



**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>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.***

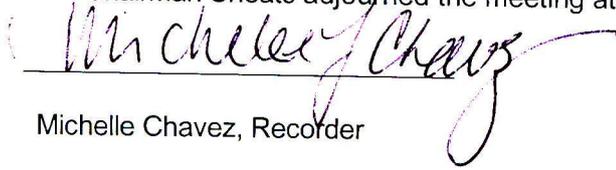
***\* Recommendations: Limit the square footage on the west wall to the south end only. Limit signage on the windows. Limit language in the sign bands.***

IV. STAFF UPDATES:  
None

V. SUMMARY OF CURRENT OR RECENT EVENTS  
None

VI. ADJOURNMENT

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

  
Michelle Chavez, Recorder

  
George Sheats, Chairman