

# Memorandum

City of Tempe

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TO: Mayor and City Council

FROM: Dave Nakagawara, Community Development Director  
Ryan Levesque, Deputy Community Development Director – Planning

RE: Televisions on the Exterior of Buildings

DATE: February 19, 2015

As a result of new and exciting businesses opening throughout the city and in the downtown, there has also been a greater desire to emphasize the outdoor dining experience for restaurants and bars, which provide a variety of amenities. Some of the trending features include use roll-up doors for indoor and outdoor space connectivity, gaming activities such as cornhole, ping pong, exterior music speakers and television screens.

One of the amenities of recent discussion is the use of video screens in patios that are viewable from the public street. Recent potential concerns include the following:

- Causing a potential visual distractions to pedestrians/motorists.
- Creating visual clutter to either the exterior of the building or the patio itself based on the number or size of screens.
- The number of businesses that have installed TVs either after design approval with or without any formal authorization.
- Televisions or video screens have the potential “attention-getting devices” used for sign advertising, potential noise concerns.

**SEEK COUNCIL DIRECTION REGARDING:** Requiring a Development Plan Review (*minor building modification application*) for televisions or any other form of video screens that are placed on the exterior of a building or within an exterior patio.

In doing so, plans can be reviewed appropriately and address an acceptable number of televisions or video screens by evaluating the building design, concealing cables, and placement of the viewing surface oriented and appropriate for on premise viewing and placed in such way to reasonably limit or preclude the view from the ROW.

It's recommended at this point to address design solutions with future submittals for modified patio designs.

**CRITERIA REFERENCE:**

ZDC, Chapter 8, Lighting. Section 4-801 Purpose and Applicability.

A. Purpose. It is intended to ensure appropriate lighting levels that support way-finding and crime prevention, assist people with visual impairments, allow flexibility in architectural design, minimize undesirable light and glare into adjoining properties and minimize light pollution into the nighttime sky.

ZDC, Chapter 9, Signs. Section 4-901 Purpose and Applicability.

4. To require design, construction, installation, and proper maintenance so that the public safety and traffic safety are not compromised;

6. To provide reasonable limits on the magnitude and extent of graphic communication presented to the public.

ZDC, 6-306 Development Plan Review. D. Approval Criteria:

3. Materials are of a superior quality, providing detail appropriate with their location and function while complementing the surroundings;

11. Signs have design, scale, proportion, location and color compatible with the design, colors, orientation and materials of the building or site on which they are located; and

12. Lighting is compatible with the proposed building(s) and adjoining buildings and uses, and does not create negative effects.