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, October 2, 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 24th day of September, 2013 at 1:00 p.m.

Dated this 24th day of September, 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 August 7, 2013.**

4. **REPORTS:**
   a. Chairperson & Members Report:
   b. Staff Report:

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 comments to **FIVE minutes**.

6. **NEW BUSINESS**

   a. **WELCOME NEW BOARD MEMBER:**
   b. **ELECTIONS:**

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.

DRAFT

Design Review Board
August 7, 2013

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, AUGUST 7, 2013, AT 6:30 P.M. IN THE PUBLIC WORKS CONFERENCE ROOM AT 890 MAIN STREET, CLARKDALE, AZ.

A **Regular Meeting** of the Design Review Board of the Town of Clarkdale was held on Wednesday, August 7, 2013, at 6:30 p.m. in the Public Works Conference Room at 890 Main Street, Clarkdale, AZ.

BOARD MEMBERS:

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

STAFF: Community Development
GIS/Planner II — Guss Espolt

Others in Attendance: Matt LaVoire.

1. **AGENDA ITEM: CALL TO ORDER:** The Chairperson called the meeting to order at 6:43 p.m.

2. **AGENDA ITEM: ROLL CALL**: The GIS/Planner II called roll.

3. **AGENDA ITEM: MINUTES:** Consideration of the **Regular Meeting Minutes of May 1, 2013.** Board Member Falbo motioned to approve the Regular Meeting Minutes of July 1, 2013. Board Member Snyder seconded the motion. The motion passed unanimously.

4. **AGENDA ITEM: REPORTS:**

Chairperson & Member's Special Events Report:
Chair Prud'homme Bauer reported the Made in Clarkdale Gallery will have an opening next Friday, August 16, for a one person show by Michael Turner. The Made in Clarkdale is gearing up for the December show. An event will be planned for every evening during the 10-day event.

Staff Report:
Two Terms expiring: Chair Prud'homme Bauer and Board Member Falbo.
Received email consensus approving grape vines on columns around the Copper Museum sign

Received email consensus from the Board regarding the 1-2 foot increase of the walls for the Spirit of Joy Columbarium.

Review new policy regarding minor modifications to exterior of buildings.
Board member Falbo expressed concern the Board will no longer review exterior paint colors, awnings when these were items previously reviewed. Also, windows and doors are architectural features that should be reviewed. The Board believes they are directed to guard the aesthetic of the Town.

The Board agreed they would like to discuss this in greater detail and include the broader discussion about the role of the Design Review Board.

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**:

DISCUSSION & POSSIBLE ACTION: DRB-090748 – A sign package for Four-Eight Wineworks including a projecting sign, two window signs and a portable sign - 907 Main Street.

Staff Report:
Background:
Mr. Matt LaVoire has submitted an application to Design Review for a sign package including a projecting sign, two window signs and a portable sign for Four-Eight Wineworks, a new business located at 907 Main St., parcel # 400-03-163.

Per Section 7-9 of the Sign Code, the 32 linear feet of street frontage for the building at 907 Main Street calculates to 48 square feet of allowable sign area. The projecting sign is 10.5 square feet. The two window vinyl signs are a total of 6 square feet. The combined total for the sign package is 16.5 square feet.

The proposed projecting sign will be 3.5 feet x 3 feet, 10.5 square feet double-sided 14-gauge hot rolled steel plate formed to the shape shown in the attached exhibit. The lettering styles will be stencil text and custom logo text of Four-Eight to be etched into steel panel. (See attached photos)

Proposed projecting sign will be hung above the front door at a height of approximately 9 feet. A core hole will be drilled and a perpendicular steel pole of natural patina will be mounted with industrial epoxy. The pole will have a support cable anchored to the building with masonry anchors. (See attached photos)

The lighting for the projecting sign will consist of two down projecting shielded lights to be extinguished at 10:00 p.m. or the close of business whichever is later.

The proposed two window signs will be vinyl lettering 1.5 feet x 2 feet, 3 square feet each. Lettering will be white on a simulated steel vinyl background to be placed on the windows to the right and left of the front door. (See attached photos)

In addition, Four-Eight Wineworks has a proposed a 2 feet x 2.5 feet portable sign to be placed on the sidewalk in front of their business. The proposed portable sign will display the daily specials written in colored chalk.

Staff Analysis

Pertinent Design Guidelines as adopted by DRB on 02/06/2013

1. ***No more than three different fonts should be used in the text for the sign.*** The proposed sign has (2) two different fonts and does not exceed the suggested font count.

2. ***Sign should have no more than 50 percent opacity. Dark background colors are preferred.*** The Four-Eight Wineworks sign 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 Four-Eight Wineworks projecting sign complies with the new criteria.

Pertinent Code

PROJECTING SIGN
Zoning Code chapter 7, Section 7-8 I. Permitted Signs. Projecting Signs: The Four-Eight Wineworks projecting sign complies with this code.

1. ***Maximum height equals top of wall.*** Four-Eight Wineworks sign is approximately 9 ft. high above grade and approximately 3 feet below the top of the wall

2. ***No signage shall extend over public property except in the Central Business district and in no case shall the bottom of the sign be nearer than 9 vertical feet to grade, nor shall the leading edge of the sign be nearer than 2 linear feet to the curb.*** Application complies.

3. ***Maximum number equals one per business.*** Four-Eight Wineworks projecting sign complies with projecting sign counts.

4. ***An agreement indemnifying the Town of Clarkdale from any liability is required if the sign projects over public right-of-way.*** Proposed sign projects over the public right-of-way. Staff has included a stipulation (#2) requiring this agreement.

5. ***See Section 7-9 of this Code for maximum sign square footage.*** The maximum sign square footage for this parcel is estimated to be 48 square feet based on a measured 32 linear street frontage.

6. ***Height shall not exceed top of wall.*** Four-Eight Wineworks projecting sign complies with the height requirements.

Zoning Code chapter 8 Outdoor Lighting Code Section 8-7 N Lighting Requirements: The Four-Eight Wineworks sign lighting complies with this code.

N. Lighting used for all externally illuminated signs shall conform to all restrictions of this Ordinance, shall be fully shielded, and shall be turned off at 10:00 p.m. or at the close of business whichever is later.

WINDOW LETTERING

Zoning Code chapter 7, Section 7-8 Q. Window: The Four-Eight Wineworks (2) window signs complies with this code.

1. ***No more than fifty percent of the window shall be used for signage.***
   The two windows have 40 percentage of window coverage.

2. ***No more than 25% of the allowable window signage shall be illuminated.***
   Only the projecting sign is illuminated.

PORTABLE SIGN

Zoning Code chapter 7 Sign Code Section 7-8 H Portable Signs applicable code: The Four-Eight Wineworks portable sign complies with this code.

1. ***Permitted in the Commercial and Central Business Districts with the following restrictions:***

Maximum size is six (6) square feet. Portable sign is (5) five square feet.
Information on signs shall be current. The proposed portable sign shall display the daily specials.

Signs shall be of sufficient weight and durability to withstand wind gusts and storms so as not to blow over or become airborne. The proposed portable sign will have an under-mounted sandbag counter weight.

One portable sign is allowed per business. Only one proposed portable sign is submitted.

One five (5) foot wide pedestrian passage way must be maintained around signs on a public sidewalk. The portable sign will be located on the public right of way and staff will work with applicant to assure minimum 5 foot ADA isle width is maintained.

No attachments to a portable sign are permitted. Proposed portable sign has no attachments.

Portable signs shall be displayed only during the posted hours the business is open. Proposed portable sign will be removed at the close of business hours.

Board Discussion:

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

Staff Recommendations
Having met all code requirements, staff recommends the signage as presented be approved with the following stipulations:

1. Four-Eight Wineworks Projecting sign and installation must be inspected by the Town of Clarkdale Building Official.

2. An agreement indemnifying the Town of Clarkdale from any liability is required because the sign projects over public right-of-way.

3. Four-Eight Wineworks must keep up appearance of sandwich board to comply with ***Zoning Code chapter 7 Sign Code Section 7-2 H. General Provisions:*** Signs shall be maintained and be free of chipping paint, visible cracks or gouges, or general deterioration.

4. ***One five (5) foot wide pedestrian passage way must be maintained around signs on a public sidewalk.*** Staff will work with applicant to assure minimum 5' ADA isle width is maintained.

5. Projecting sign illumination will be turned off at 10:00 p.m. or close of business.

Applicant Presentation:

Mr. Matt La Voire pointed out to the Board the new sign will match the flavor of the existing sign for Cadeceus Cellars in Jerome, it will be the same size, shape and height. The patina of the hardware will be dark, not painted black. Mr. La Voire displayed a scale model of the proposed window signs. The sign was modeled from a badge. The Clarkdale Investments sign will be removed. The projecting sign will be 9 feet from the ground at a minimum.

Questions/Discussion:

Board member Falbo asked what is the significance of 'Four-Eight' Wineworks? Mr. La Voire stated it reflects the fact Arizona was the 48th state to join the union.

Board member Falbo asked about the indemnification agreement. Planner Espolt explained this was a code requirement.

Chair Prud'homme Bauer asked about possible damage with removal of the existing sign. Mr. La Voire explained any holes or damage will be repaired and the structural integrity will be restored.

Board member Falbo asked if the entry door will change. Mr. La Voire stated not at this time.

Action/Motion: Board Member Snyder motioned to approve DRB-090748 sign package for Four-Eight Wineworks including a projecting sign, two window signs and a portable sign located at 907 Main Street, as presented with staff stipulations:

1. Four-Eight Wineworks Projecting sign and installation must be inspected by the Town of Clarkdale Building Official.

2. An agreement indemnifying the Town of Clarkdale from any liability is required because the sign projects over public right-of-way.

3. Four-Eight Wineworks must keep up appearance of sandwich board to comply with ***Zoning Code chapter 7 Sign Code Section 7-2 H. General Provisions:*** Signs shall be maintained and be free of chipping paint, visible cracks or gouges, or general deterioration.

4. ***One five (5) foot wide pedestrian passage way must be maintained around signs on a public sidewalk.*** Staff will work with applicant to assure minimum 5' ADA isle width is maintained.

5. Projecting sign illumination will be turned off at 10:00 p.m. or close of business.

Board Member Falbo seconded the motion. The motion passed unanimously.

7. AGENDA ITEM: FUTURE AGENDA ITEMS:

- Discussion regarding possible code changes.
- Discussion regarding new policy pertaining to minor modifications to exterior of buildings.

8. AGENDA ITEM: ADJOURNMENT: Board Member Snyder motioned to adjourn the meeting. Board Member Falbo seconded the motion. The motion passed unanimously. The meeting adjourned at 7:15 p.m.

APPROVED BY:

Chairperson
Robyn Prud'homme-Bauer

SUBMITTED BY:

Guss Espolt
GIS/Planner II