



ZONING ORDINANCE TEXT AMENDMENTS **SIGN CODE**

Oct. 16, 2019

Town Council Public Hearing



Development Community Input...

- Jackson Moll (HBACA)
- Matt Ortega (SEVRAR)
- Chris Clark (QC Chamber of Commerce)
- Glauser Williams Orthodontics
- Vestar
- Fast Signs
- Yesco Signs
- Trademark Signs
- Brennan Ray (Burch & Cracchiolo)
- Sean Lake (Pew & Lake)
- Adam Baugh (Whithey Morris)
- Lindsay Schube (Gammage & Burnham)
- Carolyn Oberholtzer (BFSO)
- Garry Hayes (Hayes Law Office)
- WLB Group
- Jason Barney
- Greg Davis
- Brett Shaves
- John Wittrock (Jorde, etc.)
- Vlachos (Pat Adler)
- Central Christian Church
- Sun Valley Church
- Rockpoint Church



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Temporary Signs

1. Banners

- a) Grand Opening
- b) Special Events
- c) Open During Construction
- d) Contractor/Construction
- e) Real Estate

2. Open House/Garage Sale Signs

3. A-Frame Signs

4. Development/Subdivision Signs



Objectives for Update

1. Compliance with Supreme Court Ruling (Reed vs. Town of Gilbert)
 - Replace Content-Based Regulations with Content-Neutral Regulations
 - Focus on Temporary Signage
2. Update Sign Code to reflect common practices



Temporary Signs Existing (1)

1. Banners

- a) Duration varies: 52 cumulative days, 90 consecutive days, or removal following the completion of construction
- b) Size varies from 16 sq. ft. to 48 sq. ft.





Temporary Signs Proposed (1)

1. Banners

- a) Does not distinguish based on the content
- b) Duration is 90 days per calendar year
- c) Size is 48 sq. ft.
- d) Exceptions can be approved

Temporary Signs Existing (2)

2. Open House/Garage Sale

- a) Must contain the words “Open House”
- b) Limited between 3 (Garage Sales) up to 5 (Open House) Signs
- c) A-Frames Prohibited for Residential





Temporary Signs Proposed (2)

2. Open House/Garage Sale

- a) Redefine as a “Residential Yard Sign”
- b) No restrictions on total amount
 - May have 1 sign per turning movement up to one mile, or to the adjacent arterial road, whichever is further
- c) A-Frames allowed
- d) Can locate in the R-of-W adjacent to sidewalk
- e) Can post during business hours



Temporary Signs Existing (1)

3. A-Frame Signs - Commercial

- a) Limited to businesses
- b) Limited to:
 - Commercial (<10,000 s.f.)
 - Employment/Public Fac./Inst. (up to 30,000 s.f.)
- c) Only 2 A-Frames allowed per business
 - Only allowed adjacent to entrance





Temporary Signs Commercial Proposed (2)

3. A-Frame signs - Commercial

- a) Building size requirement eliminated
(replaced linear frontage)
- b) Up to 2 A-frames allowed per wall plane
 - Up to 8 signs per user
 - Users with <30 feet = 1 sign along building front, >30 feet of frontage allowed 2 signs along building frontage
- c) Must be within 20 feet of the building
(within building envelope)



Temporary Signs Institutional Proposed (2)

3. A-Frame signs - Institutional

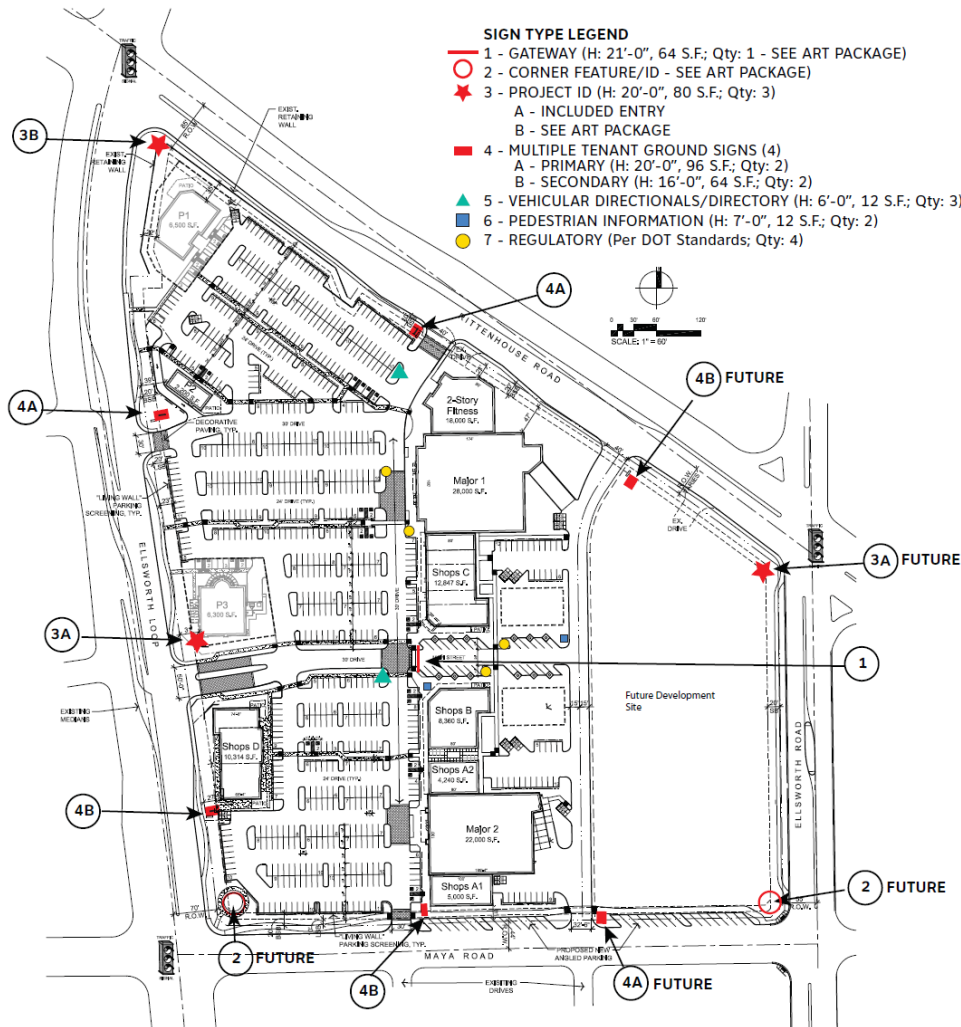
- a) 1 sign along each adjacent street frontage,
- b) 1 additional sign per 300 feet,
- c) Permitted 24 hours before and following an event,
- d) Prohibited in medians

Signage Site Location Plan

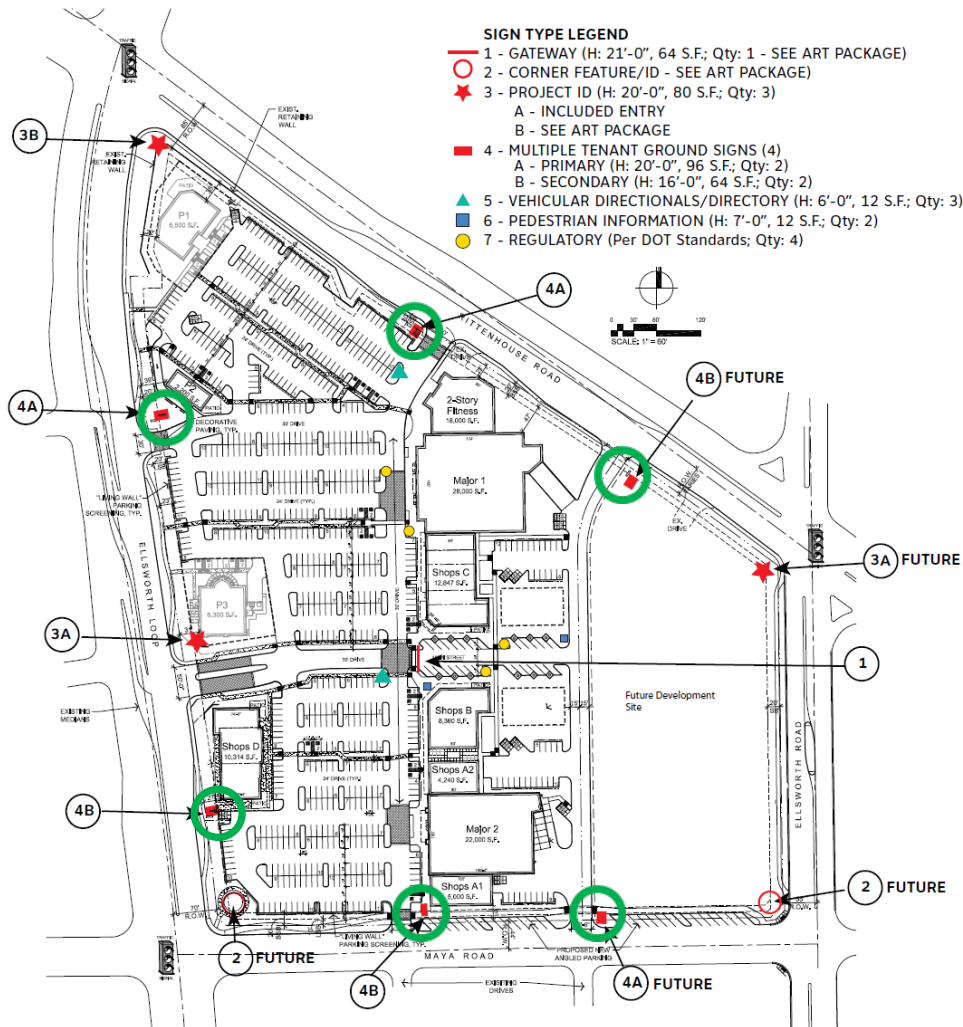


SIGN TYPE LEGEND

- 1 - GATEWAY (H: 21'-0", 64 S.F.; Qty: 1 - SEE ART PACKAGE)
- 2 - CORNER FEATURE/ID - SEE ART PACKAGE
- 3 - PROJECT ID (H: 20'-0", 80 S.F.; Qty: 3)
 - A - INCLUDED ENTRY
 - B - SEE ART PACKAGE
- 4 - MULTIPLE TENANT GROUND SIGNS (4)
 - A - PRIMARY (H: 20'-0", 96 S.F.; Qty: 2)
 - B - SECONDARY (H: 16'-0", 64 S.F.; Qty: 2)
- 5 - VEHICULAR DIRECTIONALS/DIRECTORY (H: 6'-0", 12 S.F.; Qty: 3)
- 6 - PEDESTRIAN INFORMATION (H: 7'-0", 12 S.F.; Qty: 2)
- 7 - REGULATORY (Per DOT Standards; Qty: 4)



Signage Site Location Plan

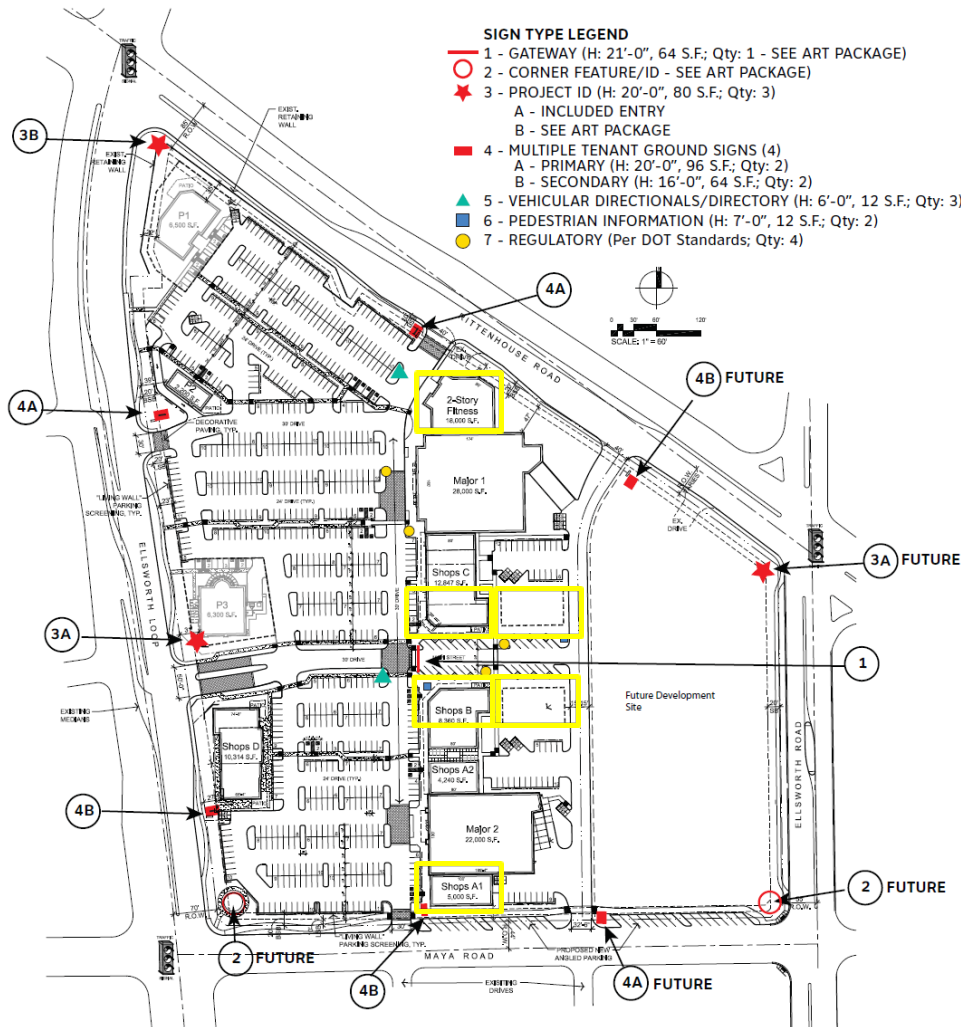


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Temporary Signs Existing (1)

4. Development/Residential Subdivision

- a) Size range 32—96 s.f.
 - Subdivision signs = 96 s.f.
 - Model Home Complex = 48 s.f.
 - Development signs = up to 96 s.f.
 - Non-residential Real Estate Signs = 32 s.f.
- b) Varying height allowances of 8', 12', 15'
- c) Different timelines depending on the sign type





Temporary Signs Proposed (2)

4. Development/Residential Subdivision

- a) Redefined as “Temporary Freestanding Signs”
- b) Categorized based on square footage:
 - Up to 16 s.f.
 - 17 to 32 s.f.
 - 32 to 96 s.f.
- c) Permit is required if greater than 6’ in height, and valid for 2 years; renewable



Questions?

A-frame Matrix – Commercial

	<u>Queen Creek</u>	<u>Chandler</u>	<u>Gilbert</u>	<u>Mesa</u>
Permit Req.	N	N	N	N
Number of signs allowed	2/wall plane, max 8	1 at entrance or when adjacent to ROW	4, includes banners	1-4 depending on size of center, or 3+1 per ea. 5 acres
Location	bldg. envelope	bldg. envelope*	bldg. envelope**	along adj. streets
Separation from other A-frames	10'	NA	20'	30-50', 75'

*could be additional but only by CSP

* *may be allowed at the perimeter of multi-tenant complex but only by CSP

A-frame – Commercial Business Parks (CBP)

Options:

- 1) Apply standards that are consistent with commercial shopping centers
 - a) 2/wall plane
 - b) Within building envelope
- 2) Allow for flexibility thru the CSP process – Planning Commission approval
- 3) Provide guidelines applicable to all business parks
- 4) Prohibit A-frames signs in CBP

A-frame – Commercial Business Parks (CBP)

3) Provide guidelines applicable to all business parks:

Primary entrances are allowed 2 signs at each side of the entrance within an area 50'. Signs must be separated from the drive aisle by 30' and separated from other A-frame signs by 20'.

Secondary entrances are allowed 1 signs on each side of the entrance within an area of 40'.

All A-frame signs must be at least 10' from adjacent property boundaries exclusive of those properties within the CBP.