

## MINUTES OF THE JULY 19, 2017 PLANNING & ZONING MEETING

Discuss and make a recommendation to the City Council on the following zoning case:

- 8-a     Z17-033   District 5.** The 5600 through 5900 blocks of East Longbow Parkway (north side) and the 3100 through 3200 blocks of North Recker Road (west side). Located south of the Loop 202 Red Mountain Freeway. Council Use Permit. This request will allow installation of two multi-tenant Freeway Landmark Monument signs within a commercial center. Stephen C. Earl, Earl, Curley & Lagarde, P.C., applicant; Dover Associates, LLC & Longbow CAS, LLC, owner. (PLN2017-00244).

**Planner: Tom Ellsworth**

**Staff Recommendation: Approval with conditions**

**Summary:** Principal Planner, Tom Ellsworth, presented case Z17-033 to the Board. Mr. Ellsworth stated this is part of the Longbow Business Park and the applicant is requesting two freeway signs along their frontage. The Design Review Board had preliminary comments in their work session and overall were favorable with the design. Mr. Ellsworth reviewed The Freeway Landmark Guidelines as they relate to this request and stated the signs proposed meet these regulations. There are some neighbors concerned with the height of the signs. Mr. Ellsworth stated applicant is requesting a modification of the distance of 1,800' between the signs. The guidelines suggest there be 2,000 feet between the signs.

Boardmember Allen inquired how close to the proposed signs is the nearest resident. Mr. Ellsworth responded the nearest residential parcel is 623' across from Recker Road.

Applicant Steven Earl, 3101 N. Central Avenue, spoke on behalf of Longbow to the Board. Mr. Earl outlined the development of the project. He stated they meet the height requirements and have requested to move the signs closer to each other so they are further away from the residents. Mr. Earl explained the signs will be built at ground level and not on a berm. Mr. Earl stated the sign design matches the architecture of the Sprouts design and the Longbow development. The surrounding mountain view will not be disrupted.

Vice Chair Dahlke stated she feels the proposal is compatible with area and the height is perfect. Boardmember Allen stated the design ties in well with Longbow and asked Mr. Earl how they responded to the Design Review comment that the pole be modified. Mr. Earl responded there are ongoing discussions; they still like having the open air style and are considering different material for the pole. Boardmember Boyle feels the pole should be thinner.

Kevin Watts, 6040 E. Portia Circle, spoke in opposition. Mr. Watts stated he lives across Recker Road and is concerned about the height of the sign and the need for two at that location. He feels the residents had no input of the height of the buildings or the sign and would like to see only one sign allowed.

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Randy Rostron, 3140 N. Olympic spoke in opposition. Mr. Rostron stated there was discussion at the neighborhood meeting that the height of the sign would be 36' and now it is 60' tall. He inquired about the location and height of the signs and where the 60' starts at and concerned the sign would be placed on the berm. Mr. Rostron suggested the developer install one sign, not two. Mr. Rostron questioned why other centers do not require a Freeway Landmark Sign and why this development requires one.

Steven Earl responded to the comments made by the residents by clarifying the location of the sign will be placed in the rear side of the parking lot behind the Sprouts building, on the level ground, not on the berm. The berm will cover the base of the sign and will not be visible from the freeway. Mr. Earl stated the request for two signs allow visibility for east and west bound traffic. Mr. Earl clarified the other centers do not front a freeway and would not be eligible for a freeway landmark sign.

Boardmember Boyle inquired about the standard requirement for freeway signs. Principle Planner Ellsworth responded you are required to have freeway frontage.

Boardmember Sarkissian stated signage is needed for this area and will be helpful to have the signage for the east and west traffic. Ms. Sarkissian stated she feels that anything higher than 60' feet would be too tall. She is not concerned about the second sign as it is a marketing campaign for completing the center.

It was moved by Boardmember Allen and seconded by Boardmember Astle to approve case Z17-033 with conditions:

**That: The Board recommends the approval of case Z17-033 conditioned upon:**

1. Compliance with the basic development of the Freeway Landmark Monument as described in the project narrative and as shown on the site plan except as noted below;
2. Compliance with all City development codes and regulations;
3. Compliance with all requirements of the Development Services Department with regards to the issuance of building and sign permits;
4. **Compliance with all conditions of Design Review recommendation DR17-029.**

**Vote: 6-0 (Chair Clement, absent)**

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***Note: Audio recordings of the Planning & Zoning Board Meetings are available in the Planning Division Office for review. They are also "live broadcasted" through the***