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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")