sale, Lease or Rent Sign as a temporary portable sign that is used to advertise the availability of real property. Sale, Lease or Rent Signs are regulated to six (6) square feet in area and eight (8) feet in height. One (1) sign is allowed per street frontage.

Staff is recommending increasing the size of the Sale, Lease or Rent Sign from six (6) square feet to sixteen (16) square feet. Sign height shall remain at eight (8). This sign area increase will allow the property owners/managers to display larger, more visible sale, lease or rent information adjacent to the street frontage.

**Sec. 4-903 (R)(2) Significant Event Sign**

The Zoning & Development Code defines Significant Event Signs as signs displayed for any type of event, including an anniversary, special sale, change in ownership or management, or similar event. A Significant Event Sign permit allows businesses to display banners, pennants, wind-driven spinners, streamers, balloons, flags and inflatable signs. Businesses are currently limited to display this signage for no more than fourteen (14) cumulative days in a calendar year.

Staff is recommending allowing businesses to obtain a Significant Event Permit once every six (6) months instead of once a year. In addition, staff is also recommending increasing the number of days that a business is allowed to display signage from fourteen (14) days to twenty-one (21) cumulative days.

**Public Input**

Staff has discussed this proposal and received support for this proposal from several business/property owners in the community.

**REASONS FOR APPROVAL:**

1. This interim set of sign regulations allows businesses flexibility from the Sign Code for a temporary period of time.
2. The interim nine (9) month approval ensures current residents and business owners an opportunity to voice their comments about the program. During this time period, staff will track community feedback, track business comments and if businesses are complying with the program.

**CONDITION(S)  
OF APPROVAL:**

Not applicable.

**HISTORY & FACTS:**

- June 9, 2009            Development Review Commission reviewed at a study session a memorandum of proposed Zoning and Development Code Text Amendments regarding Lead-in Signs, Sale, Lease or Rent Signs and Significant Event Signs.
- June 11, 2009        Mill and Lake District Committee reviewed a memorandum of proposed Zoning and Development Code Text Amendments regarding Lead-in Signs, Sale, Lease or Rent Signs and Significant Event Signs.
- June 29, 2009        Development Review Commission heard this request for recommendation to City Council.

**ZONING AND DEVELOPMENT CODE REFERENCE:**

Section 6-304, Code Text Amendments

ORDINANCE NO. 2009.27

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, TEMPORARILY AMENDING THE ZONING AND DEVELOPMENT CODE, CHAPTER 9 – SIGNS, SECTIONS 4-903(M), 4-903(P) AND 4-903(R)2.

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BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, as follows:

**Section 1.** That Section 4-903(M) of the Zoning and Development Code, pertaining to Lead-in Signs, is hereby amended as follows:

**M. Lead-In Sign.** *Lead-in sign* requirements are as follows:

1. Maximum height shall be three (3) feet and maximum area shall be ~~three (3)~~ SIX (6) square feet; no illumination is allowed;
2. A maximum of four (4) *signs* shall be displayed for each home for sale or rent;
3. Apartment communities, complexes, *developments* or *subdivisions* shall not display more than four (4) such *signs*;
4. Shall only be displayed when a sales/lease person is on duty at the property. *signs* shall not be left out overnight;
5. *Signs* shall not be placed so as to create a traffic hazard as determined by the Development Services Manager, or designee. Such *signs* shall not be placed in a traffic median, public sidewalk, bicycle path, on city property, or in city right-of-way between the sidewalk and the curb; and
6. No *sign* permit is required.

**Section 2.** That Section 4-903(P) of the Zoning and Development Code, pertaining to Sale, Lease or Rent Signs, is hereby amended to read as follows:

**P. Sale, Lease or Rent Sign.** *Sale, lease or rent sign* requirements are as follows:

1. May SHALL be A MAXIMUM ~~six (6)~~ sixteen (16) square feet in area and eight (8) feet in height:

2. Shall only be displayed on the property for which they pertain. Only one (1) *sign* shall be displayed per *street* frontage. *Sign* shall not be counted in the total aggregate *sign* area for the business in determining the allowable *sign* area for the business;
3. Shall not be illuminated; and
4. No *sign* permit is required.

**Section 3.** That Section 4-903(R)(2) of the Zoning and Development Code, pertaining to Significant Event Signs, is hereby amended as follows:

Allowing businesses to obtain a Significant Event Permit once every six (6) months instead of once a year and increasing the number of days that a business is allowed to display signage from fourteen (14) days to twenty-one (21) cumulative days

2. *Significant Event Sign.*
  - a. Limited to no more than ~~fourteen (14)~~ TWENTY-ONE (21) cumulative days WITHIN EACH SIX (6) MONTH PERIOD in a calendar year;
  - b. May include banners, pennants, wind-driven spinners, streamers, balloons, flags and inflatable *signs*; and
  - c. A *sign* permit is required and must be displayed visible to the public during the allowed time of the permit.

**Section 4.** This ordinance, providing relief for sign provisions relating to lead-in signs, sale signs and significant event signs, is only in effect until May 6, 2010, after its original effective date, and unless otherwise amended by City Council action at a single public hearing.

**Section 5.** Pursuant to City Charter, Section 2.12, ordinances are effective thirty (30) days after adoption.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

## Sign Survey

	Tempe Today	Tempe Proposed	Phoenix	Mesa	Gilbert	Scottsdale	Chandler
<b>Temporary Sign Permits</b>	14 cumulative days / year	21 cumulative days every 6 months	8 consecutive days – 4x / year	30 consecutive days	180 cumulative days / year	N/A	N/A
<b>Lead-In Sign</b>	3 sq ft 4 signs total	6 sq ft 4 signs total	4' in height 6 total	6 sq ft 3 signs total	N/A	4 sq ft 3' in height	4 sq ft 3' in height
<b>Sale, Lease or Rent Sign</b>	1 per street frontage 6 sq ft 8' height	1 per street frontage 16 sq ft 8' height	1 per 300' street frontage 16 sq ft max based on acreage	1 per street frontage 6-24 sq ft 6-10' in height depending on acreage	32 sq ft, 8' in height	Max 16 sq ft 10' in height based on acreage	1 per street frontage 10 sq ft 5' in height



Current:	Proposed:
▪ 3 square feet	▪ 6 square feet
▪ 3 feet in height	▪ 3 feet in height
▪ 4 signs per property	▪ 4 signs per property

**LEAD IN SIGN:**

Temporary portable sign used to direct a pedestrian or vehicle to a residential unit that is for sale or rent.



ATTACHMENT 5

<u>Current:</u>	<u>Proposed:</u>
▪ 6 square feet	▪ 16 square feet
▪ 8 feet in height	▪ 8 feet in height
▪ 1 per street frontage	▪ 1 per street frontage

**SALE, LEASE or RENT SIGN:**

A temporary sign used to advertise the availability of real property.



ATTACHMENT 6

<u>Current:</u>	<u>Proposed:</u>
•14 cumulative days / year	• 21 cumulative days every six [6] months

**SIGNIFICANT EVENT SIGN:**

Signs displayed for any type of event, including an anniversary, special sale, change in ownership or management, or similar event.