

Truman Ranch Marketplace

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Case # PAD 08-015

Truman Ranch Market Place

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Submitted To:

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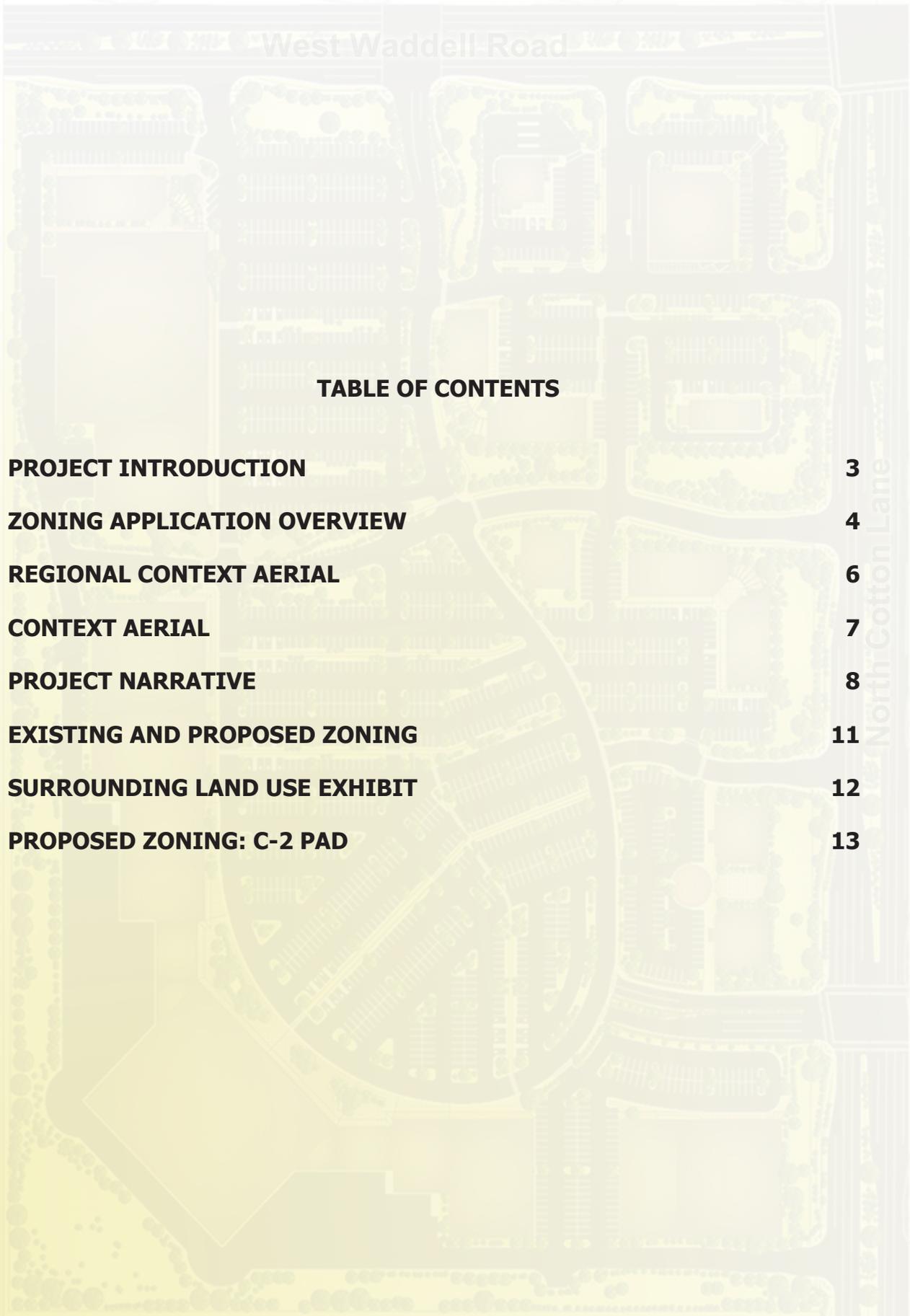


TABLE OF CONTENTS

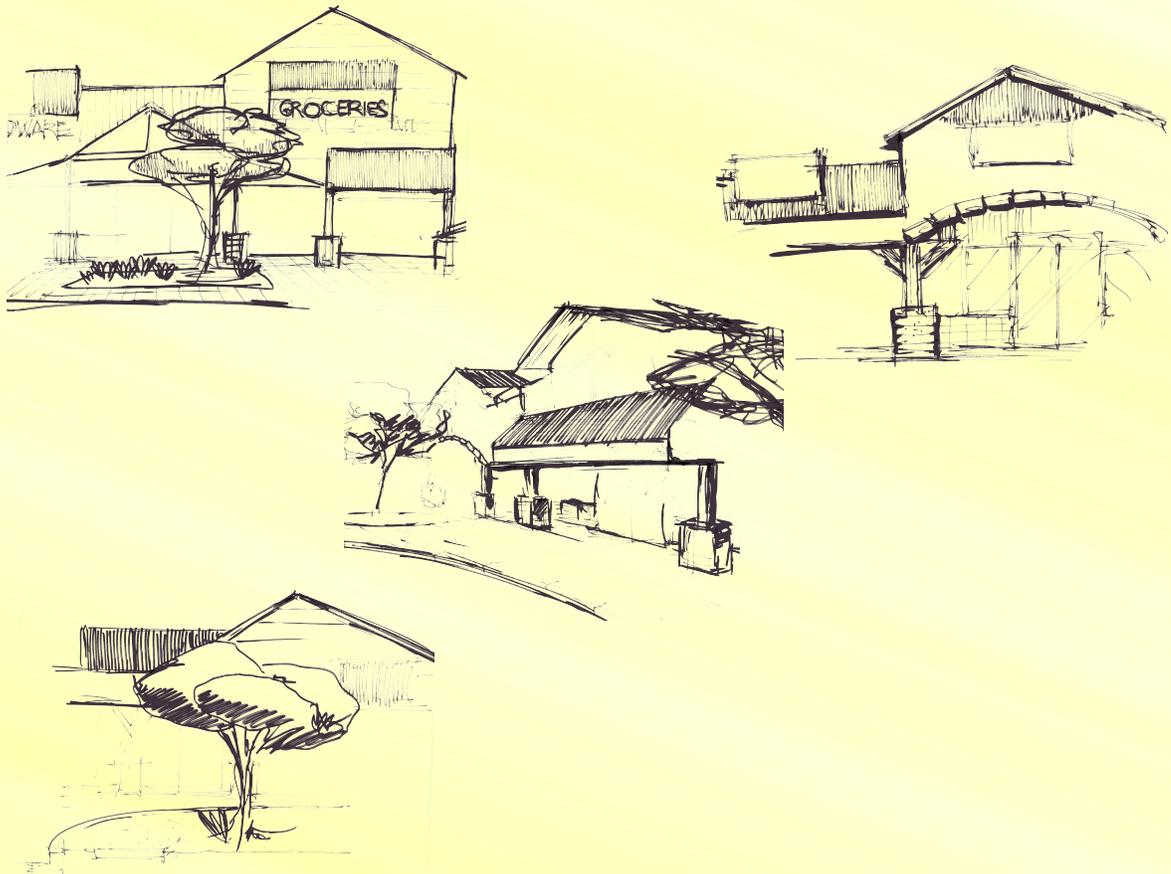
PROJECT INTRODUCTION	3
ZONING APPLICATION OVERVIEW	4
REGIONAL CONTEXT AERIAL	6
CONTEXT AERIAL	7
PROJECT NARRATIVE	8
EXISTING AND PROPOSED ZONING	11
SURROUNDING LAND USE EXHIBIT	12
PROPOSED ZONING: C-2 PAD	13

PROJECT INTRODUCTION

Truman Ranch Market Place is a proposed 44-Acre commercial master-plan offering a variety of retail shopping and dining experiences. The project consumes a portion of the Truman Ranch, whereas for nearly sixty years, has operated this and adjoining properties as a family farm and citrus grove. This project will embrace that history.

The property is located at the Southwest corner of Cotton Lane and Waddell Road. The property's distinguished neighbors are Truman Ranch to the West, Carlier to the North, and Prasada to the East. Prasada, an 800-Acre master-plan incorporating regional shopping and car dealers transforms the vicinity and our intersection at Cotton & Waddell into a very prominent corner within the City of Surprise. This project will begin a transition towards the residential components (located nearly 1/2 mile to the West), and capture a piece of the Waddell & Truman History.

This booklet is to accompany the application for rezoning the subject property and includes a summary of other development related applications, overview of adjoining land uses, and the details that drive the heart of this project.



ZONING APPLICATION OVERVIEW

Application History

There are a total of three applications currently in process with the City of Surprise, (1) the application for a major amendment to the City of Surprise's General Plan, (2) an application for annexation into the City of Surprise from an unincorporated county island (completely surrounded by Surprise), and (3) the application for PAD (Planned Area Development) zoning.

The major amendment application is to change the City of Surprise's General Plan category for the subject property from a low density residential category (allowing three to five dwelling units per acre) to a Mixed Use designation allowing for a variety of uses including commercial retail, employment, etc. The amendment has recently held community outreach meetings and is presently scheduled for June 3rd and 17th public hearings and completion by council action on July 24.

The annexation application has a public hearing scheduled at City Hall for May 8, 2008. The blank petition was recorded on April 17th, enabling the owner to file the signed petition anytime between May 19th 2008 and April 19th, 2009, which when submitted, will subsequently initiate a series of council readings and technical processes securing the property under the City of Surprise jurisdiction.

The initial entitlement goals (plan amendment, annexation and rezoning) fulfill the first phase of the development process by zoning the property PAD that incorporates all uses under the C1, C2, and MUPD zoning districts per the City of Surprise Municipal Code. The next phase will include the formal site-plan submittal.

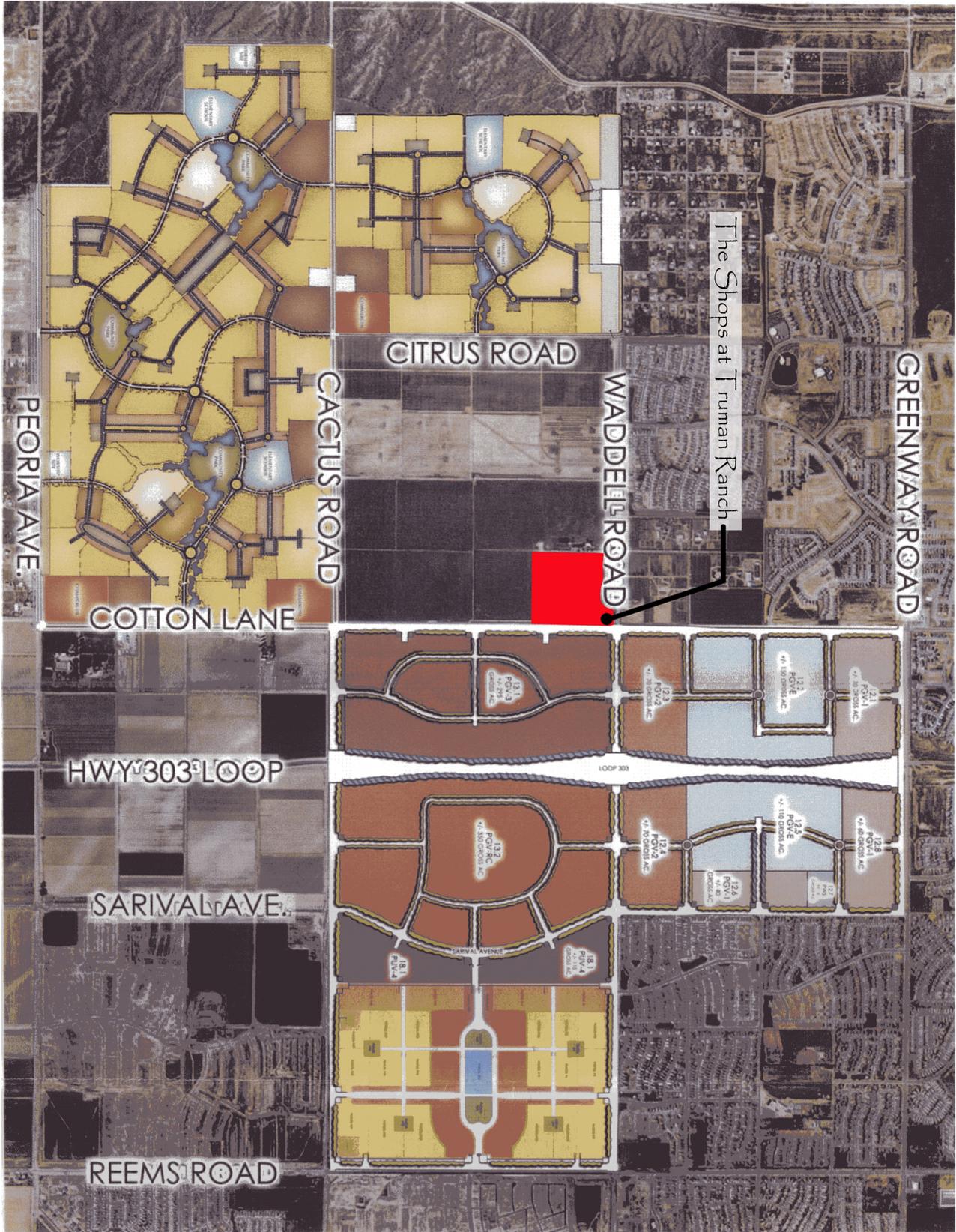
Proposed Zoning PAD

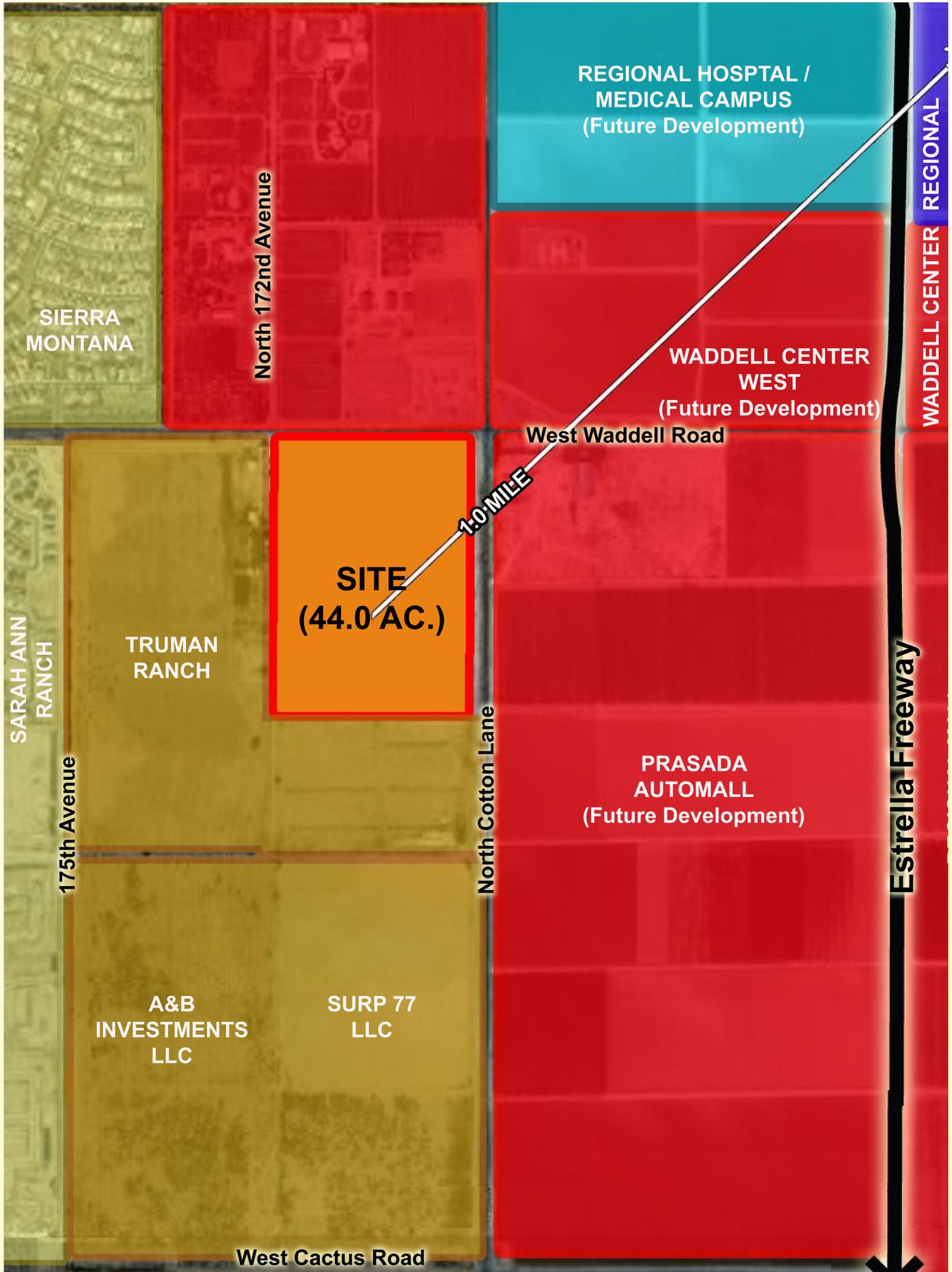
It is the goal of this project to deliver a success in fulfilling the aspects of local-area needs. We recognize that a major component to a thriving and vivacious shopping park is a great mix of unique businesses, many of which are expected to be small business start-ups. In order to build a foundation for short term and long term success, it is imperative that our entitlement package be attractive to anchor tenants, financial lending institutions, and investment organizations. These anchors and their financial-supporting institutions will draw traffic from nearby communities and Prasad into the Truman Ranch Marketplace, enabling all businesses an opportunity for success.

The project is across from 320-Acres of master-planned auto use inclusive of nearly all the major automobile dealers. It has been historically difficult to develop a prosperous residential community within close proximity to an auto mall of this magnitude. This project will become a gateway to the communities to the west by creating a retail shopping experience vivacious and sensitive.

A PAD zoning designation, Planned Area Development that incorporates all the uses of C1, C2 and MUPD per the Surprise Municipal Code, is therefore being sought for the Truman Ranch Market Place as it is allowable and suitable for this site. The incorporation of these three zoning districts will invite a variety of appropriate land uses including retail, employment, and commercial with residential components.

This project will invite future connectivity to adjacent properties creating a very interactive community component while continuing to provide a shield to the adjacent auto-dealer use, therefore protecting the serenity of the remaining Truman Ranch Property





PROJECT NARRATIVE

Introduction

Truman Ranch Market Place is a proposed 44-acre commercial / retail master-plan located at the Southwest corner of Cotton Lane and Waddell Road, Surprise, Arizona. The subject property was purchased from the Truman family in September of 2007. The property owner, Cotton Waddell SWC Investors, LLC is requesting a zoning classification of PAD under the City of Surprise Jurisdiction. Presently the subject property is located within a county island presently zoned C-3 and RU-43. Concurrently running with this request is the annexation and general plan process to enable and support the requested zoning.

Truman Ranch Market Place is a unique project considering the history of the land (Truman Ranch, Waddell, Arizona) and the progression of population growth as signified by the adjacent Prasad project to the east which includes 320-acres of car dealerships, a Westcor regional mall, several large stores, and a six-lane freeway. It requires keen foresight to have imagined the future that the agricultural corner at Waddell would transform into a prominent focal point of mass. The goal for this project and this zoning request is to embrace both the future and the history.

The Land

The subject property is located at the Southwest corner of Cotton Lane and Waddell Road. The property measures 1189 feet west along Waddell Road from the edge of Cotton Lane's West Right of Way line (33ft from centerline). The property measures 1683 feet South from Waddell's South Right of Way line (33ft from centerline). The property was acquisitioned as two parcels, the first being a 50ft strip parallel and adjacent to the Cotton Lane R/W that once belonged to a railway company and the other parcel being the balance totaling 44 Acres. Subsequently after acquisition, the new owner split the parcels into the North Piece (767 feet north/south) and South Piece (916 feet north/south). The split was to accommodate Surprise's requirements for minor general plan amendments, where as of today, the application has been converted into a major general plan amendment; therefore the significance of the split is no longer a considerable component.

The property is saturated with dead citrus trees, irrigation lines/ditches, encompassed by a historic fence. The property has a gentle slope from the Northwest to the Southeast. Within the aforementioned 50ft strip (parallel to Cotton Lane) is a compacted-berm designed to house a railway track. The railway spur never came to fruition; however the established elevation of the berm has created a historic collection of floodwaters which are shown on the latest FEMA flood plain maps. Between the railway spur – berm and Cotton Lane, there is a ditch running North-South, parallel to Cotton Lane which is presently overrun by local offsite drainage flows. The project will require floodplain use permits and with drainage provisions constructed within, could set the stage to amend the FEMA map, removing the flood plain designation.

Local Area

The property sits in the heart of new growth for the City of Surprise. What was once the heart of agriculture for the area, known as Waddell, Arizona is soon to become a Valley icon of regional importance.

To the East of the property is the Prasada Auto Mall (320 Acres of car dealerships), bound by a future six lane freeway. Northeast of the property is a commercial development by Prasada, North is presently agricultural with heavy speculation of commercial development, immediately to the West is over a quarter mile of the remaining Truman Ranch bound by (further West) the Sarah Ann Ranch residential community offering new homes at a density of three to five per the acre. Further West and Southwest is a three-square mile proposed Prasada residential community expected to deliver a variety of high end lake-side housing. To the South of the subject property is also Truman Ranch property envisioned as future office, apartments, condominiums, with a medium/low density residential component to the Southwest.

The Truman family has operated the 160 acre corner as a family farm and citrus grove since the mid-1940's. This project has a goal to embrace that history by incorporating that history into the character of the shopping park. Additionally, through discussion with the Truman family, the proposed project fits into a master-plan concept for Truman Ranch. That concept (as discussed above as envisioned neighboring uses) sets a stage achieving both balance and transition while enabling the Truman family to reserve nearly 30 acres along Waddell as a future citrus farm market and heritage park. The balance of the neighboring Truman ranch property sets a stage South of the proposed project starting with the Offices at Truman Ranch, then migrating into a high density residential component (also South of the proposed project) perhaps identified as the Villages at Truman Ranch, then finishing with the Estates at Truman Ranch to the Southwest of the subject property and South of the Truman's Citrus farm and market. Truman Ranch Market Place offers a significant enhancement at embracing the history and the quality of life brought by the Truman Family, while also serving the masses brought by Prasada. The property also acts as a shield to the Truman Ranch by acting as a barrier to the late night illumination by the car dealerships and a walled barrier from the busy corner for the residential components of Truman Ranch. The Truman Ranch Master-plan is a concept in discussion. One of the goals of Truman Ranch Market Place is to help establish the identity for the balance of the Cotton-Waddell corner.

The Project

The Architectural Character for the Truman Ranch will reflect the forms, shapes and materials of historic Arizona farms acknowledging the former land use. A variety of gable and shed roof lines can create facades to define identity and human scale while providing shade and protection for the entries and walkways.

Arizona farm buildings often have awkward shapes that can give a "homey" feeling; contrasting strong and humble elements will give this project a unique identity. The basic building materials are common block, split face block, stone, steel, wood and galvanized corrugated metal roofing.

Pedestrian friendly zones will be created throughout the project as little islands of retreat from the desert sun. Lush landscaping will utilize indigenous species sensitive to water conservation.

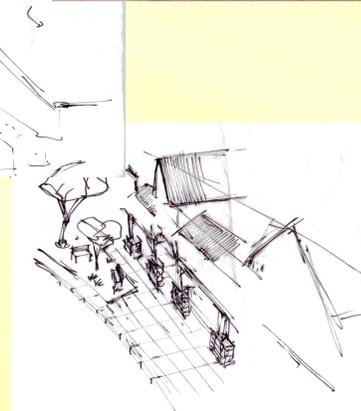
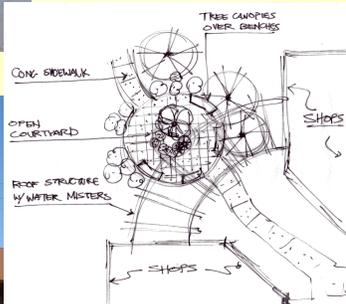
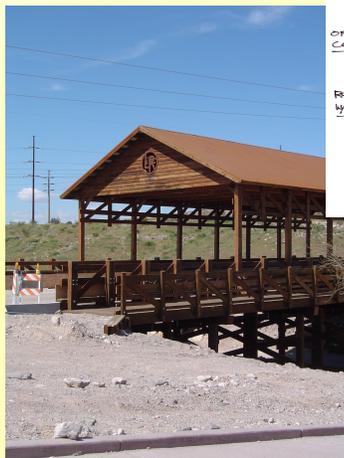
Truman Ranch Market Place will embrace the surrounding land both in history and future by appealing to the four unique use components:

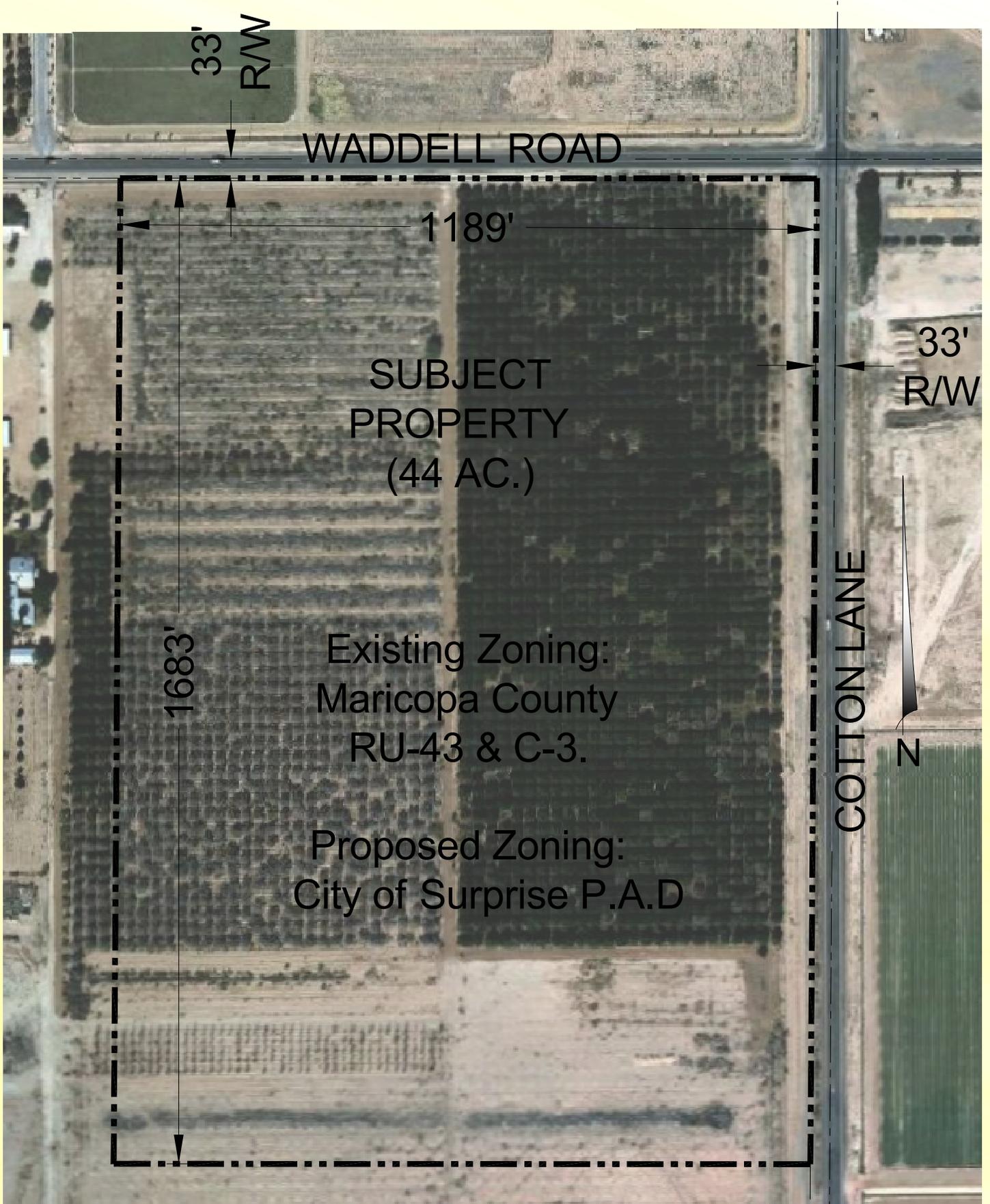
- Neighborhood Services
- Home Goods
- Dining and Entertainment
- Convenience

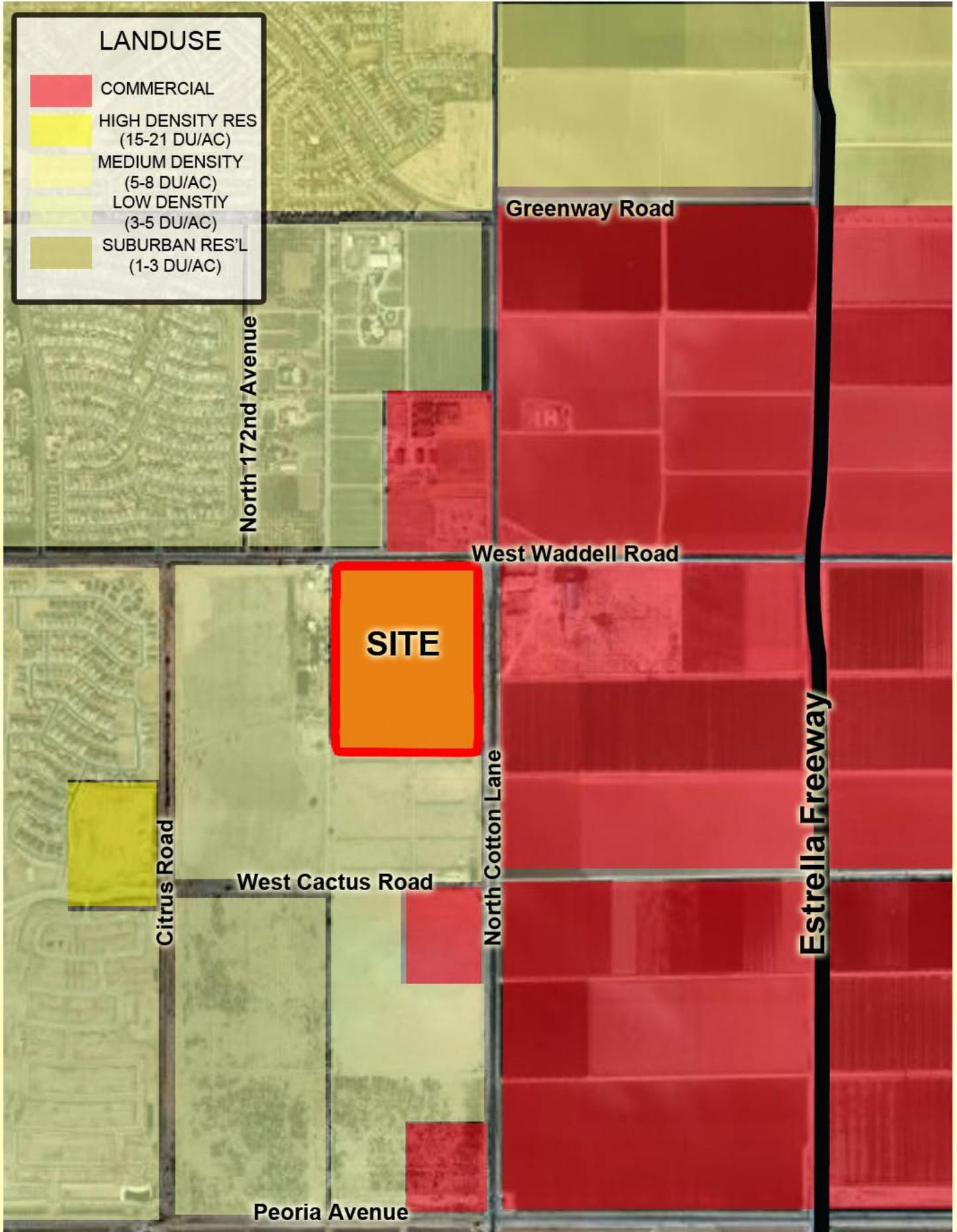
The four use components will serve to bring a variety of much needed amenities to the surrounding area and beyond. At this present time, there are no specific tenants or retail business that have committed to the project. Marketing for such an endeavor will begin when the security and surety of hard zoning is in place.

Automotive traffic circulation envisions convenient safe access to the Truman Ranch Marketplace. Actual site access and signalization will be formally designed during the site plan review process for the City of Surprise and is only a point of discussion for this application. The traffic circulation goal is to promote safety in cooperation with the City's interregional traffic flow and neighboring properties. Access to the site is subject to change and shall be officially reviewed and approved at the site plan review process. The final site plan will incorporate and include all requirements for fire safety.

Utilities are provided by the City of Surprise for sewer, Arizona American Water Company for water, APS for power, and Cox/Qwest for communications. This project presently has no desire for natural gas. To fit within the City's sewer distribution program, a 1-mile sewer line to the intersection of Cactus Road and Cotton Lane (South) will be required. Water, power, and communication are adjacent to the property.







SURROUNDING LAND USE EXHIBIT

PROPOSED ZONING: C-2 PAD**PRINCIPALLY PERMITTED USES**

All uses of C1, C2, and MUPD as defined by the City of Surprise Municipal Code. Warehouse retail, membership retail, and regional large retail will require a conditional use permit. The goals of this project extend over a broad range as defined throughout this package; the summary of which is a quality retail/entertainment experience for both regional and local traffic embracing the future growth of the Waddell area of Surprise while reminding generation after generation of the history of this area by also embracing the citrus farm history incorporated as the primary theme throughout the project. This project's intended layout of commercial use (retail) focuses on serving a prominent volume of traffic given the neighboring approved uses (320-acres of car dealerships, surrounded by regional stores). By incorporating the uses of C1, C2, and MUPD, this project will enable a variety of alternative uses such as office/employment should economic circumstances promote that change, which in any case would still promote the historic character of the property into the architecture.

DESIGN STANDARDS**COMMUNITY SCALE DESIGN CHARACTERISTICS & ADJACENT COMMUNITY INTER-CONNECTIVITY**

The 44-acre retail project sits in a unique position with regards to the undeveloped portion of Truman Ranch to the West, Southwest and South. The goal of this project is to protect the peace and serenity of ranch style living while only a block away from the masses. By utilizing the tall, ranch style architectural design, this project will block both light pollution and noise generated by the auto dealerships and increased traffic on Cotton Lane. This project will establish various design guidelines that will promote and invite future interconnectivity limited to key points that lay the foundation for the remaining Truman Ranch Masterplan Design while not compromising the value of peaceful ranch style living.

As a balanced result, this project will invite interconnectivity at the Southwest (more than 1000ft south of the Waddell R/W) and South property lines in addition to the pedestrian connectivity along the major arterial roadways. Furthermore, this project will establish a potential future point of pedestrian connectivity on the West property line less than 1000ft from the Waddell R/W contingent upon and with respect to the Westerly neighbor's long-range planning. It is anticipated that the Northern most 30-Acres of the Truman Ranch property will remain as the private estate of the Truman Family until a future point in time when all of, or a portion of, that property may become a heritage park which may allow for the increase in community connectivity.

With respect, the neighboring property (Truman Ranch) is a true icon of American history and requires a sensitive approach when considering what may become of the remaining ranch property as the area transitions from a farm to a community. There are many scenarios to consider when envisioning the future of the neighboring property, and one potential scenario may include the following:

1. South of the potential Truman Ranch Heritage Park may become a gated, ranch style residential community (The Estates at Truman Ranch).
2. The portion of property south of this 44-acre project's Southern boundary would develop as two uses:
 - a. The Westerly of which would become a gated Farm Village (The Village at Truman Ranch) including a cobblestone central street and Ranch style Townhomes.
 - b. The Easterly of which would serve as a Ranch Style office property, perhaps serving the communities future medical needs.

Suggestive pedestrian greenbelt routes could meander between the Village/Offices and the Marketplace (44-acre retail center) with interconnectivity . The marketplace will be sensitive in inviting both auto and pedestrian connectivity with the neighboring communities.

BUILDINGS

Architectural design shall promote the ranch style history of the land use (Citrus Farm) achieving goal 1 to embrace the history of the property while achieving goal 2 (embracing the growth) by allowing flexibility in retail tenant logo and signage incorporated into the architecture. Shops shall have the right to integrate their color and trademark logos into the allowable signage on the building/space they occupy consistent with the design guidelines set forth herein. Colors and trademark logos for major tenants and pad users may be integrated with the ranch style architecture in a manner that is sensitive and appropriate

Building heights shall be permitted as high as 50ft within the Westerly half of the 44-acres for peak roof components serving the architectural character also and supporting the noise/light block in protecting the peace and serenity of the ranch style living & pathways to the West and Southwest.

SETBACKS:

Primary setbacks are defined as setbacks from the original bounding property lines defining the original 44-acres inclusive of the West property line adjacent to the Truman property, the South property line adjacent to the Truman property and the North and East property lines defined as R/W, whether current or as measured from future dedicated R/W lines. Secondary setbacks are defined as internal subdivided property lines within the original 44-acre Marketplace.

PRIMARY SETBACKS:

1. West: Minimum 45ft.
2. South: The minimum setback shall be 20ft. unless adjacent to residential zoning the setback shall be 45'
3. North & East (R/W): The setbacks below are intended to promote pedestrian scale design with a more urbanized approach. If the design is more traditional, greater setbacks may be required at the time of site plan review.
 - a. Minimum of 5ft for structures with street side pedestrian access.
 - b. Minimum of 10ft for all other structures.

INTERNAL SETBACKS:

0' Min. (subject to City of Surprise building code)

LANDSCAPE BUFFERS (from edge of street):

Note: Landscape buffers may include pedestrian and multi-use paths, screen walls, and other decorative hardscape/landscape features.

Major Arterial R/W: 22ft.

Collector: 10ft. If designed to a pedestrian scale with a more urbanized approach. If the project is designed more traditional, greater landscape buffers may be required.

Street: 5ft.

The goal of landscape buffers is to allow maximum site flexibility in achieving the primary goals (embracing history and growth). From the perspective of an individual driving or walking South on the West side ensuring the ambience of the Ranch-style retail curb appeal is not inappropriately interrupted.

PARKING SPACE REQUIREMENTS

To ensure a vibrant and successful center it is important to provide adequate parking but reduce the standard ordinance requirements appropriately to eliminate large blocks of unused pavement and promote and integrate that space into open space or building space areas. In order to promote a greener and healthier Marketplace, the parking space requirements may be reduced appropriately. If parking is reduced or shared, a parking study will need to be provided at the time of site plan review.

LANDSCAPING

The landscape goal is to reflect the historic land use in key pedestrian seating areas using historic elements of both an Arizona farm and a citrus farm. Outside of key locations, the landscape palette shall be designed for water conservation. Buildings within 50ft of the West property line shall have adequate desert material to break up the building elevation upon landscape maturity.

WALLS

Low 3ft tall screen walls shall be promoted throughout the site to screen automobile parking lots from major arterial roadways. Combination channel/retention basin retention walls with 3ft screen walls shall be allowed along arterial roadways. The West property line may utilize nine (9) foot screen walls, appropriately placed, to shield the neighboring ranch while not interrupting the invitation for future community connectivity. Screening approaches to reduce noise and impacts on the adjacent property to the west will be reviewed at the time of site plan review."

LIGHTING

All lighting structures shall have 45 degree angle cans that extend beyond the light bulb and promote the ranch appeal of the proposed project. Lighting shall be designed and placed to compliment the design and architecture of the project. All pedestrian pathways shall be illuminated via landscape integrated lighting to highlight the pedestrian pathways without contributing to light pollution. Light poles for the parking lot(s) illumination will be reduced in height to an appropriate pedestrian scale. Lighting foot-candles shall reach no greater than 1foot at the South and West property lines of the Marketplace 44-acre parcel, unless adjacent to residential zoning foot-candles shall reach no greater than 0 at the south and west property lines. All facial elements of signage and building mass as viewed from Cotton Lane or Waddell Road may promote a highly illuminated retail center offering a vibrant and busy evening atmosphere if designed to pedestrian scale.

PEDESTRIAN PATHWAYS

Primary pedestrian pathways internal to the site shall be of concrete at a minimum width of 5ft. unless overhang parking is utilized adjacent to a sidewalk the width shall be 7'. Secondary pedestrian pathways and gathering areas may include a mix of concrete and compacted/stabilized 1/4"- decomposed granite to capture the soft nature of farm ground without creating unnecessary dust to be reviewed and approved by the City. Decorative elements are to be utilized at primary pathway intersections and at destination points. Shade structures (ranch style) shall be incorporated into the pathway system to invite pedestrian traffic during extreme weather conditions.

PLAZA, COURTYARD, ACTIVITY AREA (S)

The 44-acre project as a whole (The Marketplace) will contribute open space towards a strategically located primary plaza so that it is attractive and sized appropriately for peak times and special events. Additionally, there will be a sequence of smaller plazas acting as shaded rest stops for pedestrian traffic. The primary goal of this open space amenity is to offer a visual tribute to the historic land use.

MAIN ENTRY & CORNER TREATMENTS

All primary intersections will contain decorative pavement to match the architectural nature of the project and a primary corner treatment at the intersection of Cotton and Waddell will be integrated with the corner sign.

SIGNAGE

1 Wall, fascia, mansard, parapet and shingle signs.

1.1 Generally.

1.1.1 Wall, fascia, mansard and parapet signs are allowed only on the exterior elevation of the space occupied by the business and may include color and trademark logo.

1.1.2 Wall, fascia, mansard or parapet signs may identify the individual businesses, building complex, or center, by name, and may identify up to three (3) principal services when the name alone does not identify the general nature of the business. Any wall, fascia, mansard or parapet sign may include the street address, but shall not include advertising copy.

1.1.3 The maximum aggregate wall, fascia, mansard, and parapet sign area for any business is one square foot of signage for each linear foot of the business wall elevation along the street frontage on which the sign is displayed. If the wall/façade on which the wall, fascia, mansard, parapet and shingle sign is placed is two hundred (200) or more feet from any public right-of-way, the maximum aggregate sign area shall increase to one and one-half (1.5) square feet of sign area for each linear foot of building wall elevation along the street frontage on which the sign is displayed. The total aggregate area, which is exclusive of freestanding signage, shall not exceed three hundred (300) square feet and the maximum area of any one elevation shall not exceed two hundred (200) square feet. Businesses that share a building structure and do not have a designated leased/owned frontage shall be considered one business for the purpose of determining total aggregate area of street graphics.

- a. The maximum sign height permitted shall be the maximum height permitted for a building in the applicable zoning district.
- b. No part of a building wall sign shall extend above a roofline.
- c. No part of a building wall sign shall project from a building wall a distance greater than twelve (12) inches.

1.1.4 Wall, fascia, mansard and parapet signs as Reader Panels.

- a. One (1) wall, fascia, mansard or parapet sign per structure may contain a reader panel.
- b. The area of the reader panel shall not exceed forty-eight (48) square feet or the maximum wall sign area otherwise allowed, whichever is less.
- c. The reader panel shall be used exclusively for the purpose of identifying specials or events that occur on the premises.

1.1.5 Shingle signs.

- a. One (1) shingle sign that is designed and oriented primarily for the aid of pedestrians is permitted per business.
- b. The maximum size of a shingle sign shall be 8 square feet.
- c. The minimum clearance between the bottom of the sign and the nearest grade or sidewalk shall be seven feet, six inches (7ft.6in.).
- d. A shingle sign must be located immediately adjacent to the business it identifies.

1.2 Freestanding signs.

1.2.1 Generally.

- a. Freestanding signs are permitted.
- b. The base of any freestanding sign shall have an aggregate width at least 50 percent of the width of the sign.
- c. Any freestanding sign shall not include any advertising copy.
- d. Any freestanding sign must include the number of the street address, but the area of these numerals shall not be included in calculating the allowed sign area.
- e. Any freestanding sign in a multi-tenant complex or shopping center may identify a business on a different parcel than the sign's location so long as both parcels are part of the same complex or center.

1.2.2 Maximum number and height of signs allowed.

- a. One (1) freestanding sign shall be permitted per each three hundred (300) feet of street frontage of a lot or parcel containing a single-tenant building or multiple-tenant complex. On parcels with multiple street frontages, the signage for each street frontage shall be calculated separately.
- b. Regardless of the length of street frontage, a minimum of one (1) freestanding sign is permitted per frontage.
- c. The freestanding sign shall not exceed a height of ten (10) feet.

1.2.3 Aggregate sign area allowed.

a. Freestanding signs for multiple-tenant complexes. The maximum aggregate sign area allowed for all freestanding signs for multiple-tenant complexes is forty-eight (48) square feet on parcels up to twenty (20) acres and sixty (60) square feet on parcels over twenty (20) acres.

b. Freestanding signs for single-tenant buildings. The maximum aggregate sign area allowed for all freestanding signs for single-tenant buildings is twenty-four (24) square feet on parcels up to two (2) acres and thirty-six (36) square feet on parcels over two (2) acres.

1.2.4 Identification of tenants in a multi-tenant complex. Any freestanding sign within the multi-tenant building or shopping center may identify the name of the building, complex, or center and the names of tenants within the complex. Such signs shall not include any advertising copy.

1.3 Directional signs. Directional signs when required to assist the flow of traffic are permitted, but shall not exceed six (6) square feet in area or three (3) feet in height. Such sign may include business identification by word or symbol on up to twenty-five percent (25%) of the sign area.

1.4 Directory signs. Directory signs when required to identify the location of the various buildings or businesses located within the center or complex are permitted as follows:

1.4.1 Each directory sign may be illuminated with a maximum area of eighteen (18) square feet and a maximum height of six (6) feet.

1.4.2 The number and location of the signs must be approved by the Community Development Director or his/her designee.

1.4.3 Noncommercial signs. In all commercial and industrial zones, noncommercial signs shall have a maximum area of twelve (12) square feet and a maximum height of five (5) feet.

1.5 Window signs. Window signs may be internally illuminated only with the use of exposed neon lighting. There shall be a maximum of one (1) sign per use and such sign shall be limited to no more than nine (9) square feet or twenty-five percent (25%) of the area of the window panel, whichever is less. The sign area shall be calculated against the square footage allowed the use.

1.6 Off-premises traffic directional signs. Off-premises traffic directional signs are prohibited with the exception of hotels with one hundred (100) or more rooms, which do not abut a major arterial street. Hotels meeting these requirements shall be permitted a maximum of two (2) off-premises directional signs with a maximum aggregate area of six (6) square feet at a maximum vertical height of five (5) feet. Such signs shall be installed on private property, and may contain the business name, logo, and/or directional arrow. Such signs shall be installed within one (1) mile of the site and all these signs are subject to approval of the Community Development Director or his/her designee.

1.7 Gasoline service stations.

1.7.1 Monument signs.

- a. One (1) monument sign per right-of-way frontage up to two (2) total signs shall be permitted with a maximum signable area of twenty-four (24) square feet each with a maximum height of five (6) feet.
- b. Seventy-five percent (75%) of the allowable sign area may be used to identify the current price of gas being sold.
- c. Such signs shall be placed within a landscaped setting containing not less than one hundred forty (140) square feet.

1.7.2 Canopy signs.

- a. Such signs shall identify the business only.
- b. The maximum number of signs per canopy shall be four (4).
- c. The maximum sign-able area for any one canopy sign shall not exceed six (6) square feet.
- d. Any canopy sign visible from a public right-of-way will be calculated against aggregate freestanding sign area allowed.

1.8 Banks.

1.8.1 Building wall signs. Building wall signs shall conform to the standards included in Section 17.2.

1.8.2 Freestanding business identification signs. Freestanding business identification signs shall conform to the standards included in Section 17.3.

1.8.3 ATM (automated teller machine) signs.

- a. Such signs shall be located on the face of the machine.
- b. Any such signs may identify the individual business name, logo, time, and principal services offered at the ATM.
- c. The area of any such signs shall not exceed ten (10) square feet.
- d. The total sign area of all such signs at any one site shall not exceed twenty (20) square feet.
- e. The bezel and architectural border of an ATM sign shall not be included in the sign area unless they contain sign characters, logos, or other sign graphics.
- f. The area of any ATM signage not visible beyond the boundaries of the property shall not be deducted from the sum total freestanding sign area permitted for the use.
- g. Wording, symbols, and graphics which instruct persons on the use of the ATM shall not be considered part of the sign area unless they are visible beyond the boundaries of the property and attract the attention of the public.

1.8.4 ATM (automated teller machine) directional signs.

- a. Such signs shall be located only on a site offering automated teller services.
- b. The maximum height of such signs shall be three (3) feet.
- c. The maximum area of such signs shall be four (4) square feet.
- d. A maximum area for business name or logo shall be one (1) square foot.
- e. Time-related information and other information commonly used by a business to reference its particular ATM are allowed.
- f. The number and location of such signs shall be determined by the Community Development Director or his/her designee.

1.9 Regional commercial subdivisions.

1.9.1 Entryway signs are allowed for commercial subdivisions containing at least fifty (50) individual businesses.

1.9.2 Such signs shall contain only the name of the subdivision.

1.9.3 The maximum number of such signs for each entrance shall be two (2) signs.

1.9.4 The maximum number of such signs on each side of an entrance shall be one (1) sign.

1.9.5 The total area of such signs allowed at each entrance shall not exceed twenty-four (24) square feet.

1.9.6 The height of such sign shall not exceed five (5) feet.

1.10 Temporary signs. Temporary signs are permitted in accordance with Surprise Municipal Code Section 113-157.

1.11 Menu boards.

1.11.1 Two (2) menu boards are permitted per business. Such signs may be freestanding or wall-mounted.

1.11.2 The maximum aggregate area for a menu board shall not exceed forty-eight (48) square feet.

1.11.3 The maximum height shall not exceed eight (8) feet.

1.12 Awning signs.

1.12.1 A maximum of twenty-five percent (25%) of the front face area of an awning may be used for signage.

1.12.2 If letters or graphics are placed on the valence, they shall not be placed elsewhere on the awning.

1.12.3 Awning signs are allowed only on the exterior elevation of the space occupied by the business.

2 Master sign program.

2.1 The master sign program is designed as a flexible procedure to allow signage that is appropriate to the character of the Truman Ranch Marketplace development in both residential and nonresidential zoning districts, provides adequate identification and information, creates a good visual environment, promotes traffic safety, and allows signage that might not otherwise be permitted by this Section 17 and/or Chapter 113 of the Surprise Municipal Code.

2.2 The following provisions shall govern master sign programs for Truman Ranch Marketplace:

2.2.1 Any request for approval of a master sign program shall be submitted on an Administrative Permit application and processed in accordance with Section 125-38 of the Surprise Municipal Code/Zoning regulations.

2.2.2 Any master sign program shall be evaluated against the following criteria:

a. **Placement.** All signs shall be placed where they are sufficiently visible and readable for their function. Factors to be considered shall include: the purpose of the sign; its location relative to traffic movement and access points, site features and structures; and sign orientation relative to viewing distances and angles. Signs may be located on the property other than that which they advertise.

b. **Quantity.** The number of signs that may be approved with a master sign program shall be no fewer than those allowed by right and no greater than those required to provide: project identification and entry signs; internal circulation and directional information to project destinations and sub-areas; and business identification. Factors to be considered shall include: the size of the development; the number of development sub-areas; and the division or integration of sign functions.

c. **Size.** All signs shall be no smaller than those allowed by right and no larger than is necessary for visibility and readability. Factors to be considered shall include: topography; volume of traffic; speed of traffic; visibility range; proximity of adjacent uses; amount of sign copy; placement of display (location and height); lettering style; and presence of distracting elements.

d. **Materials.** Sign materials shall be compatible with architectural and/or natural features of the project, which may be accomplished through: similarity of materials for sign structures and faces; the use of complementary colors; similarity of architectural style; and/or the use of a consistent lettering style or copy.