

**WORKSHOP MINUTES
CITY OF GLENDALE PLANNING COMMISSION**

**CITY COUNCIL CHAMBERS
5850 GLENDALE AVENUE
GLENDALE, ARIZONA 85301**

**THURSDAY, NOVEMBER 7, 2013
5:00 PM**

CALL TO ORDER

The meeting was called to order at approximately 5:00 p.m.

ROLL CALL

Commissioners Present: Chairperson Petrone (Cholla), Vice Chairperson Larson (Mayoral), Commissioner Penilla (Sahuaro) (Arrived at 5:18pm), Commissioner Lenox (Barrel) and Commissioner Aldama (Yucca)

Commissioners Absent: Commissioners Johnston and Molina were absent.

City Staff Present: Jon M. Froke, AICP, Planning Director, Deborah Robberson, Deputy City Attorney, Tabitha Perry, Assistant Planning Director, Karen Stovall, Senior Planner, and Diana Figueroa, Recording Secretary.

ITEMS

1. REZONING (ZON) APPLICATION ZON13-04: PALM CANYON BUSINESS PARK PLANNED AREA DEVELOPMENT (PAD) AMENDMENT – 17750 NORTH 83RD AVENUE

Karen Stovall, Senior Planner, provided the summary on this agenda item. She said this was a request by the Rose Law Group PC, representing Becker Boards LLC, to amend the permitted uses for the existing Palm Canyon Business Park PAD zoning to allow static billboards. The site is vacant and is located in the Cholla District in the northwest corner of the Loop 101 freeway and Bell Road. The design of the applicant was approved in 2007 for plans to develop a two-story office building. The property is surrounded by commercial uses to the north and east across the Loop 101 and 83rd Avenue, by New River to the south and commercial and single family residential to the west across New River.

She stated the applicant proposes to erect two static billboards on the property. The billboards would be located on the east side of the property adjacent to the Loop 101 and will be approximately 40 feet and 940 feet north of Bell Road. The proposed height for both billboards is 85 feet. The north billboard is proposed to have two faces with a maximum sign area of 672 square feet each. The south billboard closest to Bell Road is

proposed to have three sign faces; two with the maximum sign area of 672 square feet and one with the maximum sign area of 420 square feet.

She noted the applicant held a neighborhood meeting on June 21, 2013. She said 57 individuals attended and expressed concerns including the following. The location of the billboards and that they do not belong outside the sports and entertainment district, details of the billboards including lights, the belief that the signs would degrade property values in the area, safety concerns that the billboards would cast shadows on the freeway and interfere with visibility. Also, that advertisement should be restricted to prohibit liquor, casinos and other businesses or products. Another concern was that the intersection is already a high traffic area and the signs will add another layer of distraction and lights will impact surrounding property owners.

She continued with the concerns stating that whether or not the proposal complied with the Arizona Department of Transportation's regulations, the proposed billboard would be visible from single family homes in the area across new river, that approval of the request would be a precursor to digital billboards, concern about the economic impact to the city and that the project does not benefit residents. She explained that in response to those concerns, the applicant responded that they do not propose digital billboards only static, non electronic signs with non flashing lights that would illuminate the face of the signs. Additionally, that home values should not drop as current values take into consideration the location of properties next to the freeway, that the existing over paths and freeway signs already cast shadows on the freeway, that private CC&R's could restrict the type of advertisement permitted, that the signs will comply with ADOT regulations and that the city would receive sales tax revenue from the signs.

Ms. Stovall concluded her presentation and asked for any questions.

Vice Chair Larson asked how the dimensions of the sign match any current standards they have for billboards. Ms. Stovall explained the current ordinance for static billboards was a maximum height of 30 feet and a maximum sign area of 300 square feet. The ordinance for digital billboards has a maximum height of 60 feet and a square footage of 675 feet. Vice Chair Larson asked if they have had other billboard requests come forward in this area outside the entertainment district. Ms. Stovall stated that to her knowledge the only billboards around this area have been along Grand Avenue where billboards previously existed.

Commissioner Aldama asked if there had been requests previous to this request for billboards in that area. Ms. Stovall replied not to her knowledge. Commissioner Aldama asked if the lighting on these types of billboards stay on all night. Ms. Stovall explained the sign ordinance does not regulate lights on billboards, therefore, she did not know if there were any state regulations.

Chairperson Petrone commented on the neighborhood meeting for this application that was held outside the Cholla District and the amount of people that attended. He would have liked a more convenient location. He asked if there were any plans for another

neighborhood meeting. Ms. Stovall stated the applicant had no plans to hold a second meeting. Chairperson Petrone noted the fact they were told they would hold a second meeting and now it has been withdrawn. Ms. Stovall replied he was correct.

Commissioner Aldama stated that in an interview on October 17, 2013 with the local paper, Becker Boards Company was quoted saying that local business would benefit from the advertised space on his boards as well as saying that the city itself would benefit from the increase in sales tax generated by more sales via his billboard advertising. Therefore, his question is specifically how the company determined the increase in sales tax to the city.

Chairperson Petrone invited the applicant to come forward and answer questions.

Jordan Rose with Rose Law Group introduced herself and stated Mark Becker from Becker Boards was present. She stated in response to the question, Mr. Becker is planning to give a 20% discount on the signage to all local businesses. She said Mr. Becker feels strongly that the local community should benefit. She noted no sales tax revenue is being generated by the property now and there will be after these billboards go up, therefore a benefit for the local businesses. She added Mr. Becker intends to give a preference to local business for signage. Commissioner Aldama asked how they will increase the sales tax in the area and benefit local businesses. Ms. Rose explained the advertising was taxed by the city and therefore they will receive a sales tax revenue generation by the actual purchase on ads on the billboards.

Commissioner Aldama asked if there had ever been a flat fee for billboards similar to the cell towers that go into various properties. Ms. Stovall stated the city does not receive any revenue from billboards other than building permits for the signs. Mr. Froke added that besides the building permit, the city also taxes advertising at a 2.7% rate. He said that in terms of the other fee mentioned, it really has not been discussed. Commissioner Aldama suggested staff look into it. Chairperson Petrone agreed. Mr. Froke remarked that Building Safety has been reviewing their fee schedule.

Chairperson Petrone thanked everyone for their participation and encouraged anyone watching or listening to get involved in their city. He said they want to hear from the public whether it was in support of or against it.

Mr. Froke stated this application will come before the Commission on December 5, 2013 in a Public Hearing.

2. **CITIZEN PARTICIPATION PROCESS**

This item was to review the Citizen Participation Process and address any concerns or questions.

This item was tabled until the December 5, 2013 meeting.

OTHER BUSINESS

As no further business was discussed, the meeting was adjourned.

ADJOURNMENT

The meeting adjourned at 5:21pm.