

MEMO NO. LRP01-015

DATE: APRIL 24, 2001

TO: MAYOR & CITY COUNCIL

THRU: LLOYD HARRELL, CITY MANAGER  
DOUG BALLARD, PLANNING AND DEVELOPMENT DIRECTOR

FROM: HANK PLUSTER, LONG RANGE PLANNING MANAGER

SUBJECT: ZCA01-0002 COMMERCIAL DESIGN STANDARDS  
Introduction of Ordinance No. 3262

This memo is to advise Council of a meeting held on Monday, April 23<sup>rd</sup>, with the Executive Director for Valley Partnership relative to four (4) areas of concern with the Commercial Design Standards, as scheduled for public hearing by Council on April 26<sup>th</sup> (see attached letter from Valley Partnership, dated 4/20/01).

1. Queuing length for drive-thru uses: Planning staff has clarified, in writing, that the minimum 150 ft. queuing length is measured from the pick-up window, to the start of the lane, and that the required stacking for six (6) vehicles, measured from the menu board to the start of the lane, can be accommodated within the same 150 ft. length. *Staff proposes no change to the current draft.*
2. Minimum planting sizes for trees adjoining arterials: Valley Partnership opposes the requirement that 25% of the required trees adjoining arterials be 36-inch box, and that 25% be 48-inch box. As Council members may recall, this standard originated from Planning Commission during the joint meeting held last November, in an effort to avoid the look of “sticks and twigs” along the arterial frontages during the early years of a development. Staff is advised that a number of Valley nurseries stock 36” box material, and that 48” box material does not experience planting shock to any degree greater than 24” box or even 15 gallon sizes. *Staff proposes no change to the draft, other than to insert a footnote in Section 35-1903(6)(a)3, indicating that a date palm or a fan palm measuring 15 feet in trunk height may qualify for a required 36” box or 48” box.*
3. Planter width for parking lot interior: Valley Partnership proposes a 7 ft. width, rather than the 9 ft. recommended by Commission and staff. Staff finds that with the reduction in required parking for shopping centers (5.5 spaces per thousand square feet floor area, reduced to 4 spaces per thousand square feet), more of the parking lot

surface is available for “green”, as opposed to asphalt/hardscape. In addition to the greater width enhancing the survival of plant material in the parking lot interior, the 9 ft. planter width matches the required parking stall width, thereby enabling architects/engineers to program their computer aided drafting (CAD) for consistent 9 foot modules. *Staff proposes no change to the draft.*

4. Wall-mounted signs integrated with building facades: Valley Partnership proposes to eliminate this requirement, recommending instead that the overall height and length of any sign layout be held to certain percentages of fascia height and length. *Staff recommends retaining the more general language in an effort to prompt a wider range of design solutions, which in turn may create greater diversity between projects.*

Staff concurs with another request by Valley Partnership, to provide the same “incentive” language for creative, innovative design, to the list of additional quality standards for Site Development and for signage, as was previously added for Architectural Standards:

“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.”

Staff has added the additional language to the draft text, and to the ordinance itself, as noted above. In addition, staff has communicated with the Planning Commission Vice Chairman, in his capacity as a professional landscape architect, to discuss tree planting sizes and availabilities; as a result, Staff remains satisfied with the ordinance requirements as drafted. Staff has also attached a letter from Paul Gilbert, zoning attorney who represents a number of developer interests, which expresses support for the design standards as currently drafted.

Attachments: Letter from Valley Partnership (dated 4/20/01)  
Draft text (includes the additions noted)  
Ordinance No. 3262 (includes the additions noted)  
Letter from Paul Gilbert (dated 4/20/01)

