

CC MEMO 01-129

DATE: April 18, 2001

TO: MAYOR AND CITY COUNCIL

THRU: LLOYD HARRELL, CITY MANAGER
DOUG BALLARD, PLANNING AND DEVELOPMENT DIRECTOR
HANK PLUSTER, LONG RANGE PLANNING MANAGER
JEFF KURTZ, CURRENT PLANNING MANAGER

FROM: BOB WEWORSKI, PLANNER II

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

REQUEST: City initiative to amend Chapter 35 and Chapter 39 (Zoning and Sign Code) of the Chandler City Code, by amending Section 35-1804 Parking Schedule, 35-1902 (8) Site development plan design standards, 35-1903 (6) Landscaping, 35-2700 Penalty; separate offenses, and 39-9.16 Signs for shopping centers and multi-user sites as they apply to commercial design standards.

SUMMARY / RECOMMENDATION

This case was continued by Council at the April 9, 2001 meeting. Staff has prepared zoning and sign code revisions to the Chandler City Code as they apply to commercial development. The amendment is prompted by Council goals which call for an upgrade to Commercial Design Standards that can be incorporated into the City Code. Planning Commission and Staff recommend approval of the proposed code revisions, as set forth in the attached draft.

BACKGROUND

The parts of the current Zoning and Sign Code that will be affected by the addition of Commercial Design Standards include; Section 35-1804 Parking Schedule, 35-1902 (8) Site development plan design standards, 35-1903 (6) Landscaping, 35-2700 Penalty; separate offenses, and 39-9.16 Signs for shopping centers and multi-user sites.

Staff's process for preparing the recommended code revisions has included a comprehensive review and analysis of commercial design standards relative to what is being practiced throughout the Phoenix metropolitan area. Valuable input was received from City Council and Planning Commission at a joint study session in November 2000 devoted to commercial design. A survey was conducted that compared other Valley cities' commercial design policies and standards. A design charette was held in December 2000 with commercial architects to gain

insight about other Valley commercial standards and to help develop proposed standards for the City. A preliminary draft of the proposed code revisions were distributed in January to developer clientele (architects, developers, attorneys, et. al.) as well as Planning and Development Staff. As a result of this review, Staff has incorporated comments from developer clientele and Staff respondents, as well as the comments received from Planning Commission at the March 7th hearing, and drafted the proposed revisions to the Chandler City Code as they apply to commercial design standards.

Staff has also held several meetings with attorney Paul Gilbert and developer clientele as well as a representative from Valley Partnership to discuss and resolve issues relative to the proposed draft. As a result, some minor clarifications/editing was done. The most significant revision was the standard for independent pad buildings that was changed to reflect a requirement based upon a correlation of the size of the pad building to the size of the commercial center (see Section 35-1902 (8)(c)(2)- on page 4 of the draft).

The revisions of the code include amending Sections 35-1804, 35-1902 (8), 35-1903 (6), 35-2700, and 39-9.16. Recommended text to be omitted have strike-through characters. Recommended new text are shown in bold and capital letters. Italicized bold letters reflect comments incorporated from developer clientele and Staff, and the underlined bold letters reflect the comments received from Planning Commission. Italicized and underlined bold letters reflect comments incorporated as a result of meetings held with Paul Gilbert and Valley Partnership. "Additional quality standards" have been developed for Site development plan, landscaping, and sign sections that will require an applicant to achieve additional features or quality elements.

Details of this code amendment, including graphic illustrations, will be presented by Staff at the Council meeting. Draft language of the proposed Code revisions are included in the enclosed attachment. Comparisons of commercial landscape, streetscape and parking standards for other Valley cities are also enclosed.

NOTIFICATION

The request was noticed in accordance with the requirements of the Chandler Zoning Code. A 30 day advance notice legal advertisement (1/8-page display ad) was published in the Chandler Arizona Republic newspaper.

PLANNING COMMISSION VOTE REPORT

Motion to approve:	<u>In Favor</u>	<u>Opposed</u>
	7	0

The Planning Commission stated that the proposed standards were an improvement to the current zoning and sign code standards. In addition, they stated that they would like to revisit the status of the standards, if approved, over the next year to determine if additional updates are needed. Some minor language changes and additions were made to the draft proposal as a result of

discussions held about improving exterior architectural treatments and explaining the intent of the “additional quality standards” sections for site development, landscaping, and signs.

A member of the Commission expressed a desire for a “risk/reward” system, where an applicant is rewarded in some manner of the procedure or review process when proposing an innovative design that exceeds the minimum standards. Staff responded that the PAD zoning process encourages and promotes innovative developments. The PAD process also states that departure from the normal development standards are possible if the deviations from code result in a higher quality development.

RECOMMENDATION

Planning Commission and Staff recommend approval of the proposed revisions to the Chandler City Code as they apply to commercial design standards.

PROPOSED MOTION

Move to Introduce and tentatively adopt Ordinance No. 3262, approving case ZCA01-0002 COMMERCIAL DESIGN STANDARDS, zoning and sign code revisions to the Chandler City Code as they apply to commercial development.

Attachments

1. Draft, Recommended Commercial Design Standards
2. Municipal Commercial Standards Comparisons
3. Ordinance No. 3262