

ORDINANCE NO. (O)17-02

AN ORDINANCE OF THE TOWN OF ORO VALLEY, ARIZONA, AMENDING THE ORO VALLEY ZONING CODE REVISED, CHAPTER 28, SIGNS, BY ADDING NEW SUBSECTION 28.4.89 "TAGLINE" AND AMENDING SECTION 28.5.B.14 WALL SIGNS; REPEALING ALL RESOLUTIONS, ORDINANCES AND RULES OF THE TOWN OF ORO VALLEY IN CONFLICT THEREWITH; PRESERVING THE RIGHTS AND DUTIES THAT HAVE ALREADY MATURED AND PROCEEDINGS THAT HAVE ALREADY BEGUN THEREUNDER

WHEREAS, on March 13, 1981, the Mayor and Council approved Ordinance (O)81-58, which adopted that certain document entitled "Oro Valley Zoning Code Revised (OVZCR); and

WHEREAS, the Town deems it necessary to amend the Oro Valley Zoning Code Revised, Chapter 28, "Signs", by adding Section 28.4.89 "Tagline" and amending section 28.5.B.14 to establish standards for a component of wall signs known as taglines; and

WHEREAS, the Planning and Zoning Commission held a meeting on December 6, 2016, and voted to recommend approval of amending Chapter 28, Signs, by adding Section 28.4.89 "Tagline" and amending section 28.5.B.14; and

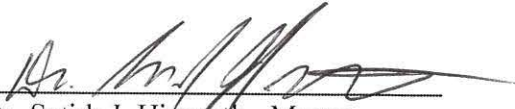
NOW, THEREFORE BE IT ORDAINED by the Mayor and Council of the Town of Oro Valley, Arizona, that:

SECTION 1. That certain document entitled Chapter 28, Signs, Section 28.4.89, Taglines, and Section 28.5.B.14 of the Oro Valley Zoning Code Revised, attached hereto as Exhibit "A" to establish standards for a component of wall signs known as taglines is hereby approved.

SECTION 2. All Oro Valley ordinances, resolutions or motions and parts of ordinances, resolutions or motions of the Council in conflict with the provision of this Ordinance are hereby repealed.


PASSED AND ADOPTED by the Mayor and Council of the Town of Oro Valley, Arizona, this 15th day of February, 2017.

TOWN OF ORO VALLEY



Dr. Satish I. Hiremath, Mayor

ATTEST:



Michael Standish, Town Clerk

Date: 2/17/17

PUBLISH: DAILY TERRITORIAL
FEBRUARY 21, 22, 23, 24, 2017

APPROVED AS TO FORM:



Tobin Sidles, Legal Services Director

Date: 2/16/17

POSTED: 2/21/17 - 3/23/17

EXHIBIT "A"

This section has been reformatted and grouped into subject matter.
New code language in ALL CAPS, ~~strike through~~ used for language to be removed

28.4.89 TAGLINE

AN ACCESSORY WALL SIGN CONTAINING A GROUPING OF LETTERS OR CHARACTERS BUILT INTO A SINGLE PAN CHANNEL OR REVERSE PAN CHANNEL PLATFORM THAT CONTAINS MODIFIERS OR IS USED TO CONVEY INFORMATION RELATING TO THE BUSINESS SUCH AS GOODS, SERVICES, PRODUCTS OR BUSINESS ASSOCIATES.

Note: The existing definitions following the new Tagline definition shall be renumbered.

28.5.B.

14. Wall Sign

- a. Definition: Any sign which is fastened, attached, connected, or supported in whole or in part by a building or structure other than a sign structure which is supported wholly by the ground with the exposed face of the sign in a plane parallel to the plane of the wall.
 - I. A wall sign shall consist of individual character letters (pan channel or reverse pan channel).
 - II. Only individual logos may utilize cabinet sign type with a translucent sign face.
 - III. Wall signs may include the name of the business, a trademarked logo, TAGLINE, and modifiers, if needed, to further clarify the goods or services available on the premises.
- b. Quantity:
 - I. No more than two (2) elevations may contain a wall sign.
 - II. If a single tenant occupies an end unit or entire freestanding building, there may be signs on three (3) elevations, but only two (2) elevations may have illuminated wall signs.
 - III. "End unit" refers to the end unit of a building in the final phase of a development.
- c. Area of Sign: For building elevations containing wall signs, a sign may be:
 - I. Twenty-four (24) square feet, with no single wall sign containing more than one (1) square foot of sign for each linear foot of building frontage, for a maximum sign area of one hundred fifty (150) square feet.

- II. Wall signs for building elevations further than three hundred (300) feet from the street may contain no more than one and one-half (1-1/2) square feet of sign area for each linear foot of frontage, for a maximum sign area of two hundred (200) square feet.
 - III. Where businesses do not possess individual frontages, each may maintain an individual sign; however, the maximum wall sign square footage shall not be exceeded.
 - IV. TAGLINES ARE NOT TO EXCEED THIRTY-FIVE (35%) PERCENT OF THE ACTUAL AREA OF THE MAIN WALL SIGN, AS PERMITTED IN THIS SECTION.
 - V. May not project more than eight (8) inches from the wall on which the sign is mounted.
- d. Height: No wall sign shall extend above the roofline of a building.
- e. Location: Shall only be placed on the building elevations or at the main entrance of a business which the sign identifies.
- f. Illumination:
- I. Individual letters may be non-illuminated, halo illuminated or internally illuminated.
 - II. Cabinet-type signs shall only emit light through the logo.
 - III. TAGLINES MAY BE HALO OR INTERNALLY ILLUMINATED AND SHALL ONLY EMIT LIGHT THROUGH A TRANSLUCENT MATERIAL OVER CUT OUT LETTERS OR CHARACTERS.
 - IV. The standards of Section 28.3.B shall apply.