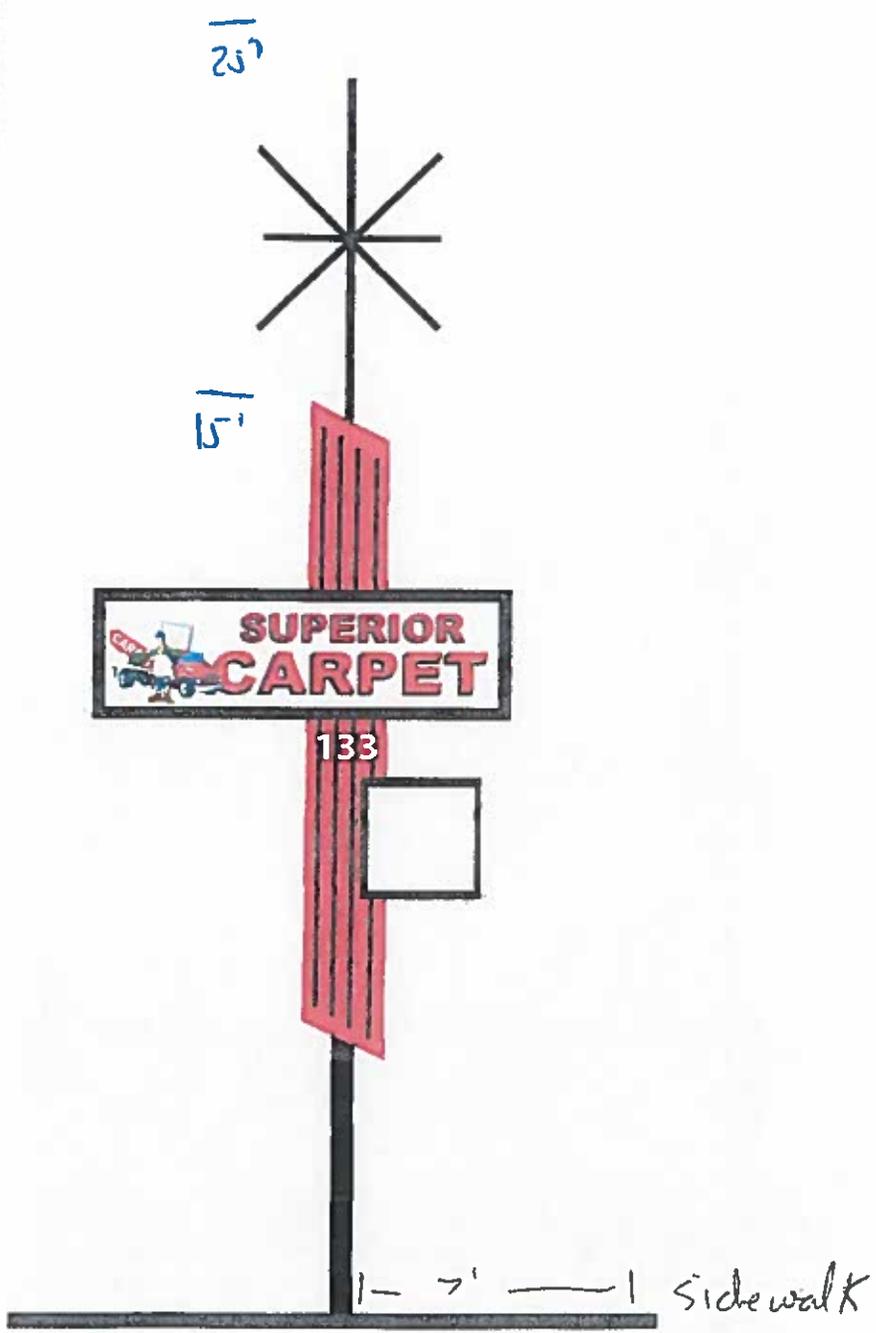


**CITY OF PHOENIX PLANNING COMMISSION  
REGULAR MEETING  
MONDAY, MARCH 28, 2016**

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- I. **CALL TO ORDER/ROLL CALL**
- II. **APPROVAL OF THE AGENDA**
- III. **NEW BUSINESS:**
  - A. **Designate Staff person to oversee Landmark Sign Review.**
- IV. **OLD BUSINESS:**
  - A. **Continue Discussion of the Final Draft of the Regional Economic Opportunity**
  - B. **Continue Discussion of Housing Needs Analysis.**
  - C. **Continue Discussion of Transportation System Plan Update.**
    1. **Discussion**
    2. **Set Joint Study Session with City Council**
- V. **PUBLIC COMMENTS:** Anyone wishing to speak about non-agenda planning issues or topics are encouraged to do so. Please step up to the podium, state your name and address for the record, and limit your comments to 5 minutes.
- VI. **COMMENTS FROM COMMISSIONERS**
- VII. **PLANNING DIRECTOR'S REPORT**
- VIII. **ADJOURNMENT**



Body of Sign 30 SQFT  
Box Below 15 SQFT

**AGENDA BILL**

**AGENDA ITEM:** \_\_\_\_\_

**AGENDA TITLE:** Appointment of Assistant Planner to review Landmark Sign Program application.

**DATE:** March 25, 2016

**ACTION REQUIRED:**

**ORDINANCE:** \_\_\_\_\_

**RESOLUTION:** \_\_\_\_\_

**MOTION:** XX

**INFORMATION:** \_\_\_\_\_

**EXPLANATION:**

Staff received an application for a Landmark Sign to be installed at 133 S Main Street. Phoenix Land Development Code allows for Landmark Signs (Definition: A sign found to be of historical or local significance by the Planning Commission) to be reviewed and approved by the Planning Commission or its designee in accordance with Chapter 3.6.9.

**FISCAL IMPACT:**

N/A

**ALTERNATIVES:**

Have Planning Commission review the landmark sign permit application.

**STAFF RECOMMENDATION:**

Staff recommends Planning Commission to find the sign to be of historical and local significance and appoint the Assistant Planner to review Landmark Sign Program application to streamline the process for the applicant so that a decision can be made without having the applicant to wait for the next Planning Commission meeting.

**MOTION: "I MOVE TO APPOINT THE ASSISTANT PLANNER TO REVIEW THE LANDMARK SIGN PROGRAM APPLICATION."**

**PREPARED BY:** Steffen Roennfeldt

**REVIEWED BY:** \_\_\_\_\_



Exhibit A  
PLDC as Amended by LDC 14-12

All text appears as it will in the final,  
amended document.

Department

1. **General Sign Exemptions -- All Land Use Districts**

- a. Maintenance and repair of signs for which a permit has been issued, that does not alter the sign face or sign structure. This exemption also applies to change of face, where an existing sign is modified by change of message or design on the sign face, without any change to size or shape of the sign framework or structure.
- b. One temporary, non-illuminated sign installed by or on the behalf of a contractor or service provider while a building permit is active and work is proceeding on the premises, from the date of issuance of the building permit and up until one (1) week after work the relevant building permit has been closed, has expired, or a stop work order has been issued. The sign may consist of two (2) faces, neither of which shall exceed sixteen (16) square feet. The sign shall not exceed the maximum height of four (4) feet as measured from average surrounding elevation. Though not permanently affixed, the sign shall be anchored to the ground or a structure so as to resist the forces of gravity, wind, and other natural phenomena.
- c. Flags of national, state, or local government.
- d. Holiday decorations and lights installed during national and local holidays for a period of beginning sixty (60) days before the holiday and ending fourteen (14) days after the holiday.
- e. Public signs. Signs constructed or placed in a public right-of-way by or with the approval of a governmental agency having legal control or ownership over the right-of-way, including signs owned or constructed under the direction of the City, and signs placed by a public utility.
- f. Signs located within sports stadiums that are intended for viewing primarily by persons within said stadium.
- g. Signs that are a part of an approved Wayfinding Sign Package, pursuant to 3.6.10– *Wayfinding Sign Program Procedures and Standards of Review*.
- h. Public art installations as reviewed and approved according to the policies of the Phoenix Arts Council Section 3.6.11 – *Public Art Program Procedures and Standards of Review*.
- i. Landmark signs as reviewed and approved by the Planning Commission or its designee in accordance with 3.6.9 – *Landmark Sign Program, Procedures and Standards of Review*.
- j. Handheld signs carried by an individual who has not received any form of remuneration in the performance of this activity.



Exhibit A  
PLDC as Amended by LDC 14-12

All text appears as it will in the final,  
amended document.

Department

- B. The special circumstances of the subject property are not the result of the actions of the applicant, the owner of the property, or a self induced hardship.
- C. The authorization of such variances will not be materially detrimental to the public welfare, not injurious to nearby property, nor essentially different from the provisions of the zoning district in which it is located.
- D. The type of the proposed sign is not a type prohibited by these regulations.
- E. The Variance would not result in a special advertising advantage in relation to neighboring businesses or businesses of a similar nature. The desire to match standard sign sizes (for example, chain store signs) shall not be listed or considered as a reason for a Variance.
- F. Granting of the Variance would not obstruct views of other buildings or signs, cover unique architectural features of a building, or detract from landscape areas.
- G. The granting of the Variance would not create a traffic or safety hazard.

The City may designate conditions to ensure conformance with the Development Code. Guarantees and evidence that such conditions will be complied with may be required.

### **3.6.9 – Landmark Sign Program, Procedures and Standards of Review**

The owner of an existing sign may apply for a determination by the Planning Commission or its designee that the sign qualifies as a Landmark Sign, pursuant to the following provisions:

- A. The sign is or would be nonconforming as it is in its current condition or as proposed.
- B. The sign is unique in its design, method and materials of construction, and/or is associated with a historically significant event, commercial enterprise, organization, person.
- C. The applicant shall provide the same information describing the sign as is required by Section 3.6.6.A -- Individual Sign Permit Application Requirements.
- D. A Hazardous Sign may not, under any circumstances, qualify as a Landmark Sign unless the hazardous condition of the sign has been or will be abated prior to, or conditionally upon designation as a Landmark Sign.
- E. The Planning Commissioner or its designee may require financial assurance from the applicant in the form of a performance bond, escrow, or other financial device in accordance with Section 4.3.9 – *Performance, Maintenance Guarantee and Development Agreement*, that the City may use in order to abate, remove, or demolish any Hazardous Sign that has been conditionally approved for Landmark Sign status.
- F. The Building Official may require additional building and trades permits.



Planning & Building

Department

## Exhibit A

### PLDC as Amended by LDC 14-12

All text appears as it will in the final,  
amended document.

- G.** The fee, set by resolution of the City Council, for application review and determination shall be paid by the application at the time of application.

#### **3.6.10—Wayfinding Sign Program Procedures and Standards of Review**

A single property owner, group of property owners, public agency, organization, homeowners association, or other parties with vested property interests may request that the City create a Wayfinding Sign Program pursuant to the following provisions:

- A.** The applicant shall submit a Wayfinding Sign Plan for review by the Planning Commission or its designee. The plan shall provide substantially the same information describing all proposed signs as is required by Section 3.6.6.B—Master Sign Programs Permit Application Requirements.
- B.** The plan shall substantially comply with the other requirements of this ordinance (including but not limited to standards for illumination, clear vision areas, etc.), but may allow for divergence in the design of individual signs provided that none of the signs in the proposed plan would create conditions that are hazardous as defined within this Chapter.
- C.** Wayfinding Signs shall be designed in a way that is consistent with desirable aesthetic characteristics of the surrounding neighborhood and community.
- D.** Wayfinding Signs shall be designed to effectively communicate directional information to the general public through the use of color, scale, placement and other design elements.
- E.** Wayfinding Signs shall be designed so as to improve the visual quality of the built environment of the surrounding neighborhood and community. This shall be achieved through the use of architectural features and high quality materials including wood, natural stone, brick, wrought iron and other high quality metal millwork.
- F.** The Planning Commission or its designee shall review the plan and determine whether to approve, approve with conditions, or deny the application and proposed plan using the aforementioned criteria.
- G.** The Planning Commissioner or its designee may require financial assurance from the applicant in the form of a performance bond, escrow, or other financial device in accordance with Section 4.3.9 – *Performance, Maintenance Guarantee and Development Agreement*, that the City may use in order to abate, remove, or demolish any Hazardous Sign that has been approved as a part of a Wayfinding Sign Plan.
- H.** The Building Official may require additional building and trades permits.
- I.** The fee, set by resolution of the City Council, for application review and determination shall be paid by the applicant at the time of application.

#### **3.6.11 – Public Art Program, Procedures and Standards of Review**