



**MINUTES OF THE REGULAR SESSION MEETING OF THE QUEEN CREEK  
PLANNING AND ZONING COMMISSION**

**Wednesday, June 13, 2012 7:00 P.M.**

**Council Chambers, 22350 S. Ellsworth Road, Queen Creek, AZ 85142**

1. **CALL TO ORDER** The meeting was called to order at 7:03 p.m. by Commissioner Gad in the Council Chambers of the Town Hall.
2. **ROLL CALL** (one or more members of the Commission may participate by telephone).

**Present**

Commissioner Jason Gad  
Commissioner Alex Matheson  
Commissioner Debbie Reyes  
Commissioner Kyle Robinson

**Absent**

Chairman Sossaman  
Vice-Chairman Ingram  
Commissioner Nichols

**Staff**

**Present**

Planning Administrator Wayne Balmer  
Senior Planner Dave Williams  
Development Services Assistant Laura Moats  
Planning Intern Ryan Wozniak

**Absent**

3. **PUBLIC COMMENT**  
There were no public comments.
4. **Consent Agenda:** Matters listed under the Consent Agenda are considered to be routine and will be enacted by one motion and one vote. Public Hearing items are designated with an asterisk (\*). Prior to consideration of the Consent Agenda, the Chairman will ask whether any member of the public wishes to remove a Public Hearing item for separate consideration. Members of the Commission and/or staff may remove any item for separate consideration.

- a. **Consideration and Possible Approval of May 9, 2012 Work Study and Regular Session Minutes;**

**Motion:** Commissioner Robinson  
**To approve the Consent Agenda, as presented.**

**2<sup>nd</sup>:** Commissioner Matheson  
**Vote:** All Ayes. Motion carried 4-0.

## **PUBLIC HEARING, DISCUSSION AND POSSIBLE ACTION**

- 5. Public Hearing, Discussion and Possible Action on TA12-033, “Text Amendment to Article 6.16 of Zoning Ordinance,** a request by Debbie Oleskow on behalf of ALB Industries for approval of a Text Amendment to Article 6.16 of the Zoning Ordinance regulating the use of temporary real estate signs by homebuilders.

Planning Administrator Balmer presented the staff report and provided the following background information:

- The Town Council amended the sign ordinance in November, 2011, which removed “weekend directional signs”, and replaced them with “sign kiosks”.
- Mr. Jackson Moll of the Homebuilders Association of Central Arizona requested the Town consider development of a homebuilder sign program, to be consistent with surrounding communities.
- Ms. Debbie Oleskow has been working with homebuilders and staff on a proposed change to the current Sign Ordinance.

Mr. Balmer provided a Power Point presentation for the Commission, listing the proposed changes, and homebuilder Sign Plan:

- Combine all temporary sign provisions in a single area;
- Homebuilders’ sign plan to be approved in conjunction with the model home sales complex approval – temporary use application approval;
- One subdivision sign per arterial street frontage – change from 8’ high, and 32 square feet to 12’ high and 48 square feet, including “sign rider” panels;
- Model home location signs, change from 8’ high and 32 square feet and assuming only one model location, to 12’ high and 48 square feet, including “sign rider panels”, for each model home location;
- One flag pole, change from 45’ to 60’ in height per model home complex location;
- Builder attention “Avenue” flags:
  - 15’ high, 15 square feet in area (not currently allowed);
  - 5 flags per model home in complex
  - 20’ separation between flags
  - Each model home complex allowed five flags per model complex (currently allow unlimited number of flags, 6 square feet in size)
- Allow 2 off-site directional signs 6 square feet each (clarification of current wording)
- Allow two model home complex directional signs (new – not currently allowed)
  - 6 square feet, four feet in height
  - Directions to parking, other model complexes in the subdivision, etc.;
  - One on-site future development sign per arterial street frontage (new)
  - 8’ in height, 32 square feet
  - To provide name and contact info.

### **Applicant's presentation**

Dennis Web, Vice President of Operations for Fulton Homes, and Debbie Oleskow, Project Coordinator for ALB Industries, were present to address the Commission and answer questions.

Mr. Webb addressed the Commission, stating he started working on this project with Ms. Oleskow approximately five months ago. He stated it has been challenging to get in Queen Creek what Fulton has achieved in other communities. He pointed presented a comparison in sign regulations between Queen Creek and other communities relating to: maximum on-site square footage; maximum height, attention flags, off-site signs, and weekend directional signs.

Mr. Webb stated that allowing more signage gives homebuilders an opportunity to have themed signs; he showed pictures of "Avenue Banners", "Kiosk" signs, and directional signs, illustrating how several different types of signs all shared a theme.

During Work Study Session, Commissioner Gad had asked what type of impact approval of this homebuilder sign plan/text amendment would have on the existing kiosk sign program which builders pay for. In response to this question, Mr. Webb showed pictures of kiosk signs and stated, with this approved Text Amendment, if anything, he will add more kiosk signs because they provide directional assistance. Fulton is currently working in two communities in Queen Creek, both previously "stalled out" custom home subdivisions. Mr. Webb illustrated how banner/pole signs with additional information are leading people into the community to buy homes, based on the information they are seeing on the banners.

### **Questions from the Commission**

Commissioner Gad asked Mr. Balmer to clarify the number of homebuilder attention flags allowed under the proposed text amendment. Mr. Balmer responded this amendment would allow five flags per model home within the complex. If there are three models, then 15 flags can be put up at or around that complex. Mr. Gad asked for clarification on where those flags would be allowed. Mr. Balmer responded they would be permitted on the arterial street in front of the builder's property, or on streets within the subdivision.

Commissioner Reyes asked for clarification on how many off-site signs are allowed, and in what locations relative to the builder's complex.

Mr. Balmer responded the signs can be located at the discretion of the developer where they can find a property owner who would be willing to let the signs be installed on their property. He stated the Town currently allows two off-site "real estate" signs. Under this text amendment, these would be called "subdivision signs", and be allowed only on private property, because the Town does not want them in the rights-of-way.

Commissioner Reyes asked if the only change on item D (1) is the wording from "real estate sign" to "subdivision sign", to which Mr. Balmer responded, "yes".

There were no further questions from the Commission

**Public Hearing**

Commissioner Gad opened the Public hearing at 7:30 p.m.

Jackson Moll, Deputy Director of Municipal Affairs for the Home Builders Association of Central Arizona, 7740 N. 16<sup>th</sup> Street, Phoenix., spoke in support of this text amendment, and thanked Town staff for continuing to address this issue on behalf of the homebuilders.

He stated this text amendment is vital to Queen Creek's economic development. The Text Amendment will create additional tools and enhance other tools for accomplishing increased construction activity.

Mr. Moll shared real estate/new home permitting statistics, illustrating the recent sales increase in this industry.

Commissioner Gad closed the Public Hearing at 7:34 pm.

Commissioner Robinson stated he feels this is advantageous for the Town and builders, especially since these signs are on builder's property.

Commissioner Gad noted there are two aspects to what the Town tries to bring in: 1) attract residents, be competitive in bringing more residents into Queen Creek; and, 2) attract new businesses and builders; therefore, he supports this requested Text Amendment.

**Motion:**        **Commissioner Matheson**

**To approve TA12-033, Text Amendment to Article 6.16 of Zoning Ordinance, Temporary Use of Real Estate Signs, as proposed by staff.**

**Second:**       **Commissioner Robinson**

**Vote:**           **All ayes 4-0. Motion carried.**

**ADMINISTRATIVE ITEMS** - all Administrative Items were concluded during the Work Study.

6. **Review** of next month's agenda items:

7. **Report** on Town Council Action.

8. **Communication** from members of the Commission and Staff - None.

9. **Adjournment**

**Motion:**        **Commissioner Robinson**

**To adjourn.**

**2<sup>nd</sup>:**            **Commissioner Reyes**

**Vote:**           **All ayes. Motion carried 4-0.**

The meeting adjourned at 7:37 p.m.

**PLANNING AND ZONING COMMISSION**

By: \_\_\_\_\_  
Jason Gad, Commissioner/Acting Chairman

ATTEST:

\_\_\_\_\_  
Laura Moats, Development Services Assistant

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I, Laura Moats, do hereby certify that, to the best of my knowledge and belief, the foregoing Minutes are a true and correct copy of the Minutes of the June 13, 2012 Regular Session Meeting of the Planning and Zoning Commission. I further certify that the meeting was duly called and that a quorum was present.

Dated this 14th day of June, 2012.

**These are draft minutes, which have not yet been approved.**

Passed and Approved this \_\_\_ day of \_\_\_, 2012.