

**MINUTES
CITY OF GLENDALE PLANNING COMMISSION WORKSHOP**

**CITY HALL
CONFERENCE ROOM 2A
5850 WEST GLENDALE AVENUE
GLENDALE, ARIZONA 85301**

**THURSDAY, AUGUST 4, 2011
6:00 P.M.**

CALL TO ORDER

The meeting was called to order at approximately 6:00pm.

Commissioners Present: Chairperson Kolodziej (Yucca), Commissioner Petrone (Cholla), Commissioner Williams (Ocotillo), Commissioner Sherwood (Sahuaro), Commissioner Shaffer (Cactus) and

Commissioners Absent: Vice Chairperson Spitzer (Barrel) and Commissioner Larson (Mayoral)

City Staff Present: Tabitha Perry, Principal Planner, Jim Colson, Deputy City Manager, Jon Froke, AICP, Planning Director, Deborah Robberson, Deputy City Attorney, Thomas Ritz, AICP, Senior Planner, and Diana Figueroa, Recording Secretary

Guests: Jon Paladini, Ron Rovey, Nick Wood, Noel Griemsmann, AICP

ITEM

Chairperson Kolodziej stated there is one item on the agenda. He called staff's presentation.

ZTA09-01: A request by the City of Glendale Planning Commission to amend Article 7 General Development Standards. The proposed changes, if adopted, would amend sections of the zoning ordinance pertaining to Freeway Billboard Signs. Staff contact: Thomas Ritz, AICP, Senior Planner (City-Wide).

Mr. Jon Froke, AICP, Planning Director, introduced the item and Mr. Jim Colson, Deputy City Manager.

Mr. Colson stated that staff has worked diligently to address the items that were brought forward at the previous Planning Commission meeting of June 2, 2011. Staff wants to ensure that neighborhoods are protected and staff will explain the Conditional Use Permit process that is being recommended. Mr. Colson said staff has worked closely with the interested parties in order lessen the impact. He stressed that staff is willing and would like to make this text amendment acceptable to all the involved parties.

Mr. Jon Froke, AICP, continued with staff's presentation displaying maps indicating the location of the Loop 101 north and south of Glendale Avenue. He stated there are two FBS located at the Loop 101 and Maryland Avenue, at Westgate adjacent to a hotel, and two located on the City's Park and Ride Lot located on the northwest corner of Loop 101 and Glendale Avenue. Mr. Froke

reminded that the signs located on these properties predate ZTA09-01 and these particular sites are zoned PAD.

Commissioner Sherwood asked if the City of Peoria has recommended or approved any regulations. Mr. Ritz stated no, Peoria has not defined the equivalent of freeway billboard signs. He said they had indicated there is preliminary interest in reviewing their city owned properties along the Loop 101. Their Sports Entertainment district would be the area near the baseball stadium.

Chairperson Kolodziej referred to the map in the PowerPoint presentation and questioned why FBS are not allowed in areas on the west side of the Loop 101 between Camelback Road and Glendale Avenue although they are indicating as being PAD zoned. Mr. Ritz explained there are multiple ownerships in these areas. He said there are no parcels that have the minimum required 1,000 distance proposed, therefore these areas would not qualify.

Commissioner Shaffer asked if there were any safeguards in place to prevent something similar to a "Las Vegas Experience". He added these signs are blight on the landscape. Mr. Froke indicated where the existing signs and proposed signs are to be located.

Mr. Froke continued his presentation by reviewing the most recent draft zoning text, which was distributed prior to the meeting.

Commissioner Shaffer referred to page 5, #8, and asked if the height of 80 feet could be reduced. Mr. Froke staff has done an analysis on heights and neighboring cities, however, the Planning Commission can recommend a height change.

Commissioner Sherwood questioned how north Loop 101 and south Loop 101 differ. Mr. Froke said that north was developed primarily residential, the proposed regulations were basically the same with the exception of the Conditional Use Permit requirement.

Mr. Froke concluded his review of the draft zoning text.

Commissioner Petrone stated the city is in favor of this proposal because it is attractive to commercial investors in the community. He said it must be a good source of revenue for the city. In addition, Commissioner Petrone said although interested parties indicated they are in favor of the proposal, however, he detects there is a difference of opinion in what is most suitable.

Commissioner Williams referred to Northern Parkway which a portion of the parkway is located in Peoria. He asked if staff has had discussions with the City of Peoria staff. Mr. Froke said staff had met with Peoria staff on another matter, and they had questions. He said staff can make contact with Peoria staff regarding this matter.

Commissioner Shaffer asked if the city receives sales tax from the income stream that the signs bring in. Mr. Colson said yes, that is his understanding. He said the City of Glendale would receive sales tax income from the sales from the companies advertised on the signs similar to any sales tax brought in by any other collected sales tax.

Commissioner Shaffer said billboards signs bring in a lot of money. He asked if the city collects sales taxes from the revenue of the signs produced for the roads. Mr. Colson said yes, at approximately 2.2%.

Commissioner Sherwood referred to page 3 regarding the separation requirement. He asked if this was included to circumvent a property owner from being allowed to place two FBS back to back. Mr. Froke said yes.

Commissioner Sherwood questioned the proposed 125,000 square foot of development as opposed to the 100,000 square foot of development which was suggested by an interested party. Mr. Ritz explained in previously approved PADs in this area, the 125,000 square feet development would be significant whereas 100,000 square foot development could be something similar to a super grocery store, which is not preferred in the Sports and Entertainment District. Mr. Colson added the 125,000 square foot requirement would ensure the type of development appropriate for the area.

Chairperson Kolodziej asked if a CUP is a requirement the Commission would have the opportunity for input. Mr. Colson clarified that is correct except for those signs proposed in the Sports and Entertainment District where they are allowed by right.

Commissioner Shaffer asked for the dynamics of a separation of 1,320 feet. Mr. Froke stated staff feels 660 feet of separation between signs is sufficient.

Commissioner Shaffer stated this is setting the tone for how Glendale presents itself. If one sign after another, followed by another is allowed, he felt this is not appropriate for the city and he is trying to raise the standard of living for the city. He said too many signs will devalue the city.

Chairperson Kolodziej asked for the lot size of the Glendale Park and Ride lot. Mr. Ritz stated it is approximately 30 acres.

There were no further questions.

OTHER BUSINESS

Commissioner Petrone disclosed that approximately one week after the June 2, 2011, Planning Commission workshop and meeting, Mr. Ron Rovey contacted staff indicating he wished to speak with him. With staff's knowledge, Commissioner Petrone agreed to contact Mr. Rovey and listened to his concerns. Commissioner Petrone wished to bring this information before the Commission. There was no further contact with Mr. Rovey.

ADJOURNMENT

With no further business, the meeting adjourned at 6:50pm.

Respectfully submitted,


Diana Figueroa, Recording Secretary