



December 12, 2024 | 9:00 AM

City of Prescott
Planning & Zoning Commission

201 N Montezuma Street
Council Chambers, 3rd Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Chairman Michelman called the meeting to order at 9:00 a.m.

2. ROLL CALL

Don Michelman, Chair
Thomas Reilly, Vice Chair
Thomas Davis, Member
Susan Graham, Member
Thomas Hutchison, Member
James Kleczewski, Member
James Whiting, Member

3. DISCUSSION & ACTION ITEMS

A. Approval of the November 14, 2024 Planning and Zoning Commission Meeting Minutes.

MOTION BY COMMISSIONER REILLY TO APPROVE THE NOVEMBER 14, 2024 MEETING MINUTES; SECONDED BY COMMISSIONER GRAHAM; PASSED (7-0)

B. **CSP24-001:** Proposed Comprehensive Sign Plan for the New Findlay Hyundai Dealership for Two (2) Monument Signs. Location: 1315 Auto Park Drive, APN: 102-05-032T. Property Owner: Cedarwood Ranch LLC. Applicant: Grace Signs Arizona LLC.

Community Planner Tammy Dewitt gave a presentation explaining the proposal. She provided maps showing the locations of the proposed signs and referenced the Land Development Code Section 6.12.5.A.1.D and the allowable height is 12 feet. Additionally, she added that the applicants have received approval from the Federal Aviation Administration (FAA) and is in compliance with the Deep Well Ranch Master Plan. Staff recommends approval of CSP24-001 with the condition of the sign to be turned off one-hour after closing of business or by 10pm, whichever is later.

Chair Michelman asked how tall the Deep Well Ranch development's monument sign is.

Ms. Dewitt stated that she does not know the exact height.

Applicant Michael Donada Signs Plus stated the signs were designed to have the color match surrounding landscape and the heights were proposed to enhance visibility.

Vice Chair Reilly asked how the applicant determined the height needed for the proposed signs.

Mr. Donada said it was based on the speed limit along Willow Creek Road, the ability to be seen from both directions of the intersection at Willow Creek Road and Pioneer Parkway, and to allow space for other businesses in the future.

Vice Chair Reilly asked if additional dealerships go into this location would this be their sign as well.

Ben Hollibaugh General Manager Findlay Hyundai said it depends on what other franchises come to the area, but it could be used for directional signs. Additionally, he stated that the signs will provide more visibility to Findlay Hyundai with the goal of keeping customers local.

Commissioner Davis asked what time they will close.

Mr. Hollibaugh stated they open at 7am for service and close at 6pm and sales close at 7pm.

Commissioner Hutchison asked for additional information why a 38-foot sign is needed.

Mr. Hollibaugh responded the sign was designed based on the height of the Deep Well Ranch monument sign and the speed limit on Willow Creek Road. He believes the sign height will help the business stand out.

Commissioner Hutchison stated it sounds like the applicant wants 38 feet but does not need this height.

Mr. Hollibaugh said that is correct.

Chair Michelman does not have a problem with the 21-foot sign but does have issues with the 38-foot sign.

Commissioner Kleczewski stated that he does not believe that a 38-foot sign will enhance the business' success. Additionally, he stated the proposed sign is much taller than all other dealerships in the Prescott area.

Commissioner Graham also has an issue with the height of the sign.

Commissioner Hutchison stated there are no obstructions in the area and the need for a 38-foot sign is not essential.

Commissioner Whiting would like to see the sign height reduced and believes 21 feet is reasonable.

Vice Chair Reilly said he does not like the height of the sign but does like Hyundai increasing sales for economic development. Additionally, he asked if the applicants could reduce the height.

Mr. Donada stated that the sign is designed to allow additional dealerships to be added to the sign and if the panels are removed new dealers will want their own signs.

Vice Chair Reilly asked if there is a way that staff could enforce no additional signs in this area.

Ms. Dewitt responded that staff were told this was the only business going in the proposed location and without knowing the other business' one monument sign for all business' could not be enforced.

Mr. Hollibaugh stated that they want to be a partner with the City of Prescott and are open to compromise on the height of the sign.

Chair Michelman asked if the applicants would like to resubmit the application.

Ms. Dewitt stated the commissioners can recommend different heights as part of their approval recommendation.

Chair Michelman recommended both signs should be 21 feet.

Mr. Donada said that they would like a recommendation for approval with recommendations of a height that could be approved.

Commissioner Kleczewski recommended both signs be 22 feet to be consistent with other dealerships in the area.

Matt Podracky Deputy City Attorney asked the applicant to verify the width of the sign will stay the same with the reduced height.

Mr. Hollibaugh stated the width will remain the same.

Commissioner Hutchison recommended a motion for the signs to be 21 feet in height.

MOTION BY COMMISSIONER REILLY TO RECOMMEND APPROVAL WITH THE CONDITIONS; (1) SIGNS TO BE TURNED OFF 1 HOUR AFTER CLOSING OR 10PM WHICHEVER IS LATER; (2) HEIGHT OF BOTH SIGNS DOES NOT EXCEED 22 FEET; SECONDED BY COMMISSIONER HUTCHISON: (PASSED 7-0).

4. UPDATES

Ms. Dewitt provided information on the next Planning and Zoning Commission meeting on January 9th, 2025. The two topics will be an introduction to the 2025 General Plan and a rezoning of 500 Marina Street.

5. ADJOURNMENT

There being no further business to discuss, Chairman Michelman adjourned the meeting at 9:30 a.m.



DON MICHELMAN, Chairman

ATTEST:



Recording Secretary