

*Design Review Board
March 6, 2013*

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, MARCH 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, March 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	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 February 6, 2013.** Board Member Falbo motioned to approve the Regular Meeting Minutes of February 6, 2013. Board Member Stevenson seconded the motion. The motion passed unanimously.

4. **AGENDA ITEM: REPORTS:**

Chairperson & Member's Special Events Report:

Staff Report: Staff provided updates on several ongoing projects.

5. **AGENDA ITEM: 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 comments to **FIVE minutes.** **There was no public comment.**

6. NEW BUSINESS:

a. AGENDA ITEM: DISCUSSION & POSSIBLE ACTION: DRB-090658 - Lampliter Village Sign, 1077 W. SR 89A.

Staff Report:

Background:

Mr. John Alvey has submitted an application to Design Review for a sign alteration to the existing Lampliter Village monument sign on Parcel # 406-26-001T, 1077 W SR 89A.

Sign alteration will be black photo vinyl on 8' x 2'6" baked enamel painted aluminum. The sign will be mounted on a 1.5" angle iron frame attached to top of the monument wall with a 3/8"x7" plate to be held with 1.5" threaded rod in the monument structure.

The Design Review Board may approve the signage submitted, conditionally approve with stipulations, or disapprove the application as filed.

Staff Analysis

New criteria:

- 1. No more than three different fonts should be used in the text for the sign.** The proposed sign has (3) three fonts of the Helvetica similarity and does not exceed the suggested font counts.
- 2. Sign should have no more than 50 percent opacity. Dark background colors are preferred.** The Lampliter Village sign has an applicable amount of white space which complies with the new criteria.
- 3. Signs should be non-reflective.** The proposed sign has no reflectivity.
- 4. Signs should be readable from the closest major road.** The readability of the Lampliter sign complies with the new criteria.
- 5. Signs should be in appropriate scale, proportion, color and overall design relative to the exterior architectural character of the structure.** The proposed sign of Lampliter Village is of the appropriate scale and does not exceed the 89A overlay district height requirements.

The Lampliter Village monument sign complies with the **Zoning Code Chapter 7 - Section 7-8 Permitted Signs**. Freestanding Monument Signs:

1. Permitted in commercial and multi-family zoning districts and for residential subdivisions.
2. Minimum setback from property line equals 1 foot for each foot of height of the sign for signs 6 feet or less in height; for signs in excess of 6 feet in height the setback shall be greater than or equal to the height of the sign.

Design Review Board
March 6, 2013

3. Low-water use, drought-tolerant plants from the Town of Clarkdale Plant List, Section 9-9 of the Zoning Code, or landscape rocks may be placed around the sign base to minimize the visual impact of a monument sign and create a visually attractive appearance.
4. One monument sign is allowed for each road intersection providing access to the property.
5. See Section 7-9 of this Code for maximum signage square footage.
6. Base of sign must be in proportion to sign size area.
7. Maximum height of sign and base shall not exceed 10 feet above existing grade at time of construction.

And Zoning Code chapter 7 S. 89A Overlay District. 89A Overlay District

1. Signage shall be minimal and shall consist of either wall signs or monument signs. Wall signs shall not exceed eight feet in height and monument signs shall be no greater than four feet in height.

Recommended Stipulations:

Staff recommends the signage be approved with the following stipulation:

1. The Lampliter Village monument sign complies with the ***Zoning Code chapter 1 Section 1-6-F-2 Conditions Affecting Non-Conforming Uses***. Alterations: A structure devoted to a non-conforming use may be altered, improved, reconstructed, provided such work does not exceed in aggregate cost fifty percent (50%) of the appraises value of the structure.
2. The Lampliter Village monument sign and installation must be inspected by the Town of Clarkdale Building Official.

Application Presentation:

Mr. John Alvey explained that the existing top portion of the sign has become tattered and the owner wants to replace with a new sign. The new sign is approximately 30 percent larger. The black and white color scheme matches the colors on the bottom of the sign, which is not being replaced.

Questions to Staff / Applicant/Discussion:

Board member Foutz stated she believes the black and white contrast will be too stark. Mr. Alvey pointed out that the contrast will not be as stark as the photo representation. Board member Snyder stated that she supports the alteration since the existing sign is very old.

Action / Motion: Board Member Snyder motioned to approve DRB-090658 – Lampliter Village Sign, 1077 W. SR 89A as submitted with the staff recommended stipulations. Board Member Stevenson seconded the motion. The motion passed unanimously.

Design Review Board

March 6, 2013

b. AGENDA ITEM: DISCUSSION & POSSIBLE ACTION: DRB-090659 – Copper Art Museum Signage, 849 Main Street.

Staff Report:

Drake Meinke, owner of PJM Arizona, has submitted a sign package application for the Copper Art Museum, located at 849 Main Street in Clarkdale. Mr. Meinke is hoping to open the Museum in March of this year. The sign package consists of the following components:

Location/Type	Materials	Lighting	Size (in square feet)
Wall Sign – Replication of the ‘Birth of Venus’ Font style: Saltino letters of varying heights.	Iron frame and filigree, mosaic stones for art depiction, plywood for backing, metal letters	Under eave, low wattage, directed downward	82.55 total. 9.5 feet wide by 7.6 feet high with frame. Mosaic is 7.6 feet wide by 7.25 feet wide. Text underneath mosaic are approximately 17 square feet in area. Letters will be 8 inches to 4 inches high.
Rotational Banners - Will change on an annual basis reflecting themes of museum display and will be placed 15 inches on either side of wall sign. Set approximately 8 feet from ground level.	Printed Vinyl	Same as above	56 square feet each 14 feet long, 4 feet wide
Monument Sign -Same graphic as wall sign on side facing street. Back side will be Arizona map with copper-producing areas highlighted.	Frame will be iron railroad rail and plate iron. Sign will be mosaic stones with plywood backing with two copper symbols.	None	41.9 square feet. 10.4 feet high, 6.25 feet wide. One foot clearance from the ground to sign interior.
Columns - One on either side of the monument sign	Iron Railroad Rail and copper capitals	Two LED lights projecting downward	12 feet high, 20 inches wide
Lettering on Ore cart - On either side of columns	Metal	None	Approximately 3 square feet per cart.

The total square footage of signage proposed is 242.45 square feet. Per the new Sign Code, Section 7-9, the applicant would be eligible for 608 square feet of signage.

Sign Placement:

The wall sign and banners are proposed to be placed on the northwest corner of the building, facing Ninth Street. The wall sign will project approximately 2.5 inches from the wall.

The monument sign, columns and ore carts are proposed to be placed on the northwest corner of the property. The placement of the sign conforms to the required visibility triangle per Section 7-10 of the Sign Code.

Design Review Board
March 6, 2013

The applicant is also proposing a parking lot logo representing the Arizona Centennial. This logo will be painted on the parking lot surface near the building entrance. The logo is approximately 87 square feet in area. This logo would qualify as an information sign authorized by a state agency. Therefore the logo is exempt from the Town's Sign Code.

Lighting:

Lighting of the wall sign and banners will be fully shielded under the building eaves and directed downward. Lighting of the columns will be directed downward and be off-white in color.

Analysis of Sign Criteria:

- 1. No more than three different fonts should be used in the text for the sign.***
 - a. The applicant is using one font, Saltino, of various sizes.
- 2. Sign should have no more than 50 percent opacity. Dark background colors are preferred.***
 - a. The sign has minimal opacity. The majority of colors are dark blues and greens.
- 3. Signs should be non-reflective.***
 - a. The mosaic used to create the wall and monument sign will have a matte finish to reduce reflectivity. The iron and copper materials used will be burnished and non-reflective.
 - b. All lettering will be flat black or dark brown in color.
- 4. Signs should be readable from the closest major road.***
 - a. It appears the letters of both the wall sign and monument sign will be legible from the intersection.
- 5. Signs should be in appropriate scale, proportion, color and overall design relative to the exterior architectural character of the structure.***
 - a. The Copper Art Museum building is located in an approximately 17,000 square-foot, two-story building. The total square footage of signage is in proportion with the scale of the building. The location of the monument sign on the intersection corner helps define the location since the building itself is setback approximately 65 feet from the sidewalk along Main Street.

Summary

In staff's opinion, the sign package proposed is well designed and uses materials reflective of the history of Clarkdale.

The total square footage of all signage is less than allowed for a property of this size.

Lighting is minimal, fully shielded and directed downward.

The application, as submitted, conforms to all requirements of the Sign Code.

Recommendation: The Design Review Board may approve the signage as submitted, conditionally approve with stipulations, or disapprove the application as filed. Staff recommends the following stipulations if the Board chooses to approve this application:

Design Review Board

March 6, 2013

1. All signage and lighting shall be as approved by the Design Review Board.
2. The applicant shall receive a building permit for the monument signage.
3. Motion sensor lighting, if installed, must be directed inward to the property and not towards the streets so illumination is confined to the property boundaries, per Section 8-7-C of the Town of Clarkdale Lighting Code.

Application Presentation:

Mr. Drake Meinke presented the proposed sign package for the Copper Art Museum. He stated that the letters will be metal with a dark finish.

Questions to Staff / Applicant/Discussion:

Board member Stevenson stated he wanted to thank the applicant for the thoroughness of the application and all the hard work to develop the museum.

Board member Falbo had a question about the actual size of the wall mounted sign. Staff explained that the sign with the border is 65 feet, but the graphic portion of the sign is only 41.9 square feet.

Board member Foutz asked about whether the vinyl banners will withstand a year of outdoor exposure. Planner II Espolt explained the vinyl should last seven years.

The Board discussed whether the banners need to come forward for approval before they are changed every year. Staff advised the Board that if they approve the package, and the banners keep will the theme of the current display of the museum, they do not need to be approved every time. The Board agreed.

Action / Motion: Board Member Falbo motioned to approve DRB-090659 – Copper Art Museum Signage, 849 Main Street as submitted with the staff recommended stipulations. Board Member Falbo seconded the motion. The motion passed unanimously.

7. AGENDA ITEM: FUTURE AGENDA ITEMS:

8. AGENDA ITEM: ADJOURNMENT: Board Member Falbo motioned to adjourn the meeting. Board Member Foutz seconded the motion. The motion passed unanimously. The meeting adjourned at 7:05 p.m.

APPROVED BY:

SUBMITTED BY:



Chairperson
Robyn Prud'homme-Bauer



Beth Escobar
Senior Planner