PLANNING & ZONING COMMISSION AGENDA

PLANNING & ZONING COMMISSION
REGULAR MEETING / PUBLIC HEARING
THURSDAY, December 13, 2012
9:00 AM

COUNCIL CHAMBERS
CITY HALL
201 S. CORTEZ STREET
PRESCOTT, ARIZONA
(928) 777-1207

The following agenda will be considered by the **PLANNING & ZONING COMMISSION** at its **REGULAR MEETING / PUBLIC HEARING** to be held on **THURSDAY, December 13, 2012, 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

Tom Menser, Chairman	George Sheats
Ken Mabarak, Vice Chairman	Don Michelman
Joseph Gardner	Terry Marshall
Timothy Greseth	

III. REGULAR ACTION ITEMS

1. Defer approval of the minutes of the November 8, 2012 regular meeting.
2. CC12-003, 218 West Goodwin Street. APN 109-02-008. A Comprehensive Sign Plan for the Old Firehouse Plaza.

IV. PUBLIC HEARING ITEMS

V. CITY UPDATES

VI. SUMMARY OF CURRENT OR RECENT EVENTS

VII. ADJOURNMENT

THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. WITH 48 HOURS ADVANCE NOTICE, SPECIAL ASSISTANCE CAN BE PROVIDED FOR SIGHT AND/OR HEARING IMPAIRED PERSONS AT PUBLIC MEETINGS. PLEASE CALL 777-1272 OR 777-1100 (TDD) TO REQUEST AN ACCOMMODATION TO PARTICIPATE IN THIS MEETING.

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 December 7, 2012 at 12:30 p.m. in accordance with the statement filed with the City Clerk's Office.

_____

Suzanne Derryberry, Administrative Specialist
Community Development Department

CC12-003 Comprehensive Sign Plan
Old Firehouse Plaza

COMMUNITY DEVELOPMENT – PLANNING AND ZONING DIVISION
PLANNING AND ZONING COMMISSION for December 13, 2012

STAFF REPORT

TO: City of Prescott Planning and Zoning Commission

FROM: Tom Guice, Community Development Director
George Worley, Planning Manager
Ruth Hennings, Community Planner

DATE: December 13, 2012

SUBJECT: CC12-003, Comprehensive Sign Plan for Old Firehouse Plaza

ZONING: Downtown Business (DTB)

LOCATION: 218 W Goodwin Street **APN:** 109-02-008

OWNER: Rolin-Forward LLC
1515 N Happy Valley Road
Prescott, AZ 86305

REQUEST: The Old Firehouse Plaza, located on the corner of W Goodwin Street and S Granite Street, is requesting a Comprehensive Sign Plan. The property is approximately 0.510 acres and contains shops, restaurants, services, and several professional office suites. There are five tenants with street entrances, and the rest have interior entrances only. The Comprehensive Sign Plan includes signage for the Old Firehouse Plaza, as well as individual tenant signage.

PROJECT BACKGROUND: There is no existing Comprehensive Sign Plan for the center, and there have been no other prior Board of Adjustment, Planning & Zoning Commission, or City Council actions.

Existing signage has been permitted under the Land Development Code's standards for commercial centers (any group of 3 or more businesses with shared parking). Commercial centers are permitted two freestanding signs at 32 square feet each, and individual tenant signage at 40 – 80 square feet per tenant with a street entrance, and based on the length of the business along the street. In the case of the Old Firehouse Plaza, additional wall signage has

been allocated to the Old Firehouse Plaza center in lieu of tenant signage that was not being used.

The purpose of the proposed Comprehensive Sign Plan is to attract both pedestrian and driver traffic, and to identify individual tenants as well as more clearly identify the entrance along Granite Street. The applicant is requesting additional wall signage for the commercial center (Old Firehouse Plaza) as well as wall signage for individual tenants. The freestanding sign faces have recently been replaced, but square footage and location of those signs remain the same.

Table 1. Comparison of typical, existing and proposed signage.

	Center freestanding signage	Center wall signage	Tenant wall signage	Total Signage
LDC standards	64	0	200*	264
Existing	64	130**	56	250
Proposed	64	195	153	412

* 40 square feet per tenant with a street entrance
** Wall signage for the center was permitted in lieu of tenant wall signage

The table shown below compares the proposed comprehensive sign plan with others approved by City Council. However, it is important to note that there are many differences between the subject property and those below, including size of the lot, length of property along adjacent roadways, speed posted on the adjacent roadways, and distance of the building from the street. The majority of commercial centers in the Downtown area do *not* have comprehensive sign plans. These centers include Goodwin Street Plaza, Bashford Courts, and Freemont Plaza.

Table 2. Comparison of approved Comprehensive Sign Plans for Commercial Centers.

	Freestanding	Wall	Total Signage
Old Firehouse Plaza	64	348	412
Summit Plaza	134	*Per LDC*	134 + wall signs
Shops at Gateway Mall	370	600	970
McCormick Place	0	46	46
Arizona Tile	43	380	423
Financial Center at Crossings	82	30	112
Prescott College	180	*Per LDC*	180 + wall signs

COMPREHENSIVE SIGN PLAN REVIEW CRITERIA: Comprehensive sign plans regulate the appearance and location of signs within a single commercial project. They are expected to result in higher quality signage than is otherwise required. To be approved, the comprehensive sign plan must either: 1) provide signs of a similar type within the development that will have a

consistent size, style, color, and construction, and must provide signs that meet the size, location and other requirements, or 2) result in an improved design in exchange for a greater number of signs or larger sign face area than otherwise permitted.

STAFF RECOMMENDATION: The proposed sign plan has a cohesive design. Colors, fonts, text, and construction are similar throughout the freestanding and wall signs. Given this approach, it is reasonable to allow some flexibility in the sign standards permitted by the Land Development Code.

There are three aspects of the applicant's request that go beyond what would be typically permitted for a similar project. These are 1) a larger aggregate sign area, 2) a greater number of signs, and 3) wall signage for the commercial center. Each of these items should be considered positively, given the complimentary design of the project, but should be kept in scale with the downtown area and the size of the property. Visible from Goodwin Street, they have proposed 3 signs advertising the center, and on Granite Street there are 4 center signs proposed. There are also 2 center signs in the vicinity of the alley. For tenants, they have proposed a total of 14 signs, however only 5 tenant suites have street entrances. There are 23 signs proposed overall, totaling 412 square feet.

Staff recommends approval of the Comprehensive Sign Plan. However, given the information presented above, including comparisons to similar centers, it is also suggested that a condition or conditions to reduce the size and/or number of signs proposed by the applicant may be appropriate for Commission consideration.

Attachments:
1) Aerial map
2) Comprehensive Sign Plan

SIGNS PLUS

Electrical & Architectural Signage • Awnings • Fascia • Canopies
Neon • Outdoor Lighting • Flagpoles • Crane Service

STATEWIDE FROM PRESCOTT VALLEY

City of Prescott
201 South Cortez
Prescott, AZ 86302-2077

November 12, 2012

RE: Comprehensive Sign Package; Old Firehouse Plaza

To Whom it may concern:

Old Firehouse Plaza is located at the corner of South Granite Street and W Goodwin Street in Prescott. This plaza was developed in two phases – the most recent of which currently holds the overall theme the owners would like the entire complex to have.

Currently there is very little tenant signage on the site – the landlord would like to add sign panels for tenants to advertise to the general public.

Also in this package – the landlord would like to extend the theme of the building to reach the South Granite Street side to include the landlord type signage as depicted in the submitted drawings. The general public often has a difficult time distinguishing that there is an entrance on this side and the landlord would like to remedy this problem.

Currently the existing landlord signage is at 200 s.f. – under the comprehensive sign plan the landlord would like to propose an increase to 274.9 s.f.

Please consider our request. We look forward to presenting our proposal to the Prescott City Council with the support of the city staff.

Thank you,

Gary Johnson
Account Manager

(928) 772-4070 • Fax (928) 772-7327 • 9200 Valley Rd., Prescott Valley, AZ 86314
ROC #109394 • Bonded • Insured

Old Firehouse Plaza – Comprehensive sign plan design guidelines

Tenant signage

The Purpose of this comprehensive sign plan is to create a uniform sign package that will enhance the overall look of the complex and tie the entire complex (both new and old buildings) together.

Font:

1) Sign copy is open to logo and all types of font – pending landlord approvals

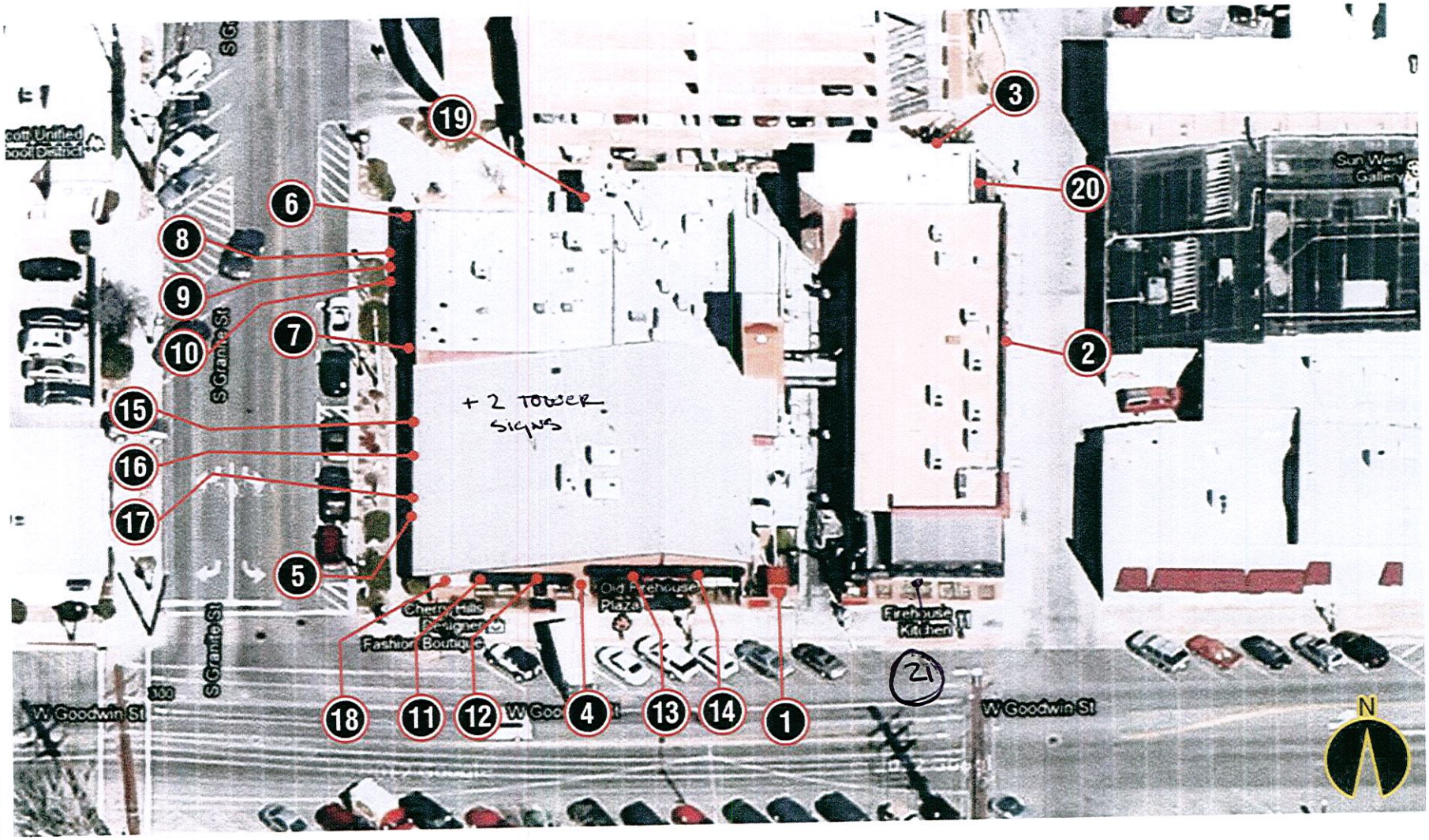
Sign color:

1) Sign Background panels are to be painted red or black. Refer to elevation drawings for specifics.
2) All lettering on sign panels will be a uniform white. Shape logos are permitted – and can be approved as different colors - pending landlord approvals.

Sign illumination:

1) Tenant building signage will be all non-illuminated construction. Refer to elevation drawings for specifics.

OLD FIREHOUSE PLAZA - SITE PLAN 220 West Goodwin Street Prescott, AZ 86303



PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

SIGNS PLUS

9200 Valley Rd
Prescott Valley
Arizona
86314
800-257-5095

Account Executive: GARY JOHNSON

Designer: RContreras

Design #: 10.11.2012-133

DATE: 11/07/2012

SCALE: AS NOTED

APPROVED BY:

DATE:

SHEET: 1 OF 13

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Existing Landlord signage:

1) Blade sign - 49.25" x 25.25"

2) Freestanding directional - 53" x 87"

3) Wall tower sign - 20" x 92.5" (QTY x 2)

4) Wall sign 47" x 103"

5) Monument sign - 53" x 87"

6) Wall sign - 94" x 96"

Total square footage - Landlord signage existing:

200 square feet

New Landlord signage (proposed under comprehensive sign plan)

1) Blade sign – 34 " x 56" (remove existing landlord sign 1 - replace with new)

2) Directory sign – 36" x 42" (all new construction)

3) Wall sign – 14" x 320" (all new construction)

4) Main Entrance Sign 48" x 86" (all new construction)

Total square footage after proposed Landlord signage:

274.9 square feet

Existing tenant signage:

1) Firehouse Kitchen – 24" x 336"

Total square footage - tenant signage existing:

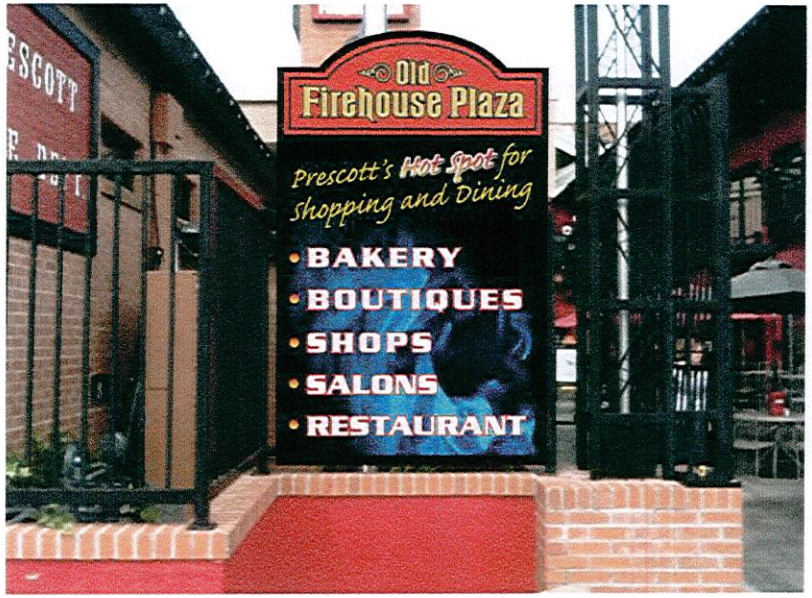
56 square feet

New tenant signage (proposed under comprehensive sign plan)

1) 2' 2" x 6' 10" (sign # 7)
2) 1'4" x 3' 0" (sign # 8)
3) 1'4" x 3' 0" (sign # 9)
4) 1' 4" x 3' 0" (sign # 10)
5) 1'4" x 5' 0" (sign # 11)
6) 1'4" x 5' 0" (sign # 12)
7) 1'4" x 5' 0" (sign # 13)
8) 1'4" x 5' 0" (sign # 14)
9) 1' 8" x 5' 2" (sign # 15)
10) 1' 8" x 5' 2" (sign # 17)
11) 1' 8" x 5' 2" (sign # 18)
12) 1' 8" x 5' 2" (sign # 19)
13) 1' 8 " x 5' 2" (sign # 19)

Total square footage after proposed tenant signage:

152.53 square feet



SITE PHOTO SURVEY - FREESTANDING SIGN (PROPOSED CHANGES)

SITE PHOTO SURVEY -
FREESTANDING SIGN (EXISTING)

END VIEW

SCALE: 1"=1'-0"

1 **FREESTANDING SIGN - DETAIL**

NON-ILLUMINATED FULL COLOR DIGITAL PRINT
W/ FCO LETTERS-LOGO PANEL, SPACED .25' OFF
SIGN FACE. .125" SIGN PANEL MOUNTED TO 1.5" SQ. TUBE SUPPORT
AS REQUIRED.

PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

SIGNS PLUS
9200 Valley Rd
Prescott Valley,
Arizona
86314
800 257-5095

Account Executive: GARY JOHNSON

Designer: RContreras

Design #: 10.11.2012-133

DATE: 11/07/2012

SCALE: AS NOTED

APPROVED BY:

DATE:

SHEET: 2 OF 13

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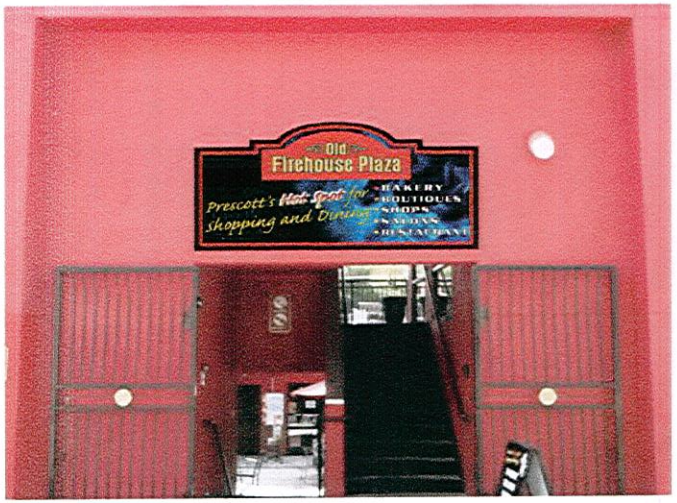
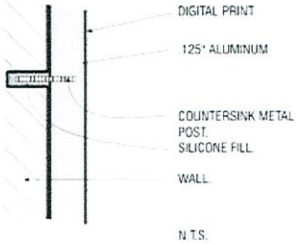


SITE PHOTO SURVEY - WALL SIGN

EXISTING SIGN

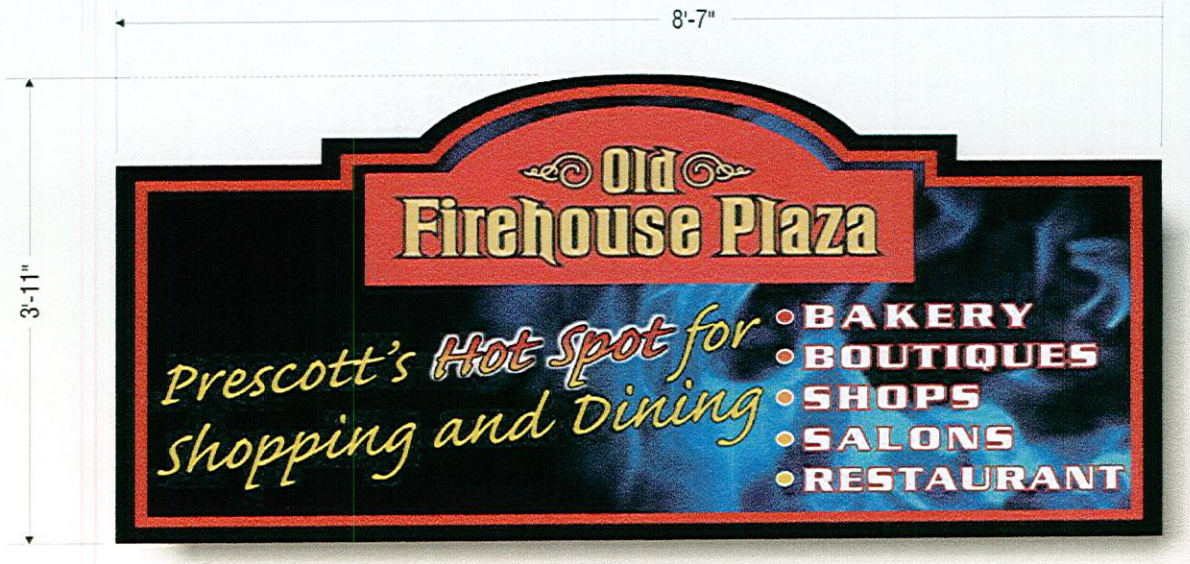


INSTALLATION DETAIL

2

NEW .125" SIGN PANEL TO REPLACE EXISTING STUD MOUNT INTO WALL AS REQUIRED.

FULL COLOR DIGITAL GRAPHICS AS SHOWN



WALL SIGN - DETAIL SCALE: 1"=1'-0"

PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

9200 Valley Rd
Prescott Valley
Arizona
86314
800-237-5995

SIGNS PLUS

Account Executive: GARY JOHNSON

Designer: RContreras

Design #: 10.11.2012-133

DATE: 11/07/2012

SCALE: AS NOTED

APPROVED BY:

DATE:

SHEET: 3 OF 13

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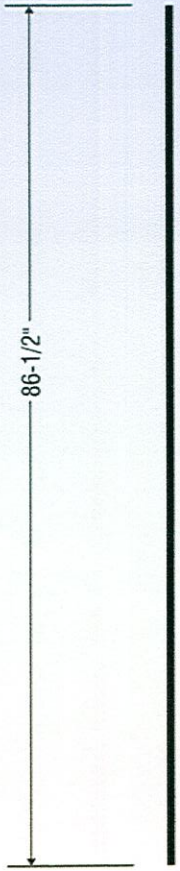
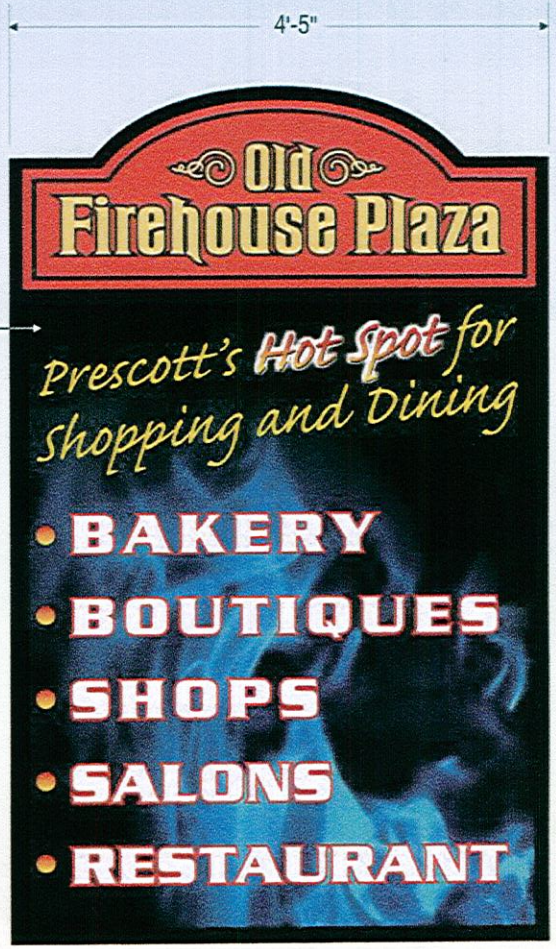
SITE PHOTO SURVEY - FREESTANDING SIGN (PROPOSED CHANGES)

SITE PHOTO SURVEY -
FREESTANDING SIGN (EXISTING)



END VIEW

SCALE: 1"=1'-0"



3 **FREESTANDING SIGN - DETAIL**

NON-ILLUMINATED FULL COLOR DIGITAL PRINT
SIGN FACE. .125" SIGN PANEL MOUNTED TO EXISTING STRUCTURE
AS REQUIRED

PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

SIGNS PLUS
9200 Valley Rd
Prescott Valley, Arizona 86314
800-257-5095

Account Executive: GARY JOHNSON
Designer: RContreras
Design #: 10.11.2012-133
DATE: 11/07/2012
SCALE: AS NOTED
APPROVED BY:
DATE:
SHEET: 4 OF 13

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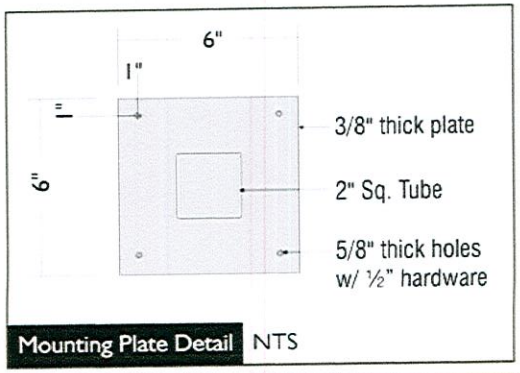
SITE PHOTO SURVEY - D/F PROJECTING BLADE SIGN

NON-ILLUMINATED
FULL COLOR DIGITAL PRINT
SEE ATTACHMENT DETAIL

DOUBLE-SIDED
2" DEEP
ALUMINUM CAN



4 **BLADE SIGN - DETAIL**

SCALE: 1-1/2"=1'-0"

PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

SIGNS PLUS
9200 Valley Rd
Prescott Valley,
Arizona
86314
800-257-5095

Account Executive: GARY JOHNSON
Designer: RContreras
Design #: 10.11.2012-133
DATE: 11/07/2012
SCALE: AS NOTED
APPROVED BY:
DATE:
SHEET: 5 OF 13

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SITE PHOTO SURVEY - TENANT WALL SIGN

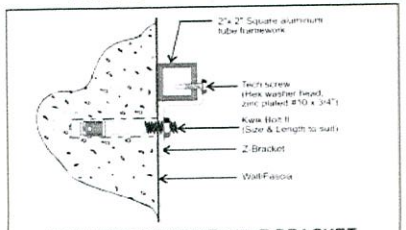
SCALE: 1/4"=1'-0"

NON-ILLUMINATED
VINYL GRAPHICS
COPY TO BE DIMENSIONAL
SEE ATTACHMENT DETAIL

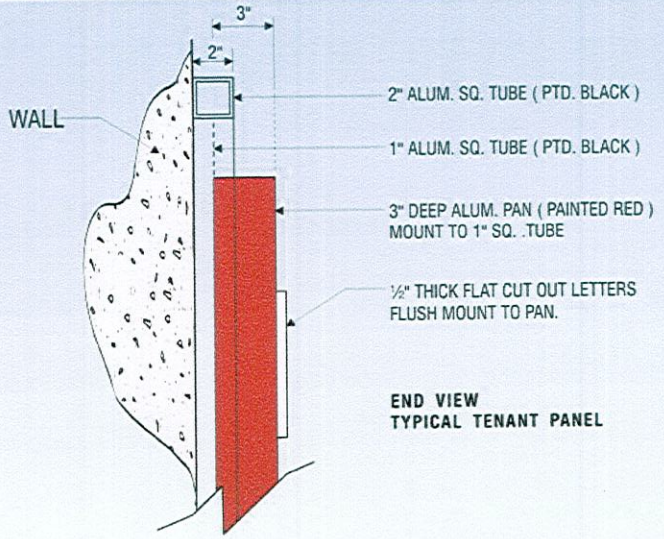
ALUMINUM PAN ON A SQUARE TUBE FRAME

SINGLE-SIDED

WALL ATTACHMENT
PER EXISTING WALL CONDITIONS



WALL ATTACHMENT with Z-BRACKET
and KWIK BOLT II STUD ANCHOR SYSTEM.



END VIEW
TYPICAL TENANT PANEL

18

TENANT WALL SIGN - DETAIL

SCALE: 1"=1'-0"

NON-ILLUMINATED VINYL COPY/GRAPHICS, ATTACHMENT DETAIL TBD
FCO PANEL ON A SQUARE TUBE FRAME, SINGLE-SIDED

PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

SIGNS PLUS
9200 Valley Rd
Prescott Valley
Arizona
86314
800-257-5095

Account Executive: GARY JOHNSON
Designer: RContreras
Design #: 10.11.2012-133
DATE: 11/07/2012
SCALE: AS NOTED
APPROVED BY:
DATE:
SHEET: 10 OF 13

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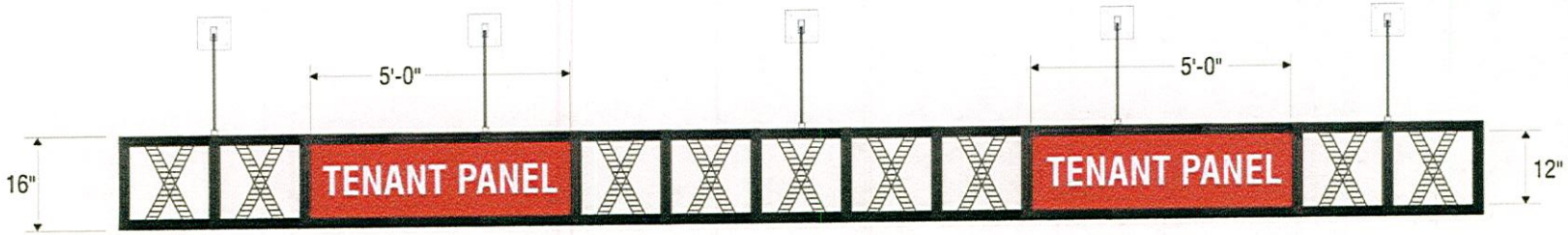
TENANT WALL SIGNS / CANOPY - DETAIL SCALE: 3/16"=1'-0"



EXACT SIZES TO BE DETERMINED PENDING A FULL FIELD SURVEY NON-ILLUMINATED

PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

SIGNS PLUS

9200 Valley Rd
Prescott Valley
Arizona
86314
800-257-5095

Account Executive: GARY JOHNSON

Designer: RContreras

Design #: 10.11.2012-133

DATE: 11/07/2012

SCALE: AS NOTED

APPROVED BY:

DATE:

SHEET: 8 OF 13

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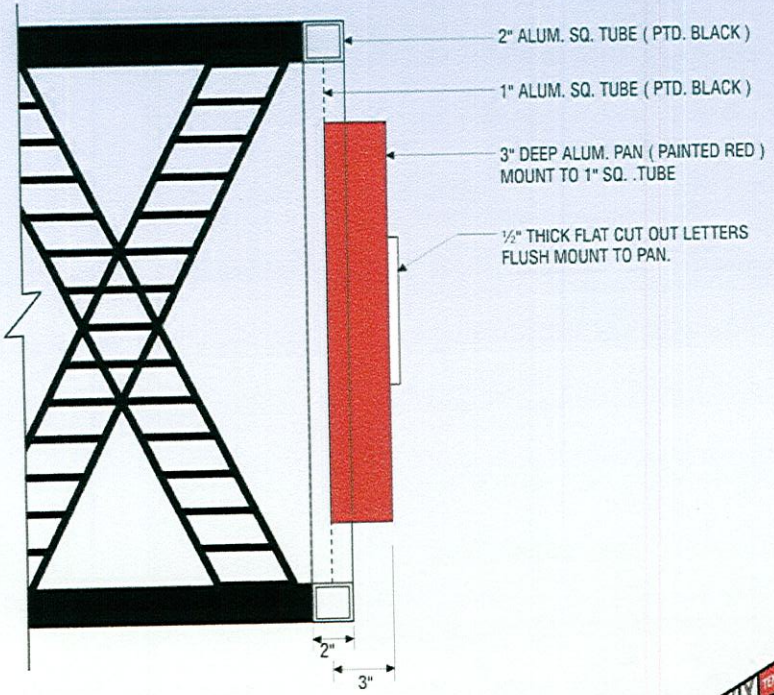
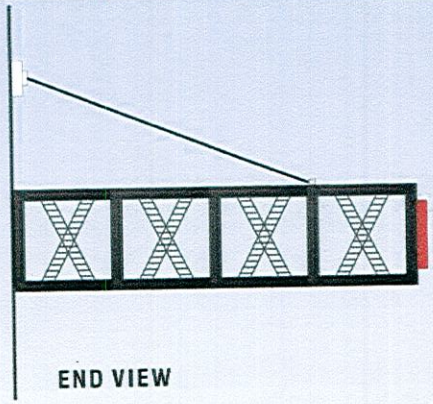
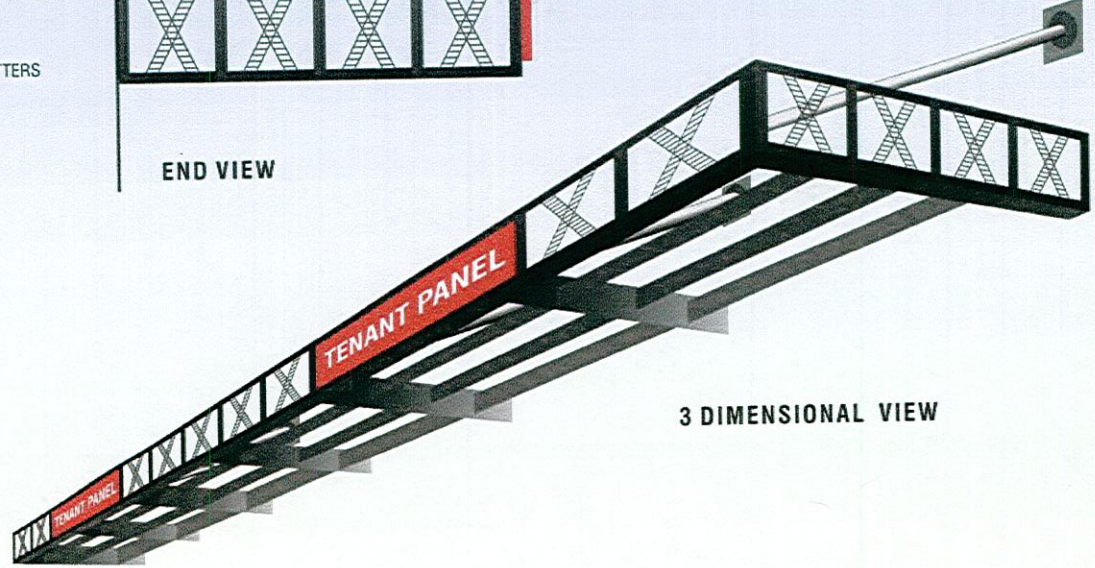


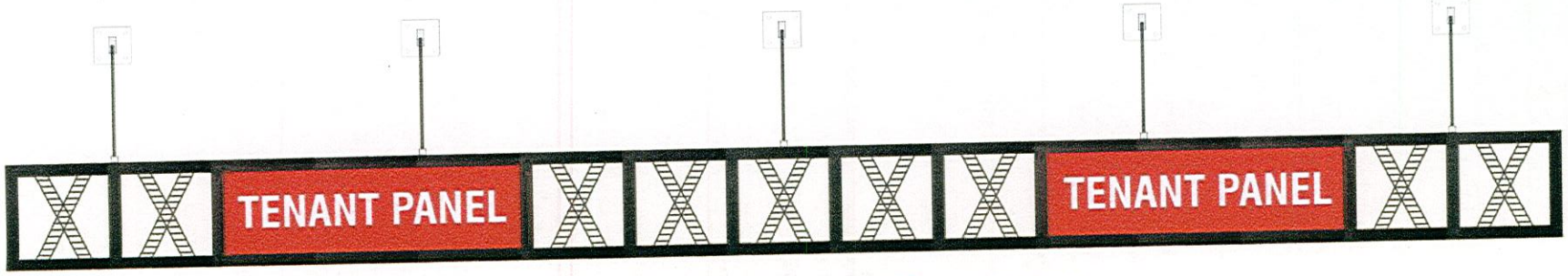
END VIEW
TYPICAL TENANT PANEL



END VIEW



3 DIMENSIONAL VIEW



FRONT VIEW - METAL CANOPY TO MATCH EXISTING BUILDING METAL TRUSS SQUARE TUBES

PROJECT:
OLD FIREHOUSE PLAZA

LOCATION:
220 West Goodwin Street Prescott, AZ 86303

9200 Valley Rd
Prescott Valley
Arizona
86314
800-257-5095

SIGNS PLUS

Account Executive:
GARY JOHNSON

Designer:
RContreras

Design #:
10.11.2012-133

DATE:
11/07/2012

SCALE:
AS NOTED

APPROVED BY:

DATE:

SHEET:
11 OF 13

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TENANT WALL SIGNS / CANOPY - DETAIL SCALE: 1/4"=1'-0"

.25" FLAT CUT OUT ALUMINUM LETTERS W/ DIGITAL PAINTED OVERLAYS
"HOT SPOT" - DIGITAL OVERLAY, THE REST OF THE LETTERS ARE PAINTED "YELLOW"

TENANT WALL SIGN - DETAIL SCALE: 1/4"=1'-0"

NON-ILLUMINATED VINYL COPY/GRAPHICS, ATTACHMENT DETAIL TBD
FCO PANEL ON A SQUARE TUBE FRAME, SINGLE-SIDED

PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

9200 Valley Rd
Prescott Valley
Arizona
86314
800-257-5995

SIGNS PLUS

Account Executive: GARY JOHNSON

Designer: RContreras

Design #: 10.11.2012-133

DATE: 11/07/2012

SCALE: AS NOTED

APPROVED BY:

DATE:

SHEET: 7 OF 13

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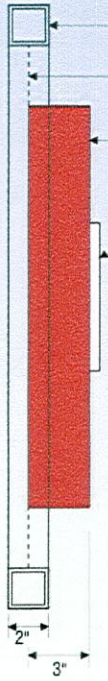
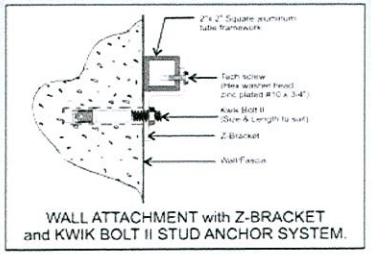


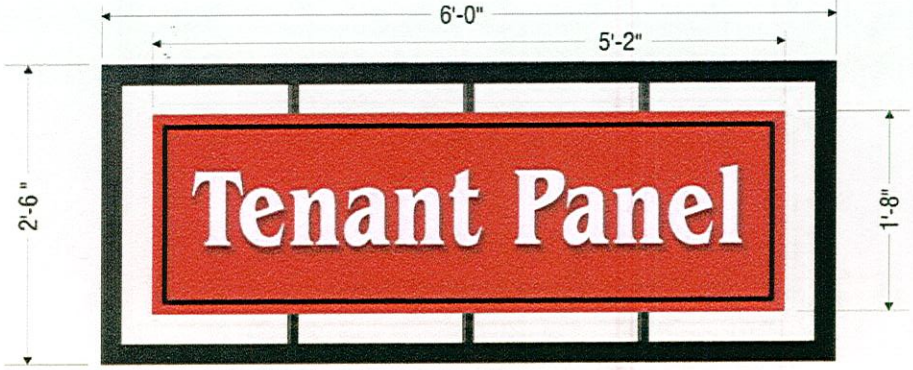
END VIEW
TYPICAL TENANT PANEL

WALL ATTACHMENT
PER EXISTING WALL CONDITIONS



WALL ATTACHMENT with Z-BRACKET
and KWIK BOLT II STUD ANCHOR SYSTEM.

SITE PHOTO SURVEY - TENANT WALL SIGN



TENANT WALL SIGN - DETAIL SCALE: 1"=1'-0"
NON-ILLUMINATED VINYL COPY/GRAPHICS, ATTACHMENT DETAIL TBD
FCO PANEL ON A SQUARE TUBE FRAME, SINGLE-SIDED

MAIN ENTRANCE SIGN - DETAIL SCALE: 3/4"=1'-0"
NON-ILLUMINATED DIGITAL VINYL GRAPHICS
FLAT PANEL - SINGLE SIDED ATTACH TO EXISTING RAILING

PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

9200 Valley Rd
Prescott Valley
Arizona
86314
800-257-5095

SIGNS PLUS

Account Executive: GARY JOHNSON
Designer: RContreras
Design #:
DATE: 11/07/2012
SCALE: AS NOTED
APPROVED BY:
DATE:
SHEET: 9 OF 13

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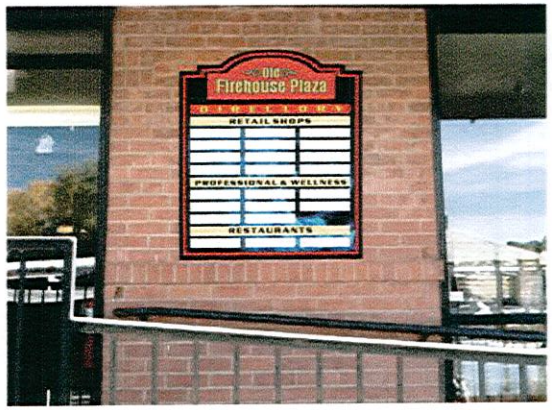
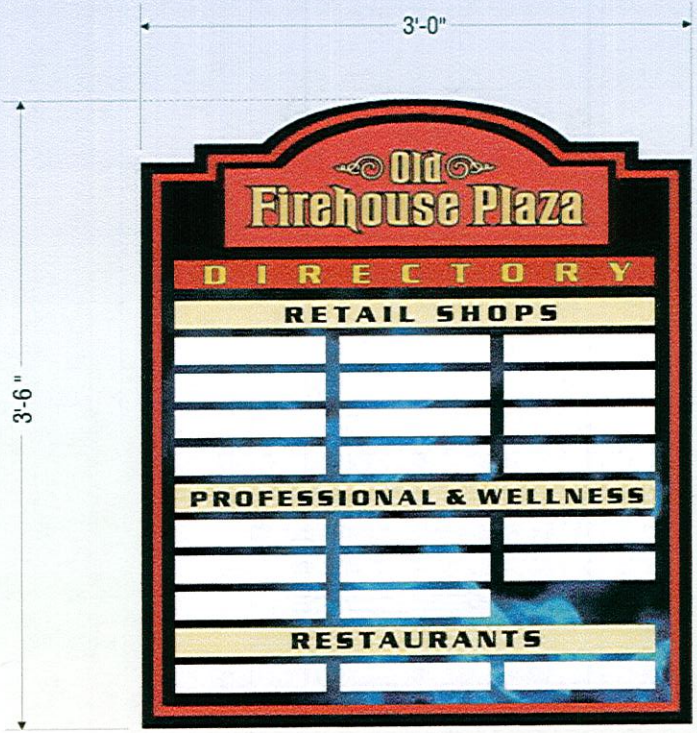


SITE PHOTO SURVEY - WALL SIGN

NEW .125" SIGN PANEL TO REPLACE EXISTING
STUD MOUNT INTO WALL AS REQUIRED.

FULL COLOR DIGITAL GRAPHICS
AS SHOWN

CHANGEABLE PAPER INSERTS
FOR ALL TENANTS



5 **WALL SIGN - DETAIL**
SCALE: 1-1/2"=1'-0"

PROJECT: OLD FIREHOUSE PLAZA

LOCATION: 220 West Goodwin Street Prescott, AZ 86303

SIGNS PLUS
9200 Valley Rd
Prescott Valley,
Arizona
86314
800-257-5095

Account Executive: GARY JOHNSON

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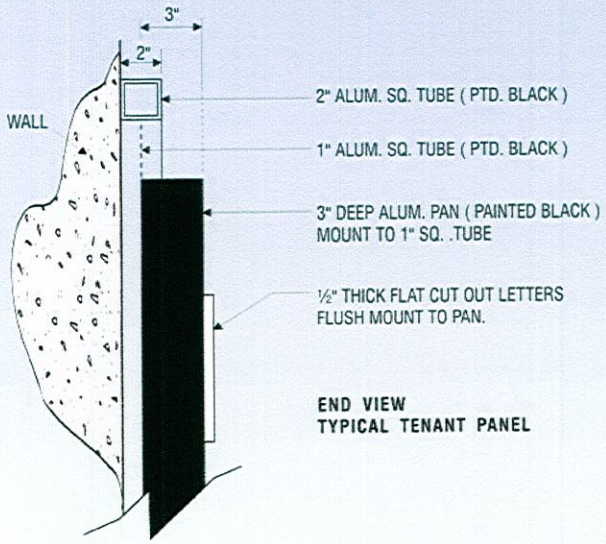
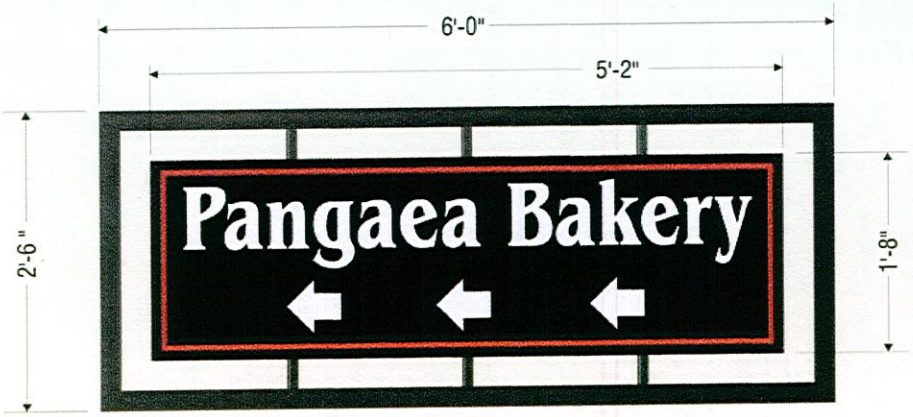


END VIEW
TYPICAL TENANT PANEL

SITE PHOTO SURVEY-REAR ELEVATION SCALE: 1/4"=1'-0"

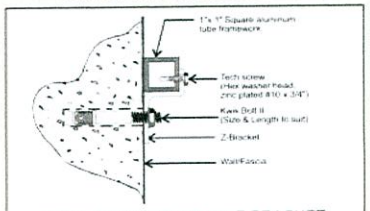


TENANT WALL SIGN - DETAIL SCALE: 1"=1'-0"

19

NON-ILLUMINATED VINYL COPY/GRAPHICS, ATTACHMENT DETAIL TBD
FCO PANEL ON A SQUARE TUBE FRAME, SINGLE-SIDED

WALL ATTACHMENT
PER EXISTING WALL CONDITIONS



WALL ATTACHMENT with Z-BRACKET
and KWIK BOLT II STUD ANCHOR SYSTEM.

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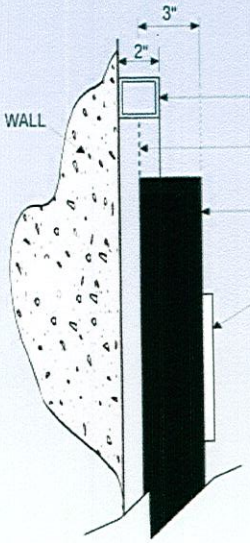
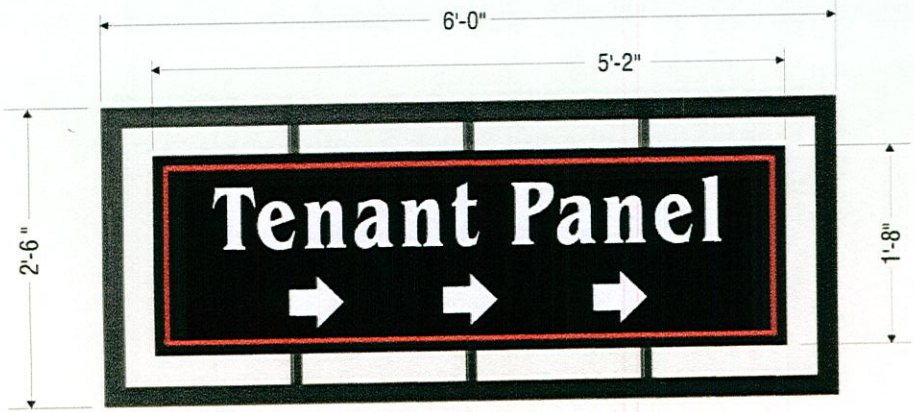


END VIEW
TYPICAL TENANT PANEL

SITE PHOTO SURVEY-REAR ELEVATION SCALE: 1/4"=1'-0"



TENANT WALL SIGN - DETAIL SCALE: 1"=1'-0"

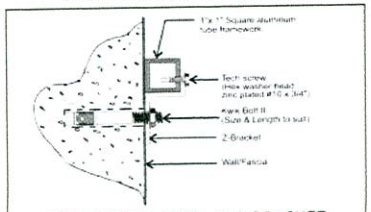
20

NON-ILLUMINATED VINYL COPY/GRAPHICS, ATTACHMENT DETAIL TBD
FCO PANEL ON A SQUARE TUBE FRAME, SINGLE-SIDED

TENANT WALL SIGN - DETAIL

NON-ILLUMINATED VINYL COPY/GRAPHICS, SEE ATTACHMENT DETAIL
3" DEEP ALUM. PANEL ON A SQUARE TUBE FRAME,
SINGLE-SIDED

WALL ATTACHMENT
PER EXISTING WALL CONDITIONS



WALL ATTACHMENT with Z-BRACKET
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