



# PLANNING & ZONING COMMISSION AGENDA

PLANNING & ZONING COMMISSION  
REGULAR MEETING / PUBLIC HEARING  
THURSDAY, SEPTEMBER 30, 2010  
9:00 AM

COUNCIL CHAMBERS  
CITY HALL  
201 S. CORTEZ STREET  
PRESCOTT, ARIZONA  
(928) 777-1207

The following Agenda will be considered by the **PLANNING & ZONING COMMISSION** at its **REGULAR MEETING / PUBLIC HEARING** to be held on **THURSDAY, SEPTEMBER 30, 2010, at 9:00 AM** in **COUNCIL CHAMBERS, CITY HALL**, located at **201 S. CORTEZ STREET**. Notice of this meeting is given pursuant to *Arizona Revised Statutes*, Section 38-431.02.

## I. CALL TO ORDER

## II. ATTENDANCE

### MEMBERS

Tom Menser, Chairman  
Len Scamardo, Vice Chairman  
Joe Gardner  
Tim Greseth

Ken Mabarak  
Terry Marshall  
Don Michelman

## III. REGULAR ACTION ITEMS

*(May be voted on contingent upon any related public hearing items below being acted on unless otherwise noted).*

1. **Consider approval of the minutes** of the September 9, 2010 regular meeting/public hearing.

## IV. PUBLIC HEARING ITEMS

*(May be voted on today unless otherwise noted).*

2. **CC10-003, 3230 Willow Creek Road (Tim's Subaru)**. APN: 106-08-008D and totaling ± 5.03 acres. Zoning is Industrial Light (IL). LDC Section 6.12. Request Comprehensive Sign Plan for Tim's Subaru. Owner is TC Land Management, LLC. Applicant/agent is A & B Sign Company. Community Planner is Ryan Smith (928) 777-1209.

THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. WITH 48 HOURS ADVANCE NOTICE, SPECIAL ASSISTANCE CAN BE PROVIDED FOR SIGHT AND / OR HEARING IMPAIRED PERSONS AT PUBLIC MEETINGS. PLEASE CALL 777-1272 OR 777-1100 (TDD) TO REQUEST AN ACCOMMODATION TO PARTICIPATE IN THIS MEETING.

**V. CITY UPDATES**

**VI. SUMMARY OF CURRENT OR RECENT EVENTS**

**VII. ADJOURNMENT**

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**CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall and on the City's website on September 22, 2010 at 4:00 PM in accordance with the statement filed with the City Clerk's Office.



\_\_\_\_\_  
Kathy Dudek, Administrative Assistant  
Community Development Department

**PLANNING & ZONING COMMISSION  
REGULAR MEETING / PUBLIC HEARING  
SEPTEMBER 9, 2010  
PRESCOTT, ARIZONA**

**MINUTES** of the **PRESCOTT PLANNING & ZONING COMMISSION** held on **SEPTEMBER 9, 2010** at **9:00 AM** in **COUNCIL CHAMBERS, CITY HALL, 201 S. CORTEZ STREET, PRESCOTT, ARIZONA.**

**I. CALL TO ORDER**

Chairman Menser called the meeting to order at 9:00 AM.

**II. ATTENDANCE**

<b>MEMBERS PRESENT</b> Tom Menser, Chairman Len Scamardo, Vice Chairman Joe Gardner Tim Greseth Ken Mabarak Terry Marshal Don Michelman	<b>STAFF PRESENT</b> Tom Guice, Community Development Director George Worley, Planning Manager Matt Podracky, Sr. Asst. City Attorney Richard Mastin, Development Services Manager Ryan Smith, Community Planner Kathy Dudek, Administrative Assistant / Recording/Transcribing Secretary Ruth Hennings, Community Development Intern
<b>COUNCIL PRESENT</b> Jim Lamerson, Council Liaison	

**III. REGULAR ACTION ITEMS**

(May be voted on contingent upon any related public hearing items below being acted on unless otherwise noted).

- 1. Consider approval of the minutes** of the August 12, 2010 regular meeting/public hearing.

Mr. Michelman, **MOTION: to approve the minutes** of the August 12, 2010 regular meeting/public hearing. Mr. Marshall, 2<sup>nd</sup>. **Vote: 7-0.**

**IV. PUBLIC HEARING ITEMS**

(May be voted on today unless otherwise noted).

- 2. CC10-003, 3230 Willow Creek Road (Tim's Subaru).** APN: 106-08-008D and totaling ± 5.03 acres. Zoning is Industrial Light (IL). LDC Section 6.12. Request Comprehensive Sign Plan for Tim's Subaru. Owner is TC Land Management, LLC. Applicant/agent is A & B Sign Company. Community Planner is Ryan Smith (928) 777-1209. **(May be voted on September 30, 2010).**

Mr. Smith reviewed the staff report and indicated:

- the auto dealership, Tim's Subaru, is under construction and is near Tim's Toyota;
- the request is for a free-standing sign 20' high with associated wall signage;
- the applicant has chosen signage under the highway/commercial designation;

- wall signage, under the Land Development Code, would allow 89 square feet;
- the applicant is requesting 136 square feet of wall signage;
- Tim's Toyota has the largest amount of signage of any dealership in Prescott because of the lighted portal; and,
- it is not unusual for dealerships to ask for the amount requested.

Commissioners queried and remarked on:

- turning down the lights during the evening [Mr. Smith: there has been an on-going issue with dealerships leaving lights on, especially Tim's Toyota. The General Manager has been contacted, noted it was an oversight and corrected the problem immediately. Lights must be turned off by 9 PM]; and,
- the request is for approximately 50% more signage than is allowed [Mr. Smith: it is my understanding that the manufacturer requests a certain amount of signage; and, if the community doesn't allow that amount, the manufacturer has a back-up plan. Requests such as this are becoming the norm].

Mr. Perry Wiewick, A & B Sign Company, 691 N. 6<sup>th</sup> Street, applicant answered questions from Commissioners which included:

- the reason for the pylon [Mr. Wiewick: the topography and the possibility of a traffic hazard for motorists having to make an instantaneous decision to turn into the property. If the sign were set back 50', it would be behind the hill];
- size of signage on the building [Mr. Wiewick: certain package sizes are available that are set by the manufacturer. His company [A & B Sign] will install the sign, not manufacture it];
- whether there is a smaller sign package available [Mr. Wiewick: it is very small and not in proportion to the size of the building. The supplied picture is not what the building actually will look like when constructed. He will try to have an accurate elevation for the next meeting];
- everyone will know where the dealership is, even without the large amount of signage [Mr. Wiewick: the pylon sign is what the public identifies];
- if the public identifies with the pylon, is the wall signage unnecessary; and,
- the need for having elevations that accurately depict the signs in relationship to the scale of the building.

*No action taken. This request will be voted on at the public hearing on September 30, 2010, at 9 AM.*

## V. CITY UPDATES

Mr. Worley noted that the comprehensive sign package for Centerpointe Professional Suites, as recommended by the Planning & Zoning Commission, was approved by City Council, and the scooter dealership was also approved on Miller Valley Road.

Mr. Worley introduced Ruth Hennings who will be working in Community Development as part of her education and her desire to become a planner.

## VI. SUMMARY OF CURRENT OR RECENT EVENTS

*None.*

## VII. ADJOURNMENT

Chairman Menser adjourned the meeting at 9:21 AM.

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Tom Menser, Chairman

DRAFT

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# Comprehensive Sign Plan

## Tim's Subaru

### CC10-003

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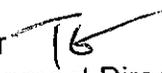
Agenda # 2

COMMUNITY DEVELOPMENT – PLANNING AND ZONING DIVISION  
PLANNING AND ZONING COMMISSION

**Staff Update**

Planning Commission Dates: September 30, 2010 (Public Hearing)

**TO:** Prescott Planning and Zoning Commission

**FROM:** Tom Guice, Community Development Director   
George Worley, Assistant Community Development Director   
Ryan Smith, Community Planner 

**DATE:** September 23, 2010      **PARCEL NUMBER:** 106-08-008D      **ZONING:** IL

**Agent:** Perry Wieweck, A&B Signs      **Owner:** TC Land Management  
691 N. 6<sup>th</sup> Street      1006 Commerce Drive  
Prescott, AZ 86301      Prescott, AZ 86301

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**REQUEST:**

Tim's Subaru is an automotive dealership in the auto sales complex located at the Northwest corner of Willow Creek Road and Sandretto Drive. To maximize visibility as cars drive past the hill on South bound Willow Creek Road, the applicant is requesting a freestanding sign 98 square feet in size, 20 feet in height and 10 feet from the Willow Creek Road ROW. The dealership is a new building featuring a showroom and offices. The applicant proposes the placement of wall signage totaling 136 square feet.

**UPDATE:**

A question has been asked regarding the amount of signage that each dealership may have had if no comp plan had been approved. The following table illustrates an approximate amount of signage as indicated in our case files.

**COMPREHENSIVE SIGN PLANS FOR AUTO DEALERS**

Tim's Toyota	(CC07-001) signage permitted	200 sq. ft.	signs approved	1155 sq. ft.
York Motors	(CC02-001) signage permitted	200 sq. ft.	signs approved	460 sq. ft.
Galpin Ford	(CC01-002) signage permitted	200 sq. ft.	signs approved	450 sq. ft.
Lamb	(CC02-005) signage permitted	200 sq. ft.	signs approved	300 sq. ft.
Affinity RV	(CC02-004) signage permitted	100 sq. ft.	signs approved	280 sq. ft.
Tim's Subaru	(CC10-003) signage permitted	286 sq. ft.	signs requested	234 sq. ft.
Prescott Honda	(CC04-004) signage permitted	100 sq. ft.	signs approved	230 sq. ft.

Requests for additional signage is in part due to the large lot area normally associated with auto sales. Typically, auto dealerships will have a long frontage area on a major thoroughfare, with a significant distance to a large showroom structure. Due to the faster driving speeds on a main road, scale of the lot and building, a greater signage area may be needed to garner the motorists attention.

The applicant has indicated that the Tim's Subaru General Manager will attend the P&Z Commission public hearing. He is also hoping to provide elevations showing the building frontage (now nearing completion) along with the proposed signage shown at the proper scale. It is not known at this time if reduced signage is available from Subaru. If available, additional elevations will be provided per the P&Z Commission request.

**PUBLIC COMMENTS:**

No new comments or concerns have been received as of this writing.

**RECOMMENDATION:**

Staff suggests a positive recommendation to Council for CC10-003 with the following suggested condition:

1. All signage lighting must be switched off at night in accordance LDC section 5.3.8.E.



**Philadelphia Sign**  
C O M P A N Y

707 West Springs Garden Street  
Philmira, Near Jersey 08065

Phone: 610-529-1400  
Fax: 610-529-1404  
E-mail: info@philadelphia-sign.com



**SUBARU**

REVISIONS

Date	Description	By
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		

DRAWING TYPE:

PERMIT

SIGN TYPE:

VARIOUS

LOCATION: SLB09782  
3230 WILLOW CREEK ROAD  
PRESCOTT, ARIZONA 86305

DATE:

9.16.10

DRAWN BY:

NSL

SHEET:

1 of 3

DWG NUMBER:

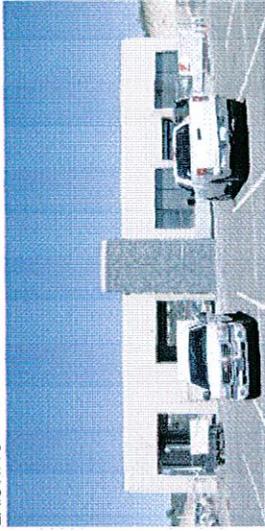
B38796

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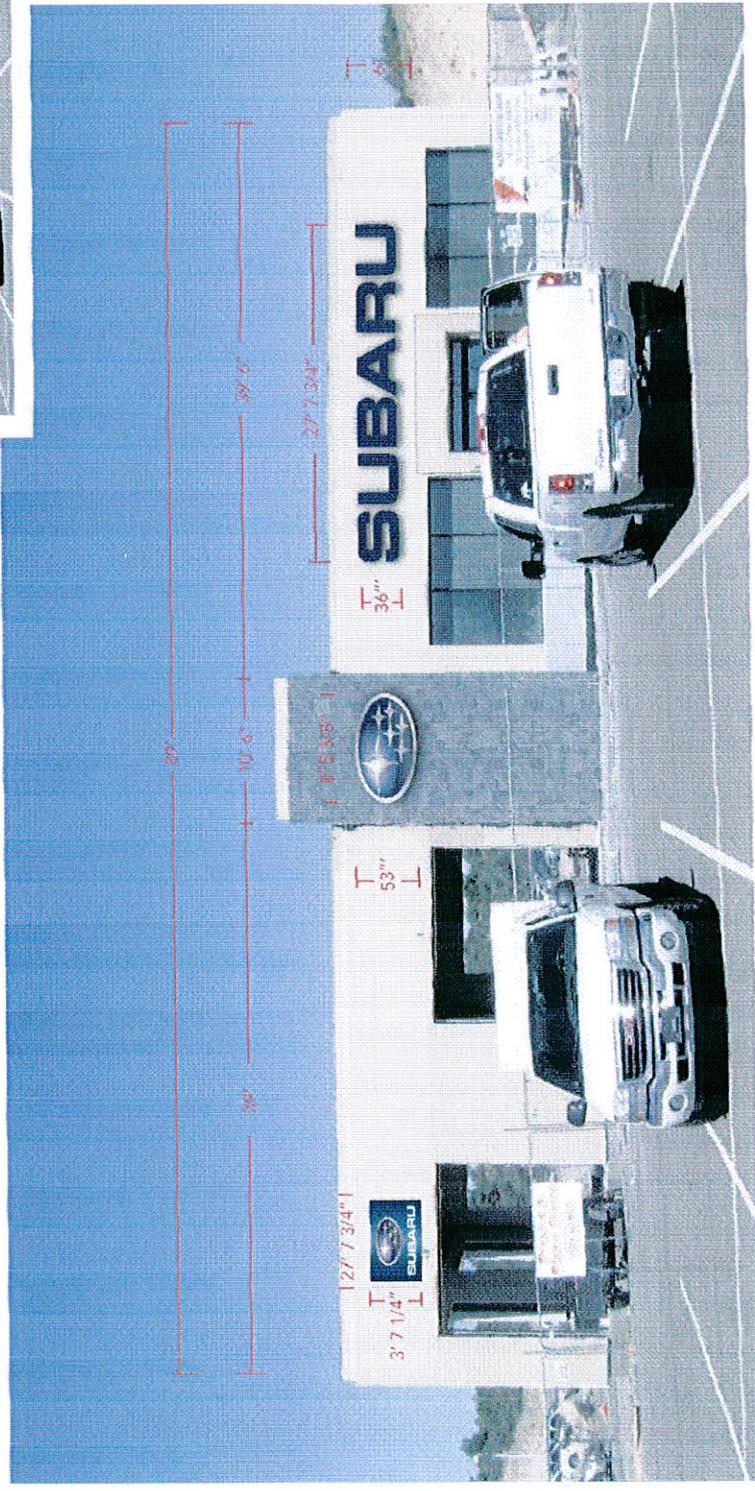
SUB LOGO: 53" ILLUM. LOGO 53" H X 8" 5 3/8" OAW  
CL1 SUB ILLUM. LETTERS 3" H X 25" 7 3/4" OAW  
WS 24 SF ILLUM. WALL SIGN 3' 7 1/2" H X 5' 6 7/16" OAW

**PERMITS ONLY**

EXISTING



PROPOSED



FRONT ELEVATION

SCALE 1/8" = 1'



**Philadelphia Sign**  
C O M P A N Y

707 West Springs Garden Street  
Palmyra, New Jersey 08065

Phone: 609-829-1400  
Fax: 609-829-5247  
E-mail: info@philadelphiasign.com



**SUBARU**

REVISIONS	
Date	Description
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	

DRAWING TYPE:  
**PERMIT**

SIGN TYPE:  
**WALL SIGN**

LOCATION:  
3230 WILLOW CREEK ROAD  
PRESCOTT, ARIZONA 86305

DATE:  
**9.16.10**

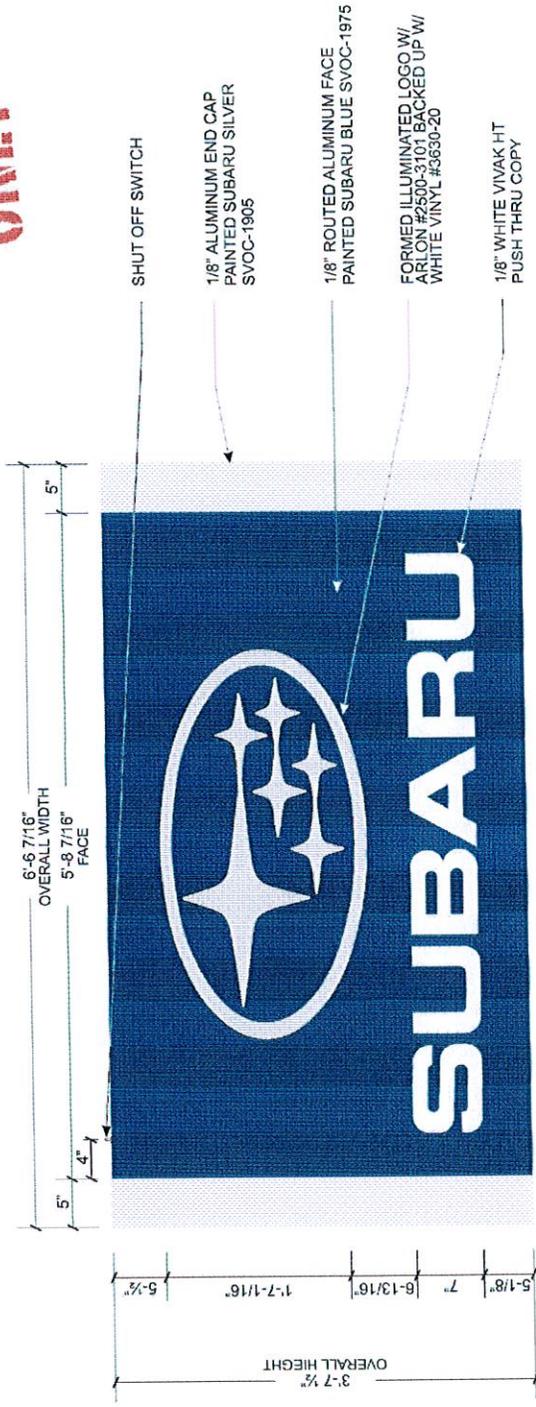
DRAWN BY:  
**NSL**

SHEET:  
**3 of 3**

DWG NUMBER:  
**B388796**

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**PERMITS ONLY**



ELEVATION VIEW  
SCALE: 1" = 1'-0"

NOTE: UTILIZE ONE OF THE FACES FROM P-24 CUSTOM PYLON HEAD FOR FABRICATING THIS CUSTOM WALL SIGN.

**STANDARD WALL SIGN NOTES:**

1. Sufficient Primary Circuit in Vicinity Of Sign By Others.
2. Final Primary Hook-up By Sign Installer, Where Allowed By Local Codes.
3. Sign Shall Be U.L. Listed.
4. Mounting Hardware By Sign Installer.
5. This Sign has been Designed with the Criteria as set forth in the IBC 2003 & IBC 2006. The Design Meets or Exceeds those Requirements for the Geographical Location in Which it is to be Erected.

**ELECTRICAL LOAD**  
(2.0) Amps @ 120 Volts  
**ELECTRICAL REOMTS**  
(1) 20 Amp/120 Volt Circuits

Note: This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.