

**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, December 4, 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 25<sup>th</sup> day of November, 2013 at 10:00 a.m.

Dated this 25<sup>th</sup> day of November, 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 October 2, 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. **DISCUSSION & POSSIBLE ACTION:** DRB-090801 – A sign package for Littlelees' and the Copper Penny, located at 921 Main St. Suites A2 & A3, Assessor's Parcel Number 400-03-158.
    - Staff Report
    - Applicant Presentation
    - Questions to Staff/Applicant
    - Discussion
    - Action/Motion
  - b. **DISCUSSION & POSSIBLE ACTION:** DRB-090800 – A portable sign for the 10/12 Lounge located at 910 Main St. Assessor's Parcel Number 400-03-182.
    - Staff Report
    - Applicant Presentation

- **Questions to Staff/Applicant**
- **Discussion**
- **Action/Motion**

**7. OLD BUSINESS**

- a. Discussion regarding Community Development Director's policy regarding minor modifications to exterior of buildings

**8. FUTURE AGENDA ITEMS:**

**9. 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***

***October 2, 2013***

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

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

**BOARD MEMBERS:**

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

**STAFF:** Community Development  
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 GIS/Planner II called roll.
3. **AGENDA ITEM: MINUTES:** Consideration of the **Regular Meeting Minutes of August 7, 2013.** Board Member Prud'homme-Bauer motioned to approve the **Regular Meeting Minutes of August 7, 2013.** Board Member Foutz seconded the motion. **The motion passed unanimously.**
4. **AGENDA ITEM: REPORTS:**

**Chairperson & Member's Special Events Report:**

-October 19, 2013 will be the Friends of the Verde River Tapco Rap trail building. Charles Scully will be helping with the trails.

-Board Member Prud'homme-Bauer asked about information from the Community Development Director regarding colors. Planner Espolt stated the CDD Director will present details to the Board Members in person at a future meeting.

**Staff Report:**

-Meeting times were discussed for the Town's Utilities Department CD projects for October 3, 2013.

-With the Town Council adoption of the Arts & Entertainment District, a "Name the District" contest will be held before the end of the year. The Arts & Entertainment District becomes effective on October 24, 2013.

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. **AGENDA ITEM: NEW BUSINESS:**

a. **WELCOME NEW BOARD MEMBER:** The Board welcomed Mike Garvey as the newest member of the Design Review Board. The functions of the Design Review Board were discussed.

b. **ELECTIONS:**

Board Member Snyder made a motion to elect Board Member Prud'homme-Bauer as Chairperson. Board Member Garvey seconded the motion. Board Member Prud'homme-Bauer accepted the nomination and was elected unanimously. Board Member Snyder motioned to elect Board Member Foutz as Vice Chairperson. Board Member Garvey seconded the motion. Board Member Foutz accepted the nomination and was elected unanimously.

7. **AGENDA ITEM: FUTURE AGENDA ITEMS:**

-BC Land Group will be presenting a sign package for off premise and on premise directional signage within the next couple of weeks. They are gearing up to start building and selling homes in Mountain Gate.

-Scott's Café & Pizzeria will be bringing some additional sign request to the Design Review Board in the near future.

8. **AGENDA ITEM: ADJOURNMENT:** Board Member Foutz motioned to adjourn the meeting. Board Member Snyder seconded the motion. The motion passed unanimously. The meeting adjourned at 6:55p.m.

APPROVED BY:

SUBMITTED BY:

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Chairperson  
Robyn Prud'homme-Bauer

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Guss Espolt  
GIS/Planner II



# STAFF REPORT

## DESIGN REVIEW BOARD

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**Agenda Item:** Discussion/possible action DRB-090801 – A sign package for Littlelee’s and the Copper Penny, located at 921 Main St. Suites A2 & A3, Assessor’s Parcel Number 400-03-158.

**Staff Contact:** Guss R. Espolt, Community Development GIS / Planner II

**Submitted By:** Lee Shutt / Owner of Littlelee’s

**Meeting Date:** December 4, 2013

### **Background:**

Ms. Shutt has submitted an application to Design Review for a sign package including a wall sign and a window sign for a new business located at 921 Main St. Suites A2 & A3, parcel # 400-03-158. Ms. Shutt will be opening an Italian restaurant and gift/souvenir shop. The entrance to her business is along Tenth Street, but the building is addressed off of Main. Ms. Shutt has designed and will install her own signs.

### **Wall Sign**

There is 30 linear-feet of street frontage for the portion of the building to be occupied by Ms. Shutt. Per Section 7-9 of the Sign Code this frontage calculates to 45-square feet of allowable sign area. The proposed wall sign is 18 square feet. Currently, this will be the only business with an entrance from 10<sup>th</sup> street.

The Littlelee’s proposed wall sign is a 3.3-foot x 6.1-foot artist-rendered wood wall sign. It will be adhered with 0.5-inch screws and u-braces on the back. The 3.3-foot x 6.1-foot bronze colored rack to be mounted with 2.5-inch screws to (4) eight inch long 2-inch x 4-inch wood blocks which are mounted with 2.5-inch screws to the wood portion of the building above the business door on suite A2. (See attachments) The building entryway has received a new coat of paint. (No paint samples were submitted to the Community Development Director for approval.)

Artist rendered lettering on the wall sign will consist of upper case letters to be 10 inches tall and lower case letters to be 6 inches tall. (See attachment)

Color samples are presented on a piece of cream painted wood with lightly glittered splotches, the letters will be painted the same gold as seen on sample.

Affixed on the ledge just below the bronze colored rack will be two 13 inch long solar LED light bars facing upwards. (See attachment).

The existing addressing above the door to Suit A3 is incorrect and needs to be changed, per Fire District requirements.

### 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 one font and does not exceed the suggested font count.
2. **Sign should have no more than 50 percent opacity. Dark background colors are preferred.** The background of the sign shows the dark building color through the rack. The Littlelee's wall 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.** With the proposed sign going on Suite A2 the visibility will be better than on the Suite A3 which has a tree in the front that would cover any signage.

### Pertinent Code

#### PERMITTED SIGNS

*Zoning Code chapter 7 Sign Code Section 7-8 P Wall Signs applicable code:*



1. **Maximum number equals one per approved wall area. An approved wall area, per Definitions, Chapter Two of the Town of Clarkdale Zoning Code in a wall facing a public street or containing the primary public access.** Wall sign faces the public street.
2. **Maximum height equals top of wall to which affixed.** Wall sign is (18) eighteen square feet and will be placed approximately at the midpoint of the wall.
3. **Maximum projection from wall surface equals 18 inches, within a minimum clearance of 9 vertical feet if located over a public right-of-way.** The proposed wall sign complies with sign code.
4. **See section 7-9 of this Code for maximum sign square footage.** The 30 linear feet of street frontage for the building at 921 Main Street Suites A2 & A3 calculates to 45 square feet of allowable sign area. The proposed wall sign is 18 square feet.

## OUTDOOR LIGHTING CODE

### ***Zoning Code chapter 8 Outdoor Lighting Code Section 8-7 N Lighting Requirements:***

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.

The lighting sample submitted by Ms. Shutt is for two solar lights proposed to be placed at the bottom of the sign to shine up. This does not meet the requirement to be fully shielded and these lights cannot be turned off at closing. The proposed lighting as submitted cannot be approved. If the Design Review Board chooses to approve the sign, staff has included a stipulation requiring the applicant to submit appropriate lighting within code for staff review and approval.

### Window Sign

The window sign will be a 24-inch copper painted lid from a 55-gallon drum. The sign will be mounted to the wood of the window frame on the inside with wire and eye hooks.



### WINDOW LETTERING

***Zoning Code chapter 7, Section 7-8 Q. Window:*** The Littlelee's window sign complies with this code.

- 1. No more than fifty percent of the window shall be used for signage.***  
The proposed sign will cover approximately 25 percent of one window.
- 2. No more than 25% of the allowable window signage shall be illuminated.***  
The proposed window sign will not be illuminated.

### Possible Actions

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

### Section 11-1 of the Town of Clarkdale Zoning Code states:

'The purpose of Design Review is to review the exterior design ... to insure that new development or redevelopment is compatible with the surrounding environment, and to preserve and protect the integrity and character of the Town of Clarkdale.'

Since the applicant is not working with a professional sign design company, it is difficult from the renderings submitted to determine how this sign will look when completed.

Staff has attached examples of recently approved signs for the Central Business Area.

**Staff Recommendations**

If the Design Review Board chooses to approve the sign package application, staff is recommending the following stipulations:

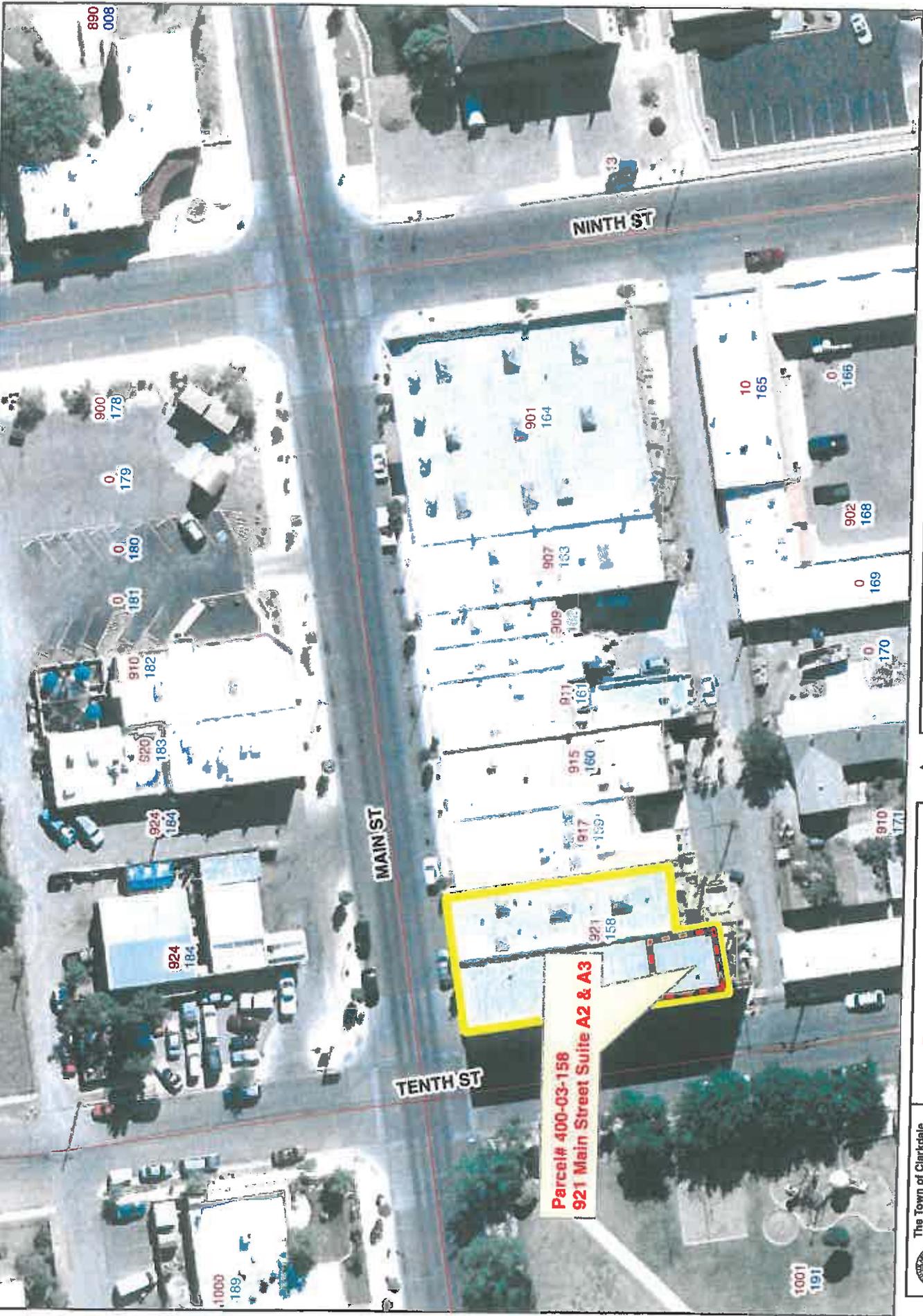
1. Littlelee's wall sign and window sign installation must be inspected by the Town of Clarkdale Building Official.
2. The old address numbers shall be removed and replaced, per Fire District requirements.
3. An alternative lighting plan that meets code requirements shall be submitted to staff for review and approval.

**Attachments**

1. Aerial view of the site
2. Owners rendering of wall and window signage
3. Photos of materials and attachment
4. Color samples are presented on a piece of cream painted wood

**Recently approved signage in the Central Business District:**





**Parcel# 400-03-158**  
**921 Main Street Suite A2 & A3**

Streets  
Clarkdale Parcels

November 21, 2013



**Parcel# 400-03-158**  
**921 Main Street Suite A2 & A3**

The Town of Clarkdale  
City Department  
P.O. Box 308500 Main Street,  
Clarkdale, AZ 85324  
(928) 509-5500



Suite A2

Suite A3



30 Linear feet of Street frontage.

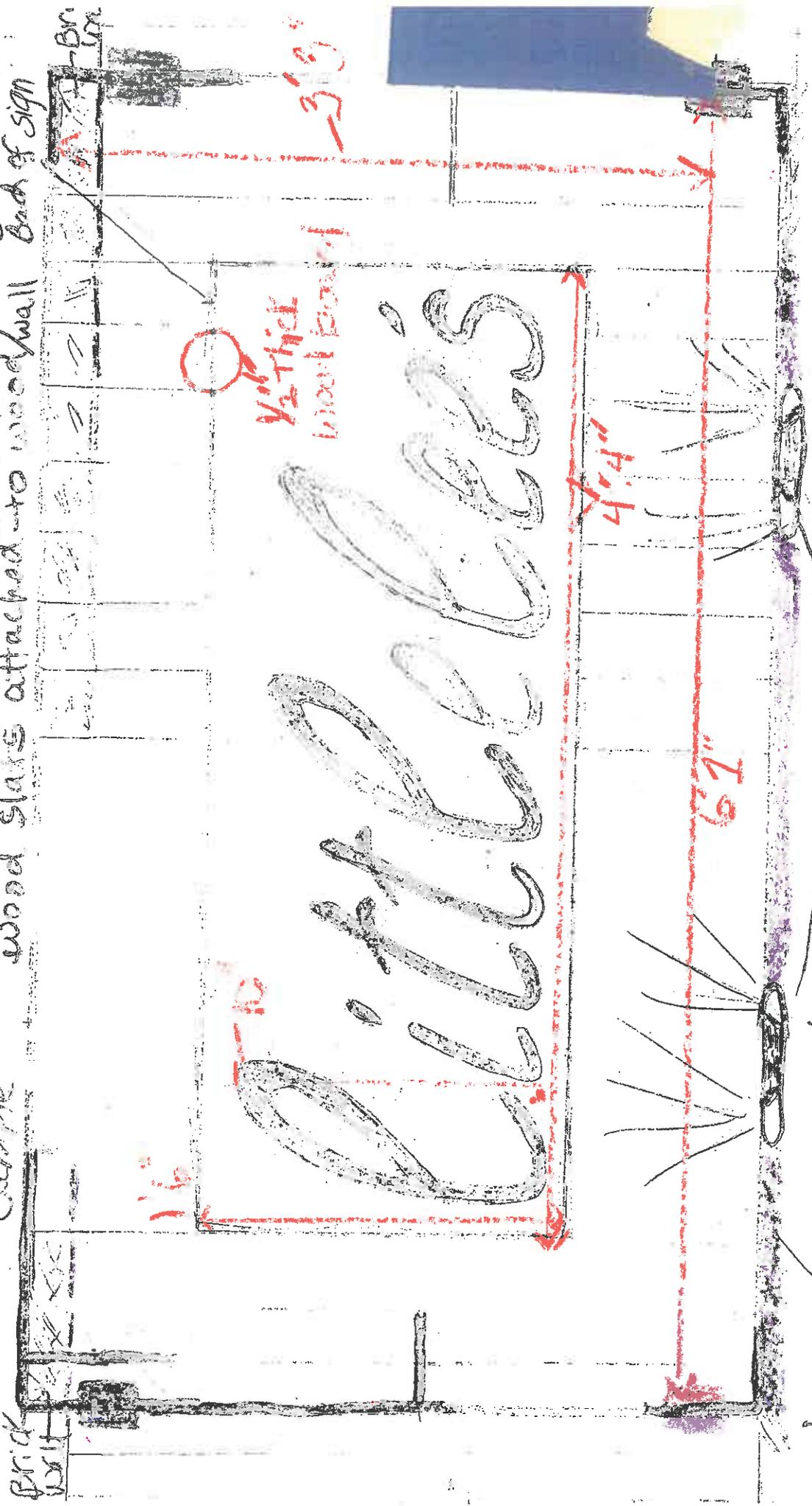
Letters 1/2 inch

2.5-6 inch  
1-8 inch

Painted in gold per sample

Anchor for Bronze metal out -  
4-wood slats attached to purple wood  
on face of building above windows  
(4-2 inch x 2 x 4's mounted to wood) -  
3-3/4 inch screws in each corner drilled thru  
Bronze metal rack then affixed to the  
wood slats attached to wood wall

Sign with  
in file is  
attached w/  
8-clamps +  
wrap around  
metal spindles/H  
attached with  
screws to  
back of sign



ledge where sign rest  
2-Burnt Solar lights

facing upward at sign

(A)



.5" Screw to go  
Around back frame  
into .5 thick wood  
slat.



(B)



2.5" Screw to  
be set in Blocks

(C)



2.5" Screw to  
be set in frame



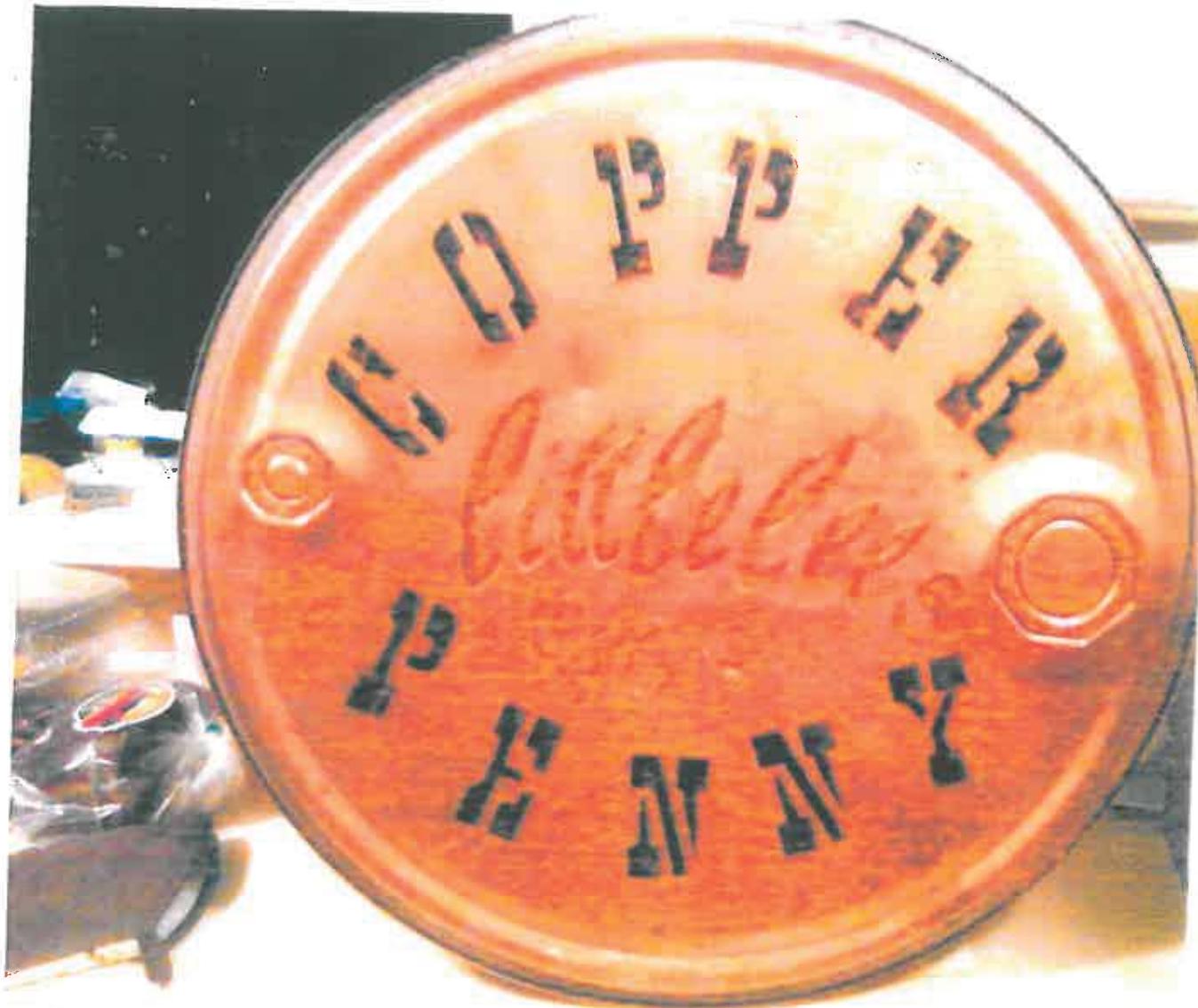
(b) d.5 screw to be set in Blocks.

(c) 2.5 Screw to be set in rack frame.

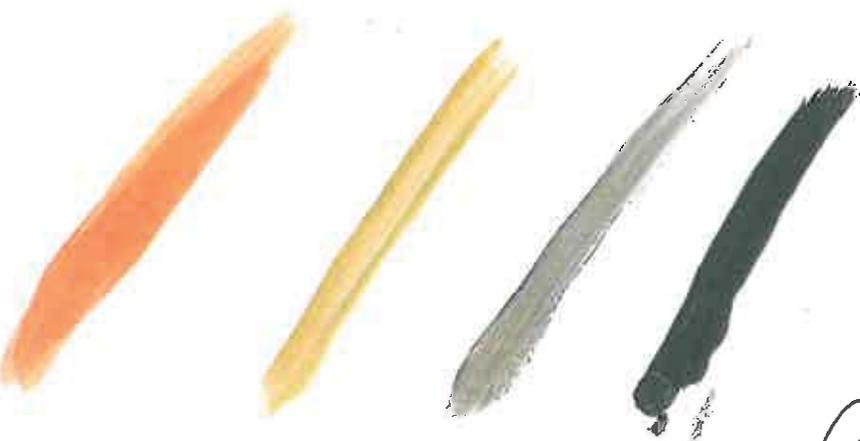








← 24 inches diameter →



disk - is lid  
 from 55 gallon drum  
 painted with copper  
 paint.  
 Letters done in black  
 Littlelee and design -  
 done in Copper-gold-bronze  
 (disk 24 inches in  
 diameter)



# STAFF REPORT

## DESIGN REVIEW BOARD

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**Agenda Item:** Discussion/possible action DRB-090800 – A portable sign to be placed at the 10/12 Lounge - 910 Main Street

**Staff Contact:** Guss R. Espolt, Community Development GIS / Planner II

**Submitted By:** Kerrie Snyder / Owner of 10/12 Lounge

**Meeting Date:** December 4, 2013

### **Background:**

Ms. Snyder has submitted an application to Design Review for a portable sign for the 10/12 Lounge, a business located at 910 Main St., parcel # 400-03-182.

The proposed 2 feet x 3 feet portable sign is to be placed on the sidewalk in front of their business. The proposed portable sign will display the daily specials written in white chalk. With the 10/12 Lounge working with the Clarkdale Café & Pizzeria next door Ms. Snyder would like to propose that the Clarkdale Café & Pizzeria occasionally run specials on the opposite side of the 10/12 Lounge portable sign. Staff believes This is in conformance with the code.

### **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 10/12 Lounge 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 10/12 Lounge proposed sign complies with the new criteria.

### **Pertinent Code**

## PORTABLE SIGN

*Zoning Code chapter 7 Sign Code Section 7-8 H Portable Signs applicable code:* The 10/12 Lounge 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.

### 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. 10/12 Lounge 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.
2. ***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-foot ADA isle width is maintained.

**Attachments**

1. Photo of the portable sign
2. Aerial view of the site



Streets  
Clarkdale Parcels

November 19, 2013



**Parcel# 400-03-182**  
**910 Main Street.**

The Town of Clarkdale  
Community Development Department  
PO Box 308970 Main Street,  
Clarkdale AZ 85224  
(928) 834-5200



Jose Cuervo GOLDEN MARGARITA



HAPPY  
HOUR  
starts  
@ 3

JOSE CURPIO GOLDEN MARGARITA

HAPPY  
HOUR  
STARTS  
@ 3

The sign features a top section with a dark background and white text. Below the text is an illustration of a drink preparation: a bottle of Jose Curpio Golden Margarita on the left, a glass of margarita in the center, and another bottle on the right. The bottom section of the sign is a solid black area with white chalk-style handwriting.



