

# PLANNING & ZONING COMMISSION AGENDA

**PLANNING & ZONING COMMISSION  
REGULAR MEETING  
THURSDAY, October 31, 2019  
9:00 AM**

**COUNCIL CHAMBERS  
CITY HALL  
201 S. CORTEZ STREET  
PRESCOTT, ARIZONA**

The following agenda will be considered by the **PLANNING & ZONING COMMISSION** at its regular meeting to be held on **THURSDAY, October 31, 2019 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	
George Sheats, Chairman	Ted Gambogi
Terry Marshall, Vice Chair	Mel Roop
Ken Mabarak	George Lee
Don Michelman	

**III. REGULAR AGENDA ITEM**

1. Approval of the October 10, 2019 meeting minutes.
2. **SIG19-004**, Proposed Comprehensive Sign Plan for Bashford Courts; 130 W. Gurley Street; Property Owner/ Applicant: Craig Hannay; APN 113-15-116.
3. **SIG19-005**, Proposed Comprehensive Sign Plan for The Prescott Self Storage; 3057 Centerpointe East Dr.; Property Owner: Travart LLC; Applicant: Morgan Sign Co. APN 103-01-580A and C.
4. **PLN19-018**, Proposed rezoning of Whispering Rock subdivision from its current Business General (BG) designation to Business Regional (BR) to accommodate a large medical facility and continued development of medically related businesses. The property owner is Prescott Whispering Rock, LLC. APN's are 106-02-009G, 106-02-003V, 106-02-003G, 106-02-003K, 106-02-004F, 106-02-003U, 106-02-003Y, and 106-02-004G.

**IV. STAFF UPDATES**

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

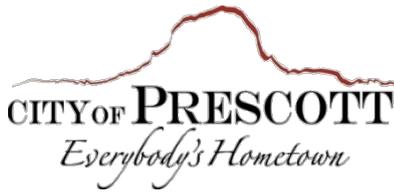
**VI. ADJOURNMENT**

**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 10/25/19 at 5:00pm in accordance with the statement filed with the City Clerk's Office.

Maureen Scott  
Maureen Scott, City Clerk

**THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES.** With 72 hours advanced notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (928) 777-1272 to request an accommodation to participate in this public meeting.



**PLANNING & ZONING COMMISSION  
MINUTES October 10, 2019  
PRESCOTT, ARIZONA**

**MINUTES of the PRESCOTT PLANNING & ZONING COMMISSION MEETING held on October 10, 2019 at 9:00 AM in COUNCIL CHAMBERS, CITY HALL, 201 S. CORTEZ STREET, PRESCOTT, ARIZONA**

**I. CALL TO ORDER**

Chairman Sheats called the meeting to order at 9:00 a.m.

**II. ATTENDANCE**

<b>III.</b>	<b>BOARD MEMBERS</b>	<b>STAFF MEMBERS</b>
	George Sheats, Chairman	George Worley, Planning Manager
	Ken Mabarak	Michelle Chavez, Recorder
	Terry Marshall	Bryn Stotler, Comm. Development Director
	Ted Gambogi	Tammy DeWitt, Community Planner
	Mel Roop	Cat Moody, Historic Pres. Coordinator
	Don Michelman	<b>COUNCIL</b>
	George Lee	Councilman James Lamerson Councilman Phil Goode

**REGULAR AGENDA ITEM**

**1. Approval of the September 26, 2019 Meeting Minutes.**

***A motion was made by Commissioner Michelman to approve the September 26, 2019 minutes with two minor changes to Roop and Mabarak statements on page 3. The motion was seconded by Commissioner Mabarak and approved unanimously.***

**1. SIG19-004**, Proposed Comprehensive Sign Plan for Bashford Courts; 130 W. Gurley Street; Property Owner/Applicant: Craig Hannay; APN 113-15-116.

George Worley gave an overview of the sign plan application including photos, sign locations, scale of signs, and the different types of signs being proposed.

Commissioners, staff and applicant discussed the sign plan submittal including: location of signs, difference between the Bashford and Burmister buildings, decorative stars, allowable square footage for signs in the Prescott Land Development Code, and the amount of signs being proposed.

Applicant Craig Hannay stated the building has 14 tenants and could have up to 16.

Commissioner Marshall asked Historic Preservation Coordinator Cat Moody about lighting in the evening.

Ms. Moody indicated the lighting proposed is subtle with LED illumination behind the letters. The rear of the building is the only place they are looking at gooseneck fixtures. The Preservation Commission will be looking at the lighting plan which extends beyond Bashford Courts and

includes the Burmister building next door. The proposed signs are consistent with other lighted signs that have been approved downtown in the historic district.

Mr. Hannay indicated that he wants the lighting to be subtle and that he doesn't like signage in the windows. He will be installing a tint to the windows and will no longer allow window signs. There have been some tenants who have left and the current tenants have expressed a need for more signage to draw more business. Mr. Hannay has almost completed the renovations inside the building.

The Commissioners, staff and applicant discussed the illuminated stars, font types, Planning and Zoning purview compared to the Prescott Preservation Commission, corporate signage in the Historic district, sandwich board signs and oversight of them in the City code.

Commissioner Roop expressed agreement with staff on limiting the number of signs on the west wall and suggested 100 feet maximum signage on the south end of the west wall. He stated he feels the sign plan as it is designed is not in congruence with the historic nature of downtown Prescott.

Mr. Hannay shared that not all of his tenants will have signs. Typically businesses pay for their own signs and this may be too expensive for some tenants. There will be directional signage inside the building.

Commissioner Lee expressed concern with the amount of signage available on the Gurley Street side of the building.

Mr. Hannay indicated that he will control the font and lettering so that it is uniform.

Commissioner Mabarak asked if the applicant is targeting pedestrians or drivers and stated the signage plan may need to be changed often. He recommended targeting pedestrians and designing the signs to display the products and services offered, rather than a specific name of a business.

Councilmember Phil Goode commented (as a resident) on the American flags displayed. He described proper flag care and indicated that illuminating flags in the evening is in line with appropriate flag protocol. He asked that the Planning and Zoning Commission support the flag illumination.

Commissioners, staff and applicant discussed sign change approval, types of signs allowed on the west wall, fees, staff review and sign permits, and sign ideas other than logos.

Mr. Hannay expressed that he is most concerned with getting his painting and lighting plan approved. Staff indicated that the Prescott Preservation Commission will review the painting and lighting plan.

***A motion was made by Commissioner Gambogi to table SIG19-004 until October 31<sup>st</sup> with the applicant incorporating the Planning Commission's recommendations\*. The motion was seconded by Commissioner Roop and the motion passed unanimously.***

***\* Recommendations: Limit the square footage on the west wall to the south end only. Limit signage on the windows. Limit language in the sign bands.***

**IV. STAFF UPDATES:**

None

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

None

**VI. ADJOURNMENT**

Chairman Sheats adjourned the meeting at 10:34 a.m.

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Michelle Chavez, Recorder

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George Sheats, Chairman

# PLANNING & ZONING COMMISSION MEMO

**MEETING DATE:**                    **October 31, 2019**

**AGENDA ITEM:** SIG19-004, Proposed Comprehensive Sign Plan for Bashford Courts; 130 W. Gurley street; Property Owner/ Applicant: Craig Hannay; APN 113-15-116.

<b>Approved By:</b>		<b>Date:</b>
<b>Director:</b>	Bryn Stotler <i>BS</i>	10-25-19
<b>Planning Manager:</b>	George Worley <i>GW</i>	10/25/19
<b>Community Planner:</b>		

**Item Summary**

This is a request to for a Comprehensive Sign Plan for the Bashford Courts building at 130 W. Gurley Street. The plan includes sign locations, common elements and letter style options.

This is a revision of the plan reviewed by the Commission on October 10, 2019 and incorporates changes resulting from comments by both the Planning and Zoning Commission and the Historic Preservation Commission.

**Background**

The building is a multiple tenant historic building. The current owner of the building is seeking to address signs for tenants through a comprehensive sign plan to assure standardized sign placement locations, standardized sign lettering and additional common elements to give the whole a more unified appearance. Most of the tenants currently do not have direct building frontage and no specific locations to place signs. This plan would create locations so that tenants can have exterior exposure of their services or business names.

**Exterior Sign Placement Locations**

The revised proposed plan establishes three tenant sign placement locations on the front of the building (indicated as T2 on the sign key). These locations use existing bands between the upper and lower windows, and centered above the building entrance. Front tenant signs will be back lighted or internally illuminated. The building identification sign is to be located on the awning and would display the name of the building. While window signs are exempt from the sign code provisions, the building owner agrees to limit such signs to street level windows only, as street level window signs are common throughout the downtown.

On the rear face of the building there are proposed two tenant or building identification sign

**AGENDA ITEM:** SIG19-004, Proposed Comprehensive Sign Plan for Bashford Courts; 130 W. Gurley street; Property Owner/ Applicant: Craig Hannay; APN 113-15-116.

locations above the upper floor windows at each end of the building (indicated as T3 on the sign key). These placement locations would likely be for major anchor tenant signs. While not dimensioned on the drawings, staff recommends limiting each area to 100 square feet. The rear face would also have a building identification sign location above the public entrance. These sign locations may be lighted by external fixtures (commonly called gooseneck fixtures).

On the west face of the building, above the adjoining one-story building, the plan proposes sign locations at the center and south of the visible wall space. These signs would identify services rather than specific tenant businesses by name.

**Additional Plan Elements**

In addition to the sign placement locations, the proposed plan would establish common sign elements such as requiring certain letter types and lighting options. Decorative elements and general lighting changes are also proposed.

**Historic Preservation Commission**

The Historic Preservation Commission considered this request, along with proposed façade changes at their meeting of October 11, 2019. The Historic Preservation Commission approved the application with modifications. Their approval modifications are reflected in the current proposal.

**City Council Review**

Comprehensive Sign Plans also require approval by the City Council. Following action by the Planning and Zoning Commission, this request will be placed on an agenda for City Council consideration.

**Attachments**

1. Proposed comprehensive sign plan

**Recommended Action:**

**MOVE** to recommend approval of SIG19-004, a Comprehensive Sign Plan for Bashford Courts.

**OR:**

**MOVE** to recommend approval of SIG19-004, a Comprehensive Sign Plan for Bashford Courts with conditions.

# BASHFORD COURTS

130 W. GURLEY STREET | PRESCOTT, AZ 86301

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**PROJECT INFORMATION**

**PROJECT NAME/ADDRESS**

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BASHFORD COURTS  
130 W. Gurley St.  
Prescott, AZ 86301

**LANDLORD**

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Hannay Realty Advisors  
2999 N. 44th St. #400  
Phoenix, AZ

-----  
Craig Hannay  
channay@hannayra.com  
602-374-2000

**PROPERTY OWNER**

---

Hannay Realty Advisors  
2999 N. 44th St. #400  
Phoenix, AZ

**SIGNAGE CONSULTANT**

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Trademark Visual, Inc.  
3825 S. 36th St.  
Phoenix, AZ 85040  
602-272-5055

-----  
David Baum  
dbaum@trademarkvisual.com

Elisa Runger  
erunger@trademarkvisual.com

**PARCEL INFORMATION**

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**PARCEL NUMBER**  
113-15-116

**BUILDING FRONTAGE**  
74.72'

**ZONING**  
DTB

## SIGN CRITERIA

These criteria have been developed to insure design compatibility among all signs at Bashford Courts, located at 130 W. Gurley Street in Prescott, AZ. These criteria exist to maintain a continuity of quality and aesthetics throughout the exterior of the building for the mutual benefit of all tenants, and to comply with the regulations of the local municipal sign and electrical codes. Conformance to these criteria will be strictly enforced. Any sign installed that is non-conforming to these criteria not approved by Landlord must be removed or brought into conformance by the Tenant and/or its sign contractor.

Landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code compliance. Sign permits must be obtained from the City of Prescott prior to the installation of any sign.

### I. GENERAL SIGNAGE REQUIREMENTS

1. The Landlord shall review the detailed shop drawings indicating the location, size, layout, design color, illumination materials and method of attachment (2 to 3 sets) and return one (1) set to Tenant marked "Approved", "Approved as Noted", or "Revise and Re-Submit".

2. "Revise and Re-Submit" drawings will be returned to the Tenant with comments. These drawings shall be revised by Tenant and re-submitted to Landlord for its approval.

3. Upon receipt of Landlord approval, Tenant shall proceed with the City of Prescott permit process. No sign shall be installed prior to City approval.

4. No signs, advertisements, notices or other lettering shall be exhibited, inscribed painted or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of Landlord.

5. Tenant and/or its representatives shall obtain all permits for its exterior signs and their installation. Tenant shall be responsible for all requirements, specifications and costs.

6. Tenant shall have the sole responsibility for compliance with all applicable statutes/codes, ordinances or other regulations for all work performed on the premises by or on behalf of the Tenant.

7. The Landlord's approval of Tenant's plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by Landlord that said items are in compliance with applicable statutes, codes, ordinances or other regulations.

8. All signage is subject to City of Prescott approval and this comprehensive sign plan. Landlord will support all applications for signs in compliance with this comprehensive sign plan but cannot guarantee City approval.

9. All signage shall be constructed and installed at Tenant's expense.

10. Tenant and the Tenant's contractor shall be responsible for the repair of any damage caused by installation or removal of any sign. Should Tenant's sign require maintenance or repair, Landlord shall give Tenant thirty (30) days written notice to effect said maintenance or repair. Should Tenant fail to do the same, Landlord may undertake repairs and Tenant shall reimburse Landlord within ten (10) days from receipt of Landlord's invoice, together with interest thereon at the Default Rate.

11. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.

12. All signs shall be fabricated using full welded construction.

13. All penetrations of the building structure required for sign installation shall be neatly sealed in a water tight condition.

14. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.

15. All exposed metals shall be painted to render them inconspicuous.

16. No exposed crossovers, tubing or conduit will be permitted. All conductors, transformers, and other equipment shall be concealed.

17. All electrical signs shall bear the UL label.

18. All signs shall conform to International Building Code Standards.

19. All electrical signs shall conform to National Electrical Code Standards.

20. Tenant shall be liable for the operation of their sign contractor. Tenant shall be responsible for selecting a sign company that carries workers' compensation and commercial general liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs with limits of liability satisfying the requirements of the Lease.

21. Flashing, moving, or audible signs will not be permitted.

22. Tenant logo styled letters may be used. With the exception of the Anchor Tenant, copy content of the signage shall not include the product sold without prior approval of the Landlord.

23. Advertising devices such as attraction boards, posters, banners and flags shall be permitted on a case by case basis with approval by the Landlord, and are to be within 50 feet of Tenant entry point on or along walkways and sidewalks. Sandwich boards are allowed, with only one business having them out on the sidewalk at a time.

24. General directional signs are also permitted, as long as they feature no branding and are no larger than two (2) square feet per sign.

### II. BUILDING MOUNTED TENANT SIGNS

1. All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by Landlord. Signage can be displayed in areas that are not over leased space.

2. Wall signs shall consist of individual illuminated pan channel letters backed with a raceway, halo-illuminated or non-illuminated reverse pan channel letters with 3" to 5" Deep returns. Non-illuminated flat cut out lettering and flat panel signs with exterior gooseneck style fixtures to illuminated will also be permitted.

3. Signs may be attached directly to the building surface or to the building awnings. All signs attached to awnings must be located at the middle or back of the awning. Signs are not permitted to be installed at the front edge of the awning.

3. All sign materials shall be quality in nature and include Aluminum, Steel, Stainless Steel, Acrylic, and Polycarbonate.

4. Corporate Letterstyles, Logotype, Logo, and Colors may be used per Landlord Approval.

5. The sign area per building elevation shall not exceed 1 square feet for each lineal foot of building frontage on any one side of the building.

6. All Tenant Wall Signs must be approved by the Landlord prior to proceeding with the City of Prescott permit process.

### III. WINDOW SIGNS

1. All window graphics and displays shall be subject to the approval of the Landlord prior to fabrication or implementation.

2. Corporate Letterstyles, Logotype, Logo, and Colors may be used per Landlord Approval.

3. All Store Front Graphics are to be installed 1st surface to Tenant frontage windows/doors.

### F. SIGNS, COMPONENTS & DEVICES NOT PERMITTED:

1. Cloth, paper, cardboard, and similar stickers or decals around or on surfaces on the exterior or Lease Line.

2. Freestanding.

3. Moving, rotating, or flashing.

4. Noisemaking

5. Unprotected neon below 8'-0"

6. Odor-producing.

### G. PERMITS, INSPECTIONS, & MAINTENANCE:

## SIGN CRITERIA

No person, firm or corporation shall erect, construct, enlarge, alter, repair, move, improve, convert or demolish any sign in Bashford Courts, or cause the same to be done, without first obtaining a separate sign permit for each such sign.

abandonment, or which shall constitute such a hazard for any other reason.

1. Permits: In addition to the information required to be contained by this chapter, each application for a sign permit shall also contain or be accompanied by the following information:

- a. Name and address of owner of the sign.
- b. Name and address of owner of the premises where the sign is located or to be located.
- c. Name and address of person entitled to possession of premises where sign is located or to be located.
- d. Plot plan definitely showing the location of the sign which is the subject of the permit and all other existing signs on the same premises.
- e. Plans showing the dimensions, supports, sizes and materials of sign.
- f. Statement of valuation of all materials and labor incorporated in sign.

2. Inspections: All signs shall be subject to inspections by the Landlord and all other persons duly authorized for such purposes under the ordinances of the City.

3. Maintenance: Every sign in Bashford Courts, including, but not limited to, those signs for which no permits or permit fees are required, shall be maintained in good structural condition at all times. All signs shall be kept neatly painted, including all metal parts and supports thereof that are not galvanized or of rust-resistant materials. The Landlord and all other persons duly authorized for such purposes under the ordinances of the City, shall inspect and have the authority to order the painting, repair, or removal of a sign which shall constitute a nuisance or hazard to safety, health, or public welfare by reason of inadequate maintenance, dilapidation, obsolescence or

SIGN LOCATION PLAN



**KEY**

**BUILDING MOUNTED TENANT SIGNS**

- T1, T2, T4 & T5 sign types are permitted
- T1 & T3 sign types are permitted
- T2 sign types are permitted

*NOTE: See pages 7-10 for sign type descriptions, and Pages 11-12 for Specific Installation Areas on the Building.*

TENANT SIGN MATRIX

SIGN TYPE	FUNCTION	PLACEMENT	QTY	MAX. SIGN AREA (PER ELEVATION)	ILLUMINATION	MATERIALS
<b>T1: ILLUMINATED RPC/PC LETTERS INDIVIDUALLY MOUNTED TO BUILDING, RACEWAY, OR AWNING</b>	Tenant/Project Identification	Signs may not exceed the height of the wall to which Sign is attached. Signs may not be displayed as extensions of the roof structure. Awning signs may not be installed at the front edge of the awning.	Not Limited, however total allowed sign area is subject to the Maximum Sign Area limitations (at Right).	1 square foot per linear foot of building elevation upon which signage is placed.  See calculation notes at right.	Direct halo or face illumination - LED or Neon.	Aluminum, Acrylic, Lexan, Plexiglas, Painted Metals, vinyls, Flexface Materials
<b>T2: BACKLIT ILLUMINATED FCO OR RPC LETTERS INDIVIDUALLY MOUNTED</b>	Tenant/Project Identification	Signs may not exceed the height of the wall to which Sign is attached. Signs may not be displayed as extensions of the roof structure.	Not Limited, however total allowed sign area is subject to the Maximum Sign Area limitations (at Right).	1 square foot per linear foot of building elevation upon which signage is placed.  See calculation notes at right.	Backlit illumination - LED or Neon.	Aluminum, Acrylic, Lexan, Plexiglas, Painted Metals, vinyls, Flexface Materials
<b>T3: FCO OR FLAT PANEL SIGNS W/ GOOSENECK FIXTURES FOR ILLUMINATION</b>	Tenant/Project Identification	Signs may not exceed the height of the wall to which Sign is attached. Signs may not be displayed as extensions of the roof structure.	Not Limited, however total allowed sign area is subject to the Maximum Sign Area limitations (at Right).	1 square foot per linear foot of building elevation upon which signage is placed.  See calculation notes at right.	Indirect Gooseneck Fixtures - LED or Neon.	Aluminum, Acrylic, Lexan, Plexiglas, Painted Metals, vinyls, Flexface Materials
<b>T4: DIRECTORY SIGN</b>	Tenant/Project Identification	May only be installed at the main entrance to the building on the underside of the building awning. Sign may only display tenant names and identify types of shops.	One (1)	Varies Per Application	Non-Illuminated	Aluminum, Acrylic, Lexan, Plexiglas, Painted Metals, vinyls, Flexface Materials
<b>T5: AWNING DIRECTIONAL SIGN</b>	Tenant/Project Identification	May only be installed at the main entrance to the building on the underside of the building awning. Sign may only display Anchor Tenant name along with '& Specialty Shops'.	One (1)	Varies Per Application	Non-Illuminated	Aluminum, Acrylic, Lexan, Plexiglas, Painted Metals, vinyls, Flexface Materials
<b>TEMPORARY AND PROMOTIONAL SIGNS</b>	For Promotional Events Only	Within 50 feet of Tenant entry point on or along walkways and sidewalks. Sandwich boards are allowed, with only one business having them out on the sidewalk at a time.	Not Limited	Varies Per Application	Non-Illuminated	Attraction Boards, Posters, Banners, Flags, and Sandwich Boards  <i>*all Temporary Signs to be in compliance with the Prescott City Code</i>

**SIGN AREA CALCULATION** Where a sign consists only of individual letters, numerals, symbols or other similar components, the total area of the sign shall be calculated by the sum of the areas of the smallest square or rectangle that encloses all the text and graphics as shown in Figure 1 below. More than one bounding box can be used in defining Sign Area as long as all bounding boxes are conjoined to an adjacent bounding box. If more than one bounding box is used, they must all be connected in some way - see Figure 2 below.

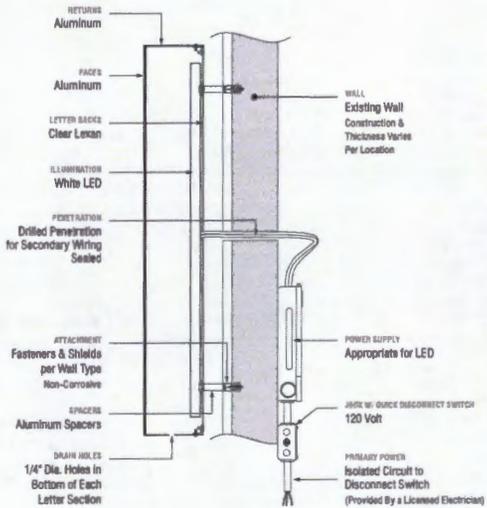


FIGURE 1

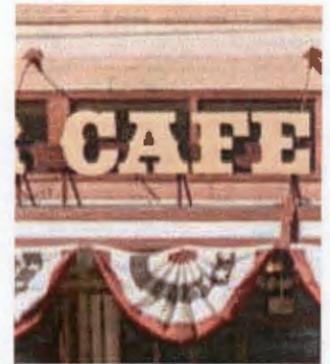
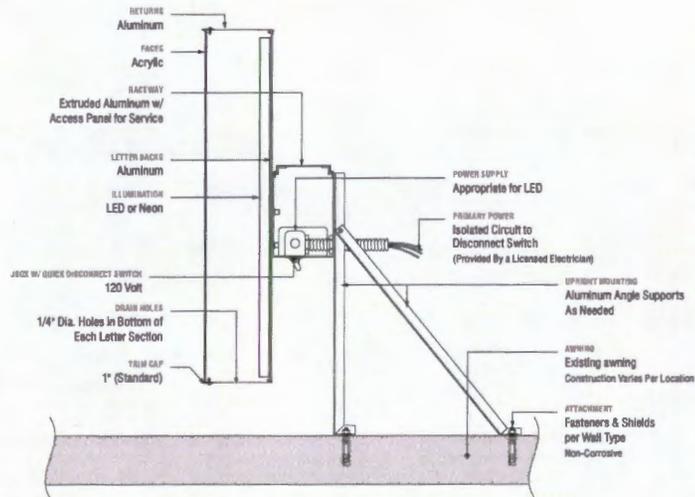


FIGURE 2

# T1 & T2 SIGN TYPE DESCRIPTIONS



Reverse Pan Channel Letter  
Halo-Illuminated & Mounted to Wall

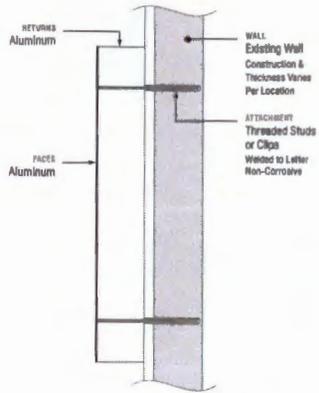


Pan Channel Letter  
Face-Illuminated & Raceway Mounted to Awning

**A** Section Detail - Typical  
Reverse Pan Channel Letter / Halo-Illuminated / Mounted to Wall

**B** Section Detail - Typical  
Pan Channel Letter / Face-Illuminated / Raceway Mounted to Awning

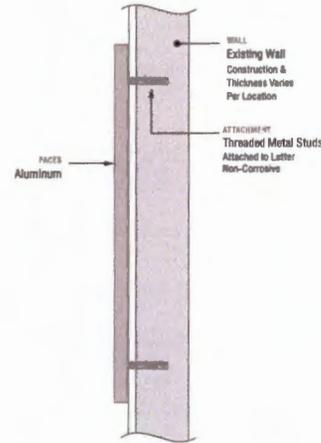
T3 SIGN TYPE DESCRIPTIONS



Reverse Pan Channel Letter  
Non-Illuminated & Mounted to Wall

A Section Detail - Typical

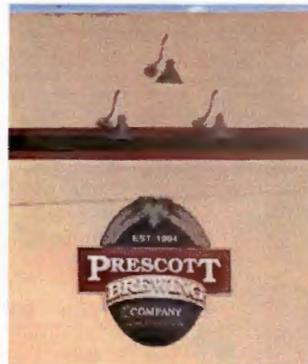
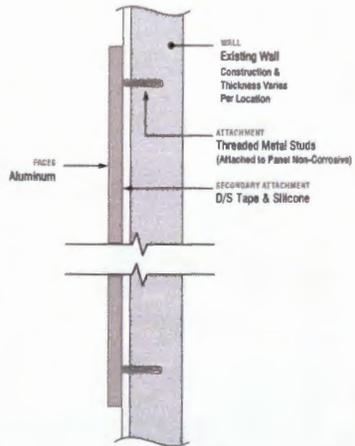
Reverse Pan Channel Letter / Non-Illuminated / Flush Mounted



Flat Cut Out Letter  
Non-Illuminated & Mounted to Wall

B Section Detail - Typical

Flat Cut Out Letter / Non-Illuminated / Flush Mounted



Flat Panel Sign  
Mounted to Wall - Goggles Figure Illumination

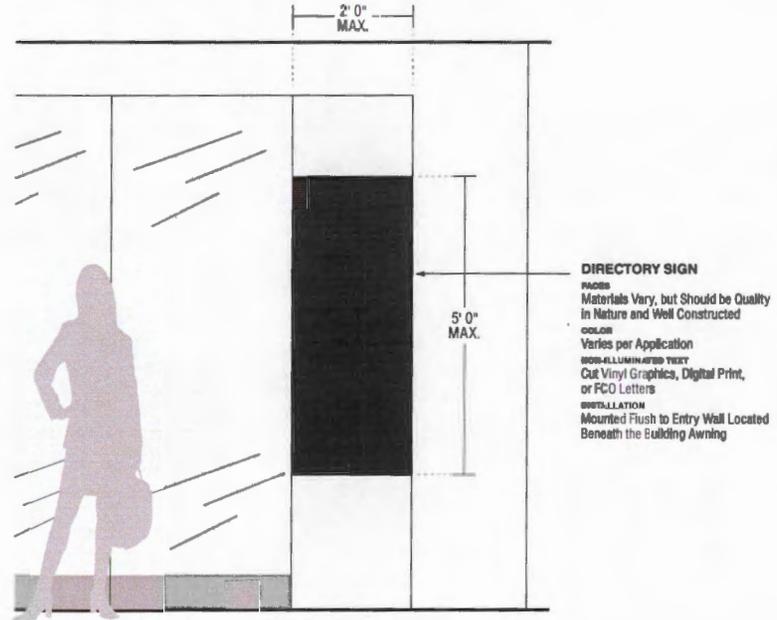
C Section Detail - Typical

Flat Panel / Non-Illuminated / Flush Mounted

## T4 SIGN TYPE DESCRIPTION

### DIRECTORY SIGN

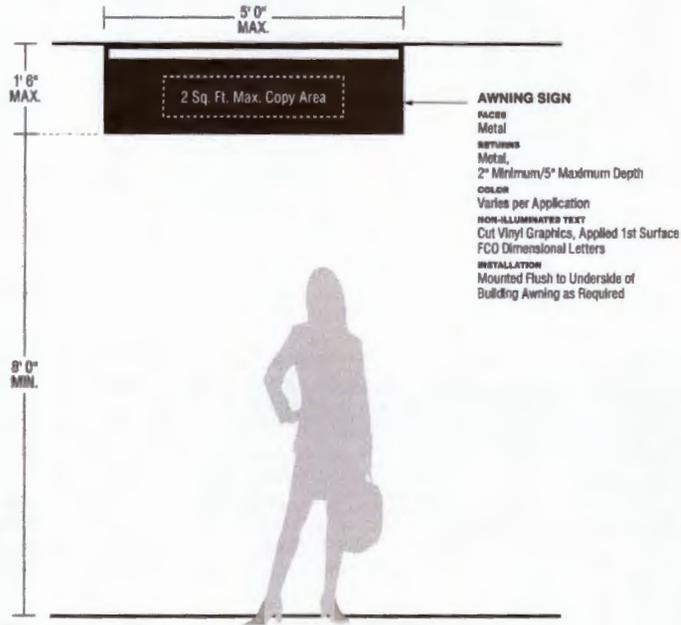
The Directory Sign may only be installed at the main entrance to the building on the underside of the building awning. Sign may only display tenant names and identify types of shops. Sign to be Non-Illuminated.



**T5 SIGN TYPE DESCRIPTION**

**AWNING DIRECTIONAL SIGN**

The Awning Directional Sign may only be installed at the main entrance to the building on the underside of the building awning. Sign may only display Anchor Tenant name along with '& Specialty Shops'. Sign must be installed with the bottom of the sign a minimum of 8' from grade. Sign to be Non-Illuminated.



**EXAMPLE AWNING DIRECTIONAL SIGN**

## TEMPORARY SIGN TYPE DESCRIPTIONS

### TEMPORARY & PROMOTIONAL SIGNS

A temporary retail or portable sign is any sign or advertising device not secured in place, such as an attraction board, poster, banner, flag, and Sandwich Board. A temporary retail or portable sign is a sign either portable or stationary used to display information relating to a land use or event of limited duration which is intended to be removed upon termination of said land use or event. Temporary retail and portable signs shall not count against the maximum sign area, height or quantity allowed. Temporary signs must be placed within 50 feet of tenant entry point on or along walkways and sidewalks. Maximum sign height shall not be regulated, but the signs taller than three and a half (3.5) feet must be designed so they do not endanger pedestrians or vehicles by falling over. Temporary retail or portable signs are not permitted to block building entrances or sidewalk clear routes. Only one business may display a sandwich board on the sidewalk at a time.



EXAMPLE TEMPORARY & PROMOTIONAL SIGNS

TYPICAL BUILDING SIGNAGE LOCATIONS



SOUTH ELEVATION

SIGN KEY

- T1: Illuminated RPC/PC Letters Individually Mounted to Building, Raceway, or Awning
- T2: Backlit Illuminated FCO or RPC Letters Individually Mounted
- T4: Directory Sign
- T5: Awning Directional Sign

**T1A** Sign Band Size: 4' 0" x 10' 10" = 43.33 SF  
 Sign Size: 1' .5" x 5' 10" = 6.1 SF  
 Total Sign Band Area Used for Sign = 14%

**T2B** Sign Band Size: 4' 0" x 14' 10" = 59.33 SF  
 Sign Size: 1' .5" x 6' 1.375" = 6.4 SF  
 Total Sign Band Area Used for Sign = 11%

**T2C** Sign Band Size: 4' 0" x 11' 9" = 47 SF  
 Sign Size: 1' .5" x 3' 7.375" = 3.8 SF  
 Total Sign Band Area Used for Sign = 8%

**T1A** Sign Band Size: 75' 5" x 3' 0" = 226.25 SF  
 Sign Size: 25' 1.25" x 2' .75" = 51.78 SF  
 Total Sign Band Area Used for Sign = 23%

TYPICAL BUILDING SIGNAGE LOCATIONS



NORTH ELEVATION

**SIGN KEY**

-  T1: Illuminated RPC/PC Letters Individually Mounted to Building, Raceway, or Awning
-  T3: FCO or Flat Panel Signs w/ Gooseneck Fixtures for Illumination

## TYPICAL BUILDING SIGNAGE LOCATIONS



WEST ELEVATION

### SIGN KEY

 T2: Backlit Illuminated FCO or RPC Letters Individually Mounted

 Sign Band Size: 4' 0" x 15' 0" = 60 SF  
Sign Size: 2' 0" x 7' 0" = 14 SF  
Total Sign Band Area Used for Sign = 23%

 Sign Band Size: 4' 0" x 15' 0" = 60 SF  
Sign Size: 2' 0" x 11' 10.75" = 23.8 SF  
Total Sign Band Area Used for Sign = 40%



# PLANNING & ZONING COMMISSION MEMO

**MEETING DATE:** October 31, 2019

**AGENDA ITEM:** SIG19-005, Proposed Comprehensive Sign Plan for The Prescott Self Storage; 3057 Centerpointe East Dr.; Property Owner: Travart LLC; Applicant: Morgan Sign Co. APN 103-01-580A and C.

Approved By:		Date:
<b>Director:</b>	Bryn Stotler <i>BS</i>	10-25-19
<b>Planning Manager:</b>	George Worley <i>GW</i>	10/25/19
<b>Community Planner:</b>	Tammy DeWitt <i>TD</i>	10/25/19

### Item Summary

This is a request to for a Comprehensive Sign Plan for The Prescott Self Storage Facility, located at 3057 Centerpointe East Dr., just south of East State Route 89A. The plan would allow for two building signs to provide more visibility from East State Route 89A. The proposed 15 sq. ft. monument sign is allowed under the sign code.

### Background

The subject property is an approximate 2.33 acre site in the Centerpointe East Commerce Industrial Park on the south side of Centerpointe East Dr. The Prescott Self Storage Facility is constructed with an office, caretaker's residence and 111 storage units.

The proposed building signs are large, but are considerable distances from the facing roadways and on large walls. East State Route 89A is approximately 700 feet from the storage facility.

The first proposed sign "A" will be a non illuminated wall mounted 64 sq. ft sign that will be visible from Granite Dells Parkway and the intersection of Centerpointe Drive and Side Road. This sign is to be placed on a wall 24 feet long and approximately 20 feet high. That wall face is approximately 50 feet from the property line. Under the Land Development Code an approximate 24 sq. ft. sign would be allowed

The second proposed sign "B" will be an internally illuminated wall mounted sign approximately 140 sq. ft. that will be visible from the highway. The larger sign (facing SR89A) is approximately 250 feet back from the property line and almost 450 feet back from the nearest travel lane of SR89A. The wall upon which the sign is to be located is approximately 30 feet long and 7 feet tall. Under the Land Development Code an approximate 15 sq. ft. sign would be allowed.

**AGENDA ITEM:** SIG19-003, Proposed Comprehensive Sign Plan for The Prescott Church of the Nazarene; 2110 Willow Creek Road; Property Owner: Nazarene Church of the; Applicant: A&B Sign Co. APN 116-07-007B.

In addition to uniformity, the scale of the proposed signs is a key consideration of a request for a comprehensive sign plan. Given the size and setback distances from the fronting roadways, it appears this request is reasonable.

**Attachments**

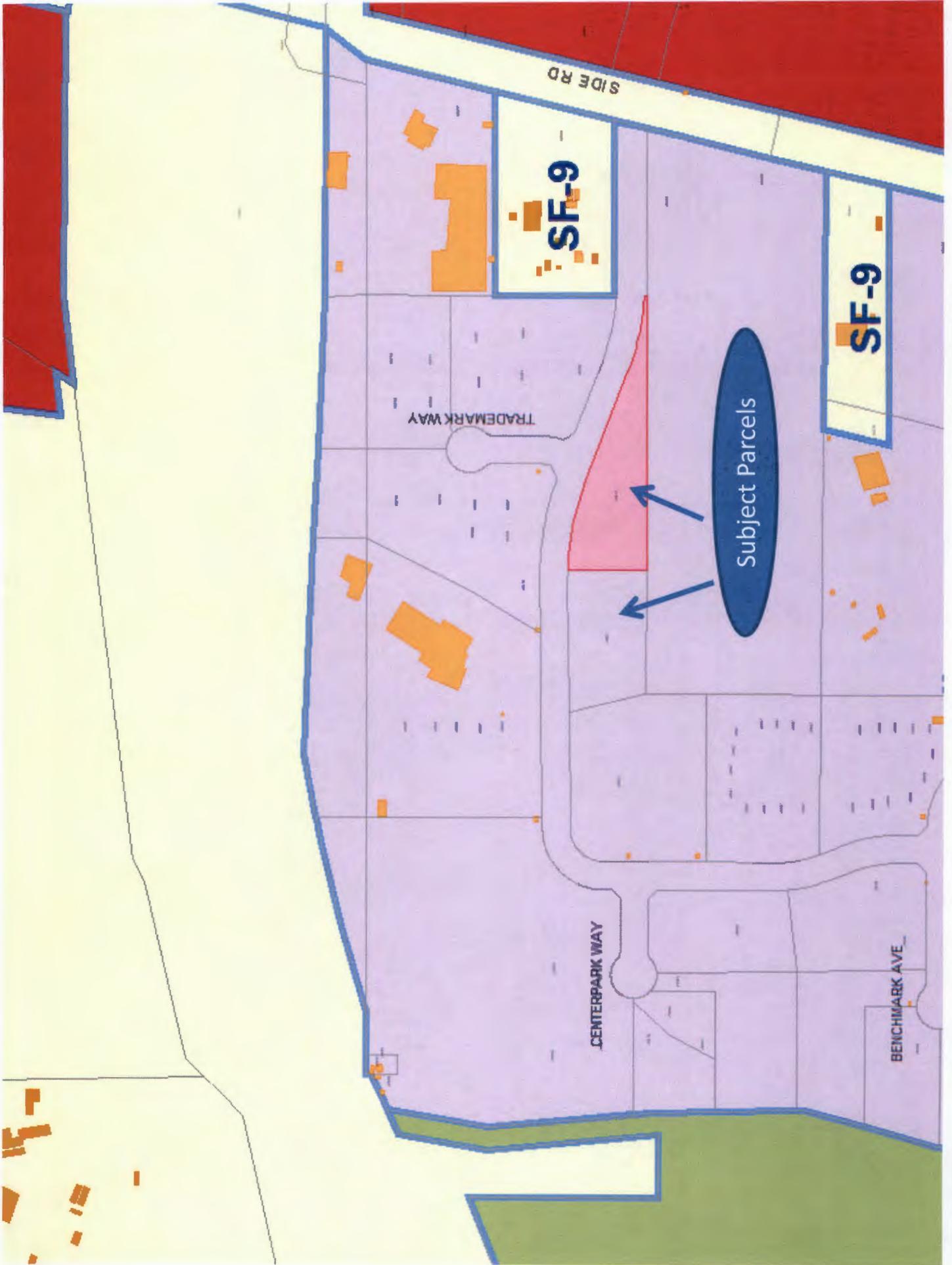
1. Vicinity aerial map
2. Vicinity zoning map
3. Site plan
4. Proposed sign
5. Applicant letter

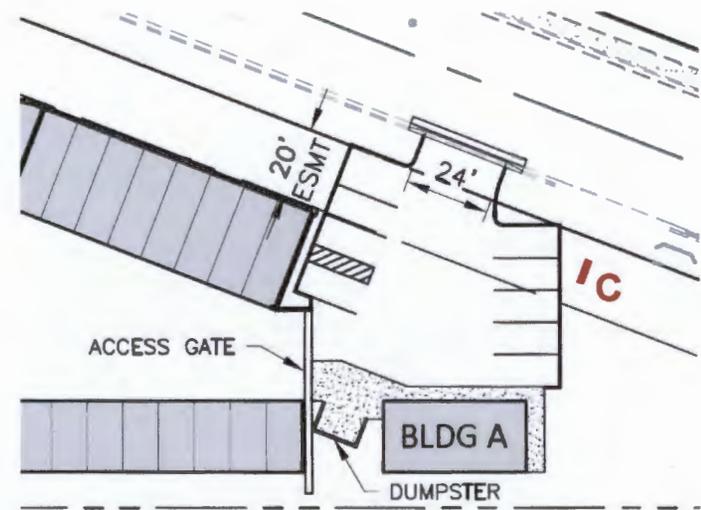
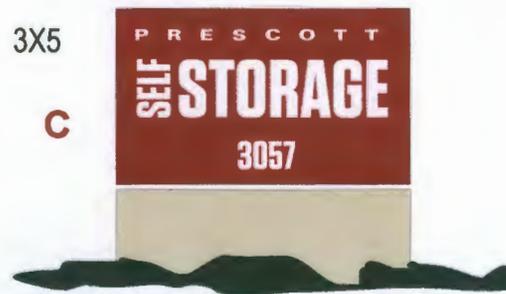
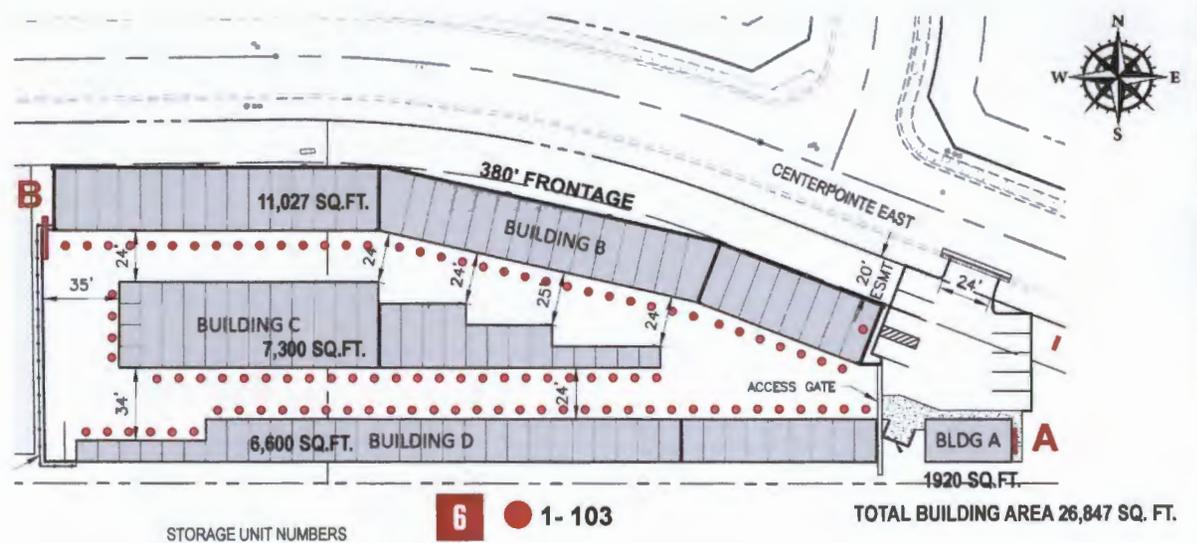
**Recommended Action:**

1. **MOVE** to recommend approval of SIG19-005, a Comprehensive Sign Plan for The Prescott Self Storage Facility.



Subject Parcels





PROJECT: ID SIGNAGE FOR PRESCOTT SELF STORAGE  
CENTERPOINT EAST DRIVE - PRESCOTT

DATE: SCALE: NTS DRAWN BY: SKM

CUSTOMER APPROVAL:

THE ORIGINAL IDEAS HERE IN ARE EXCLUSIVE PROPERTY OF MORGAN SIGN. UNAUTHORIZED USE, REPRODUCTION, AND/OR DISPLAY SHALL RENDER THE INFRINGER LIABLE FOR UP TO \$100,000 IN STATUTORY DAMAGES, PLUS ATTORNEY'S FEES AND COSTS FOR EACH INFRINGEMENT UNDER THE U.S. COPYRIGHT ACT (17 U.S.C. 412 & 504).



704 E. Moeller St.  
Prescott - AZ 86301  
P 928.778.6336  
F 928.778.5094  
morgansign.com  
morgansign@cablene.net



**SELF STORAGE**

7'

20'

PROJECT: ID SIGNAGE FOR PRESCOTT SELF STORAGE  
 CENTERPOINT EAST DRIVE - PRESCOTT

DATE: SCALE: NTS DRAWN BY: SKM

CUSTOMER APPROVAL:

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THE ONLY APPROVED METHOD OF INSTALLATION IS AS SPECIFIED IN THE INSTALLATION MANUAL. ANY OTHER METHOD OF INSTALLATION MAY VOID THE WARRANTY AND/OR DAMAGE THE SIGN. THE SIGN IS NOT TO BE USED FOR ANY OTHER PURPOSES WITHOUT THE WRITTEN CONSENT OF MORGAN SIGN.



MORGAN SIGN COMPANY  
 IS A REGISTERED TRADE NAME IN THE STATE OF ARIZONA

*37 Years* 1982-2019   
**morgan sign**  
 ANNO MCMLXXXII  
 ROC173453

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PROJECT: ID SIGNAGE FOR PRESCOTT SELF STORAGE  
 CENTERPOINT EAST DRIVE - PRESCOTT

DATE: \_\_\_\_\_ SCALE: NTS DRAWN BY: SKM

CUSTOMER APPROVAL: \_\_\_\_\_

THE ORIGINAL IDEAS HEREIN ARE THE EXCLUSIVE PROPERTY OF MORGAN SIGN. UNAUTHORIZED USE, REPRODUCTION, AND/OR DISPLAY SHALL RENDER THE INFRINGER LIABLE FOR UP TO \$100,000 IN STATUTORY DAMAGES. PLUS ATTORNEY'S FEES AND COSTS FOR EACH INFRINGEMENT. UNDER THE U.S. COPYRIGHT ACT (17 U.S.C. §§ 101 & 504)



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PROJECT: ID SIGNAGE FOR PRESCOTT SELF STORAGE  
 CENTERPOINT EAST DRIVE - PRESCOTT

DATE: SCALE: NTS DRAWN BY: SKM

CUSTOMER APPROVAL: \_\_\_\_\_

THE ORIGINAL CONCEPT HERE IS AN EXCLUSIVE PROPERTY OF MORGAN SIGN. UNAUTHORIZED USE, REPRODUCTION, AND/OR DISPLAY SHALL RENDER THE IMPRINGER LIABLE FOR UP TO \$100,000 IN SUI GENERIS DAMAGES, PLUS ATTORNEY'S FEES AND COSTS FOR EACH IMPRINGER UNDER THE U.S. COPYRIGHT ACT (17 U.S.C. 412 & 504).




  
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 morgansian@cablene.net



October 7, 2019  
City of Prescott Community Development  
201 S. Cortez Street  
Prescott, AZ 86301

To whom it may concern:

We are requesting a comprehensive sign package for our client, Trayart LLC, PO Box 2363 Prescott, AZ 86302

This is for a four building storage complex being constructed at 3057 Centerpointe East Drive.

Visibility from the highway mitigates access and orientation to the property via Granite Dells parkway exit.

The speed limit at this location is 55 mph..

We would like to place a 140 sq. ft. internally illuminated wall mounted sign on the west side of building B (380 feet of frontage) for visibility from the highway. A non illuminated wall mounted 64 sq.ft. sign on building A will offer ample visibility for business traffic from Granite Dells parkway, Centerpointe Drive and Side Road intersection.

A low profile non illuminated 15 sq. ft. monument sign will be placed at the entrance of the facility.

Thank you for your consideration.

Stephan Markov  
Morgan Sign



# PLANNING & ZONING COMMISSION MEMO

**MEETING DATE:** October 31, 2019

**AGENDA ITEM:** PLN19-018, a proposed rezoning of Whispering Rock subdivision from its current Business General (BG) designation to Business Regional (BR) to accommodate a large medical facility and continued development of medically related businesses. The property owner is Prescott Whispering Rock, LLC. APN's are 106-02-009G, 106-02-003V, 106-02-003G, 106-02-003K, 106-02-004F, 106-02-003U, 106-02-003Y, and 106-02-004G.

**Approved by:**

<b>Director:</b>	Bryn Stotler <i>BS</i>	10-25-19
<b>Planning Manager:</b>	George Worley <i>GW</i>	10/24/19

**Item Summary**

This is a request to rezone property recently annexed into the City from its current BG zoning to BR zoning to accommodate a medical use that was not originally contemplated. The property was annexed with a concurrent rezoning with stated intent that development would be primarily medical and related office and commercial uses.

After the annexation and zoning to BG, the property owner engaged in negotiations for development of a hospital use on a portion of the site. Hospital uses often involve larger and taller structures and the BG zoning district does not permit building heights in excess of 50 feet. In this situation the hospital proposes to exceed that 50 foot limitation, with a height of up to 71 feet. The BR zoning district allows for a Special Use Permit (requiring review by the Planning and Zoning Commission and approval by City Council) for heights up to 100 feet. As a result of the needs of what will be the anchor tenant of the development, the property owner seeks to rezone the entire property to BR to facilitate this development project, as well as, future medical projects within the subdivision.

While it is possible to rezone only a portion of the site to accommodate the hospital, the medical focus of the subdivision may well require multiple future rezoning requests that would be obviated by a more comprehensive rezoning of the entire development.

The hospital site is proposed for the southwest quadrant of the subdivision close to the intersection with Haas Boulevard. That intersection will become a four-way signalized intersection with the development of this subdivision. Proximity to that intersection is needed for the hospital use.

With requests for rezoning, compatibility of the proposed zoning with surrounding zoning

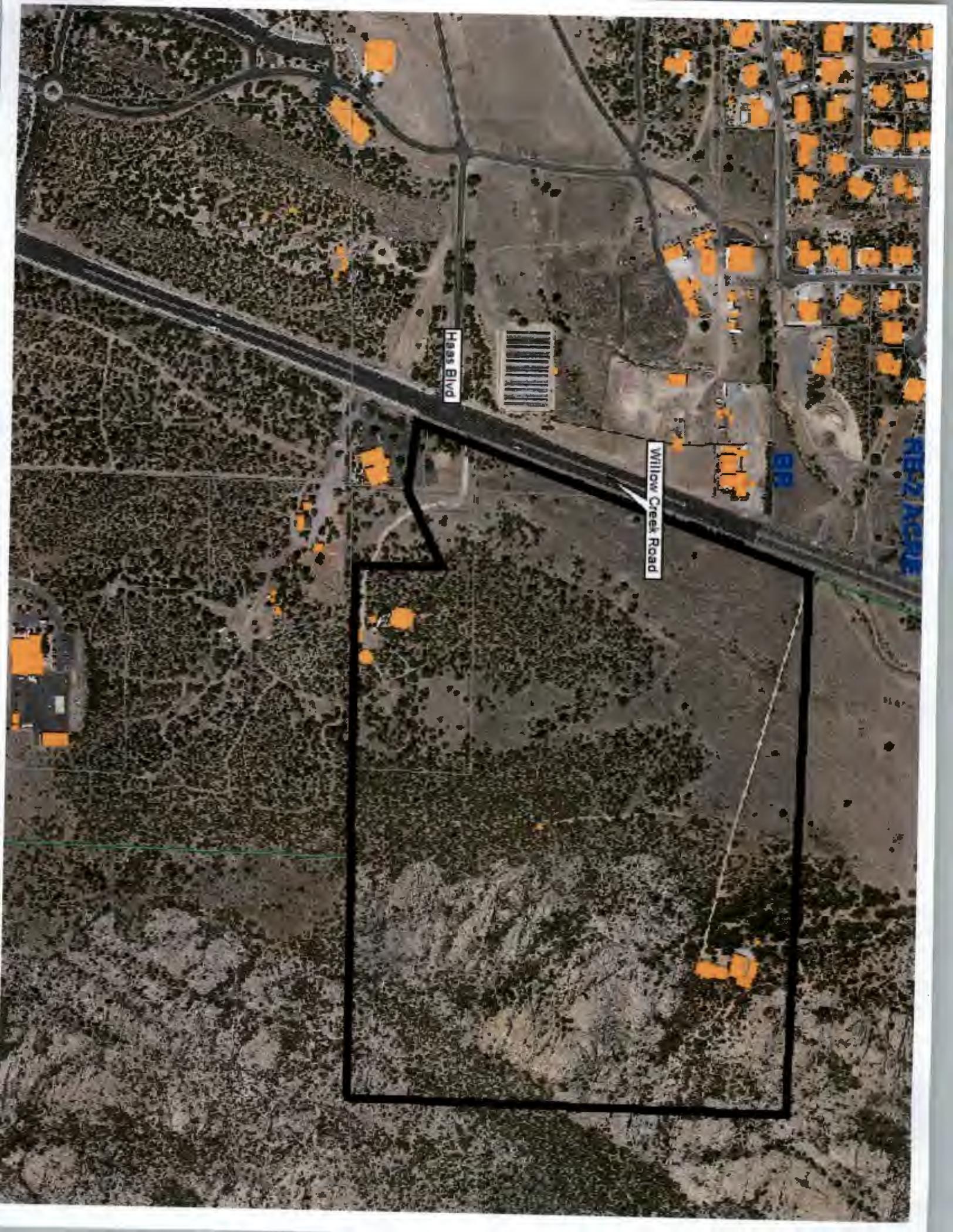
Agenda Item: PLN19-018, a proposed rezoning of Whispering Rock subdivision from its current Business General (BG) designation to Business Regional (BR) to accommodate a large medical facility and continued development of medically related businesses. The property owner is Prescott Whispering Rock, LLC. APN's are 106-02-009G, 106-02-003V, 106-02-003G, 106-02-003K, 106-02-004F, 106-02-003U, 106-02-003Y, and 106-02-004G.

and existing developments is an important review consideration. In this request, staff notes the development site's proximity to a major road, Willow Creek Road, and its proximity to the existing BR zoned parcels across Willow Creek Road to the west. To the south is City park property and the remaining adjoining parcels are in the county and have a placeholder zoning of large lot residential.

### **Attachments**

1. Vicinity aerial map
2. Current zoning map
3. Conceptual hospital site plan

**Recommended Action:** Move to recommend approval of PLN19-018, rezoning of the Whispering Rock subdivision from Business General to Business Regional.



Hess Blvd

Willow Creek Road

RESERVE



RE-2 ACRE

BR

Willow Creek Road

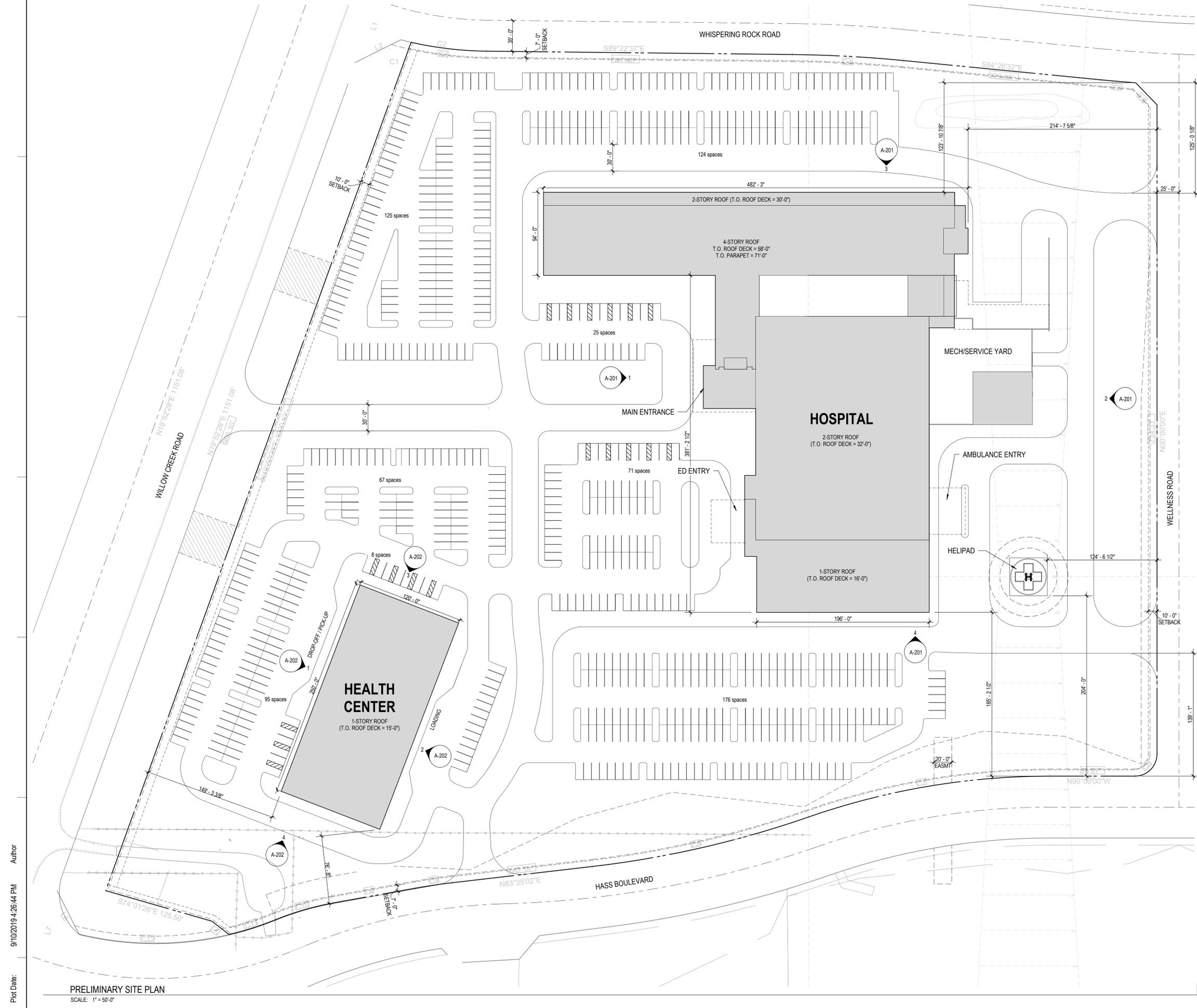
Hess Blvd

LUXEN

HALL ST

LUXEN

RE-2 ACRE



**PROJECT DATA**

<b>ZONING</b>	EXISTING: BUSINESS GENERAL PROPOSED: BUSINESS REGIONAL
<b>USE</b>	EXISTING: N/A PROPOSED: HOSPITAL MEDICAL OFFICE
<b>SITE AREA</b>	906,950 SF
<b>BUILDING FOOTPRINT:</b>	156,400 SF
<b>LOT COVERAGE</b>	17%
<b>BUILDING AREA</b>	HOSPITAL: ~320,000 SF HEALTH CENTER: ~30,000 SF
<b>BUILDING OCCUPANCY:</b>	I-2
<b>CONSTRUCTION TYPE:</b>	TYPE 1A
<b>PARKING METRICS</b>	
<b>HOSPITAL</b>	REQUIRED (2 / BED): 312 SPACES* PROVIDED: 527 SPACES**
<b>HEALTH CENTER</b>	REQUIRED (2 / BED): 11 SPACES ADA PROVIDED: 22 SPACES
<b>HEALTH CENTER</b>	REQ'D (1:150SF): 200 SPACES PROVIDED: 170 SPACES***
	ADA REQUIRED: 6 SPACES ADA PROVIDED: 14 SPACES

\* BASED ON 156 LICENSED BEDS  
\*\* EQUATES TO ~3.4 / BED, WHICH IS CLOSER TO BANNER HEALTH'S METRIC  
\*\*\* EQUATES TO ~1,200 WHICH IS BANNER HEALTH'S METRIC FOR HEALTH CENTERS

**PROJECT NARRATIVE**

Banner Health is a non-profit integrated healthcare system operating 28 hospitals and several specialized medical facilities throughout the seven western states. The proposed medical center is planned to provide current and future healthcare services for the anticipated continued growth of the Greater Prescott area and surrounding Yavapai County. The medical center campus will be developed in phases based on community healthcare needs. In addition, the new medical center will serve as an employment center for the Greater Prescott community.

The Lot C3 of the Whispering Rock Development is currently zoned Business General (BG). To provide for the development of the proposed Banner Health medical center, Lot C3 will need to be rezoned to Business Regional (BR) to allow for a height variance for the proposed 4-story patient tower and a Conditional Use Permit for the required hospital helipad.

The Whispering Rock Development is proposed to be home to a multi-specialty health center and 150 bed full-service community hospital. Both will be designed using quality materials and massing strategies that are sympathetic to the local surroundings relative to scale and massing of residential and community scale neighborhoods. The architecture and building massing will be integrated with site and building programming strategies aimed to relief stress for patients, enhance wayfinding for staff and visitors, and communicate a premium care delivery environment.

The proposed health center will be a single-story 30,000 sq. ft. structure offering primary care, specialty care, imaging, lab, and retail pharmacy services. The health center has been located in the southwest corner of the Site to promote improved visibility from Willow Creek Road, the area major arterial roadway, and to provide segregation of patient/visitor vehicular traffic from the hospital.

The proposed hospital will be approximately 320,000 sq. ft. in size and will consist of a 2-story diagnostics and treatment block (Emergency, Imaging, ICU and Surgery services), and a 4-story patient tower. The hospital's Emergency Department (ED) is prominently located with its public entry facing the main site access point off Willow Creek Road for intuitive patient navigation. At the rear of the ED, the Ambulance canopy is located with direct/uninterrupted access for EMS vehicles from the new road on the east side of the Lot C3. In proximity to the ambulance entry is the helipad facility, with direct and quick on-grade access into the Emergency Department for emergency evacuation transport of patients needing higher levels of acute care not than provided by the medical center. The helipad would be for outboard patient transport only and would not be equipped with facilities for a helicopter to be permanently stationed at the medical center.

The orientation of the patient tower is positioned to enhance patient comfort with the East/West axis to reducing direct solar heat gain and glare. The orientation also promotes added privacy for the future planned neighboring residential properties to the east, by limiting views from patient rooms.

**Building Materials**  
The blend of quality building materials, which will include masonry block, metals and synthetic finishes combined with the composition of windows and shading elements, will help break down the perceived size of the building. The detailed elevations and floor plans provided add detail and information related to the proposed architectural design.

**Equipment Screening & Noise Mitigation**  
All rooftop mechanical equipment will be screened from view. The rooftop painted metal screen walls extend around and to the highest point of all mechanical equipment and other building appearances to conceal and screen views. The rooftop screen walls will be designed as an integral part of the building and consistent with other metal building accent materials designed to further enhance the structure massing and variations of the building roof lines. All screen walls will be set back from the building perimeter, except for the main architectural vertical feature wall at the building entry. The design of the new medical center campus promotes clear and safe circulation and parking for the public, medical center staff and service providers. In addition, the campus design is focused on being a good neighbor to all adjacent property owners. The loading dock is oriented to the North so that the dock opening faces away from the future residential neighbors to the east and is planned with a concrete masonry wall along the length of the loading dock. The finish of this wall will match the Banner Block walls of the main facility. The loading dock will also have a covered canopy which will help to reduce sound transfer. The medical center loading dock typically operates on one eight-hour shift per day with no night-time operation.



**WHISPERING ROCK DEVELOPMENT**  
WILLOW CREEK ROAD  
PRESCOTT, AZ



455 NORTH THIRD STREET  
SUITE 250  
PHOENIX, AZ 85004  
602.265.2200  
smithgroup.com

Consultant Two

Lyon Engineering  
CIVIL  
1650 Willow Creek Road  
Prescott, AZ, 86301  
928.776.1750

ISSUED FOR	REV	DATE
PRE-APP SUBMITTAL	1	09.12.2019

SEALS AND SIGNATURES

**NOT FOR CONSTRUCTION**

SHEET TITLE  
**PRE-APP SITE PLAN**

PROJECT NUMBER  
11813

SHEET NUMBER  
**AS-101**

Plot Date: 9/10/2019 4:26:44 PM Author

PRELIMINARY SITE PLAN  
SCALE: 1" = 50'-0"