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# Planning Commission Staff Report

**TO:** PLANNING COMMISSION

**FROM:** STEPHANIE BUBENHEIM, PLANNER II *SB*  
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**THROUGH:** CATHERINE LORBEER, AICP, PRINCIPAL PLANNER *o/l*  
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**MEETING DATE:** JUNE 5, 2019

**SUBJECT:** Z19-02, LDC TEXT AMENDMENT – GVC AND GBC SIGN CODE: REQUEST TO AMEND THE TOWN OF GILBERT LAND DEVELOPMENT CODE, CHAPTER 1 ZONING REGULATIONS, DIVISION 4 GENERAL REGULATIONS; ARTICLE 4.4 SIGN REGULATIONS; DIVISION 5 ADMINISTRATION, ARTICLE 5.6 DESIGN REVIEW; DIVISION 6 USE DEFINITIONS; THE GLOSSARY OF TERMS; AND APPENDIX 1 GRAPHICS RELATED TO SIGN REGULATIONS IN THE GATEWAY VILLAGE CENTER AND THE GATEWAY BUSINESS CENTER ZONING DISTRICTS.

**STRATEGIC INITIATIVE:** Economic Development

The proposed amendment will allow signage within the Gateway Village Center and Gateway Business Center zoning districts.

**RECOMMENDED MOTION**  
For the reasons set forth in the staff report, move to recommend approval to the Town Council for Z19-02, as requested.

## **BACKGROUND/DISCUSSION**

### **History**

| <b>Date</b>          | <b>Description</b>  |
|----------------------|---|
| <i>June 19, 2007</i> | Town Council adopted Ordinance No. 1980 (Z06-112), creating two new zoning districts Gateway Village Center and Gateway Business Center for the core of Gateway Character Area. |
| <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>March 6, 2019</i> | The Planning Commission initiated an LDC text amendment to allow signage in the GVC and GBC zoning districts and conducted the Citizen’s Review as a study session item.        |

### **Overview**

The Gateway Village Center (GVC) and the Gateway Business Center (GBC) zoning districts are located within the Gateway Character Area shown in the General Plan. The area is bound by Warner Road to Pecos Road and Santan Freeway/Union Pacific Railroad/Higley Road to Power Road, with the GVC and GBC making up the central core at the intersection of Recker and Williams Field Roads. The village core is intended to be a neo-traditional mixed-use, pedestrian-oriented center with employment areas and a transit station for a future commuter rail, surrounded by traditional higher density residential neighborhoods. The two zoning districts were created in 2007 to support this vision and the town’s goal to live, work, and play. The area is also commonly referred to as Cooley Station.

When the Town updated Article 4.4 Sign Regulations in 2016/2017, development had not started in the village center area and was under a re-visioning process. It was pre-determined that the sign code would not include GVC and GBC zoning districts. The sign regulations section and other supporting sections applicable to signage would be updated as the vision of the village center and development would come forward. This text amendment will modify the sections to allow the two zoning districts to have sign standards in order for developments to move forward with applicable sign plans and permits.

GVC and GBC sign standards are envisioned to be similar to Heritage Village Center (HVC) sign regulations, including a requirement for a Gateway Sign Plan (GSP) similar to that of a Heritage Village Sign Plan (HSP), and a Comprehensive Sign Plan (CSP in Section 4.405 of the LDC). The GSP will help ensure that the unique character of the area is upheld. Applicable sections such as Article 5.6 Design Review will also be updated to include a process for a Gateway Sign Plan. After review of Article 6: Use Definitions, the Glossary of Terms, and Appendix 1 Graphics, no revisions or additions were found to be made for this text amendment.

### **Proposed Zoning Code Amendments**

**Chapter I Zoning Regulations, Division 4 Sign Regulations, Article 4.4 Sign Regulations, Sections; Article 4.405 Sign Plans and Sign Program; 4.406 Review of Sign Applications for Permanent Signs; 4.408 Temporary Signs; 4.409 Permanent**

**Signs; and 4.4013 Heritage Village Center Zoning District** would be amended to read as follows (additions in ALL CAPS UNDERLINE; deletions in ~~strikeout~~):

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## Sections

- 4.4011 Nonresidential Uses in Residential Zoning Districts
- 4.4012 Commercial Zoning Districts
- 4.4013 Heritage Village Center, AND GATEWAY Zoning Districts
- 4.4014 Office Zoning Districts

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## 4.405 Sign Plans and Sign Program

D. **GATEWAY SIGN PLANS.** A GATEWAY SIGN PLAN SHALL BE REQUIRED FOR A SIGN PROPOSED WITHIN THE GATEWAY VILLAGE CENTER OR GATEWAY BUSINESS CENTER ZONING DISTRICT FOR SINGLE OR MULTIPLE-TENANT COMMERCIAL OR OFFICE USES, RESIDENTIAL, OR FOR A MULTIPLE-BUILDING COMPLEX FOR A SINGLE COMMERCIAL USE. THE DESIGN REVIEW BOARD MAY APPROVE A GATEWAY SIGN PLAN AS AN ALTERNATIVE TO THE REQUIREMENTS SET FORTH SECTION 4.409.B FOR THE GATEWAY VILLAGE CENTER AND GATEWAY BUSINESS CENTER ZONING DISTRICTS. IF REQUESTED BY AN APPLICANT, A GATEWAY SIGN PLAN MAY BE ADMINISTRATIVELY APPROVED WHEN THE PROPOSED PLAN COMPLIES WITH ALL OF THE REQUIREMENTS SET FORTH IN ARTICLE 4.4 SIGN REGULATIONS. IN NO EVENT SHALL CONSIDERATION FOR APPROVAL BE BASED UPON THE MESSAGE CONTENT OF A SIGN.

1. **CONDITIONS.** THE PLANNING MANAGER MAY ATTACH CONDITIONS, REQUIREMENTS, OR STANDARDS NECESSARY TO ASSURE THAT THE SIGN STRUCTURE COVERED BY THE GATEWAY SIGN PLAN WILL NOT BE MATERIALLY DETRIMENTAL TO PERSONS OR PROPERTY.

2. **EVALUATION CRITERIA.** GATEWAY SIGN PLANS SHALL BE EVALUATED BASED ON THE FOLLOWING CRITERIA:

A. **PLACEMENT.** ALL SIGN STRUCTURES SHALL BE PLACED WHERE THEY ARE VISIBLE AND LEGIBLE. FACTORS TO BE CONSIDERED INCLUDE THE LOCATION RELATIVE TO PEDESTRIAN MOVEMENT, TRAFFIC MOVEMENT AND ACCESS POINTS, SITE FEATURES, OTHER STRUCTURES, AND ORIENTATION RELATIVE TO VIEWING DISTANCES AND VIEWING ANGLES.

B. **SIZE.** ALL SIGNS SHALL BE NO LARGER THAN NECESSARY FOR VISIBILITY AND LEGIBILITY. FACTORS TO BE CONSIDERED IN

DETERMINING APPROPRIATE SIZE INCLUDE TOPOGRAPHY, VOLUME AND SPEED OF TRAFFIC, VIEWING DISTANCES AND ANGLES, PROXIMITY TO ADJACENT USES, AND PLACEMENT OF DISPLAY. IN THE EVENT THAT THE TOTAL BUSINESS SIGN AREA OTHERWISE ALLOWED IN THIS ARTICLE 4.4 DOES NOT PROVIDE SUFFICIENT AREA FOR VISIBILITY AND LEGIBILITY FOR A SIGN, THEN THE MAXIMUM SIZE OF SIGN AREA MAY BE INCREASED BUT ONLY AS NECESSARY TO ALLOW FOR VISIBILITY AND LEGIBILITY; HOWEVER IN NO EVENT SHALL THE FOREGOING ALLOW A TOTAL BUSINESS SIGN AREA TO EXCEED BY MORE THAN TWENTY-FIVE (25) PERCENT ANY MAXIMUM AREA STANDARD OTHERWISE ALLOWED IN THIS ARTICLE 4.4.

C. DESIGN FEATURES AND MATERIALS. DESIGN FEATURES AND MATERIALS SHALL BE COMPATIBLE WITH THE ARCHITECTURE, COLORS, AND MATERIALS OF THE STRUCTURES.

D. AMENDMENTS. THE PLANNING MANAGER MAY ADMINISTRATIVELY APPROVE MINOR AMENDMENTS TO A GATEWAY SIGN PLAN, WHERE SUCH CHANGES ARE DETERMINED TO HAVE LITTLE OR NO VISUAL IMPACT AND ARE CONSISTENT WITH THE INTENT OF THE ORIGINAL APPROVAL. IN APPROVING A MINOR AMENDMENT, THE PLANNING MANAGER SHALL NOT BASE ANY DETERMINATION ON THE MESSAGE CONTENT OF A SIGN.

#### **4.406 Review of Sign Applications for Permanent Signs**

All applications for Permanent Signs, except for those applications subject to administrative approval by the Planning Manager as set forth in Section 5.602B.1, Administrative Design Review, shall be considered by the Design Review Board or, in the Heritage District Overlay Zoning District, by the Redevelopment Commission. Approval for a Permanent Sign may be by:

- A. A Comprehensive Sign Program; or
- B. A Master Sign Plan; or
- C. A Heritage Sign Plan; or
- D. A GATEWAY SIGN PLAN; OR
- ~~E.~~ A separate Administrative Design Review application approved by the Planning Manager.

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#### **4.408 Temporary Signs**

| <b>TABLE 4.408.A Temporary Signs: General Criteria and Limitations by Zoning District</b> |                                     |  |   |
|---|-------------------------------------|--|---|
| <b>ZONING DISTRICTS</b>   | <b>Residential Zoning Districts</b> | <b>Non-Residential (Other than Heritage Village Center) Zoning Districts</b> | <b>Heritage Village Center <u>AND</u> <u>GATEWAY</u> Zoning Districts</b> |
| Maximum Number of Signs Per Parcel  | 4 <sup>1</sup>                      | 4  | 4   |
| Maximum Sign Area <sup>2</sup>  | 6 sq. ft.                           | 32 sq. ft.   | 32 sq. ft.  |
| Sign Height Maximum for a Freestanding Sign <sup>3</sup>                                  | 4 ft.                               | 6 ft.  | 6 ft.   |
| Sign Height Maximum for a Wall Sign (inclusive of a Window Sign <sup>4</sup> )            | 6 ft.                               | 15 ft.   | 15 ft.  |
| Minimum Setback/ Distance from Right of Way <sup>5</sup>                                  | 10 ft.                              | 10 ft.   | 10 ft.  |
| Minimum Spacing from any Other Sign (Temporary Sign or a Permanent Sign) <sup>2</sup>     | 15 ft.                              | 15 ft.   | 15 ft.  |
| Permit Required   | No                                  | No   | No  |
| Incorporation of Florescent Color or Exhibition of Florescence Allowed                    | No                                  | No   | No  |
| Permission of Owner Required  | Yes                                 | Yes  | Yes   |
| Allowed within a Sight Visibility Triangle  | No                                  | No   | No  |
| Allowed on Public Sidewalk / Right of Way <sup>6</sup>                                    | No                                  | No   | No  |

<sup>1</sup> In single-family residential zoning districts, each single family residential use with at least one principal structure may place up to 6 offsite Temporary Signs on private property for the purpose of directing the public to a residential activity (e.g. real estate open house, garage/yard sale, estate sale). Said signs shall be displayed only during the hours that the single family residence is open for public inspection and shall not exceed 6 sq. ft. in area per sign.

<sup>2</sup> The aggregate maximum sign area was deleted from this table for clarity but there was no effect on how the total square footage is calculated. Multiply the maximum sign area by the maximum number of signs to calculate the aggregate maximum sign area. There is no limit to the number of separate messages that may appear on the allowable surface(s) of any Temporary Sign.

<sup>3</sup> Not applicable to signs displayed on Flagpoles.

<sup>4</sup> Window Signs shall not cover more than 25% of the first floor window area. See Appendix 1, Figures 18, for graphic illustrations.

<sup>5</sup> Minimum Sign Setbacks are measured from the edge of the property line. Setbacks do not apply to wall signs or signs affixed to a temporary construction fence.

<sup>6</sup> Government Signs displaying government speech are exempt from regulation under this Article 4.4.

| <b>TABLE 4.408.A Temporary Signs: General Criteria and Limitations by Zoning District</b> |                                     |  |   |
|---|-------------------------------------|--|---|
| <b>ZONING DISTRICTS</b>   | <b>Residential Zoning Districts</b> | <b>Non-Residential (Other than Heritage Village Center) Zoning Districts</b> | <b>Heritage Village Center <u>AND</u> <u>GATEWAY</u> Zoning Districts</b> |
| Duration Allowed After Conclusion of an Event if Sign Pertained to an Event               | 3 days                              | 3 days   | 3 days  |
| Lighting or Illumination Allowed  | No                                  | No   | No  |
| Movement Allowed  | No                                  | No   | No  |

B. ***A-Frame Signs and T-Frame Signs.***<sup>7</sup> A-Frame Signs and T-Frame Signs are unlawful if they do not meet the criteria and limitations set forth in the following Table 4.408.B A-Frame and T-Frame Signs: Criteria and Limitations.

1. A-Frame Signs and T-Frame Signs are permitted in all zoning districts but may be placed in single-family residential zoning districts only in conjunction with non-residential uses.
2. A-Frame Signs and T-Frame Signs must be located adjacent to the parcel or business advertised thereon, supported by a base of sufficient weight and durability to withstand wind gusts, and maintained in a professional manner free from fading, tearing, and tattering.
3. A-Frame Signs and T-Frame Signs shall not be placed in raised or painted medians, with stakes fastened to or driven into concrete, across the street from the business being advertised, on equestrian or multi-use trails, and must be placed at grade level. See Appendix 1, Figures 16, for graphic illustrations.

| <b>TABLE 4.408.B. A-Frame and T-Frame Signs: Criteria and Limitations</b> |                                     |
|---|-------------------------------------|
| Maximum Number of Signs   | Four (4 ) per business <sup>8</sup> |
| Maximum Width   | Thirty-one (31) inches              |
| Maximum Height  | Forty-five (45) inches              |

<sup>7</sup> The provisions of 4.408.B allowing for A-Frame Signs and T-Frame Signs shall be reviewed by the Town Council as soon as reasonably practicable after June 1, 2020, for the purpose of evaluating the effectiveness of A-Frame Signs and T-Frame Signs and to determine whether changes to 4.408.B should be made.

<sup>8</sup> The combined total number of A-Frame, T-Frame, and Flying Banner Signs shall not exceed four (4) per business.

<sup>9</sup> Signs may be allowed at the perimeter of a multiple-tenant commercial/office complex or employment park, but only pursuant to an approved sign plan.

**TABLE 4.408.B. A-Frame and T-Frame Signs: Criteria and Limitations**

|  |   |
|--|---|
| Minimum Setback/Distance from Roadway                                  | Five (5) feet (Except in Heritage Village Center <u>AND GATEWAY</u> Zoning District <sup>S</sup> , where minimum shall be one (1) foot) |
| Maximum Width of Public Sidewalk that the Sign May Obstruct            | No more than one third (1/3) of the width of a public sidewalk and must provide at least four (4) feet of sidewalk clearance            |
| Maximum Distance of Sign from Premise <sup>9</sup>                     | Ten (10) feet with signs spaced at least twenty (20) feet apart   |
| Duration   | Only during hours when business is open   |
| Allowed on Public Sidewalk / Right-of-Way                              | Yes   |
| Allowed within a Sight Visibility Triangle                             | No  |
| Lighting or Illumination Allowed                                       | No  |
| Permit Required  | No  |
| Movement Allowed   | No  |
| Incorporation of Florescent Color or Exhibition of Florescence Allowed | No  |

The purchase and placement of A-Frame Signs and T-Frame Signs is not a substantial capital investment in the business being advertised. Upon repeal or modification of the regulations pertaining to these types of Temporary Signs that results in further restricting or prohibiting the same, then such signs shall not be legal non-conforming signs and such signs shall comply with all new regulations.

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**4.409 Permanent Signs**

A. **General Criteria for Lighting and Changing Message Displays Utilized with Permanent Signs.** The following general criteria and limitations for lighting and changing message displays shall apply to Permanent Signs, where indicated.

1. *Lighting.* The illumination of signs shall meet all regulations as set forth in the Gilbert Municipal Code, Chapter 42, Article II, Section 42-34.
  - b. Exposed light sources such as neon, tube, incandescent, light-emitting diode (LED), fluorescent, metal halide, high- or low- sodium bulbs, or mercury vapor light sources may be used as a source of illumination for commercial uses in Commercial, Heritage Village Center, and Gateway Village Center Zoning

Districts only. Exposed light tubes and bulbs must be a decorative feature that is consistent with the sign design and compatible with the architectural character of the building. Exposed light tubes and bulbs shall be proportionally sized. Exposed light tubes and bulbs may require administrative approval of a Comprehensive Sign Program, Master Sign Plan, ~~or~~ Heritage Sign Plan, OR GATEWAY SIGN PLAN according to the procedures set forth in Section 5.602B.1 Administrative Design Review, which shall be based upon content neutral and objective criteria. All light sources shall be shielded to prevent illumination trespass onto properties other than where the light source is located. Exposed neon, tube or bulb-type illumination is prohibited in all other zoning districts.

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B. ***Type of Permanent Signs.*** The following types of permanent signs are allowed in one or more of the Town of Gilbert’s zoning districts, as more specifically set forth in 4.409.B.1. through B.25. below.

3. *Wall Signs.*

c. Wall Signs in Heritage AND GATEWAY Zoning District~~S~~

- (1) Design. Wall Signs shall fit proportionally with building massing and architectural features of the elevation.
- (2) Length. The length of a Wall Sign shall not exceed eighty (80) percent of the horizontal length of the exterior building elevation of a tenant suite.
- (3) Height. The height of a Wall Sign shall not exceed eighty (80) percent of the vertical dimension of the sign band or wall space on which the sign is placed.
- (4) Placement. Wall Signs shall not be located closer to the top of a parapet wall than one-half the vertical dimension of the largest letter or character. Top floor signage located on multi-story buildings may span floor plates.
- (5) Wall Signs on building elevations abutting property designated for residential use in the General Plan shall:
  - i. Not be illuminated;
  - ii. Not exceed sixteen (6) square feet in area; and
  - iii. Be installed no higher than fourteen (14) feet above grade.
- (6) Wall Sign Area. The Minimum and Maximum Sign Areas for a Wall Sign shall be as set forth below.



- i. Wall Sign Area: One-Story Buildings.
  1. Minimum Sign Area for a Wall Sign. Wall Signs are permitted on any exterior wall of the tenant or user suite on the first floor of the one-story building.
  2. Maximum Sign Area for a Wall Sign. Each tenant or user suite shall be limited to a Wall Sign with a Sign Area no greater than the total sign allowance area defined below for (i) the longest building elevation of the tenant/user suite facing the street, or (ii) the length of the building elevation of the tenant or user suite in which its principal entrance is located.
  3. Sign Allowance Area. Sign Allowance Area as used in this subsection, Wall Sign Area, shall mean “one and one-half (1.5) square feet in Sign Area for each lineal foot of building elevation adjacent to the suite.”
  4. Double Sign Allowance Area for Certain Buildings. Buildings with at least two building elevations facing streets and/or main private circulation drives shall be permitted twice the Sign Allowance Area. Signs may be located on more than two elevations so long as the Double Sign Allowance Area is not exceeded. In no event shall the Double Sign Allowance Area be used on a single elevation.
- ii. Wall Sign Area: Buildings Two Stories in Height. Wall Signs on the floors of a building two (2) stories in height shall conform to the following criteria.
  1. First Floor. Individual tenant signs located on the first floor of a building two (2) stories in height shall be subject to the same criteria as tenant signs for a building one story in height, as set forth above.
  2. Second Floor. Individual tenant signs may only be placed on the building walls of the space occupied by the tenant. The individual tenant Wall Sign shall not exceed six (6) square feet in area per tenant/user suit. The sign area shall be included in the maximum Wall Sign area set forth above. Wall Signs may be indirectly illuminated or internally illuminated. Lighting fixtures shall be decorative and architecturally compatible with the building. See Guidelines for fixtures in the Heritage District Redevelopment Plan.

3. Double Sign Allowance Area for Certain Buildings. Buildings with at least two building elevations facing streets and/or main private circulation drives shall be permitted double (2X) sign area allowance. Signs may be located on more than two elevations as long as the maximum allowance is not exceeded. In no event shall the Double Sign Allowance Area be used on a single elevation.
4. Approval. Approval is required through a Heritage Sign Plan OR GATEWAY SIGN PLAN.

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4. *Painted Wall Signs*. In Commercial, ~~and the~~ Heritage Village Center, AND GATEWAY Zoning Districts, Painted Wall Signs are permitted on any exterior building wall of the tenant/user suite to which they are appurtenant and shall be limited to an onsite sign. The Sign Area of a Painted Sign shall be included in the Sign Allowance Area for signs in Section 4.409.B. Painted Wall Signs may be indirectly illuminated. Lighting fixtures shall be decorative and architecturally compatible with the building. Recommended Guidelines for appropriate design, materials, and color of fixtures within the Heritage Village Zoning District are set forth in the Heritage District Redevelopment Plan.

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11. *Projecting Signs*. In Commercial, ~~and the~~ Heritage Village Center, AND GATEWAY Zoning Districts, permanent Projecting Signs are allowed when affixed to the exterior building wall of the tenant/user suite to which they are appurtenant. Projecting Signs shall be located at the customer entry area of the tenant/user suite if blinking, flashing or illumination elements are incorporated. The allowable sign area for a Projecting Sign shall be included in the Maximum Sign Area allowed in Section 4.409.B.3, and when combined with any other Sign Area, shall not exceed the Maximum Sign Area. Projecting Signs may be internally or indirectly illuminated, and may incorporate flashing or blinking elements within the allowable Sign Area. Lighting fixtures shall be decorative and architecturally compatible with the building. Projecting Signs shall be stylized in shape, rather than rectangular, to reflect the shape of the image printed on the Sign Face. Fixtures used to affix the Projecting Sign to building walls shall be decorative and architecturally compatible with the building. Recommended Guidelines for appropriate design, materials, and color of fixtures within the Heritage Village Center Zoning District are set forth in the Heritage District Redevelopment Plan.
12. *Projecting Roof Signs*. In Commercial, ~~and the~~ Heritage Village Center, AND GATEWAY Zoning Districts, permanent Projecting Roof Signs are allowed subject to the same criteria set forth above for Projecting Signs. However, the height of a

Projecting Roof Signs shall not exceed the height of a roofline or parapet by more than twenty-five (25) percent of the overall height of the sign. The Planning Commission or the Redevelopment Commission as applicable may approve heights greater than the foregoing twenty-five (25) percent through a Comprehensive Sign Program, Master Sign Plan, Heritage Sign Plan, GATEWAY SIGN PLAN, or a Design Review application, only when the proposed plan or application demonstrates that the Projecting Roof Sign is incorporated into the building's architecture. In no event shall a Projecting Roof Sign incorporated into the building's architecture exceed the height of the building's roofline or parapet by more than thirty (30) percent of the overall height of the sign.

13. *Suspended Signs.* In Commercial, ~~and the~~ Heritage Village Center, AND GATEWAY Zoning Districts, one (1) permanent Suspended Sign is allowed for each permitted tenant/user building elevation. The sign shall be suspended from a roof overhang of a covered porch or walkway, which is adjacent to the exterior building wall of the tenant/user suite to which the sign is appurtenant. The Sign Area shall not exceed six (6) square feet. The size of the Suspended Signs shall not be included in the Maximum Sign Area set forth in Section 4.409.B. Suspended Signs may be indirectly illuminated. Lighting fixtures shall be decorative and architecturally compatible with the building. Recommended Guidelines for appropriate design, materials, and color of fixtures within the Heritage Village Center Zoning District are set forth in the Heritage District Redevelopment Plan.
14. *Drive-Through Lane Signs.* No more than two (2) Drive-Through Lane Signs are allowed for each drive-through lane serving a business establishment. The signs may be either a wall mounted sign or a ground sign. The signs shall be no greater than fifty (50) square feet in area and seven (7) feet in height. A drive-through ground sign shall be constructed with a solid base.
15. *Freestanding Sign: Monument Signs.*
  - c. In Office, ~~and~~ Employment AND GATEWAY BUSINESS CENTER Zoning Districts, one (1) onsite Monument Sign is permitted for any lot or parcel with a minimum of 100 feet of street frontage. One (1) additional Monument Sign is permitted for any lot or parcel with street frontage greater than or equal to 250 feet but less than 400 feet. One (1) additional Monument Sign is permitted for each additional three hundred (300) feet of street frontage. The height of a Monument Sign shall be no greater than twelve (12) feet to the top of design embellishments, and the Sign Face shall be located between two (2) feet and ten (10) feet above grade with design embellishments added to the top, sides or bottom of the sign. The size of Monument Sign shall not exceed sixty (60) square feet in area. Monument Signs shall be set back a minimum of three (3) feet from the right-of-way. Monument Signs shall maintain a minimum spacing of one hundred (100) feet from any other Monument Sign on the same street frontage.

- d. In the Heritage Village Center AND GATEWAY VILLAGE CENTER Zoning District~~S~~, one (1) onsite Monument Sign is permitted for any lot or parcel. A Monument Sign is permitted to assist in the safe movement of vehicular traffic on a property containing an existing building that exceeds the required build-to lines, as set forth in Section 2.403C: Build-To Lines. The height of a Monument Sign shall be no greater than six (6) feet, and the height measurement includes structural supports, monument base, architectural features of the structure, and nonstructural or decorative trim. The size of a Monument Sign shall not exceed thirty-two (32) square feet in area. Monument Signs shall be set back a minimum of three (3) feet from the right-of-way. Monument Signs shall maintain a minimum spacing of one hundred (100) feet from any other Monument Sign on the same street frontage.

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21. *Freestanding Sign: Directory Sign.* In the Commercial, Office, Employment ~~and~~ Public Facility / Institutional, AND GATEWAY Zoning Districts, one (1) Directory Sign is permitted for each four (4) commercial tenants or uses. The Maximum Sign Area of the Directory Sign shall not exceed forty (40) square feet and the maximum height of the Directory Sign shall not exceed eight (8) feet. A Directory Sign shall be set back a minimum of seventy-five (75) feet from any perimeter property line, except where such property line abuts other commercial or employment development and there is a cross-access between the commercial or employment properties. A Directory Sign shall only be installed onsite within landscape islands or pedestrian areas.

In the Heritage Village Center Zoning District, one (1) Directory Sign is permitted for each four (4) commercial tenants or uses. The maximum size (area) of the Directory Sign shall not exceed six (6) square feet and the maximum height of the Directory Sign shall not exceed six (6) feet. A Directory Sign shall be integrated into the building architecture or located within a courtyard or similar feature of a building.

22. *Awning Signs.* In Commercial, ~~and the~~ Heritage Village Center AND GATEWAY ZONING District~~S~~, an Awning Sign may be located on the valance of an awning. The Sign Area of an Awning Sign, together with the Sign Area of any other allowed lawful and permitted signs for the same building, shall not exceed the limitation for the Sign Allowance Area set forth in Section 4.409.B. Graphics shall be permanently affixed to the awning, and may be silkscreen, painted, cutout lettering heat color transfer, pressure sensitive vinyl films, sewn applique signs, or similar to the foregoing. An Awning Sign may be indirectly illuminated or backlit. An Awning Sign shall not obstruct sidewalks, required accessible paths of travel, or the visibility of other signs. Lighting fixtures shall be decorative and architecturally compatible with the building. Recommended Guidelines for appropriate design, materials, and color of fixtures are set forth in the Heritage District Redevelopment Plan.

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#### 4.4013 Heritage Village Center AND GATEWAY Zoning DistrictS

In the Heritage Village Center AND GATEWAY Zoning DistrictS, the Permanent Sign types allowed and the applicable permitting plan, program or review process are set forth below in Table 4.4013. Refer to each sign type for criteria and limitations as more specifically set forth in Section 4.409.B.

| <b>Table 4.4013: Permanent Signs Allowed in the Heritage Village Center Zoning District</b> |                |
|---|----------------|
| <b>Sign Type</b>  | <b>Allowed</b> |
| 1. Street Address Signs   | Yes            |
| 2. Unit and Building Identification Signs   | Yes            |
| 3. Wall Signs at Entrances to Dwelling Units  | Yes            |
| 4. Painted Wall Signs   | Yes            |
| 5. Wall Signs at Entrances to Non-Residential Tenant Offices and Suites                     | Yes            |
| 6. Wall Signs at Entrances to Restaurants   | Yes            |
| 7. Wall Signs at Service and Delivery Entrances   | Yes            |
| 8. Window Signs   | Yes            |
| 9. Door Signs   | Yes            |
| 10. Wall-Mounted Cabinet Signs  | Yes            |
| 11. Projecting Signs  | Yes            |
| 12. Projecting Roof Signs   | Yes            |
| 13. Suspended Signs   | Yes            |
| 14. Drive-Through Lane Signs  | Yes            |
| 15. Freestanding Sign: Monument Signs   | Yes            |
| 16. Freestanding Sign: Tower Signs  | No             |
| 17. Freestanding Sign: Freeway Signs  | No             |
| 18. Freestanding Sign: Onsite Traffic Signs   | Yes            |
| 19. Freestanding Sign: Residential Subdivision Entry Signs                                  | No             |
| 20. Freestanding Sign: Multi-Family Complex Entry Signs                                     | Yes            |
| 21. Freestanding Sign: Directory Signs  | Yes            |
| 22. Awning Signs  | Yes            |
| 23. Marquee Signs   | Yes            |
| 24. Canopy Signs for Service Islands  | No             |
| 25. Historic Markers  | Yes            |

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**Chapter I Zoning Regulations, Division 5 Administration, Article 5.6 Design Review, Section 5.601 Purpose and Applicability and 5.602 Procedures and Responsibility would be amended to read as follows (additions in ALL CAPS UNDERLINE; deletions in ~~strikeout~~):**

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### **5.601 Purpose and Applicability**

- B. *Applicability.* Design review is required for all new construction, exterior site and structure alterations, signs, and subdivision plats prior to issuance of a building permit, including Town facilities, with the following exceptions:
9. Signs consistent with an approved Comprehensive Sign Program, Master Sign Plan, ~~or~~ Heritage Sign Plan, OR GATEWAY SIGN PLAN.

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### **5.602 Procedures and Responsibility**

- B. *Administrative Design Review.* Administrative design review shall be conducted by the Director. The Director may refer any application for administrative design review to the Design Review Board or, in the Heritage District Overlay Zoning District, the Redevelopment Commission for action.
- h. Signs that are not part of an approved Comprehensive Sign Program, Master Sign Plan, Heritage Sign Plan, GATEWAY SIGN PLAN, or Final Design Review;
- i. Minor amendments to a Comprehensive Sign Program, Master Sign Plan, ~~or~~ Heritage Sign Plan, OR GATEWAY SIGN PLAN, where such changes are determined to have little or no visual impact and are consistent with the intent of the original approval;
- j. Comprehensive Sign Programs, ~~and~~ Heritage Sign Plans, OR GATEWAY SIGN PLANS that comply with the requirements of Article 4.4;

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### **PUBLIC NOTIFICATION AND INPUT**

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

Staff has received no comment from the public.

**STAFF RECOMMENDATION**

For the following reasons: the proposed regulations will provide for better Land Development Code clarity and maintain the public's welfare, the Planning Commission moves to recommend approval to the Town Council for Z18-02, a request to amend Land Development Code regulations: related to sign regulations in the Gateway Village Center (GVC) and Gateway Business Center (GBC) zoning districts, create a Gateway Sign Plan for sign programs within the GVC and GBC zoning districts, and create a process for Design Review Board/Planning Commission approval of a Gateway Sign Program.

Respectfully submitted,

Stephanie Bubenheim  
Planner II

**Attachments and Enclosures:**

- 1) NOPH
- 2) Draft Minutes from the Planning Commission Study Session of March 6, 2019



## 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:

Z19-11 LDC TEXT AMENDMENT: Citizen Review and initiation of amendment to the Town of Gilbert Land Development Code, Chapter I Zoning Regulations, Division 2 Land Use Designations, and Division 4 General Regulations, Article 4.5 Supplemental Use Regulations and Division 6 Use Definitions, Article 6.1 Use Definitions, related to the cultivation of industrial hemp. The effect of the amendment will be to restrict the growing, cultivation, processing, harvesting and/or transporting of industrial hemp.

Z19-02 LDC TEXT AMENDMENT- GVC AND GBC SIGN CODE: Request to amend the Town of Gilbert Land Development Code, Chapter I Zoning Regulations, Division 4 General Regulations, Article 4.4 Sign Regulations; Division 5 Administration, Article 5.6 Design Review; Division 6 Use Definitions; the Glossary of Terms; and Appendix 1 Graphics related to sign regulations in the Gateway Village Center and the Gateway Business Center Zoning Districts. The effects of the amendment will be to create regulations for signs within the Gateway Village Center and the Gateway Business Center Zoning Districts and to update the Design Review regulations, Glossary of Terms, Use Definition 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, June 5, 2019 at 6:00 p.m.  
Gilbert Municipal Center, Council Chambers, 50 East Civic Center Drive, Gilbert, AZ**

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Lisa Maxwell, Town Clerk



Question: Chair Andersen asked if Planner Newman could give him an example of what a fourth roofline might look like.

Answer: Keith Newman said currently they have a hip roof and two gabled roofs. He said he isn't an expert or an architect, but hoped that the Commission could provide some good input.

Comment: Citing Plan 101, Chair Andersen said one idea that might work, would be to do something similar to the pop-out that appears on the front elevation, on the rear elevation. He said that would bring a fourth option to break up the rear elevation. He said he can't think of a different type of roof style they could use because they have used the three major ones.

Response: Keith Newman said that the applicant was trying to pop out some of the window areas about 2' to 3' to give it a hanging bay effect, but that was encroaching into the building setback, so Staff couldn't allow them to do that. He said he thought Chairman Andersen's suggestion was a good idea.

Comment: Chair Andersen clarified that he wasn't suggesting that they pop it out from the building, but just carry the face of it out.

Chair Andersen suggested that they wait to do Item 4, Z19-02 LDC Text Amendment until after the Public Hearing. Chair Andersen then recessed the Study Session at 6:02 p.m. He said they would reconvene the meeting after the Public Hearing.

Chair Andersen called the Study Session back to order at 6:03 p.m.

**4. Z19-02 LDC TEXT AMENDMENT: INITIATE THE TEXT AMENDMENT AND HOLD A CITIZEN REVIEW TO AMEND THE TOWN OF GILBERT LAND DEVELOPMENT CODE, CHAPTER I: ZONING REGULATIONS, DIVISION 4 GENERAL REGULATIONS, ARTICLE 4.4 SIGN REGULATIONS, DIVISION 5 ADMINISTRATION, ARTICLE 5.6 DESIGN REVIEW; DIVISION 6 USE DEFINITIONS; THE GLOSSARY OF TERMS; AND APPENDIX 1 GRAPHICS RELATED TO SIGN REGULATIONS IN THE GATEWAY VILLAGE CENTER AND THE GATEWAY BUSINESS CENTER ZONING DISTRICTS.**

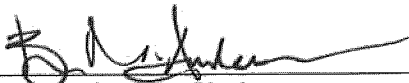
Stephanie Bubenheim began her presentation on Z19-02, LDC Text Amendment. She said there were two recommended motions before the Commission tonight. One is to initiate the Text Amendment and the second is to conduct a Citizen Review. She said the amendment before the Commission is to add the zoning districts, Gateway Village Center and Gateway Business Center into Article 4.4 Sign Regulations, as well as updating any other sections that might be applicable to adding those two zoning districts. She provided some background on the zoning districts GVC and GBC. She said they are unique to Gilbert and they were added into the LDC in 2007 as a response to the Gateway Character area. In 2017, when the sign regulations had a major update it was intended at that time that these two zoning districts would not be added into the sign code. She shared some images that indicated the Gateway Character Area. She said they are looking at

this taking shape much like the Heritage Village Center, so they aren't trying to create an all new code section for sign regulations, but rather they are thinking this will match the Heritage Village Center and include a new sign program in the same way that Heritage Village Center has a sign program. She asked the Commission if they had any initial concerns or feedback they would like to provide before they start going into the sign program.

Chair Andersen initiated a Text Amendment to the Land Development Code. He asked if any member of the Commission had any questions or comments for Staff. Seeing none, he initiated a Citizen Review. He asked if any member of the public would like to address the Commission. No members of the public wished to speak.

**ADJOURN STUDY SESSION**

With no further business before the Commission, Chair Andersen adjourned the Study Session at 6:35 p.m.

  
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Brian Andersen, Chairman

ATTEST:

  
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Debbie Frazey, Recording Secretary