

**Sign Regulations that
Encourage Creative Design
NPC188213**

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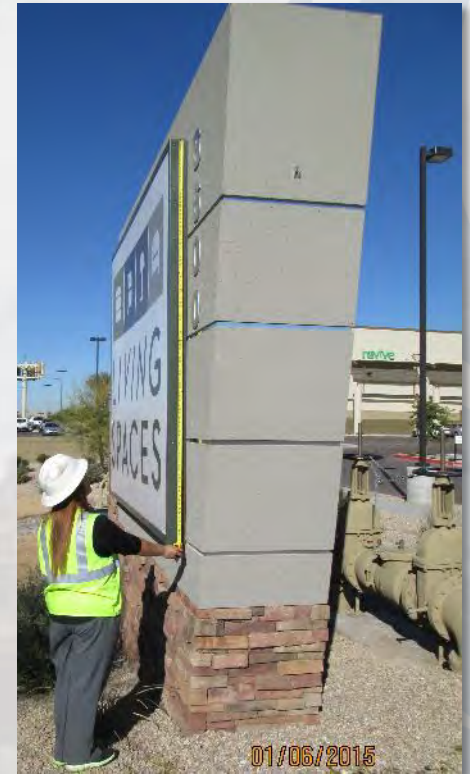
City of Phoenix



Ordinance Provisions

Objectives

- a. To ensure that signs are designed, constructed, installed, and maintained so that the public safety is protected and traffic safety is maintained;
- b. To allow and promote positive conditions for sign communication while at the same time promoting an attractive environment;
- c. To reflect and support the desired character and development patterns of the General Plan and the various zoning districts;
- d. To allow for adequate, effective, and aesthetic signs in commercial and industrial zones which promote a pleasing visual environment and prevent over concentration of signage; and
- e. To ensure that the constitutionally guaranteed right of free speech is protected.





Ordinance Provisions

Ordinance includes provisions that encourage heightened design:

- Use Permit Procedure
- Design Review
- Comprehensive Sign Plans
- Master Planned Development Sign Plan
- Special Event Temporary Signs





Use Permit



Public Hearing for approval of:

- Animation
- Rotation
- Electronic message display



Design Review

Increased Height & Area

- Consistent with architecture & character of site
- Use of materials or textures that are complimentary
- Colors that match or compliment the building or project

TABLE D-1. IDENTIFICATION SIGNS

Land Use	Wall Signs		Ground and Combination Signs			
	Height (feet)	Area (square feet)	Number of Signs	Height (feet)	Area (square feet)	Spacing (feet)
Single-family residential	15	2	1 ²	5(8) ³	16	300 ft. between entrance
Multifamily residential	15	1 sq. ft./each 4 lin. ft. (minimum 24; maximum 120)	1 per driveway	5(8)	16(32)	150
Nonresidential activity in residential district	15	1 sq. ft./each 4 lin. ft. (minimum 24; maximum 120)	1 per driveway	5(8)	16(32)	150
Commercial Industrial	25 ft. or no closer to roofline than one-half the vertical dimension of sign ⁷	1 per lin. ft. per elevation ⁷ (minimum 50) (maximum 500)	Primary sign ⁴ 1 permitted per 300 ft. of street frontage (minimum 1)	Freeway ⁵ 35(48)	Freeway ⁵ 200	100 ft. minimum
			Secondary sign ⁴ 1 permitted per 150 ft. of street frontage (less signage permitted above)	High volume street ⁶ 16(20)	High volume street ⁶ 110(150)	
				Low volume street 12(15)	Low volume street 80(110)	
				High volume street ⁶ 12(15)	High volume street ⁶ 80(110)	
Low volume street ⁸ (10)	Low volume street 60(80)					



Comprehensive Sign Plans



- Approved through public hearing (Use Permit)
- Typically available for commercial, industrial and large planned residential development land uses
- Can propose signage not in strict compliance with ordinance in exchange for a creative and/or consistent signage program
- 300+ approved comprehensive sign plans throughout city



Comprehensive Sign Plans

Criteria for Approval

- Placement
- Quantity
- Size
- Material
- Illumination
- Context

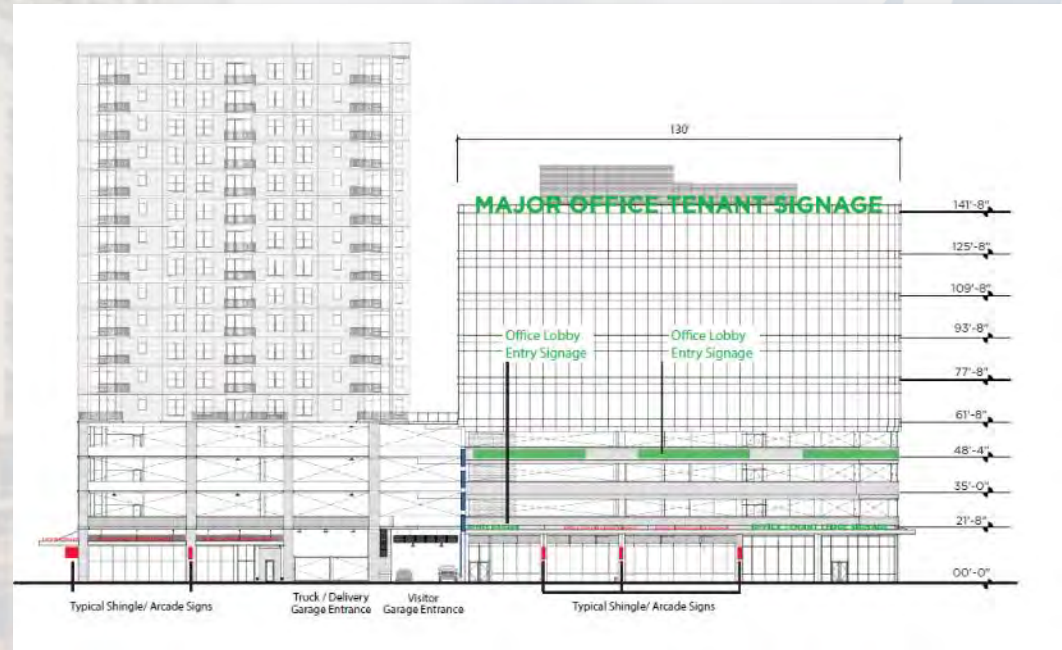




Comprehensive Sign Plans

High Rise Wall Signs

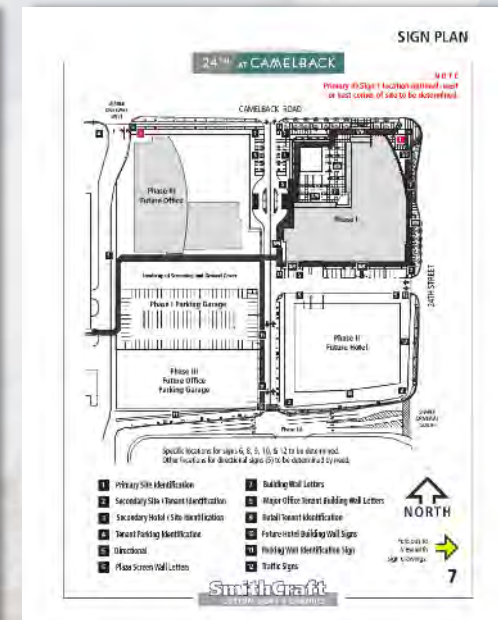
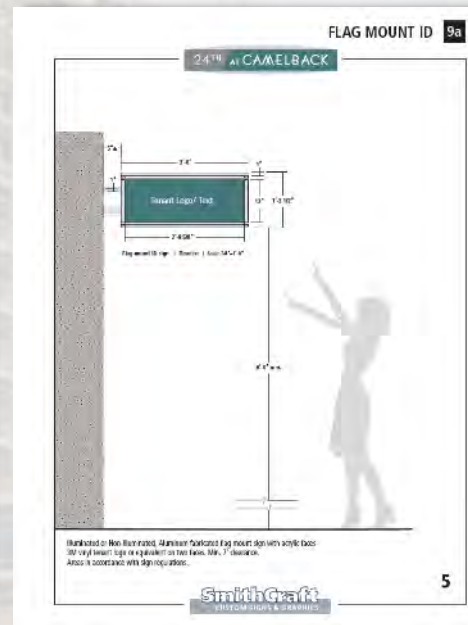
- Wall signs installed above 56 feet
- Must be part of a CSP
- Area limited to 1% of the area of wall
- Area cannot be increased without variance





Comprehensive Sign Plans

Elements of a Comprehensive Sign Plan



- Description or illustration of sign locations
- Standards for size, quantities, materials & illumination
- Narrative description of the common theme that identifies:
 - Relationship to architectural and/or landscaping elements
 - How plan meets approval criteria



Comprehensive Sign Plans

Major Amendment

- Public hearing
- New ground signs
- Deviation from established guidelines

Minor Amendment

- Administrative review
- Minor changes or additions





Master Planned Development Sign Plans



- Only in Business Core area of Downtown Code
- Master Planned Development of 10+ contiguous acres
- Furthers the goals of the Downtown Phoenix Plan
- Approved by department director

ARIZONA  CENTER

MASTER SIGN PLAN
JANUARY 3, 2018



Master Planned Development Sign Plans



Maximum Standards

- Multi-faced ground signs
 - Max 50 feet in height
 - 600 square feet in area
- Building mounted signs
 - 100% of the façade
- Temporary signs permitted at same size & height as permanent





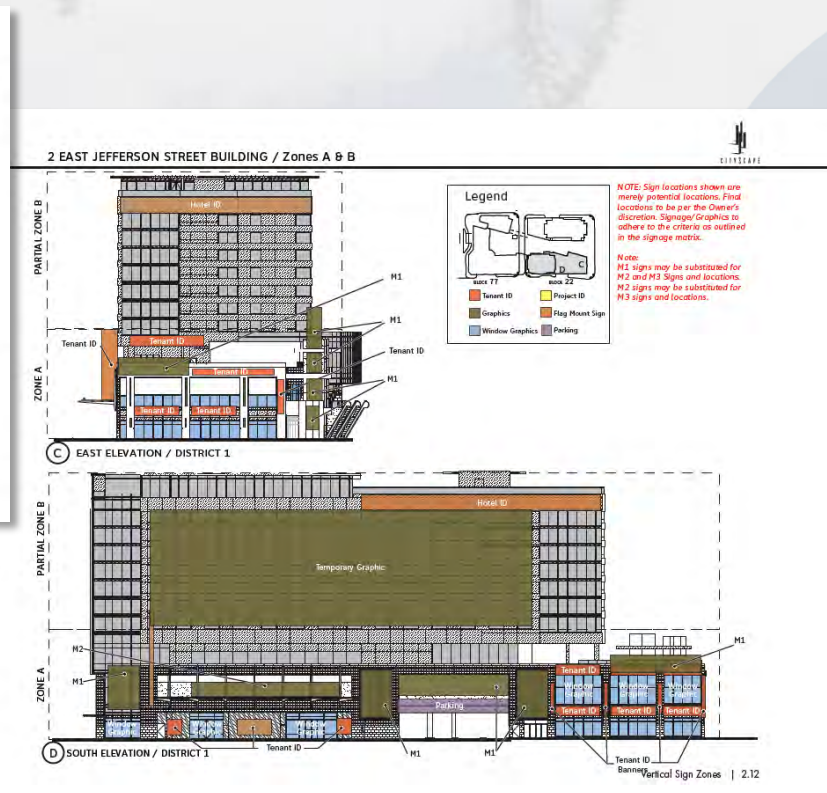
Detailed Project Sign Plans

Vertical Sign Zones Signage & Graphics Matrix

Tenant Identification Signs								
ZONE	DIST	CITY DISTRICT	SIGN LOCATION	DESCRIPTION	ILLUM	MOTION	AGGREGATE SIGNAGE AREA (of covered area building)	FABRICATION AND MATERIALS*
A	2.3	M1	Primary sign to support tenant name than signs and located within business vertically located on building facade. Signage will include tenant name, phone number and/or other local contact information.	Tenant Identification	Yes	Yes	50% of total wall surface per elevation	Aluminum, architectural grade, with recessed lighting, signage, awnings, signs, banners, illuminated signs, electronic message displays. Flat color displays, flat color printed media, anodized, veneer, projected message, projection, flag mounted, flat mounted, translucent/transparent, paper/graphic, wall mount, weathering and window graphics.
B	2.3	M1	Vertical recessed architectural sign located in covered space.	Tenant Identification	Yes	Yes	50% of total surface per elevation 50% permanent; 50% on temporary basis.	Aluminum, architectural grade, architectural lighting, banners, illuminated face elements, message display, flat color displays, flat color printed media, projected message, wall mounted, wall signs, 3 dimensional, up projection, projection, building wraps.
C	2.3	M1	7 meters on height 15% of total building facade sign on sign.	Building or MAX signage (wall/sign)	Yes	No	2% of total surface per elevation	Stainless Steel/Aluminum
					Yes	No	2% of signage area (vertical) to all elevation areas.	Aluminum, architectural grade, architectural lighting. All signs in zone cannot be dimensioned, letters and logos, utilizing metal and polycarbonate materials, primarily recessed or cantilever.
					Yes	No	Signage will be a single graphic that will not be illuminated. 2% aggregate area in relation to the overall elevation area. Consistent with code that 10% sign area will be allowed.	* Due to the widely varying nature of sign types allowed in all signage zones and districts, signage materials shall be approved at the Owner's discretion to assure that the desired quality and diversity is achieved.

Advertising and Marketing (Off-Site and On-Site)								
ZONE	DIST	TYPE	LOCATION	DESCRIPTION	MOTION	ILLUMINATION	AGGREGATE AREA	FABRICATION AND MATERIALS
A	2.3	M1	Northwest corner of 1633 West and West 16th Avenue. Southwest corner of 16th Avenue and 16th Avenue. Southwest corner of 16th Avenue and 16th Avenue. Southwest corner of 16th Avenue and 16th Avenue. Southwest corner of 16th Avenue and 16th Avenue.	Off-site and On-site advertising signage.	Yes	Yes	10% of total wall surface per elevation.	Aluminum, architectural grade, architectural lighting, signage, awnings, signs, banners, illuminated signs, electronic message displays. Flat color displays, flat color printed media, anodized, veneer, projected message, projection, flag mounted, flat mounted, translucent/transparent, paper/graphic, wall mount, weathering and window graphics.
A, B	2.3	M2	Perimeter of site, both sides of Center Avenue and 16th Avenue.	On-site signage.	Yes	Yes	10% of total wall surface per elevation.	Aluminum, architectural grade, architectural lighting, signage, awnings, signs, banners, illuminated signs, electronic message displays. Flat color displays, flat color printed media, anodized, veneer, projected message, projection, flag mounted, flat mounted, translucent/transparent, paper/graphic, wall mount, weathering and window graphics.
A, B	2.3	M3	Perimeter of site, both sides of Center Avenue and 16th Avenue.	On-site signage.	Yes	Yes	10% of total wall surface per elevation.	Aluminum, architectural grade, architectural lighting, signage, awnings, signs, banners, illuminated signs, electronic message displays. Flat color displays, flat color printed media, anodized, veneer, projected message, projection, flag mounted, flat mounted, translucent/transparent, paper/graphic, wall mount, weathering and window graphics.

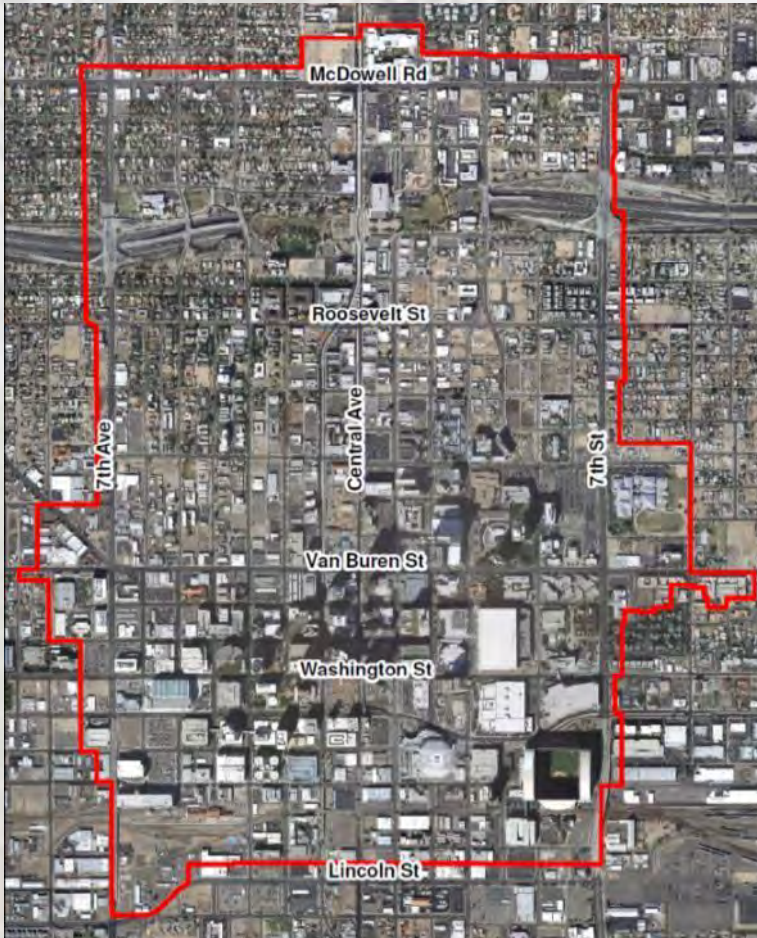
Vertical Sign Zones | 2.7
Revised 03/01/2015



- Used in conjunction & reviewed for consistency with an approved Master Sign Plan
- Provides additional detail regarding placement, style & illumination for a specific development



Special Event Temporary Signs



- Erected in conjunction with special promotional events of a civic or commercial nature via Use Permit
- Length & frequency are compatible with downtown redevelopment program
- Recent Use Permits obtained for:
 - MLB All-Star Game
 - Superbowl
 - College Football Championship
 - Final Four



Challenges and Opportunities

