

**CITY OF EL MIRAGE  
PLANNING AND ZONING COMMISSION  
REGULAR MEETING MINUTES  
November 18, 2009**

**I. CALL TO ORDER**

Ben Lewis called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance followed by a moment of silence.

**II. ROLL CALL**

Members present were Chair Ben Lewis, Vice-Chair Doug Doede, and Commission members Bill Morrison and Brandon Forrey. City Staff members present were City Attorney Rick Flaaen, Community Development Director George Flores, Management Assistant Sharon Antes, Senior Planner Mark Smith, and IT Technician Robin Owens.

**III. APPROVAL OF MINUTES**

The Chair asked for corrections to the minutes of October 21, 2009. Doug Doede made a motion for approval, seconded by Bill Morrison. The motion passed 4 to 0.

**IV. CONTINUANCES**

**1. Amendment to Section 154.110 (B) (1) of the City Code to allow wireless communication facilities by conditional use on existing vertical structures on public property in any residential district.**

**2. Conditional Use Permit to allow co-location of a wireless communication facility on a pole at Riverview Elementary School at 12701 N. Main St.**

Doug Doede made a motion to table these items indefinitely as requested by the applicant. Bill Morrison seconded the motion which passed 4 to 0.

**3. Proposed text amendment to the El Mirage Zoning Ordinance [City Code Sec. 154.052, et seq.] to allow tattoo and piercing parlors only by conditional use and only in B-2, B-3, and I-2 zoning districts.**

Mark Smith explained that the notice was not published in time for the hearing, so staff was asking that it be continued until the next meeting to allow proper notice. Doug Doede made a motion to continue to December 16, 2009. Ben Lewis seconded it, and the motion passed 4 to 0.

**4. Discussion on Possible Sign Code Amendments**

Mark Smith reviewed the Sign Preference Survey photos with Commission members, allowing them to express their feelings about 21 sign images:

<b><u>No.</u></b>	<b><u>Business Advertised</u></b>	<b><u>Rating [+3 Like to -3 Dislike] and Comments</u></b>
1.	Carniceria Uruapan	Rated 1-2; too large
2.	Hanson Pipe Products	Rated 0 to 3; functional; good
3.	Rio Mirage Café	Rated 3; notable but not outstanding
4.	Wal-Mart SuperCenter	Rated 1-3; blends into the building
5.	35 <sup>th</sup> Ave. Sew & Vac	Rated -1 to 2; excessive; too large; overkill
6.	Festival / Yerberia	Rated -2 to 2; basic; canned; top out of place
7.	Carniceria El Vaquero	Rated -2; crunched; cheap; unprofessional
8.	Peluqueria Milly's	Rated -3; unprofessional; overkill; too large
9.	Jeester Auto Sales	Rated -1 to 1; tacky, takes away from building
10.	Inktown Tattoo	Rated -3 to 2; too large; overkill; but creative
11.	Barber / Tattoo	Rated -1; too low & large, don't relate
12.	Paradise Bakery & Cafe	Rated 3; professional; identifiable; artistic
13.	Mario's Pizza, etc.	Rated 2-3; straightforward, clean sign
14.	La Fondita Fine Food	Rated -2 to 0; busy; fits older building; too busy
15.	QuikLube	Rated -1 to 1; too much; a lot there; too gaudy
16.	Rio Mirage Café Pole	Rated 2; nice overall; well done; pole cheapens
17.	Heritage / Sunwest	Rated 3; appropriate; well done; attractive
18.	Grand Auto Plaza	Rated 3; easy to read; attractive, noticeable
19.	West T-Bird Plaza	Rated -2 to -1; too much; not able to read
20.	Westgate Messages	Rated -3 to 3; doesn't say much; classic; gaudy
21.	Burger King Menus	Rated 2; a lot to advertise – need area; basic

The Commission then reviewed the proposed amendments, responding to each. The proposed amendments and comments were as follows:

1. Eliminate maximum area of wall signs.  
Brandon Forrey opted to remove the maximum as exceptions would be rare.
2. Allow signs on side or rear of multi-tenant buildings.  
Brandon Forrey thought they should be limited to arterials and collectors so they would not affect residential properties adversely. Others agreed.
3. Allow one freestanding sign per entry and 30' height.  
Brandon Forrey thought they should limit it to one sign per road per business. Others cited crowded multi-tenant signs. Staff recommended a max of 2/street. Bill Morrison noted it depended on the site plan. Doug Doede favored two signs since they could advertise different tenants on opposite sign faces. Brandon Forrey suggested one ad per business per street, but Doug Doede thought they may want to advertise a tenant on opposite sides at each entry. The question arose if we really need two to three signs on the road when they are clearly seen. George Flores suggested they could stipulate signs on new development through site plan review. The concern was existing development. Forrey conceded to the majority. No one expressed concerns about height.
4. Allow 70 s.f. freestanding signs for single tenants + 150 s.f. for multi-tenants.  
Bill Morrison asked if there should be a minimum size per panel. Mark Smith said they could address that with site plan review. George Flores said the recommendations were better than the current code. If we have problems, we can always bring it back for review. Bill Morrison said it would protect the redevelopment of existing buildings. Newer development had more control.
5. Allow 2 menu boards per drive-thru lane with 8' height. [No concerns]
6. Allow special event signs for 30 days similar to other temp signs. [Okay]
7. Establish standards for garage sale signs.  
There was considerable discussion on the number of times per year. The Commission settled on four times per year rather than the recommended three.
8. Allow political signs similar in area and height to real estate signs. [Okay]

Brandon Forrey moved to forward the proposed amendments [with noted changes] to a public hearing on December 16, 2009. Motion passed 4 to 0.

**V. COMMENTS FROM COMMISSION MEMBERS [NONE]**

**VI. NEW BUSINESS**

**Administer Oath of Office to Ben Lewis as Council Member**

City Attorney Rick Flaaen swore in Ben Lewis as a newly appointed Council member to fill the vacant seat on the City Council.

**VIII. ADJOURNMENT**

There being no other business, the meeting adjourned at about 7:45 p.m.

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Mark L. Smith, Senior Planner

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Ben Lewis, Commission Chair

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George Flores, CD Director

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Rick Flaaen, City Attorney