CITY OF PRESCOTT
Everybody's Hometown

PLANNING & ZONING COMMISSION
MINUTES October 31, 2019
PRESCOTT, ARIZONA

MINUTES of the PRESCOTT PLANNING & ZONING COMMISSION MEETING held on October 31, 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

III.

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

REGULAR AGENDA ITEM

1. Approval of the October 10, 2019 Meeting Minutes.

A motion was made by Commissioner Roop to approve the October 10, 2019 minutes. The motion was seconded by Commissioner Gambogi and approved unanimously.

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

Planning Manager George Worley gave a recap of the previous presentation regarding the Bashford Courts sign plan and presented new photos with revised signage. The changes were based on recommendations from the Planning Commission and the Preservation Commission. Changes include: naming goods and services on front facing signs (versus business names), creating a business directory at street level, and creating signage on the west side of the building (not exceed 100 sq ft).

Commissioners, staff and applicant discussed the sign plan submittal including: changes that were made to the sign plan, square footage and lighting of proposed signs, maximum allowable square footage per code, similar signage in the downtown area, visibility of signage (for both pedestrians and vehicle traffic) and concerns regarding the addition of the west wall signage.

Applicant Craig Hannay spoke to the Commission regarding the tenants' wants and needs as well as his experience walking and driving around the building to assess existing signage.

Cat Moody spoke regarding the paint and lighting plan that was approved by the Preservation Commission. The Preservation Commission also approved the comprehensive sign plan being presented today.

A motion was made by Commissioner Gambogi to approve SIG19-004. The motion was seconded by Commissioner Lee and the motion passed (4 to 2) with Commissioners Roop and Michelman voting no.

2. **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.

   Community Planner Tammy DeWitt gave an overview of the proposed comprehensive sign plan for Prescott Self Storage. She shared aerial and street view photos of the site and discussed the proposed square footages of the signage, as well as which signs will be illuminated.

   Commissioners and staff discussed the location of signage and concerns regarding the size of Sign B, which is proposed at nearly 10 times larger than Land Development Code allows. They discussed other, oversized commercial signs that have been approved, as well as concerns from neighbors near the industrial area regarding illuminated signs. The reasons for the oversized sign were discussed as well as its congruence to the current code.

   Mr. Stephan Markov from Morgan Sign spoke to the Commission regarding the sign proposal, which is requesting maximum sign visibility from the highway. The only sign illuminated will be Sign B.

   Chair Sheats asked if the signs were already in place and the applicant indicated no.

   Ms. Dewitt explained how sign square footage allowance is calculated per code; Commissioner Roop suggested to staff that a review of the comprehensive sign plan provisions might be beneficial.

   A motion was made by Commissioner Gambogi to approve SIG19-005. The motion was seconded by Commissioner Lee. The motion failed (3-3). Commissioners Roop, Michelman and Mabarak voted against the motion.

   Commissioner Roop made a motion to approve SIG19-005 with the condition to reduce the height of Sign B from 7 feet to 4 feet high, the motion was seconded by Commissioner Gambogi. The motion passed (5-1). Commissioner Mabarak voted no.

   Commissioner Mabarak reiterated his concerns with the signage, stating the size is too large and the community does not need more oversized signs. Mr. Markov replied that the prior signage was about the same size on a smaller building and the purpose of the sign is to let customers know where to go, not to generate more business.

3. **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. APNs 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.

Mr. Worley gave an overview of the history of the project site. He showed a zoning map and aerial view of the properties. He explained that there is not currently a Special Use Permit application submitted for a height exception, but it is anticipated that such will be submitted for a hospital. He explained that Special Use Permits get reviewed by the Planning and Zoning Commission and the City Council and that height exception requests are rare.

Mr. Worley clarified that the applicant would like to rezone the entire Whispering Rock development to Business Regional. He also shared a conceptual site drawing submitted by the hospital and indicated that a signalized intersection will be added to increase safety of exiting the site onto Willow Creek Road.

Commissioners and staff discussed previous maps and how the project has changed via land acquisitions. The focus for the site is primarily medical, yet other uses such as a hotel and/or restaurant(s) are possible.

Applicant Doctor Hojat Askari explained that the project's main focus is to develop a hospital to serve all of Northern Arizona, which has a great need for more medical care, specifically in the areas of cancer treatment and memory care. They are partnering with Banner Health on the project. He noted there is also a great need for medical office space. Embry Riddle has expressed support for the project in generating jobs for students. Dr. Askari stated he wants to keep the current trails on site public and to maintain the views of the boulder outcroppings on the property.

Chairman Sheats asked if this would be a different level of trauma center than what we currently have. Dr. Askari indicated that it isn't planned currently to be a high level trauma center but may be in the future.

Former Prescott Mayor Marlin Kuykendall spoke to the Commission about the project and how long there has been a need for it in this community, noting that it fits the location well. He further stated when he was Mayor he supported the project.

Paul Klum of Banner Health spoke to the Commission regarding the non-profit medical corporation which focuses on more than just acute care. The goal is to get closer to the patients in the community and prevent them from reaching the need for acute care. To get a licensed hospital you need to be able to transport patients out, but not necessarily in. The proposed hospital will not focus on high level trauma. Mr. Klum also stressed the importance of the hospital to be able to develop the property with a structure above 50 feet in order to be more efficient.

Dr. Askari reiterated that this project aims to make Prescott a medical destination.

A motion was made by Commissioner Mabarak to approve PLN19-018. The motion was seconded by Commissioner Lee. The motion passed unanimously.

IV. STAFF UPDATES:

None

V. SUMMARY OF CURRENT OR RECENT EVENTS

None

VI. ADJOURNMENT

Chairman Sheats adjourned the meeting at 10:26 a.m.

Michelle Chavez, Recorder

Jeryl Marshall for

George Sheats, Chairman