



Zoning Ordinance Text Amendment Articles 7 (Sign Regulations)

December 2021

Zoning Ordinance Text Amendment



Current Policy

- Article 7 (Sign Regulations)
- Regulates all signage in city
- Comprehensive amendment in 2015
- Electronic message displays added in 2020

MENU BOARD SIGN. A permanent sign typically displaying items for sale at a drive-in or drive-through restaurant, with or without ordering capability.



Zoning Ordinance Text Amendment



Background

- Drive-through restaurants requesting larger menu boards
- Requesting use of electronic message displays
- Need to reevaluate city's sign code related to menu boards



Zoning Ordinance Text Amendment



Proposed Amendment to Article 7 (Sign Regulations)

- Menu Boards – increase from 25 SF to 50 SF
- Electronic message displays would be permitted on menu boards
 - Max 24 SF
 - Static images (no video, animation, sound)
 - Displayed for at least eight seconds
 - Immediate transition between images (no fading, scrolling)
 - Not exceed 300 nits from dusk till dawn
 - Shut off between 10 PM and dawn if within 150 feet of single-family zoning district
 - No off-site advertising
- Screening from street
- Lighting & noise directed away from residential
- Sign base & landscaping

Zoning Ordinance Text Amendment



Basis for Standards

- Reviewed codes for eight other cities
- Goodyear towards lower end (avg ~40 SF)
- Two of eight cities permitted electronic message displays
- Considered appropriate with proper design standards

Zoning Ordinance Text Amendment



Public Notice

- Display ad – November 12
- Current Development Page
- Email to stakeholders (+500) on 11/8
- No opposition received to date



Zoning Ordinance Text Amendment



Recommendation

Meets evaluation criteria for text amendments

Staff and PZC recommend approval of Zoning Ordinance text amendment to Article 7 (Sign Regulations)