

*Design Review Board
February 6, 2013*

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD 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, AZ.

A **Regular Meeting** of the Design Review Board of the Town of Clarkdale was held 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, AZ.

BOARD MEMBERS:

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

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 January 2, 2013.** Board Member Snyder motioned to approve the **Regular Meeting Minutes of January 2, 2013.** Board Member Foutz seconded the motion. The motion passed unanimously.

4. **AGENDA ITEM: REPORTS:**

Chairperson & Member's Special Events Report:

None

Director Report:

- Update on the Dollar General Store Application
- Update on the Sign Code

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

NEW BUSINESS:

6. **AGENDA ITEM: WORKSESSION:** Discussion regarding criteria for review of sign design. Staff gave the following report:

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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.

The Commission discussed the proposed criteria and agreed it was appropriate. The criteria will be included in the new sign permit to be developed by Community Development. The Board directed staff that all signage, including replacement signage, should come to the Board for review and approval.

7. AGENDA ITEM: FUTURE AGENDA ITEMS:

- a. Review of Dollar General
- b. Additional signage for Lampliter Village

8. AGENDA ITEM: ADJOURNMENT: Board Member Snyder motioned to adjourn the meeting. Board Member Foutz seconded the motion. The motion passed unanimously. The meeting adjourned at 6:58 p.m.

APPROVED BY:

SUBMITTED BY:



**Chairperson
Robyn Prud'homme-Bauer**



**Beth Escobar
Senior Planner**