

Perone, Steve

From: Ruenger, Jeffrey
Sent: Wednesday, September 07, 2016 1:56 PM
To: Perone, Steve; Steinke, Casey; Carr, Brad; Sumners, Cheryl
Subject: FW: Comment Re: 9-BA-2016

From: Susan Bell [<mailto:susan@matrixmgt.com>]
Sent: Wednesday, September 07, 2016 1:37 PM
To: Projectinput
Subject: Comment Re: 9-BA-2016

9-BA-2016
GREEN BEE PRODUCE ZA APPEAL

Our home is within 150 yards of this special event and we have NO PROBLEM with the extra signage requested by the Applicant. If they need it to draw customers and make their MMR business viable, please grant the appeal so that our community can continue to have their product available to us through the fall and winter months. Traffic increase is NOT AN ISSUE as MMR Road is never congested on Sunday and it should not be a part of this discussion.

Robert and Susan Bell
10720 E. Penstamin Drive
McDowell Mountain Ranch



Planning and Development Services

Current Planning
7447 East Indian School Road
Scottsdale, Arizona 85251

June 30, 2016

Aaron Shearer
Green Bee Produce
462 S. Robson
Mesa, AZ 85210
admin@greenbeeproduce.com

Re: Appeal of the Signage Conditions of the Green Bee Farmer's Markets Special Event Permits

Dear Aaron,

Thank you for meeting with me May 23, 2016 to explain your market events and related signage needs. The fresh produce market events that you hold weekly appear to be something welcomed and desired by the community, which is fantastic. At issue is the signage request as part of the special event permits approval.

There are two main purposes for the sign code. The first is for general aesthetics of the city, reducing visual clutter to allow the prevalence of the physical and natural beauty of the community. The second is for traffic safety within the city. Reducing the number of signs visible to motorists promotes greater traffic safety in the community and orderly travel on the roadways. Private off-premise signage is not permitted within the city right-of-way.

The Zoning Ordinance, under Section 8.537., refers to Special Event Signage as needing approval by the general manager (or, the Special Event Committee as delegated by the general manager) and focuses on both on-site event signage and off-site event signage related to directional needs as noted below. My understanding is that on-site event signage has been approved, but at issue is the approved off-site premises directional signage that remains in disagreement.

Sec. 8.537. - Special events and theme amusement parks.

Special events and amusement parks are allowed signs as follows:

I. *General.*

- A. Events/activities which will occur on a designated date or during a limited period of time shall be allowed signage to promote the event/activity. The signage will support, promote and/or advertise the event/activity and may contain the names of a specific agency or business that is sponsoring the event/activity. All signs associated with the event/activity are temporary and must be removed by the date specified by the general manager.
- B. The organization sponsoring the event/activity shall prepare and submit an application, consisting of a complete list and description of all signs, including directional signs, banners, pennants, flags, balloons, lighting, hot/cold air balloons and other features associated with the event/activity, and proposed times for erecting and removing the signs. The application will be reviewed and approved by the general manager.
 1. Names and logos of sponsoring agency(ies) or business(es) shall be limited to twenty (20) percent of the total area of lettering identifying the activity or event.
 2. All banners, pennants and flags shall be limited to twenty-four (24) square feet and shall be suspended no higher than thirty-six (36) feet above grade, except that all banners, pennants and flags suspended over roadways or driveways shall be no higher than eighteen (18) feet above

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grade and maintain a minimum clearance of fourteen (14) feet. Banners are allowed in the Downtown Area only.

3. All signs, banners, pennants and flags spanning private walkways must maintain a minimum clearance of seven (7) feet six (6) inches.
4. Searchlights are prohibited except in those cases where allowed in Section 7-602 of the zoning ordinance.
5. Temporary off premises directional signs shall be limited in sign area to six (6) square feet for each sign. The total number and location of such signs shall be approved by the general manager.

Currently, the farmer's market is approved for a special event permit at the McDowell Mountain Ranch McDowell Center located at 16116 N. McDowell Mountain Ranch Road. Included in that approval are allowances for off-premise directional signage related to the farmer's market. A total of 8 directional signs are allowed for the farmer's market event, which include signs along McDowell Mountain Ranch Road, Bell Road, and Thompson Peak Parkway north of McDowell Mountain Ranch Road all within a mile radius of the farmer's market. Your request sought 13 total off-premise directional signs to be located within a 2.5 mile radius of the farmer's market.


The City of Scottsdale Sign Ordinance, Section 8.102.III., has specific criteria for allowance of signs within the right-of-way or on public property. Those signs relate to signs for traffic management and signs erected by a governmental entity for a governmental purpose. The city has been allowing off-premises traffic directional signage in association with a special event permit, and after careful consideration by the Special Events Committee, when that signage has been shown to align with the traffic directional needs, not advertising needs, of the specific special event, as outlined in Section 8.537.I.B.5. of the Sign Ordinance. The number and location of that signage has followed a policy of reviewing the proposed event against several criteria, including the attendance of the event and traffic safety management needs.

There is careful consideration given for any proposed event signage, both on-site and off-site directional signage, to ensure attendees can locate the event and know when they have arrived. The City understands that event signage is temporary and only erected on event dates. The City needs to ensure that unnecessary signage isn't being placed to help promote and market the event outside of the area and that off-site signage is limited to the directional signage that attendees may need to locate the event. Otherwise, this gives a direct advantage to event producers for daily advertising signage anywhere in the city that all other businesses cannot employ. Special event directional signage is intended to assist motorists going to an event find the event and enter and exit safely. It is not intended to advertise the event to motorists up to 2 miles away.

This event is in the same location each week. People who have previously attended the market and those who live in the community can reasonably get to the market without the need for any directional signage. Additionally, if the address of the market event is promoted, people can look on their smart phones or GPS devices to locate the market and find directions as well. I realize there were several letters that commented to the fact that while they knew where the market was, they enjoyed and used the signage as reminders that the market was happening that day. That is not a purpose for permitted directional signage. The City expects that the event producer is helping to promote their market in many ways other than off-site signage (social media, email, printed material, newsletters, community marketing, etc.). Those looking for the market would encounter directional signs within a half mile of the event, which should aid in those seeking assistance for the market location.

The City's Sign Ordinance is a reflection of the community's desire to ensure thoughtful sign placement within its boundaries. The multitude of sign locations can visually detract from the physical and natural beauty of the community and what may be viewed acceptable by some are nuisances to others. Directional signage focuses on traffic safety, which is taken into consideration when reviewing the sign request. It does not incorporate off-site promotion and marketing of the event.

I am unable to provide additional off-premise directional signage approval for the location beyond what was has already been approved by the Special Event Committee for the reasons noted above.



Randy Grant
Zoning Administrator
City of Scottsdale
480-312-2664