

ORDINANCE NO. 3850

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AMENDING ORDINANCE NO. 455, THE ZONING ORDINANCE OF THE CITY OF SCOTTSDALE, BY AND FOR THE PURPOSE OF AMENDING ARTICLE VIII. SIGN REQUIREMENTS, FOR THE PURPOSE OF ALIGNING COMMERCIAL OFFICE DISTRICT (C-O) SIGN REQUIREMENTS WITH OTHER COMMERCIAL DISTRICTS SIGN REQUIREMENTS, AS PROVIDED IN CASE NO. 14-TA-2008.

WHEREAS, the Planning Commission held a public hearing on April 22, 2009; and

WHEREAS, the City Council held a public hearing on June 2, 2009 and considered a text amendment to the Zoning Ordinance of the City of Scottsdale, Case No. 14-TA-2008; and

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:


Section 1. That the Zoning Ordinance of the City of Scottsdale, is amended by amending Article VIII. Sign Requirements, as set forth in Exhibit 1, attached hereto and incorporated herein by reference.


Section 2. If any section, subsection, sentence, clause, phrase or portion of this ordinance or any part of the code adopted herein is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

PASSED AND ADOPTED by the Council of the City of Scottsdale this 2nd day of June, 2009.

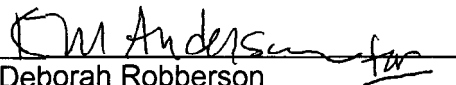
ATTEST:

CITY OF SCOTTSDALE, an Arizona
Municipal Corporation

By: 
Carolyn Jagger
City Clerk

By: 
W.J. "Jim" Lane
Mayor

APPROVED AS TO FORM:

By: 
Deborah Robberson
City Attorney

Sec. 1: Sec. 8.504. Unspecified uses in R-1, R-2, R-3, R-4R, R-5, C-O, P-1, P-2, P-3, and O-S [zones.] is amended as follows:

Sec. 8.504. Unspecified uses in R-1, R-2, R-3, R-4R, R-5, ~~C-O~~, P-1, P-2, P-3, and O-S [zones.]

I. Individual Business Identification.

A. Building wall signs.

1. Such sign shall identify the business.
2. For any one (1) side of a building the maximum sign area for each one (1) lineal foot of building wall shall be one (1) square foot.
3. The maximum sign height on a building shall be three (3) stories.
4. No part of a building wall sign shall extend above a roof line.
5. Such sign shall be installed with the exposed face of the sign in a plane parallel to the face of the building wall.
6. No part of such sign shall project from a building wall a distance greater than twelve (12) inches.

B. Ground signs.

1. Such sign shall identify the business.
2. The maximum number of such signs per street shall be one (1) sign.
3. Such signs shall be placed within a landscaped setting containing not less than one hundred twenty (120) square feet.
4. The maximum individual letter area for such signs shall not exceed twelve (12) square feet.
5. The maximum height of such sign shall be five (5) feet.
6. Individual letters shall not cover a percentage of wall surface area greater than fifty (50) percent.

C. Traffic directional signs.

1. The maximum number of such signs for each driveway shall be one (1) sign.
2. The maximum height of such sign shall be three (3) feet.
3. The maximum area of such sign shall be four (4) square feet.
4. The maximum area of a business name or logo on such sign shall be one (1) square foot.

- 5. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
 - 6. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.
- D. [Hotel flags.] One (1) flag is allowed for a hotel in R-4R.
- ~~E. [Automated teller machine signs.] Automated teller machine signs are allowed in C-O as specified in Section 8.522, II.~~
- ~~F. [Automated teller machine directional signs.] Automated teller machine directional signs are allowed in C-O as specified in Section 8.522, III.~~
- Ⓔ E. [Residential entryway signs.] Residential subdivisions, condominiums, townhouses and mobile home parks are allowed residential entryway signs.
- Ⓕ F. [Entryway signs; commercial, campus.] Commercial subdivisions and campus developments are allowed entryway signs.
- Ⓖ G. [Sum total sign area.] Sum total sign area per business use, twenty-four (24) square feet.

Sec. 2. Sec. 8.505. Unspecified uses in C-O zone, is added as follows:

SEC. 8.505. UNSPECIFIED USES IN C-O ZONE.

I. SUM TOTAL SIGN AREA.

- A. EXCEPT AS PROVIDED IN SECTION 8.505.III BELOW, THE SUM TOTAL SIGN AREA ALLOWED PER BUSINESS USE IS TWENTY-FOUR (24) SQUARE FEET.**
- B. UPON APPROVAL OF A MASTER SIGN PROGRAM IN SECTION 8.505.III FOR A BUILDING FIFTY THOUSAND (50,000) SQUARE FEET OR LARGER ONLY, THE SUM TOTAL SIGN AREA ALLOWED PER BUSINESS USE IS ONE AND ONE-HALF (1 ½) SQUARE FEET PER ONE (1) LINEAL FOOT OF BUILDING FRONT FOOT.**

II. INDIVIDUAL BUSINESS IDENTIFICATION.

A. BUILDING WALL SIGNS.

- 1. SUCH SIGN SHALL IDENTIFY THE BUSINESS.**
- 2. FOR ANY ONE (1) SIDE OF A BUILDING, THE MAXIMUM SIGN AREA FOR EACH BUSINESS IS ONE (1) SQUARE FOOT PER ONE (1) LINEAL FOOT OF BUILDING WALL.**
- 3. THE MAXIMUM SIGN HEIGHT ON A BUILDING SHALL BE THREE (3) STORIES.**

4. NO PART OF A BUILDING WALL SIGN SHALL EXTEND ABOVE A ROOF LINE.
5. SUCH SIGN SHALL BE INSTALLED WITH THE EXPOSED FACE OF THE SIGN IN A PLANE PARALLEL TO THE FACE OF THE BUILDING WALL.
6. NO PART OF SUCH SIGN SHALL PROJECT FROM A BUILDING WALL A DISTANCE GREATER THAN TWELVE (12) INCHES.

B. GROUND SIGNS.

1. SUCH SIGN SHALL IDENTIFY THE BUSINESS.
2. THE MAXIMUM NUMBER OF SUCH SIGNS PER STREET SHALL BE ONE (1) SIGN.
3. SUCH SIGNS SHALL BE PLACED WITHIN A LANDSCAPED SETTING CONTAINING NOT LESS THAN ONE HUNDRED TWENTY (120) SQUARE FEET.
4. THE MAXIMUM INDIVIDUAL LETTER AREA FOR SUCH SIGNS SHALL NOT EXCEED TWELVE (12) SQUARE FEET.
5. THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE FIVE (5) FEET.
6. INDIVIDUAL LETTERS SHALL NOT COVER A PERCENTAGE OF WALL SURFACE AREA GREATER THAN FIFTY (50) PERCENT.

C. TRAFFIC DIRECTIONAL SIGNS.

1. THE MAXIMUM NUMBER OF SUCH SIGNS FOR EACH DRIVEWAY SHALL BE ONE (1) SIGN.
2. THE MAXIMUM HEIGHT OF SUCH SIGN SHALL BE THREE (3) FEET.
3. THE MAXIMUM AREA OF SUCH SIGN SHALL BE FOUR (4) SQUARE FEET.
4. THE MAXIMUM AREA OF A BUSINESS NAME OR LOGO ON SUCH SIGN SHALL BE ONE (1) SQUARE FOOT.
5. WHERE A DRIVEWAY IS SHARED THE MAXIMUM AREA OF SUCH SIGN SHALL BE EIGHT (8) SQUARE FEET.
6. WHERE A DRIVEWAY IS SHARED THE MAXIMUM AREA OF A BUSINESS NAME OR LOGO SHALL BE TWO (2) SQUARE FEET.

III. MASTER SIGN PROGRAM.

- A. SUBMITTAL AND REVIEW.** TO TAKE ADVANTAGE OF LARGER SIGNS PERMITTED UNDER SECTION 8.505.I.B, THE OWNER SHALL SUBMIT A MASTER SIGN PROGRAM. THE OWNER OF A BUILDING SMALLER THAN FIFTY THOUSAND (50,000) SQUARE FEET MAY SUBMIT A MASTER SIGN PROGRAM FOR DESIGN REVIEW BUT IS LIMITED TO THE SUM TOTAL SIGN AREA ALLOWED IN SECTION 8.505.I.A.
- 1. THE FOLLOWING SIGNS ARE SUBJECT TO DEVELOPMENT REVIEW BOARD APPROVAL:**
 - A. SIGNS EQUAL TO OR LESS THAN FIVE HUNDRED (500) FEET FROM, AND FACING PLATTED RESIDENTIAL DISTRICTS OR EXISTING DWELLING UNITS.**
 - B. MORE THAN ONE (1) SIGN IS PROPOSED FOR EACH ONE HUNDRED TWENTY-FIVE (125) LINEAL FEET OF BUILDING WALL FOR ANY STORY ON A BUILDING FIFTY THOUSAND (50,000) SQUARE FEET OR LARGER.**
 - 2. THE FOLLOWING SIGNS ARE SUBJECT TO CITY STAFF APPROVAL:**
 - A. SIGNS EQUAL TO OR MORE THAN FIVE HUNDRED (500) FEET FROM, AND NOT FACING PLATTED RESIDENTIAL DISTRICTS OR EXISTING DWELLING UNITS, AND**
 - B. SIGNS FARTHER THAN FIVE HUNDRED (500) FEET FROM PLATTED RESIDENTIAL DISTRICTS OR EXISTING DWELLING UNITS.**
- B. STANDARDS OF REVIEW.** THE FOLLOWING ELEMENTS OF THE MASTER SIGN PROGRAM SHALL BE REVIEWED TO DETERMINE WHETHER THE MASTER SIGN PROGRAM MINIMIZES THE IMPACT OF THE SIGNS ON PLATTED RESIDENTIAL DISTRICTS OR EXISTING DWELLING UNITS.
- 1. SIGN SIZE.** LARGER SIGNS FACING PLATTED RESIDENTIAL DISTRICTS OR EXISTING DWELLING UNITS SHALL NOT HAVE AN ADVERSE VISUAL IMPACT.
 - 2. NUMBER OF SIGNS.** THERE SHALL BE NO MORE THAN ONE (1) SIGN PER BUSINESS, PER BUILDING FRONT FOOT FACING PLATTED RESIDENTIAL DISTRICTS OR EXISTING DWELLING UNITS.
 - 3. SIGN LIGHTING.** SIGNS ARE NOT ILLUMINATED OR LIGHTING IS LIMITED TO REVERSE PAN CHANNEL, HALO-

ILLUMINATION AND/OR LOW LEVEL INDIRECT LIGHTING TO CONTROL GLARE AND MUTE LIGHTING IMPACTS.

- 4. SIGN DESIGN AND COLOR. SIGNS ARE DESIGNED TO MINIMIZE BRIGHT COLORS, GLARE AND REFLECTIVITY, BASED ON THE FOLLOWING:**
 - A. THE SIGN MATERIAL IS TEXTURED OR HAS A MATTE OR NON-REFLECTIVE TREATMENT.**
 - B. THE COLOR PALETTE SHOULD BE COMPLIMENTARY TO THE BUILDING COLORS YET PROVIDE VISUAL CONTRAST.**
- 5. SIGN CONTENT. THE DEVELOPMENT REVIEW BOARD SHALL HAVE NO POWER TO REVIEW THE WORDS, SYMBOLS OR OTHER CONTENT ON THE MESSAGE USED ON THE SIGN.**