



CITY OF SURPRISE
City Council Work Session Minutes
100 North Civic Center Plaza
Surprise, AZ 85374

Tuesday, September 22, 2015 @ 04:05 PM

Call to Order

Roll Call

Mayor Wolcott called the **Special City Council Work Session** to order at 04:05 p.m. Surprise City Hall Council Chamber 16000 North Civic Center Plaza Surprise, Arizona 85374 , on **Tuesday, September 22, 2015**. Also in attendance with Mayor Wolcott were Vice Mayor Williams, Council Member Biundo, Council Member Villanueva, Council Member Hall, and Council Member Tande.

Staff Present: City Manager, Bob Wingenroth, City Attorney, Misty Leslie, and City Clerk, Sherry Ann Aguilar.

Pledge of Allegiance

Call to the Public:

Mayor read aloud the statement for call to the public.

Ken Wright - commented on the 2 million dollars given to the Boys and Girls Club; asked for a report in a public meeting. He referred to a newspaper article, a study; unrestrained construction and legislative agenda.

Regular Agenda Item - Non-Public Hearing

1 - Presentation and discussion of a sign code policy - NO ACTION

ACM, Rick Buss opened up the discussion regarding a Sign Code Policy. Mr. Buss commented how important it is for a growing City to have a solid policy in place for current and future growth.

Community Development Director, Eric Fitzer continued the powerpoint presentation and focused on the sign text amendment. Topics included sign haze; temporary signs; banners and tear drops; where the signs are affixed to the buildings, sign walkers; window signage and how will we regulate; crime prevention through environmental designs; wall signs, placement area, materials and illuminations need to be considered.

On site monument signage - Current City Code does not allow for electronic messaging.

Council Member Hall: The residents need to feel a sense of place with the signage. I am glad you are

looking at this.

Mayor Wolcott: Yes we need to make sure the signage matches the development or business so we need to look at this. It is more than just the form; we need to look at the neighborhood and surroundings. I personally really like signs that relate to the heritage of our City.

Council Member Hall: Fry's shopping center at Cotton Lane and Greenway, there were 10 tent signs, maybe we should look at a monument sign that could contain all of the businesses on it.

Mr. Fitzer: our current code only allows for 8 or 10 names on monument signs.

Council Member Biundo: What best fits the character for Surprise? Looking at the examples of signs, we need to find out what fits the best character for our City, tasteful, conservative and historic. This is what we need to decide.

Mayor Wolcott: brought up the issue of panels for the monument signs and who decides on what businesses will be included.

Mr. Fitzer commented that there are 6 panels on both sides.

Council Member Villanueva: are going to look at the City entrance signs?

Staff is looking at different concepts and will bring forward to Council for review.

Council Member Biundo: Fixed awnings and balloons and inflatables, will these be addressed.

Mr. Fitzer went on to next topic - Freeway Monument Signs - Do you want electronic signage along the 303 and if so, what do you want to see?

Electronic messaging - We have the ability to link messaging up with monument signs. There are issues dealing with day and night views.

Council Member Villanueva: will tenants that already have the electronic signs have to replace them?

Mr. Fitzer: No, they would not; it would pertain to all future signs and replacement signs.

Billboards - Do we allow electronic messaging?

Illumination - Back-lit Halo effects - Should we allow these? Currently this is done through the PAD process.

Flags and flagpoles - Currently treated as signs, do we limit the amount of flags to be flown?

What is the Comprehensive Sign Program? What is it? Is it too restrictive?

Signage for construction - Where are we going to provide these signs, do we create a sign overlay district?

Council Member Hall: Going back to the type of street, maybe the type of street drives the temporary signage. Minor arterial, maybe this is where we allow temporary signs.

Council Member Hall: The window signs on fast food are so important but I think they overdo it. If the business were being robbed, the Police couldn't tell.

Council Member Biundo: The Auto Mall is a prime example, that the developer is very strict.

Mayor Wolcott: If the individual developer wanted to be more restrictive, then they should have that option.

Council Member Villanueva: I am concerned about the businesses on Bell Road when construction starts, we need to make a decision on what we are going to do ahead of time. We can't afford to lose any of these businesses.

Council Member Tande: People like variety, quality, reaching out to sign industries; engaging stakeholders and businesses, they may have some thoughts on outreach for signage. LED lighting, good quality benefits; like the idea of sign character bases, how do we transition? Sun City Grand does regulate the real estate industry, restricted to smaller size signs. It should make sense for the community.

Vice Mayor Williams: I like the idea of packaging for special circumstances to get the word out on the construction. I am glad we are going through the stakeholder's process. I like being known as a clean community, but we need to consider the business communities. I am glad we are having these conversations.

Mayor Wolcott: Discussing monuments throughout the City, while it is a separate issue, isn't. We are setting the tone, what the City does matters and I want to make sure we are consistent. I have seen some very beautiful LED Signs that are tasteful, but we need to be sensitive to light pollution as well. I look forward to the feedback from the members of the community.

Council Member Tande: Reach out to the regional directors of local stores; I am sure they will want to weigh in on this subject.

Public Comments:

Nate Brill - Address the fact that the Real Estate Community is a business. Major intersections are the life blood for our businesses. I know my numbers are up from signage. We are a transient business, we move from one place to the next. People won't know where we are so we have to have signs. The human connection is lost and people crave it more than ever. The best way for us to do this is with Open Houses. I speak very highly of Surprise, I love this City and I have sold a number of homes here.

Leo Mankewicz - It is wonderful to hear everyone talk about Surprise. I love this discussion because this is where you incubate your Formed Base Code. This is a good time to think about this. The intersection at Bell & Grand and the overpass that is going in there, this is a great way to spotlight this corner. Dig into your pockets to add that art project, people will come just to see the art. If you allow electronic images you will find ways to regulate this. I like some of the existing monument signs throughout the City and the exception is the Winco Sign. It works looking off of the 303, but on Bell Road, it breaks up the view. Glendale has proposed a scenic corridor on the 101. Window signage, it has gotten out of hand and can use a public safety issue to regulate.

Mr. Buss: a Stakeholder Engagement sessions coming up. We will have Robert Kuhfuss as our contact person for the public.

Robert Kuhfuss: Once the language is in the draft format, then we can let the Stakeholders know and allow them to react to it.

Council Member Hall: What about input on our website?

Mayor Wolcott: asked that the calendar chart be placed on our website, we want and value the public's feedback. This is all about our stakeholders and this is their lifeline.

Mr. Fitzer: This is our tentative timeline but we can make adjustments if needed, we want to be open and transparent.

Executive Session

Adjournment

Council Member Villanueva made the motion to adjourn the Special City Council Work Session of September 22, 2015 at 5:37 PM. Council Member Hall seconded the motion. Six yes votes. Motion carried.

Sharon R. Wolcott, Mayor

ATTEST:

Sherry Ann Aguilar, City Clerk,

CERTIFICATION:

I, Sherry Ann Aguilar, City Clerk for the City of Surprise, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the Special City Council Work Session of **Tuesday, September 22, 2015.**

Sherry Ann Aguilar, City Clerk,