

**NOTICE OF A REGULAR MEETING
OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE**

In accordance with Resolution #215 of the Town of Clarkdale, and Section 38-431.02, Arizona Revised Statutes,

NOTICE IS HEREBY GIVEN that the Design Review Board of the Town of Clarkdale will hold a REGULAR Meeting on Wednesday, February 6, 2013, at 6:30 p.m., in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, Arizona.

All members of the public are invited to attend.

The undersigned hereby certifies that a copy of this notice was duly posted on the Town Hall bulletin board, located at 890 Main Street, Clarkdale, Arizona on the 30th day of January, 2013 at 10:00 a.m.

Dated this 30th day of January, 2013 by:

Vicki McReynolds

Vicki McReynolds
Administrative Assistant II

ALL ITEMS ON THIS AGENDA ARE SCHEDULED FOR DISCUSSION AND POSSIBLE ACTION, UNLESS OTHERWISE NOTED.

1. **CALL TO ORDER:**
2. **ROLL CALL:**
3. **MINUTES:** Consideration of the **Regular Meeting Minutes of January 2, 2013.**
4. **REPORTS:**
 - a. **Chairperson & Members Special Events Report:**
 - b. **Director's Report**
 - Update on the Dollar General Store Application
 - Update on the Sign Code
5. **PUBLIC COMMENT** – The public is invited to provide comments at this time on items that are not on this agenda. Action taken as a result of public comment will be limited to directing staff to study the matter, or scheduling the matter for further consideration and decision on a later agenda, as required by the Arizona Open Meeting Law. Each speaker is asked to limit his or her comments to **FIVE minutes.**
6. **WORKSESSION:** Discussion regarding criteria for review of sign design.
7. **FUTURE AGENDA ITEMS:**
8. **ADJOURNMENT:**

Reasonable accommodations may be requested by contacting Town Hall at (928) 634-9591 (TTY: 1-800-367-8939) at least 72 hours in advance of the meeting.

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, JANUARY 2, 2013, AT 6:30 P.M. IN THE MEN'S LOUNGE OF THE CLARK MEMORIAL CLUBHOUSE, 19 N. NINTH STREET, CLARKDALE, AZ.

A **Regular Meeting** of the Design Review Board of the Town of Clarkdale was held on Wednesday, January 2, 2013, at 6:30 p.m. in the Men's Lounge of the Clark Memorial Clubhouse, 19 N. Ninth Street, Clarkdale, AZ.

BOARD MEMBERS:

Chairperson	Robyn Prud'homme-Bauer	Present
Vice Chairperson	Marsha Foutz	Present
Board Members	Phil Falbo	Present
	Kerrie Snyder	Present
	John Stevenson	Present

STAFF: Community Development

Senior Planner	Beth Escobar
GIS/Planner II	Guss Espolt

Others in Attendance: None.

1. **AGENDA ITEM:** **CALL TO ORDER:** The Chairperson called the meeting to order at 6:30 p.m.

2. **AGENDA ITEM:** **ROLL CALL:** The Senior Planner called roll.

3. **AGENDA ITEM:** **MINUTES:** Consideration of the **Regular Meeting Minutes of October 3, 2012.** Board Member Falbo motioned to approve the **Regular Meeting Minutes of October 3, 2012.** Board Member Foutz seconded the motion. **The motion passed unanimously.**

4. **AGENDA ITEM:** **REPORTS:**

Chairperson & Member's Special Events Report:

Chair Prud'homme-Bauer stated that she wished everyone a Happy New Year. Vice Chair Foutz is looking forward to an exciting year in Clarkdale, with the opening of the Copper Art Museum and other potential new businesses. Also, she wanted to report that the new stucco on the building at 910 First South, previously approved by the Board, looks very good.

Director Report: Senior Planner Escobar reminded the Board to please submit the 'Return Receipt' for the email packet distribution so staff can confirm the packets were received.

Escobar asked if the Board would like to schedule a worksession item to discuss developing criteria for the interior of signs. The Board agreed.

Also, Escobar reported that the Copper Mountain Apartment sign currently located at 1191 SR 89A is to be moved across the street. The Board agreed that they did not need to review this sign placement.

5. AGENDA ITEM: PUBLIC COMMENT: There was no public comment.

NEW BUSINESS:

6. AGENDA ITEM: WORKSESSION: Discussion regarding revisions to Chapter Seven – Sign Code of the Town of Clarkdale Zoning Code.

Senior Planner Escobar provided the following report:

On December 1, 2012 the Clarkdale Town Council reviewed the draft sign ordinance in a worksession and requested the following changes be made to the draft. The Board reviewed the Council's changes.

- The language of Section 7-5-C was changed for clarification.
 - The Board approved this change.
- Section 7-7-A:
 - The wall size allowance for Bed & Breakfast signs was reduced to 3 square feet and the monument sign was eliminated as an option.
 - The Board commented that this is too small a size for an effective sign and recommended that the 6 square foot allowance be reinstated. The Board stated that signs are important for providing direction and advertising, and in order to support this type of business, a larger sign size should be allowed.
 - The language regarding maximum total sign of 32 square feet in multi-family zones was eliminated since this is addressed in the maximum signage table, Section 7-9.
 - The Board supported this change.
- Section 7-7-B: The maximum total sign size for a Home Occupation was reduced to 3 feet for consistency with the allowance for Bed & Breakfast uses in residential zones.
 - The majority of the Board supported allowing a 6 square-foot sign for the reasons stated above and because they feel it is important to support home based businesses to keep the business in Clarkdale. Vice Chair Foutz did not support a larger sign size because of the impact on residential areas.
- Section 7-8-H.g Portable Signs: Language was clarified. There was some discussion during the Council meeting regarding Section H Portable Signs, Item g, limiting portable signs to three per every fifty feet. The consensus of the Council was to avoid a cluttered appearance caused by too many portable signs, however, the Council was not convinced this limitation would achieve that goal or be easy to enforce.
 - The Board feels this language is appropriate and if this spacing requirement doesn't prove successful, the code can be revised.
- Section 7-8-L Sign Walker: After further research, and comments from the Council and Planning Commission, this section was expanded to include more restrictions regarding this type of sign. Other communities, specifically Cottonwood and Camp Verde, have incorporated similar restrictions based on language in the Arizona Revised Statute 9-499.13 stating: '*Municipalities may adopt reasonable time, place and manner regulations relating to sign walkers.*'
 - The Board supported these changes.

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- Section 7-8-P Wall: Language was added to include the definition of an approved wall area.
 - The Board supported these changes.
- Section 7-8-R Yard Sale: A size limitation was added per Council's request.
 - The Board suggested address information be required in order to track violations to this section of the code.
- Section 7-10 Visibility Sight Lines: This section was modified to reduce the length of the visibility triangle to 25 feet. This would apply to both road intersections and driveway intersections. This modification was done per Council recommendation and is in line with code from other municipalities in the area.
 - The Board agreed with these changes.

In addition to the changes noted above, Section 7-8-B Awnings, was added per the recommendation of the Planning Commission and agreement via email by the Design Review Board.

A Council member also asked for clarification regarding Section O Temporary Signs, item c. This requires banners to be set back 25 feet from the front property line or on a wall. This requirement seems unfair to businesses along SR 89A whose front property lines are already setback 35 feet due to the ADOT right-of-way. Staff would like the Board to consider deleting this requirement in its entirety. The Board recommended that this language, Section 7-8-O.c, be deleted.

During the meeting with Town Council, a question was raised regarding item I under Section 7-5 Prohibited Signs. This item prohibits signs that advertise facilities or events outside of Clarkdale. One Council member suggested that allowing signs for businesses outside of Clarkdale would be a method to support regional economic development.

Staff researched the regulations of other municipalities in the Verde Valley in regards to this issue:

- Camp Verde: Off-premise signs that advertise for businesses located in Camp Verde are permitted.
- Cottonwood: Prohibits off-premise signs.
- Sedona: Prohibits off-premise signs.
- Jerome: Prohibits off-premise signs.

Signs advertising businesses not located within the municipality would obviously be off-premise signs. If Clarkdale allowed advertising for businesses outside town boundaries we would be the only municipality that allows this in the Verde Valley.

The Board discussed this matter and determined that since none of Clarkdale's neighboring municipalities allow for off-premise signs, it wouldn't be fair to Clarkdale businesses to allow signs for out-of-town enterprises. Chair Prud'homme-Bauer stated that there is the opportunity for out-of-town businesses to purchase ADOT signs along SR 89A.

7. AGENDA ITEM: FUTURE AGENDA ITEMS:

- A site plan review application for a new retail store has been received and is tentatively scheduled for the February 6, 2013 Board meeting, pending receipt of all required information.

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- A worksession to discuss the development of sign copy criteria, for attractiveness and readability, will be scheduled for the February 6, 2013 agenda.

8. **AGENDA ITEM: ADJOURNMENT:** Board Member Falbo motioned to adjourn the meeting. Board Member Snyder seconded the motion. The motion passed unanimously. The meeting adjourned at 7:30 p.m.

APPROVED BY:

SUBMITTED BY:

**Chairperson
Robyn Prud'homme-Bauer**

**Beth Escobar
Senior Planner**



Staff Report

Agenda Item: **WORKSESSION:** Discussion regarding criteria for review of sign design.

Staff Contact: Guss Espolt

Meeting Date: February 6, 2013

Review By: Design Review Board

Background:

At their January 2, 2013 meeting, the Design Review Board directed staff to develop draft criteria to be used as a checklist when reviewing the design of signage. The Board requested these criteria include guidelines for attractiveness and readability.

Staff is proposing the Board consider the following criteria as a starting point for their discussion:

1. No more than three different fonts should be used in the text for the sign.
2. Sign should have no more than 50 percent opacity. Dark background colors are preferred.
3. Signs should be non-reflective.
4. Signs should be readable from the closest major road.
5. Signs should be in appropriate scale, proportion, color and overall design relative to the exterior architectural character of the structure.

The language in item #5 is already included in the Zoning Code, Section 11-4.B.1. As staff mentioned, the final criteria adopted by the Board will be included in a revised sign permit application. Since the Board already has the authority to review signs based on item #5, items 1-4 are being provided as guidelines for new and replacement signs. All new signs would be brought forward to the Design Review Board for review and approval. Staff is proposing replacement signs, where the only changes being made are to the copy of the sign, the text and the graphics, be reviewed at the staff level based on the final criteria adopted by the Board. If issues occur during staff review, the replacement sign will be presented to the Board for review and approval.

Recommendation: Staff is requesting feedback from the Board regarding the proposed criteria and administrative process.

