CITY OF SURPRISE
PLANNING AND ZONING COMMISSION

MEETING MINUTES

August 3, 2017 / 6:00 PM

COUNCIL CHAMBERS
16000 North Civic Center Plaza
Surprise, AZ 85374

CALL TO ORDER.

Chair Ken Chapman called the Planning and Zoning Commission Meeting to order at 6:00 p.m. at Surprise City Hall, 16000 North Civic Center Plaza, Surprise, Arizona 85374, on August 3, 2017.

A. ROLL CALL
In attendance were Chair Ken Chapman, Vice Chair Mitchell Rosenbaum, Commissioners Dennis Bash, Matthew Keating, Dennis Smith, Gisele Norberg and Eric Cultum.

STAFF PRESENT:
Community Development Director Eric Fitzer, Assistant Community Director Lloyd Abrams, Deputy City Attorney Ellen Van Riper, Planner Robert Kuhfuss, Planner Shirley Phan, Planner Joshua Mike, Planner Hobart Wingard and Planning and Zoning Commission Secretary Lorraine Nevarez.

COUNCIL MEMBERS PRESENT:

None.

B. PLEDGE OF ALLEGIANCE

C. CURRENT EVENTS REPORT

D. STAFF REPORT

None.

CALL TO THE PUBLIC:

Chair Chapman opened the call to the public to discuss any items not listed on the agenda.

Hearing no comments, Chair Chapman closed the call to the public.

CONSENT AGENDA:

No items.

REGULAR AGENDA ITEMS NOT REQUIRING A PUBLIC HEARING:

Item 1 – Internal – Consideration and action pertaining to approval of the July 20, 2017 Planning and Zoning Commission minutes.

Vice Chair Rosenbaum made a motion to approve the July 20, 2017 Planning and Zoning Commission minutes. Commissioner Norberg seconded the motion. The motion passes with 7 votes in favor.

Item 2 – District 4 – Consideration and action on the Site Plan for 55-foot monopalm for Verizon Wireless on a vacant lot towards the northeast corner of the existing Safeway shopping center in Surprise Crossings located in the northeast corner of Litchfield and Waddell Roads.

Shirley Phan, planner, presented item 2 to the Commission.

The Commission discussed item 2:

- Map coverage
- Future site locations
- Types of monopalms

Commissioner Norberg made a motion to approve the Site Plan for a 55-foot monopalm for Verizon Wireless on a vacant lot toward the northeast corner of the existing Safeway shopping center in Surprise crossing located on the northeast corner of Litchfield and Waddell Road. Commissioner Keating seconded the motion. Motion passes with 7 votes in favor.

Item 3 – Citywide – Presentation and discussion of the status of General Plan implementation anticipated work plan for fiscal year 2018 development code update and establishment of new design standards.

Lloyd Abrams, Assistant Director, and Joshua Mike, planner, presented item 3 to the Commission.

The Commission discussed item 3:

- New design standards are a great addition

Item 4 – Citywide – Presentation and discussion regarding a proposed Text Amendment to Chapter 113, Signs of the Surprise Municipal Code.

Robert Kuhfuss, planner, presented item 4 to the Commission.

The Commission discussed item 4:

- Temporary Signs
- Small A Frame Signs

- Number of small A-Frame signs
- Large A-Frame Signs
- Banner signs
- Tear drop signs
- Sign walkers
- Sign clutter
- Generic signage
- Comparison of different cities regarding number of A-Frame signs
- Small A-frame signs per corner
- HOA authority regarding signage
- Contact information on small A-Frame signs
- Small A-Frame signs on private property
- Code enforcement of signs
- Restraints on the use of small A-Frame signs
- Location of A-Frame signs
- Landscape issues
- Monument signs
- Increasing the height of the sign
- Number of Large A-Frame signs
- Uses of A-Frame signs for marketing businesses
- Small post signs
- Large post signs
- Political signs
- Seasonal signs
- City post signs
- Home builder signs

Chair Chapman opened the call to the public for item 4.

Brian Starr, pastor, shared with the Commission that the number of parishioners has decreased because the use of A-Frames signs is not allowed. It's difficult to reach others without signs. The church was using A-frame signs to notify its parishioners of services and after service the church would remove the signs.

Jack Towers, shared he appreciated the Commission's comments. Mr. Towers noted that A-frame signs are tools realtors use to make their business successful. Realtors are individuals running their own business. The sign code regarding temporary A-frame signs needs to be more flexible. Mr. Towers hopes to get this issue resolved soon.

Raymond Grim, resident/business owner and Chair of the Public Affairs Committee with the Regional Chamber of Commerce notes the City has done a great job reaching out to the community regarding the changes to the sign code. Mr. Grim shared a survey was done by the Regional Chamber of Commerce that showed 60% of businesses depend on signage. This is an important item for businesses. Mr. Grim suggested the Commission consider two ordinances one for residential and commercial.

Diana Fry, Marketing Manager, Garrett Walker Homes, notes their surveys show buyers are finding their homes by visible signage. Ms. Fry is strategic in her sign usage to bring in business. Directional signage is important.

Peggy Powell, resident/realtor, would like to see directional signs. Generic signs are not feasible for this type of business. Ms. Powell likes the idea of different ordinances as suggested by Mr. Grim.

Dave Gibson, realtor, notes that 45% of his business is from adequate signage for open houses. This is a critical portion of his business. Mr. Gibson notes generic signage would be a logistic nightmare. He likes the idea of having one sign per corner.

Liz Recchia, West Maricopa Association of Realtors, shared there should be adequate, visible and legible signage. A-Frame signs are the most cost effective tool realtors have and use for their business to be successful. There needs to be adequate and appropriate access to right-of-ways. The language regarding code enforcement should be revisited for adequate due process regarding violations. Generic signage may jeopardize realtor licenses; state law should be reviewed.

Michelle Alesky, business owner, has lost business because of inadequate signage/advertisement of her business. Ms. Alesky would like this issue resolved quickly. Ms. Alesky noted she might have to close her business. Businesses cannot wait until the end of the year for resolution.

Nate Brill, realtor, shared that his business has earned 24 million in sales. Without the proper tools his business will be hugely impacted. Restricting signage is not feasible. This is also affecting other businesses. Without proper signage business cannot be successful.

Josh Brill, realtor, shared it takes an amount of effort to put up signs. It is first impressions that make a difference in the business.

John Paris, suggested sign clutter is not a real thing. Nobody is speaking about the customers that benefit from adequate signage. Mr. Paris notes we might be creating an issue that doesn't even really exist.

Jason Hanson, shared his concerns about seasonal events. He would like to know the rules regarding seasonal events. Mr. Hanson mentioned signs that are put out in advance helps generate business for his event.

Hearing no further comments, Chair Chapman closed the call to the public.

OTHER BUSINESS:

Item 5 – INTERNAL - Discussion pertaining to future agenda items.

Chair Chapman asked about a landscape update as it relates to signs and buildings.

Commissioner Bash asked for an update regarding the joint meeting with City Council.

Director Fitzer noted management is looking at possible dates in September during the day.

ADJOURNMENT:

Hearing no further business, Chair Chapman adjourned the Planning and Zoning Commission meeting at 9:35 p.m.

_____
Eric Fitzer
Community Development Director

_____
Ken Chapman
Planning and Zoning Commission Chair

The foregoing instrument is a full, true and correct copy of the original document on file in the office of the City Clerk, City of Surprise, Arizona.

ATTEST BY: _____
Lorraine Nevarez, Commission Secretary

DATE: _____