



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report
Zoning Ordinance Text Amendment

Application No Z-TA-9-15: Amend Chapter 7, Section 705.2 (Off-Premise Signs) of the Phoenix Zoning Ordinance to add a provision to allow off-premise signs in an area that is located within a PUD, a redevelopment area, a village primary core, and adjacent to a permitted freeway.

Staff recommendation: Staff recommends approval of Z-TA-9-15 as shown in the recommended text in Attachment A.

PURPOSE

The intent of this text amendment request is to add a provision to allow off-premise signs in an area that is located within a PUD, a redevelopment area, a village primary core, and adjacent to a permitted freeway.

BACKGROUND

On February 20, 2013, the Phoenix City Council approved Resolution 21112, which found the existence of a blighted area in the city of Phoenix (per Arizona Revised Statute 36-1471) and declared the necessity for the North Mountain Redevelopment Area. This approval allowed staff to proceed with creating a redevelopment plan for the specified area.

The North Mountain Redevelopment Area was approved by Phoenix City Council on March 19, 2014 through Resolution 21207 to assist the Metrocenter Mall and the surrounding area in their revitalization. Several of the property owners in Metrocenter are proposing to rezone to PUD for the purpose of creating the framework to guide the transition to a mixed-use development. As part of this development, an exciting sign district through a Master Planned Development Sign Plan would include on-premise and off-premise signage in a dynamic mix along the freeway and within the interior of the PUD site.

Staff has proposed adding a provision to allow the off-premise sign component in locations that would not comply with the spacing standards in Section 705.2 (exact code reference). Given the goal of economic development, the additional intensity of signage would increase the economic potential of the development. The unique positioning of this PUD in a redevelopment area, in a primary village core, and along a freeway

warrants the unique mixture and scale of signage, so the standards for the off-premise signs must be adjusted.

Staff carefully reviewed the language with staff from the Law Department. As a result, minor changes to the proposed text were made for clarity and consistency with the existing Zoning Ordinance language.

DESCRIPTION OF THE PROPOSED TEXT

Section 705.2.C.11. was added to allow off-premise signs in a specific area: within a Planned Unit Development (PUD) that is proposed in the North Mountain Redevelopment Area, the North Mountain Village Primary Core, and adjacent to I-17. This new ordinance language specifies standards for the height and area of these off-premise signs, with a requirement for a use permit for additional sign height above 48 feet. This language is consistent with the current standards for new off-premise signs.

The language also includes two additional provisions:

- Reduced spacing between signs, which increases the intensity of the signage along the freeway. This is for the purposes of increasing the economic development potential of the North Mountain Redevelopment Area.
- Allowance to display on-premise copy on the signs, which is unique to this specific area as described above. This is to create a framework to allow for a dynamic mix of off-premise and on-premise copy on the freeway signs as the area is being redeveloped.

CONCLUSION

The proposed text amendment addresses off-premise sign provisions that are unique to the North Mountain Redevelopment Area, in order to support the viability of its redevelopment. The proposed text will provide updated zoning regulations and provide clarity. Staff recommends approval of the change to the Zoning Ordinance as proposed in Attachment A.

Writer

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4/6/16

Attachments

A. Proposed Language

Attachment A
Z-TA-9-15 North Mountain Redevelopment Area Off-Premise Signs
Staff Proposed Language

Amend Chapter 7, Section 705.2 (Off-Premise Signs) to read as follows:	

11.	WHEN AN OFF-PREMISE SIGN IS LOCATED WITHIN A PUD, A REDEVELOPMENT AREA, A VILLAGE PRIMARY CORE, AND ADJACENT TO A PERMITTED FREEWAY, THE FOLLOWING STANDARDS SHALL APPLY:
a.	THE SIGN SHALL NOT EXCEED 48 FEET IN HEIGHT AND NO SINGLE FACE SHALL EXCEED 672 SQUARE FEET WITH 20% EMBELLISHMENTS.
b.	A USE PERMIT IS REQUIRED FOR OFF-PREMISE SIGNS THAT EXCEED 48 FEET PER SECTION 705.2.B.4.b.
c.	SPACING BETWEEN SIGNS SHALL BE A MINIMUM OF 1,000 FEET. SIGNS AT A HEIGHT OF FIFTY (50) FEET OR LESS MAY BE PLACED CLOSER TOGETHER, BUT NO CLOSER THAN 300 FEET BETWEEN SIGNS.
d.	THESE OFF-PREMISE SIGNS SHALL BE ALLOWED TO DISPLAY ON-PREMISE COPY AND OFF-PREMISE COPY.