

**CITY OF MESA**

**MINUTES OF THE PLANNING AND ZONING BOARD MEETING**

Held in the City of Mesa Council Chambers

Date: October 17, 2012 Time: 4:00 p.m.

MEMBERS PRESENT

Randy Carter, Chair  
Beth Coons, Vice-Chair  
Vince DiBella  
Lisa Hudson  
Michael Clement

MEMBERS ABSENT

Brad Arnett  
Suzanne Johnson

OTHERS PRESENT

John Wesley  
Gordon Sheffield  
Tom Ellsworth  
Angelica Guevara  
Wahid Alam  
Debbie Archuleta  
Jason Sanks  
Margaret Robertson  
Julie Transit

Sean Lake  
Tyler Wright  
Doug Himmelberger  
Rick Rissmiller

Chairperson Carter declared a quorum present and the meeting was called to order at 4:00 p.m. The meeting was recorded on tape and dated October 17, 2012. Before adjournment at 4:32 p.m., action was taken on the following:

It was moved by Boardmember Michael Clement, seconded by Boardmember Beth Coons that the minutes of the September 18, 2012, and September 19, 2012 study sessions and regular meeting be approved as submitted. Vote: 6 - 0.

Code Amendment: Amending Sections 11-41-5 and 11-41-8

Zoning Cases: Z12-41, Z12-43, Z12-44

MINUTES OF THE OCTOBER 17, 2012 PLANNING AND ZONING MEETING

Item: **Z12-41 (District 6)** 6451 East Southern Avenue. Located west of Power Road on the south side of Southern Avenue (1± acres). District 6. Site Plan Modification. This request will allow the addition of a new access drive onto Southern Avenue. Doug Himmelberger, DP89, LLC, owner; Timothy Ward, Level4 Studio, applicant. (PLN2012-00337)

Comments: Chair Carter read the case into the record. There was no discussion.

It was moved by Boardmember Beth Coons , seconded by Boardmember Lisa Hudson

That: The Board recommend to the City Council approval of zoning case Z12-41 conditioned upon:

1. Compliance with the basic development as described in the project narrative and as shown on the site and landscape plans submitted.
2. Compliance with all applicable prior approvals, except as amended by this application.
3. Compliance with all City development codes and regulations.

Vote: Passed 6 – 0 (Boardmember Arnett absent)

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**Note:** *Audiotapes of the Planning & Zoning Board Meetings are available in the Planning Division Office for review. They are also “live broadcasted” through the City of Mesa’s website at [www.mesaaz.gov](http://www.mesaaz.gov)*

MINUTES OF THE OCTOBER 17, 2012 PLANNING AND ZONING MEETING

Item: **Z12-43 (District 6)** 6533 South Mountain Road. Located north of Pecos Road on the east side of Mountain Road (10± acres). District 6. Rezone from AG to GI and Site Plan Review. This request will allow for the development of a research and development facility. Bridgestone Americas, owner; Richard Rissmiller, applicant. (PLN2012-00359)

Comments: This case was removed from the consent agenda. Chair Carter read the case into the record and stated the rezoning was from AG to GI and Site Plan Review. There was no discussion.

It was moved by Boardmember Lisa Hudson, seconded by Boardmember Beth Coons

That: The Board recommend to the City Council approval of zoning case Z12-43 conditioned upon:

1. Compliance with the basic development as described in the project narrative, and as shown on the site plan and preliminary elevations (without guarantee of lot yield, building count, lot coverage).
2. Compliance with all requirements of the Design Review Approval (Case #DR12-33).
3. Compliance with all City development codes and regulations.
4. Owner granting an Avigation Easement and Release to the City, pertaining to Phoenix-Mesa Gateway Airport which will be prepared and recorded by the City (concurrently with the recordation of the Land Split or prior to the issuance of a building permit).
5. Dedicate the right-of-way required under the Mesa City Code at the time of application for a building permit, at the time of recordation of the subdivision plat, or at the time of the City's request for dedication whichever comes first.

Vote: Passed 6 – 0 (Boardmember Arnett absent)

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MINUTES OF THE OCTOBER 17, 2012 PLANNING AND ZONING MEETING

Item: **Z12-44 (District 6)** 1725 South Country Club Drive. Located north of Baseline Road on the east side of Country Club Drive (50± acres). District 3. Modification of the existing PAD Overlay within an LI Zoning District and Site Plan Modification. This request will allow for the expansion of an existing industrial campus. Mesa Campus LLC, owner; Saemisch DiBella, applicant. (PLN2012-00333)

Comments: Boardmember DiBella abstained. Chair Carter read the case into the record. There was no discussion.

It was moved by Boardmember Suzanne Johnson, seconded by Boardmember Beth Coons

That: The Board recommend to the City Council approval of zoning case Z12-44 conditioned upon:

1. Compliance with the basic development as described in the project narrative and as shown on the site plan.
2. Compliance with all requirements of Design Review Board DR12-31.
3. Compliance with all City development codes and regulations (including Building, Fire, etc.).
4. Vegetation used as screening shall be maintained in height and density. Dead or dying vegetation that is used as a screening device shall be replaced by similar materials or a screen wall.

Vote: Passed 5 – 0 – 1 (Boardmember DiBella abstained, Boardmember Arnett absent)

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## MINUTES OF THE OCTOBER 17, 2012 PLANNING AND ZONING MEETING

### D. DISCUSS AND MAKE RECOMMENDATION TO CITY COUNCIL ON THE FOLLOWING CODE AMENDMENT:

Amending Section 11-41-8 and 11-41-5 of the Mesa Zoning Ordinance with regard to making allowances for transit shelter signs placed on public rights-of-way or on public easements. The revisions would define a transit shelter sign, create a limited exception for transit shelter signs to the present prohibition of off-site signs, and provide standards for the placement and design of such signs.

Staffmember Gordon Sheffield explained the Code Amendment would be to the Sign Ordinance. The amendment would be a limited exception to prohibited off-site signs. The purpose was to allow general advertising signs at bus shelters and stand alone signs next to bus stop street furniture. The maximum sign size would be 40 square feet. Mr. Sheffield stated there could possibly be 83 shelters and 100 bus stops with furniture, and the revenue generated from the signs would be used to build additional shelters and maintain shelters and furniture. The design criteria would be narrowly defined.

Boardmember Vince DiBella was concerned with additional street clutter, he did not think the signs would add value to the City scape.

Boardmember Suzanne Johnson agreed.

Boardmember Beth Coons agreed. She stated the Sign Code was restrictive to other businesses. She did not think the signs should be in residential areas. She confirmed the Ordinance would not prohibit transit signs in residential areas, but the proposed Council RFP would. She stated it didn't seem the revenue would bring in more money than the cost to maintain them. She was concerned that the Board was not given a business plan or additional information.

Boardmember Lisa Hudson stated the City already has a problem with vandalism and graffiti, this seems like it would be something else for people to vandalize.

Boardmember Michael Clement agreed with the comments so far; however, he wants to see additional shelters. Other cities are doing this. He likes alternative revenue sources, but the Council needs to make sure it makes economic sense. He confirmed signs in other cities are typically 24 sq. ft. to 40 sq. ft.

Boardmember DiBella confirmed the City will manage the program and manage the sign content. He also confirmed staff was asking the Board to vote on whether the signs should be only for shelters or if they should also be allowed adjacent to transit oriented street furniture.

Chair Randy Carter thought 40 sq. ft. was too big. He confirmed static posters could be within 10' of shelters. He confirmed staff was concerned that electronic message boards would be a distraction for drivers, and that it is proposed that they not be allowed. He asked if there was any thought to a sunset provision, to see if the signs are generating income above the maintenance of the signs and stops.

Staffmember Julie Howard of Transit, stated there are 260 bus stops in the City. They had eliminated link stations, the downtown and residential areas.

## MINUTES OF THE OCTOBER 17, 2012 PLANNING AND ZONING MEETING

Boardmember DiBella wished to note that a consensus of the Board had concerns with a general policy of allowing advertising signs at transit sites. Boardmember Coons agreed, and stated Council should weigh carefully the potential benefits of the additional revenue before agreeing to add more sign clutter to the streetscape. Boardmember DiBella then added that while he has concerns about the general policy, he felt the proposed text amendment would provide proper limits, in the event the policy was adopted by City Council.

It was moved by Boardmember Vince DiBella, seconded by Boardmember Beth Coons

That: The Board recommend to the City Council approval of the Code Amendment language allowing signs at bus shelters and bus stops with furniture. With a recommendation that the Amendment be reviewed in 3 years or otherwise at the end of the first contract period.

Vote: Passed 6 – 0 (Boardmember Arnett absent)

Respectfully submitted,

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John Wesley, Secretary  
Planning Director

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