

TEXT AMENDMENT

REPORT TO THE PLANNING AND ZONING COMMISSION

1	Case:	FS15-311
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3	Project Name:	Sign Code Update
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5	Council District:	All
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7	City Council Date:	July 6, 2017
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9	Planner:	Robert H. Kuhfuss, AICP
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12	Applicant:	City of Surprise
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14	Request:	Text Amendment to Chapter 113 of the Surprise Municipal Code regarding Signs
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17	Location:	City Wide
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19	Support/Opposition:	Staff has received several items of input
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21	Recommendation:	None – this is a discussion item only
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PROJECT DESCRIPTION:

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25 The Surprise Community Development Department seeks an amendment to Chapter 113 of the
26 Surprise Municipal Code regarding signs. This effort is associated with the larger zoning code
27 update, which is in progress; however, with the recent U.S. Supreme Court decision regarding
28 Reed v. Town of Gilbert, staff wishes to move forward with the sign code update in order to
29 ensure the city's compliance with the 1st Amendment and applicable case law.

BACKGROUND:

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33 Staff introduced the sign code re-write in a general manner to the Planning and Zoning
34 Commission as a discussion item on April 16, 2015 and again to the City Council on April 21,
35 2015. Staff then proceeded to capture photographic images of various sign conditions present
36 in the west valley and to conduct additional research regarding signage in general. In May of
37 2015, the U.S. Supreme Court issued a ruling on Reed v. Town of Gilbert, which significantly
38 impacted the sign code effort. In response, staff attended several workshops and seminars
39 regarding the Reed case, which culminated in a City Council Work Session on September 1,
40 2015. Staff created the draft language as included as an attachment to this report, and
41 presented the matter to the City Council as a discussion item on March 7, 2017 and again to the
42 Commission on April 20, 2017.

43 During the April 20, 2017 Commission meeting, the Commission asked staff to present the
44 proposed sign code to the Commission over the course of several upcoming dates in order to
45 focus more clearly on specific topics rather than the entire code. To that end, staff has created
46 the following tentative schedule:
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48 **1. July 6, 2017 – Planning and Zoning Commission Study Session**

49 Wall Signs and Freestanding Signs

50 1) Methods of Measurement

- 51 a) Single Rectangle Method
- 52 b) Multiple Rectangle Method
- 53 c) Multiple Geometry Method

54 2) Wall Signs

- 55 a) Area Ratio
- 56 b) Additional Area Allowance Based on Distance
- 57 c) Additional Sign Allowance for Tall Buildings
- 58 d) Blade Signs
- 59 e) Window Signs

60 3) Freestanding Signs

- 61 a) Monument Sign vs. Pole Sign
- 62 b) Class I and Class II Monument Signs
- 63 c) Class III and Class IV Monument Signs
- 64 d) Class V and Class VI Monument Signs
- 65 e) Roadway Arch Signs
- 66 f) Subdivision Perimeter Wall Signs

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68 **2. July 20, 2017 – Planning and Zoning Commission Study Session**

- 69 A. Billboards
- 70 B. Freeway Signs
- 71 C. Electronic Messaging Centers (EMCs)

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73 **3. August 3, 2017 – Planning and Zoning Commission Study Session**

- 74 A. Temporary Signs

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76 **4. September 7, 2017 – Planning and Zoning Commission Study Session**

- 77 A. Open Discussion
- 78 B. Summary of Revisions

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80 The above dates and subject matter are subject to change. The outcome of the above discussions
81 will dictate the timing of future meetings; however, staff is tentatively targeting public hearing with
82 the Planning and Zoning Commission on October 5, 2017, City Council Work Session on November
83 7, 2017, and public hearing with City Council on December 5, 2017.
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86 **OUTREACH:**

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88 Staff compiled a list of potential interested parties, which includes 98 individual names as of the
89 writing of this report. Staff also conducted four outreach meetings during the month of March,
90 2017. Individuals were notified of the outreach meetings and were provided a link to the 1st draft
91 of the proposed sign code. Attendance at the outreach meetings was varied; however,
92 considerable feedback was received both verbally and written.

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94 In addition, representatives from the International Sign Association (ISA) and Daktronics provided a
95 demonstration on Electronic Messaging Centers (EMCs) the evening of March 14, 2017. Staff also
96 met with members of the ISA and the Arizona Sign Association (ASA) on March 31, 2017. These
97 efforts resulted in additional feedback regarding the proposed code.

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99 Staff also met separately with representatives of WeMAR as well as the Home Builder’s Association
100 of Central Arizona (HBACA), who issued separate letters outlining their concerns (see attached). In
101 addition, staff met the Surprise Regional Chamber of Commerce in an effort to better engage the
102 business community.

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104 This feedback received to date has not been assimilated into the draft code as staff wishes to
105 receive input from the Commission before proceeding further; however, comments relating to the
106 discussion items presented in this report are summarized in attached Exhibit A Excerpts with staff
107 commentary added.

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109 **DISCUSSION:**

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111 The primary areas of discussion for this segment will focus on wall signs and monument signs as
112 follows:

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114 **Methods of Measurement:**

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116 The current sign code provides that sign area be measured by essentially drawing the smallest
117 rectangle which can contain the sign copy, or the “single-rectangle” method. This methodology
118 was carried forward into the draft sign code due to its simplicity; however, the ISA has commented
119 that such methodology tends to stifle creativity in sign design as there is a tendency to fill the
120 rectangular shape with as much sign copy as possible. As an alternative, the ISA recommends using
121 a “multiple-geometry” method, which allows for more creativity through the exclusion of much of
122 the negative space from the sign area calculation. Staff is amenable to making a change to the
123 methodology in order to encourage creativity in sign design; however, staff is concerned the
124 multiple-geometry method might be difficult to quantify during review. Staff proposes using a
125 “multiple-rectangle” method, which will have a similar effect of removing much of the negative
126 space from the sign area calculation through use of simple rectilinear shapes.

129 Jurisdictional comparison:
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Jurisdiction	Sign Area Measurement Methodology
Peoria (draft)	Multiple Rectangle Method
Glendale	Multiple Rectangle Method
Phoenix (draft)	Multiple Geometry Method
Maricopa County	Multiple Geometry Method

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 132 **Wall Signs:**

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 134 Area Ratio:
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136 While the language of the current sign code is not clear with respect to the amount of wall signage
 137 allowed, staff has interpreted the existing language to mean that wall sign area is calculated at one
 138 (1) square foot of sign area per one (1) linear foot of wall elevation for the primary elevation and 0.5
 139 square foot of sign area per one (1) linear foot of secondary elevation. Staff believes these
 140 parameters are unnecessarily restrictive as they limit the visibility of wall signs from the street.

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 142 In order to mitigate this, staff proposes that wall sign area be increased to 1.5 square foot of sign
 143 area per one (1) linear foot of elevation, regardless of which elevation the sign is mounted, with the
 144 caveat that if the wall sign is located within 100 feet of and visible from a residential area, said wall
 145 sign cannot be illuminated between the hours of 10:00 PM and 6:00 AM. A further caveat limits the
 146 width of the wall sign to 80% of the width of the elevation onto which it is being mounted. This
 147 would be for both single-tenant and multi-tenant buildings.

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 149 Jurisdictional comparison:
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Jurisdiction	Wall Sign Area Ratio
Peoria (draft)	2 SF per LF of business frontage with cap ranging between 120 SF and 400 SF depending upon footprint of business.
Glendale	R-O and C-O capped at 24 SF. G-O capped at 48 SF. C-O and G-O capped at 100 SF for buildings >10,000 SF if located on street with 300 LF of frontage and cannot be seen from residential districts. Capped at 40 SF per tenant elevation. Major Medical 1 SF per LF of elevation, capped at 600 SF. Hospital emergency facilities may have 2 signs at 30 sf.
Phoenix (draft)	Either 1 SF or 1.5 SF per LF of elevation depending on footprint of building. Capped at between 40 SF and 150 SF depending on building footprint.
Maricopa County	15% of the face plane of the building.
Buckeye	Varies from 0.25 to 1.5 SF per LF of elevation depending on use.

152 Additional Wall Sign Area Allowance Based on Distance from Road:

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154 The draft sign code includes a provision where the area of a wall sign may increase by 25% if the
155 building is located 600 feet from the public right-of-way, and an additional 25% increase for each
156 additional 200 feet of setback up to a maximum of 100% sign area increase. The rationale for this
157 was to provide an opportunity for increased visibility from the street.

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159 Jurisdictional comparison:

Jurisdiction	Additional Wall Sign Area Allowance Based on Distance from Road
Peoria (draft)	Not specified
Glendale	Not specified
Phoenix (draft)	Not specified
Maricopa County	Not specified
Buckeye	Allowed sign area may be doubled if the building is setback at least 300' from public right-of-way

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162 Additional Wall Sign Allowance for Buildings Greater than Five Stories:

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164 The draft sign code includes a provision that would allow an additional wall sign to be mounted
165 near the top of a building that is five or more stories in height, provided said sign does not exceed
166 25% of the width of the building elevation onto which it is mounted. Other caveats include a
167 provision whereby the sign cannot be illuminated between the hours of 10:00 PM and 6:00 AM if it
168 is located within 1,320 feet of and visible from a residential area, and that no signage be affixed to
169 any equipment, elevator shaft, etc. While the proposed language makes this provision available to
170 buildings of five or more stories, staff is amenable to the idea of reducing the height to four stories,
171 which would accommodate hotels typically found in the city.

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173 Jurisdictional comparison:

Jurisdiction	Additional Wall Sign Area Allowance for Buildings Greater than 5 Stories
Peoria (draft)	Current code requires that wall sign located on buildings greater than 3 stories be located on the upper 25% of the wall. Draft code is silent.
Glendale	Wall sign erected above 56' must be placed in the upper 10% of the wall and not exceed 80% of the width of the wall.
Phoenix (draft)	Not specified
Maricopa County	Not specified
Buckeye	Not specified

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178 [Continued on following page.]

180 Blade (Projecting) Signs:

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 182 The current sign code makes no provisions for projecting or blade signs; however, staff believes this
 183 type of signage can create visual interest in the community. To that end, the proposed sign code
 184 includes language that would allow blade signs provided subject to the following limitations:

- 186 • 1 blade sign per primary use multi-story building in multi-family, commercial, mixed use or
- 187 industrial zoning
- 188 • 8’ overhead clearance for pedestrian areas
- 189 • 15’ overhead clearance for vehicular areas
- 190 • Maximum height of 40’ not to exceed the height of the roof or parapet
- 191 • 36” projection from building face

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 193 Staff is comfortable with these provisions; however, the Commission may wish to consider other
 194 alternatives such as allowing such signs to extend above the roof or parapet in certain situations or
 195 limiting the height to the 2nd floor. Staff also wishes to include a provision clarifying the extent that
 196 that vehicular overhead safety clearance signs would be allowed in deference to stakeholder
 197 comments received.

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 199 Jurisdictional comparison:

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Jurisdiction	Blade (Projecting) Signs
Peoria (draft)	Minimum overhead clearance 8’ above sidewalk or ground level, minimum projection from wall at 14”, caps sign area at 6 SF.
Glendale	Allowed only in PR and Overlay Districts. Cannot be used in conjunction with wall sign. Only allowed for ground floor business. Must be located on the elevation of the space occupied by the business. Sign area is 1 SF per LF of elevation capped at 15 SF unless located on alley, then 0.5 SF per LF capped at 6 SF. Maximum projection 5’. Cannot extend above the cornice of a single-story building or the second story windows of a multi-story building. Minimum overhead clearance set a 7.5’.
Phoenix (draft)	8’ overhead clearance, 4’ maximum thickness.
Maricopa County	Included in definitions and may be double-faced but otherwise silent.
Buckeye	Not specified

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210 Window Signs:

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 212 The current sign code addresses window signs in two separate sections of the code depending on
 213 whether the window sign is “permanent” or “temporary”. Permanent window signs are currently
 214 allowed provided they do not exceed 15% of the window pane area and do not advertise goods or
 215 services, while temporary window signs are allowed provided they do not exceed 25% of the
 216 window pane and area only used for promotional purposes. This language is confusing to the
 217 reader and is in contrast to the Supreme Court’s decision on Reed regarding content-neutrality.
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219 Conversely, the draft code allows for all manner window signs, regardless of the temporal nature of
 220 the sign or its message content, provided not more than 40% of the window pane is covered. The
 221 draft code also excludes etched or stained glass from the window sign area calculation and omits
 222 window signs from the overall wall sign area calculation. Staff notes that during outreach, concerns
 223 were voiced as to the governmental interest in regulating window signs.
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225 Jurisdictional comparison:
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Jurisdiction	Window Signs
Peoria (draft)	1 SF of non-commercial message for residential uses and 25% of the window for non-residential uses. Internal illumination allowed on up to 2 window signs at 2 SF each.
Glendale	50% of window pane in PR and Overlay Districts unless located on exit door then capped at 25%. Other districts allowed temporary window signage not exceeding 50% of the window pane.
Phoenix (draft)	UR District: <ul style="list-style-type: none"> • Painted letters not to exceed 20%. • Neon letters not to exceed 20%. • Limited to 1st and 2nd story only. MUA District: <ul style="list-style-type: none"> • 10% of window pane. FCOD District: <ul style="list-style-type: none"> • 1st floor only. • 25% of window pane capped at 2 SF. • No higher than 5’ above finished floor. TOD Districts: <ul style="list-style-type: none"> • Surface signs 20% of window pane. • Neon letters 20% of window pane. A&C District: <ul style="list-style-type: none"> • 40% of window pane. • Ground floor only.
Maricopa County	2 SF max
Buckeye	20 % of window area

227 **Freestanding Signs:**

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229 **Monument Signs vs. Pole Signs:**

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231 Presumably as a matter of aesthetics, the current sign code prohibits pole signs and defines
 232 monument signs as a sign where the width of the base of the sign is a least 50% of the width of the
 233 sign itself. Similar language is included in the draft code; however, the width ratio was increased to
 234 75% to further deemphasize the pole-like appearance of many so-called monument signs.

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236 Jurisdictional comparison:

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Jurisdiction	Monument vs. Pole Signs
Peoria (draft)	Pole signs greater than 3’ in height are prohibited unless pole cover used.
Glendale	Silent on pole signs but requires width of base to be at least 50% of the width of the sign.
Phoenix (draft)	Requires ground-mounted signs to be monument type.
Maricopa County	Silent on pole signs but requires freestanding signs to be monument type defined as base not less than 50% of the width of the sign except for Directory Signs which require minimum 18” base.
Buckeye	Pole signs are prohibited.

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239 **Class I and Class II Monument Signs:**

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241 Class I and Class II Monument Signs were introduced in the draft code in order to accommodate
 242 preview boards and menu boards commonly associated with drive-through restaurants, without
 243 resorting to a content-based definition. As proposed, these types of signs would always take the
 244 form of a monument sign as opposed to a pole sign; however, the ASA has commented that the 24
 245 square foot limitation imposed by the proposed language is too restrictive and that at least 32
 246 square feet would be required in order to provide the adequate amount of sign copy area. Note
 247 that under the draft code, only the Class II Monument Sign could be fitted with a speaker for taking
 248 and confirming orders.

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250 Jurisdictional comparison:

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Jurisdiction	Preview and Menu Boards
Peoria (draft)	Referred to as “drive-through” signs. 2 signs per use allowed. Maximum height of 6’. Maximum area of 36 SF. Silent on speaker limitations.
Glendale	1 preview and 1 ordering board per drive-through business. May be wall-mounted or freestanding. Maximum aggregate sign area 45 SF. Maximum height 6’. Silent on speaker limitations.
Phoenix (draft)	Draft code removed all reference to “menu” signs. Now referred to as “access point” signs. No limit to the number internal to the lot. Maximum

	height of 3'. Maximum area of 6 SF.
Maricopa County	1 menu and 1 preview board per drive-through restaurant. Maximum 7' height and 32 SF. Must be screened from street. Speakers cannot be located within 200' of Rural or Residential zone.
Buckeye	Not specified

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Class III Monument Signs:

Class III Monument Signs were introduced to accommodate what has traditionally been called “directional” signs without having to resort to content based definitions. All such signs would be of a monument type as opposed to pole type, would be limited to six (6) square feet of sign area and a maximum height of six (6) feet. The draft language implies that one (1) sign per driveway is allowed. Staff wishes to include clarifying language; however, the Commission may wish to increase that number and/or allow for additional Class III signs to be located internally to the site.

Jurisdictional comparison:

Jurisdiction	Directional Signs
Peoria (draft)	Referred to as “internal center” signs. 1 sign per parcel or 1 sign per 5 acres, whichever is larger allowed. Maximum height of 3'. Maximum area of 6 SF.
Glendale	Maximum 3' height. Maximum area 6 SF.
Phoenix (draft)	Referred to as “access point” signs. Maximum of 2 per driveway, but no limit to the number internal to the lot. Maximum height of 3'. Maximum area of 6 SF.
Maricopa County	Rural and Residential zoning: Maximum height 8'. Maximum area 2 SF. Commercial and Industrial zoning: Maximum height 12'. Max. area 6 SF.
Buckeye	Allowed on Kiosk Signs.

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Class IV Monument Signs:

Class IV Monument Signs were introduced to accommodate what have been traditional called “directory” signs without having to resort to content based definitions. All such signs would be of a monument type as opposed to pole type, would be limited to twelve (12) square feet of sign area and a maximum height of six (6) feet. The draft language places no limit to the number of signs provided they are located internal to the site. If the Commission is amenable, staff wishes to include clarifying language that specifies a minimum distance from the street. The Commission may wish to make other changes as well.

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280 Jurisdictional comparison:
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Jurisdiction	Directory Signs
Peoria (draft)	Referred to as “internal center” signs. 1 sign per parcel or 1 sign per 5 acres, whichever is larger allowed. Maximum height of 3’. Maximum area of 6 SF.
Glendale	Maximum area of 18 SF. Maximum height 6’. Must comply w/ FD requirements.
Phoenix (draft)	Referred to as “access point” signs. Maximum of 2 per driveway, but no limit to the number internal to the lot. Maximum height of 3’. Maximum area of 6 SF.
Maricopa County	1 sign per driveway. Maximum height 6’. Maximum area 2 SF per business plus 4 SF for site identification. Must be monument type with 18” base.
Buckeye	Not specified.

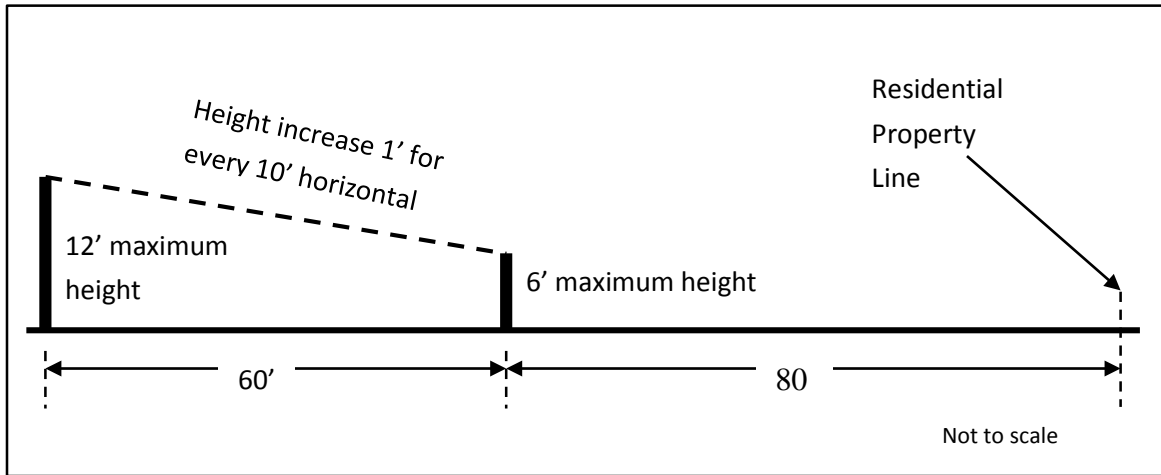
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 283 Class V and Class VI Monument Signs:
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285 In the current sign code, the language regarding monument signage is confusing and quite limiting
 286 with respect to the amount of sign area allowed. Class V and Class VI Monument Signs are intended
 287 to provide two alternatives for primary monument signage based on location relative to either a
 288 minor or major arterial roadway and its proximity to residential zoning. The proposed language
 289 would allow a Class V Monument Sign based on the following limitations as summarized on the
 290 following chart:
 291

	Class V	Class VI
May be located adjacent to:	High Volume Collector, Residential Collector, or Commercial Collector	Parkway, Major Arterial, or Minor Arterial
Maximum number:	1 per driveway	1 per driveway
Maximum height:	8’	15’
Maximum width:	6’	12’
Minimum distance to sign copy bottom:	4’	5’
Maximum sign area:	24’	120 SF
Must be fitted with address:	Yes	Yes
Landscape area required:	80 SF	120 SF
Setbacks:	2’ from ROW or PUE	2’ from ROW or PUE

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 293 As noted in the preceding chart, Class V Monuments would be limited to collector streets, while
 294 Class VI Monument Signs would be limited to Parkways and Arterial streets. The rationale for this is
 295 to allow larger signs for streets that carry larger volumes of traffic at higher rates of speed.
 296 Empirical research conducted by the United States Sign Council (USSC) suggests that the bottom of
 297 the sign copy area be between 5’ and 7’ above the adjacent edge of pavement and that enough
 298 sign space be provided to allow 60% negative space on the sign. The fire code also requires the
 299 address to be affixed to the monument at a height of not less than 3’ above edge of pavement.
 300

301 As an alternative to the Class V and Class VI regime, these two classifications of monument signs
 302 could be combined into a single classification with the height of the sign relative to the sign's
 303 proximity to residential development as opposed to the classification of street. This has the added
 304 benefit of not potentially creating non-conforming signs in the event a street is reclassified, such as
 305 was the case recently with Bullard Avenue. The following image illustrates the concept, although
 306 the vertical dimensions may need to be revised if the maximum height is held to 15' as currently
 307 stated in the draft code.
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 311 The Commission may wish to consider other revisions as well, including but not limited to the
 312 following:

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- 314 • Combining Class V and Class VI into a single classification.
- 315 • Regulate sign area and height by proximity to residential.
- 316 • Regulate sign area and height by tenancy.
- 317 • Regulate spacing based on linear feel of street frontage as opposed to driveway.
- 318 • Removal of the maximum width provision. This idea was posited by the ISA as it would tend
- 319 to provide for increased creativity in a manner similar to the Method of Measurement issue
- 320 discussed above.
- 321 • Allow monument signs to be located within the PUE provided the owner signs a waiver
- 322 acknowledging the prior rights of the various utility companies.
- 323 • Allow additional height to accommodate architectural embellishments.

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 327 [Continued on following page.]
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333 Jurisdictional comparison:
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Jurisdiction	Freestanding Signs
Peoria (draft)	<p>Minor Monument Signs:</p> <ul style="list-style-type: none"> • Allowed only in non-residential uses. • 1 sign allowed per 1st 500 LF of street frontage plus 1 additional sign for each 300 LF. • Maximum height is 12' for Parkways, 8' for Major Arterials, and 6' for all other roads. <p>Major Monument Signs:</p> <ul style="list-style-type: none"> • Not permitted in single-family, but 1 sign per street frontage allowed in multi-family • Maximum height of 12' for Parkways, Grand Avenue and Bell Road; 10' for all other Major Arterials; and 8' for all other roads. • Maximum area of 48 SF. <p>Major Monument Signs:</p> <ul style="list-style-type: none"> • In non-residential, no Major Monument is allowed on street frontages less than 599'. • 1 sign allowed for frontages of between 600' and 1,000'. • 2 signs allowed for frontages greater than 1,000'. • Maximum height is 16' for Parkways, Bell Road and Grand Avenue; 12' for other Major Arterials; and 8' for all other roads. • Maximum sign area of 48 SF. <p>All Major and Minor Monument signs must maintain 60' separation from all other Major or Minor signs.</p>
Glendale	<p>Agricultural and Residential Districts:</p> <ul style="list-style-type: none"> • Max 5' high. • Multi-family, mobile home parks and subdivisions: 2 signs with aggregate area of 24 SF per main entrance. • Non-residential uses: 1 sign not exceeding 24 SF. <p>Office Districts:</p> <ul style="list-style-type: none"> • 1 sign per project. • Maximum height 5' unless in C-O or G-O, serves building of 10,000 SF or more, and has 300' of arterial frontage, then may be 8' tall. • Maximum area in R-O 12 SF. Maximum area C-O and G-O 24 SF on parcels up to 2 acres and 36 SF for parcels over 2 acres. <p>Major Medical:</p> <ul style="list-style-type: none"> • 1 per project, unless adjacent to multiple streets with more than 300' of frontage then 1 sign per frontage. • 2 signs per frontage allowed if frontage is 800' or more, but spacing must be 330'. • Maximum height 12' plus additional; 2' for architectural

	<p>embellishments that do not include sign copy.</p> <ul style="list-style-type: none"> • Maximum area 72 SF. <p>Hospital emergency rooms:</p> <ul style="list-style-type: none"> • 2 signs allowed in addition to those allowed for Major Medical. • Maximum height 6’. • Maximum area 10 SF. <p>Single-tenant buildings and dual-tenant buildings that are not part of shopping center located in Commercial districts other than PR and GCOD:</p> <ul style="list-style-type: none"> • 1 sign per project unless multiple street frontages greater than 330’ then 1 sign per frontage. • 2 signs per frontage if frontage exceeds 800’. • Maximum height 10’. • Maximum area 48 SF for parcels up to 20 acres and 60 SF for parcels greater than 20 acres. <p>Multi-tenant buildings located in B-P, M-1 and M-2 districts:</p> <ul style="list-style-type: none"> • 1 sign per project unless multiple street frontages greater than 330’ then 1 sign per frontage. • 2 signs per frontage if frontage exceeds 800’. • Maximum height 10’. • Maximum area 48 SF for parcels up to 20 acres and 60 SF for parcels greater than 20 acres. <p>Multi-tenant buildings located in SC, C-1, NSC, C-2, CSC and C-3 districts:</p> <ul style="list-style-type: none"> • 1 sign per project unless multiple street frontages greater than 330’ then 1 sign per frontage. • 2 signs per frontage if frontage exceeds 800’. • Maximum height 12’. • Additional 2’ height for architectural embellishments that do not include sign copy. • Maximum area 80 SF for parcels up to 20 acres and 110 SF for parcels greater than 20 acres.
<p>Phoenix (draft)</p>	<p>Multi-family:</p> <ul style="list-style-type: none"> • 1 per driveway. • Maximum height 5’. • Maximum area of 16 SF. • Minimum spacing of 150’. <p>Non-residential use in a residential district:</p> <ul style="list-style-type: none"> • 1 per driveway. • Maximum height 5’. • Maximum area of 16 SF. • Minimum spacing of 150’. <p>Commercial:</p> <ul style="list-style-type: none"> • 1 Primary Sign per 300’ of frontage.

	<ul style="list-style-type: none"> • Minimum Spacing 100’. • High Volume street: <ul style="list-style-type: none"> ○ Maximum height 16’. ○ Maximum area 110 SF. • Low Volume street: <ul style="list-style-type: none"> ○ Maximum height 12’. ○ Maximum area 80 SF’. <p>Commercial:</p> <ul style="list-style-type: none"> • 1 Secondary Sign per 150’ of frontage. • Minimum Spacing 100’. • High Volume street: <ul style="list-style-type: none"> ○ Maximum height 12’. ○ Maximum area 80 SF. • Low Volume street: <ul style="list-style-type: none"> ○ Maximum height 8’. ○ Maximum area 60 SF’.
Maricopa County	<p>Rural and Residential zoning:</p> <ul style="list-style-type: none"> • 1 sign per driveway. • Maximum height 12’. • Maximum area 48 SF. • Setback not less than 20’ from ROW line. <p>Commercial and Industrial zoning:</p> <ul style="list-style-type: none"> • 1 sign per 200’ of street frontage. • Maximum area 120 SF. • Maximum height 12’ if within 200’ of residential use. May increase 1’ in height per 5’ horizontal distance from residential use to maximum of 24’ height.
Buckeye	<p>Multi-family, office, religious institutions, service organizations:</p> <ul style="list-style-type: none"> • 1 monument sign per parcel or 10-acres. • 5’ maximum height. • 20 SF sign area. <p>Single-tenant Commercial and Mixed-Use:</p> <ul style="list-style-type: none"> • 1 monument sign per parcel or 10-acres. • 15’ maximum height. • 32 SF sign area. <p>Multi-tenant commercial:</p> <ul style="list-style-type: none"> • 1 monument sign per parcel or 10-acres. • 20’ height • 72 SF sign area. <p>Industrial:</p> <ul style="list-style-type: none"> • 1 monument sign per parcel or 10-acres. • 20’ height.

	<ul style="list-style-type: none"> • 48 SF sign area. <p>Multi-tenant office uses may double the amount of sign height and area.</p>
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Roadway Arch Signs:

Roadway arch signs were included in the draft code in order to provide an opportunity for creative signage commercial or industrial. The parameters for a Roadway Arch Sign are simple in that a minimum overhead clearance of 15' is required and the sign cannot interfere with pedestrian or vehicular movement. Note that the Council could also approve the use of a Roadway Arch Sign within a public right-of-way if they so choose. As an alternative, the Commission could opt to only allow this type of sign through a CSP.

Jurisdictional comparison:

Jurisdiction	Roadway Arch Signs
Peoria (draft)	Not specified
Glendale	Not specified
Phoenix (draft)	Not specified, but likely allowed through CSP.
Maricopa County	Not specified
Buckeye	Not specified

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Perimeter Wall Signs:

Initially, staff considered including perimeter wall signs in residential, commercial, and industrial development; however, there does not seem to be much opportunity to implement this type of signage in other than a subdivision application. Therefore, staff limited its use to subdivision perimeter walls subject to the following parameters:

- Must be located at the arterial or collector street intersection
- Maximum sign area of 32 square feet
- Maximum width not to exceed 80% of the width of the wall panel
- Bottom of the sign no lower than 30"
- Top of the sign no higher than 16 inches from the top of the wall

The Commission may wish to allow this type of signage for commercial and industrial development with or without being part of a subdivision, and may wish to revise the above stated standards.

[Continued on following page.]

370 Jurisdictional comparison:
 371

Jurisdiction	Perimeter Wall Signs
Peoria (draft)	Referred to as “perimeter wall” or “screen wall” signs. 2 signs allowed per street frontage in residential developments provided max height not more than height of wall or 8’, whichever is less, maximum projection of 14”, max are 32 SF. 1 sign allowed per street frontage in non-residential uses provided sign area does not exceed 48 SF or 50% of the wall area, whichever is less.
Glendale	Appears to be treated as freestanding sign: <ul style="list-style-type: none"> • 2 signs with aggregate area of 24 SF per main entrance. • Max 5’ high.
Phoenix (draft)	Two 5’ high subdivision signs at 16 SF each are permitted at each subdivision entrance
Maricopa County	Rural and Residential zoning: <ul style="list-style-type: none"> • Maximum area 32 SF. • Maximum height 6’. • May only be located at entry points associated with subdivision, church, school or public building. • Maximum of 2 signs per entry point. • Must be monument type. Commercial and Industrial zoning: <ul style="list-style-type: none"> • Must be permanently affixed to wall. • Must have clearly defined border. • May only be located on a wall that directly faces the street. • May not exceed 120 SF sign area. • Must be included in aggregate wall sign area. • May not exceed height of wall.
Buckeye	Not specified

372
 373 **SUMMARY:**

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 375 While the Reed case dealt largely with temporary signs in the public right-of-way, the ruling
 376 raised the issue of “content-neutrality”. Staff has endeavored to create a content-neutral sign
 377 code. In preparing the draft language, staff focused on data and empirical research conducted
 378 by or on behalf of the United States Sign Council and the International Sign Association. This
 379 led to the stated sign height and area parameters as stated in the draft code.

380
 381 Citizen outreach has begun in earnest, with considerable comment having been received. Upon
 382 receiving feedback from the Commission, staff will make revisions to the proposed sign code
 383 language for review and action by the Planning and Zoning Commission at a later date. Once

384 acceptable to the Commission, staff will forward the Commission’s recommendation to the City
385 Council for their consideration.

386

387 **FINDINGS:**

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- 389 • None at this time

390

391 **ATTACHMENTS:**

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393 02 – FS15-311 Draft Sign Code Update Public Review Version 1

394 03 – FS15-311 Exhibit A – Summary of Comments, July 6, 2017 Excerpts

395 04 – FS15-311 Public Comment #1

396 05 – FS15-311 Public Comment #2

397 06 – FS15-311 Public Comment #3

398 07 – FS15-311 Public Comment #4