



## PAD Amendment Planning and Zoning Commission Staff Report

Attachment 6

**CASE NUMBER:** OV914-004 Tohono Chul Park

**MEETING DATE:** August 5, 2014

**AGENDA ITEM:** 2

**STAFF CONTACT:** Roosevelt Arellano, Planner  
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**Applicant:** Tohono Chul Park

**Request:** Amend the Tohono Chul Park Planned Area Development zoning provisions related to festival banner signs

**Location:** Northeast corner of Ina Road and Paseo del Norte

**Recommendation:** Approve requested PAD Amendment

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### SUMMARY:

The applicant is requesting to amend the Tohono Chul Park Planned Area Development (PAD) to increase the existing permitted banner size and provide Tohono Chul Park additional identification space on select banners. The purpose of the request is to increase the banners' readability for passing motorists.

Tohono Chul Park is a unique, destination oriented museum and botanical garden which was established in the 1960's. The park has grown to become a nationally recognized showcase for Sonoran Desert and southwest region plants, arts and culture. This area was annexed into Oro Valley in 2013. Based on the unique cultural nature of the use, Planned Area Development zoning was approved which included the use of festival banner signs along Ina Road and Paseo del Norte. The use of banner signs for museums, art galleries, zoo's and similar cultural and civic community uses is common in municipalities across the nation to support cultural uses and reinforce community identity.

The applicant's request does not propose changes to the number and location of banners permitted and allowed under the existing Planned Area Development and is limited to increasing the size and identification space on the banners for the park.

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### BACKGROUND:

#### Site Conditions:

- Property is approximately 48.5 acres

- Zoning is Tohono Chul Park PAD
- Property contains a park, museum, botanical garden, and a number of accessory uses, including a restaurant, art gallery, educational facilities, retail sales, tours, and administrative offices.

Land Use Context:

Direction	Land Use
North	St. Odilia Roman Catholic Church and Single-Family Residences
South	Single-Family Residences
East	Commercial Development
West	Third Church of Christ Scientist, Single-Family Residences, Commercial

Approvals-to-Date:

- 2001: Development Plan approved under Pima County
- 2012: Tohono Chul Park Planned Area Development established; including festival banner signs along road frontages
- 2013: Tohono Chul Park annexed into TOV and rezoned Tohono Chul Park PAD

**DISCUSSION / ANALYSIS:**

Applicant Proposal:

The proposed changes are outlined below and illustrated in Attachments 1 and 2.

Existing Tohono Chul PAD Banner Size and Copy	Proposed Tohono Chul Park PAD Banner Size and Copy
6' tall x 1.5' wide (9 sq. ft.)	8.5' tall x 2.5' wide (21.25 sq. ft.)
Bottom portion restricted to TOV copy only	Bottom portion allows TOV or Tohono Chul Park copy

The current zoning provisions allow festival banner signs on twenty (20') foot tall poles along the south (Ina Road) and west (Paseo del Norte) borders of the property (Attachment 2).

The applicant's narrative (Attachment 3) indicates that the existing banner provisions are designed for pedestrian scale and not intended for vehicular traffic. The applicant indicates that the proposed banner size would improve the banners' readability to passing motorists as originally intended. A photo simulation (Attachment 4) depicting the existing and proposed banner signs is included for Ina Road, which has a speed limit of 45 mph.

The current zoning provisions only allows the Town to be identified on the bottom portion of the banners. The requested amendment would allow the Park to use the bottom portion of alternating banners. The application indicates that the proposed change will improve the banners' visual appeal, and distinguish the Park and the Town as two separate entities.

#### PAD Amendment Analysis

The increased readability of the proposed larger banner size will increase traffic safety along the adjacent roadways. The larger banner signs would permit the use of larger letter sizes better correlated with the 45 mph speed of the roadway. Standards for private signs vary, so staff researched appropriate letter sizes relative to speed for public roadways. The applicant's proposal is consistent with federal sign requirements (Manual on Uniform Traffic Control Devices) for public roadway signs.

The proposed amendment represents a balanced approach to providing identification for the multiples uses within the park, and the increase will not have a greater impact on the area than the existing banner allowances.

The applicant's proposal to use the bottom portion on alternating banners may improve the visual appeal along the street frontage and eliminate any confusion created by including the Town logo only on the bottom portion of the banner.

#### General Plan Goal and Policy Conformance Analysis

The following is an analysis of the amendment's consistency with the relevant goals and policies of the General Plan.

*Policy 2.1.10 The Town shall create standards for signage to provide information and direction to allow business to attract and maintain customers with the least intrusive signage possible.*

Staff Comment: The proposed PAD Amendment will allow larger banner signs and additional identification which may attract more customers to Tohono Chul Park. The proposed scale of the banner signs is appropriate for the variety of uses on the property and the arterial street function of Ina Road. The sign lettering closely approximates federal safety standards and represents the "least intrusive" and safe option.

*Goal 5.1 The Town shall ensure the safe, convenient and efficient vehicular and non-motorized traffic circulation to serve both within and through the community.*

Staff Comment: The proposed banner size will improve the banners' readability to passing motorists and create safer driving conditions along the adjacent roadways.

*Goal 9.1 The Town shall enhance the quality of life by promoting and sustaining the arts and culture in our community.*

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Staff Comment: The proposed banners will contain the Town seal to reinforce the cultural and community value of the park. The Town's support for and use of shared banners reflects the Town's commitment to promoting and sustaining the cultural significance of the Tohono Chul Park as a community asset.

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## **PUBLIC PARTICIPATION:**

### Summary of Public Notice

Public notice included:

- Notification to all property owners within 600 feet
- Homeowners Association mailing
- Property posting
- Town Hall and website postings

### Neighborhood Meetings

A neighborhood meeting was held with two residents in attendance on July 16, 2014. The main topics of discussion included the banners' graphics, locations and economic benefits. A copy of the neighborhood meeting summary notes are included as Attachment 5.

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## **SUMMARY / CONCLUSION**

The amendment to the Tohono Chul Park Planned Area Development as shown on Attachment 6, would enable an approximate balance as a "least intrusive" and safe design that promotes the Town's cultural and arts objectives.

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## **RECOMMENDATION:**

Based on the following findings:

- The request provides a balanced approach to safely identify services at the Tohono Chul Park.
- The increase will not have a greater impact to the area than the existing banner allowances.
- The request is consistent with relevant Goals and Policies of the General Plan.

It is recommended that the Planning and Zoning Commission take the following action:

**Recommend approval to the Town Council of the requested PAD Amendment OV 914-04.**

**SUGGESTED MOTIONS:**

I move to recommend approval of the Tohono Chul PAD Amendment related to festival banner signs, based on the finding that the request provides a balanced approach to providing a “least intrusive” and safe design that promotes the Town’s cultural and arts objectives.

OR

I move to recommend denial of the Tohono Chul PAD Amendment related to festival banner signs as the request does not meet the finding that \_\_\_\_\_.

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**ATTACHMENTS:**

1. Banner Sign Dimensions
2. Banner Sign Locations
3. Applicant’s Narrative
4. Photo Simulation – Existing and Proposed Banner Signs
5. Neighborhood Meeting Summary Minutes
6. Proposed Text Amendment

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Bayer Vella, Interim Planning Division Manager