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Planning Commission Continuance

TO: PLANNING COMMISSION *SB*

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THROUGH: AMY TEMES, INTERIM PRINCIPAL PLANNER *AT*
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MEETING DATE: MAY 1, 2019

SUBJECT: Z19-04 LDC TEXT AMEND – HERITAGE SIGN PLANS: REQUEST TO AMEND THE TOWN OF GILBERT LAND DEVELOPMENT CODE, CHAPTER I ZONING REGULATIONS, DIVISION 4 GENERAL REGULATIONS, ARTICLE 4.4 SIGN REGULATIONS, THE GLOSSARY OF GENERAL TERMS, AND THE APPENDIX 1 GRAPHICS, RELATED TO THE ADDITION OF NEW NOSTALGIC OR HISTORIC ROOFTOP SIGN TYPES AND SIZES WITHIN THE HERITAGE VILLAGE CENTER ZONING DISTRICT.

<p>STRATEGIC INITIATIVE: Economic Development</p> <p>Gilbert is committed to attracting, growing and retaining business and industry within the community. The proposed amendment responds to business interest for more nostalgic rooftop signs that identify the Heritage District as a unique resident and tourist attraction.</p>
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RECOMMENDED MOTION

A. Move to continue Z19-04 to **September 4, 2019**.

BACKGROUND/DISCUSSION

History

Date	Description
<i>March 23, 2010</i>	Town Council adopted Ordinance No. 2281 (Z08-28), establishing commercial and residential design guidelines for the Heritage District and amending the parking requirements for residential uses in the Heritage District.
<i>June 29, 2017</i>	Town Council adopted Ordinance No. 2619 (Z16-11), repealing and replacing in its entirety Article 4.4 Sign Regulations.
<i>August 16, 2018</i>	Town Council adopted the 2018 Heritage District Redevelopment Plan.
<i>November 1, 2018</i>	Town Council adopted Ordinance No. 2688 (Z18-24), amending Article 4.4 Sign Regulations regarding electronic changing message displays and marquee signs.
<i>February 6, 2019</i>	The Planning Commission initiated the LDC update to the Heritage District Design Guidelines.
<i>April 3, 2019</i>	Planning Commission initiated a LDC text amendment (Z19-04) related to the addition of new nostalgic or historic rooftop sign types and sizes within the Heritage Village Center Zoning District and conducted Citizen Review.
<i>April 17, 2019</i>	Redevelopment Commission recommended postponement of Z19-04, LDC Text Amendment—Heritage Sign Plan until after Council consideration and possible adoption of the updated Heritage District Design Guidelines.

Overview

A downtown interest has shared the idea for a nostalgic rooftop identification sign for the historic and symbolic center of Gilbert known as the Heritage District. The Land Development Code (LDC) does not presently permit rooftop signage, prompting this request for a possible amendment. The idea is inspired by other iconic rooftop identification signs, such as the “White Stag” sign in downtown Portland. Staff would like to explore a similar way to identify the Heritage District. These signs would only be permitted within the Heritage Village Center (HVC) zoning district along Gilbert Road, in appropriate locations that would be sensitive to views of the water tower, and would be held to elevated design standards to ensure that the intended vision is achieved. Some examples of possible items that could be seen on these signs would be “Gilbert” or “Heritage District” with some stylistic elements representative of the area’s character.

At the April 17, 2019 meeting, the Redevelopment Commission recommended postponement of the text amendment until after consideration of the updated Heritage District Design Guidelines, which is anticipated to be presented to Town Council for approval in the Fall of this year. Staff is requesting this continuance to better align this text amendment request’s timeline with the current timeline for the Heritage District Design Guidelines update.

PUBLIC NOTIFICATION AND INPUT

A notice of public hearing was published in a newspaper of general circulation in the Town, an official notice was posted in all the required public places within the Town and neighborhood notice was provided per the requirements of the Land Development Code Article 5.205.

Staff has received one (1) comment from the public in opposition of the project.

STAFF RECOMMENDATION

A. Move to continue Z19-04 to **September 4, 2019**.

Respectfully submitted,



Sydney Bethel
Planner II

Attachments and Enclosures:

1) Notice of Public Hearing



NOTICE OF PUBLIC HEARING

PURSUANT TO ARS Sections 39-204 & 9-462.04, NOTICE IS HEREBY GIVEN OF PUBLIC HEARING in the Town of Gilbert, Arizona, relating to the following requests for changes in land use regulations:

Z18-30 LDC TEXT AMENDMENT – REMOVE MF IN RC: Request to amend the Town of Gilbert Land Development Code, Chapter I Zoning Regulations, Division 2 Land Use Designations, Article 2.3 Commercial Districts, Section 2.306 Additional Use Regulations, related to the deletion of additional required findings for Multi-Family Use in Regional Commercial District, and Article 2.9 Use Regulations, Table 2.902 Use Regulations, related to the deletion of limitations and additional standards for Multi-Family uses in the Regional Commercial zoning district and Chapter II Design Standards and Guidelines, Article 1.10 Integrating Multi-Family Uses in Regional Commercial Zoning Districts Design Guidelines, related to the deletion of design guidelines. The effect of the amendment will be to remove Multi-Family as a conditional use in the Regional Commercial (RC) zoning district and to remove related cross references and design standards and methods to achieve the required use permit Findings for a Multi-Family use in a RC zoning district. Multi-Family uses will not be allowed; however, Loft Units will remain a permitted use in the RC zoning district.

Z19-03 LDC TEXT AMENDMENT – HIGH DENSITY MULTI-FAMILY: Request to amend the Town of Gilbert Land Development Code, Chapter I Zoning Regulations, Division 1 General Provisions, Division 2 Land Use Designations, and Division 6 Use Definitions; the Glossary of General Terms; and the Appendix 1 Graphics, related to the creation of a Multi Family – High Density Zoning District. The effect of the amendment will be to create site development standards and use regulations applicable to a multi-family high density zoning district, and to update and add definitions, terms, and graphics for clarity and consistency. PC SS 4-3-19

Z19-04 LDC TEXT AMENDMENT – HERITAGE SIGN PLANS: Request to amend the Town of Gilbert Land Development Code, Chapter I Zoning Regulations, Division 4 General Regulations, Article 4.4 Sign Regulations, the Glossary of General Terms, and the Appendix 1 Graphics, to allow for a new type of rooftop sign in certain locations within the Heritage Village Center Zoning District. The effect of the amendment will be to allow rooftop signs of specific sizes and types for certain uses under a Heritage Sign Plan, to add approval criteria and standards for such signs related to the operation, location, placement, design, lighting, safety, and sizes of such signs, and to amend related terms and graphics for clarity and consistency.

The applications and project files may be viewed by the public Monday through Thursday, 7:00 am to 6:00 pm at the Town of Gilbert, Planning and Development Services office located at 90 East Civic Center Drive, Gilbert, AZ. Written comments may be sent to Town of Gilbert, Planning and Development Services, 90 East Civic Center Drive, Gilbert, AZ 85296. Written comments may also be submitted at the public hearing. Any interested person may appear and be heard at the following public hearing:

**Planning Commission: Wednesday, May 1, 2019 at 6:00 p.m.
Gilbert Municipal Center, Council Chambers, 50 East Civic Center Drive, Gilbert, AZ**