

Design Review Board

December 4, 2013

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

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

BOARD MEMBERS:

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

STAFF: Community Development
GIS/Planner II
Community Development Director

Guss Espolt
Jodie Filardo

Others in Attendance: Lee Shutt.

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 October 2, 2013**. Board Member Foutz motioned to approve the Regular Meeting Minutes of October 2, 2013. Board Member Snyder seconded the motion. The motion passed unanimously.
4. **AGENDA ITEM: REPORTS:**

Chairperson & Member's Special Events Report: Made In Clarkdale will be a good show for a week. There will be many events and entertainment in the town during the month of December.

Staff Report: None.

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. **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:**

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 10th street.

The Littlelees’ 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.

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- 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 Littlelees' 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

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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 Littlelees' 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. Littlelees' wall sign and window sign installation must be inspected by the Town of Clarkdale Building Official.

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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.

- **Applicant Presentation:** Lee Shutt made her presentation regarding the sign package and her struggles to get her business started. She said the lights she presented are better for the environment.

- **Questions to Staff/Applicant:**

The Board asked the applicant if the gold letters could be outlined in black for better visibility? The applicant said it could and the letters will be in bold.

The Board asked the applicant if the sign will hold up in the weather? The applicant stated it will be treated.

The Board asked if the tree in front can be trimmed? Staff replied you will want the tree for summer shade, but that would be directed to the Public Works Department.

- **Discussion:**

The Board felt adding black outline around the sign letters will give it more visibility. They suggested adding Italian Café' on the sign may help the business. A menu on the window was also mentioned.

The lighting plan was discussed in relation to the dark sky ordinance / lighting code. The solar lights the applicant presented are not really bright and could be angled downward. The Board discussed there is solar that will work and be shielded. The lights can be wired to work with a switch in the building. The Community Development Department will review the lighting plan the applicant is presenting.

- **Action/Motion:** Board Member Foutz motioned to approve DRB-090801 – sign package for Littlelees' and the Copper Penny, located at 921 Main St., Suite A2 & A3, Assessor's Parcel Number 400-03-158 with the following stipulations: the name on the sign be outlined in black for better visibility, the wall sign and window sign installation must be inspected by the Town of Clarkdale Building Official and the old address numbers shall be removed and replaced per Fire District requirements. The alternative lighting plan shall be reviewed by the Community Development Director. Board Member Stevenson seconded the motion. The motion passed unanimously.

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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.

Board Member Snyder recused herself from this agenda item due to a Conflict of Interest.

• **Staff Report:**

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.

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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.

- **Applicant Presentation:**

The applicant / Board Member Snyder recused herself from this agenda item due to a Conflict of Interest.

- **Questions to Staff/Applicant:** None.

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- **Discussion:**

The Board stated the applicant's proposal met all code requirements and as outlined by staff.

Action/Motion: Board Member Stevenson motioned to approve DRB-090800 – A portable sign for the 10/12 Lounge, located at 910 Main St., Assessor's Parcel Number 400-03-182 as presented with the following staff recommendations: 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.

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

7. OLD BUSINESS

Board Member Snyder returned to the meeting.

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

The Community Development Director discussed some of the things that the department would like to approve at a staff level as opposed to going to the Design Review Board: new roof, paint colors, (major paint on structure issues will of course go before the Board). By making some of these review/decisions at a staff level, it will free up the applicant to move forward faster and help them with their business. It decreases the time the Design Review Board would have to meet. All major issues will be brought to the Board.

The purpose of this is to streamline the process for the community and not waste the Design Review Board's time.

The Board appreciated the explanation and the willingness for staff level decision making. The Board had no problem with staff handling minor decisions. The Board Members have trust in the staff to make decisions.

This being for discussion only, there were no actions taken.

8. AGENDA ITEM: FUTURE AGENDA ITEMS: None at this time.

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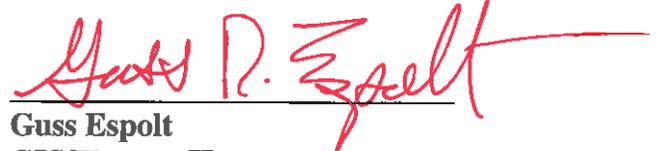
9. AGENDA ITEM: ADJOURNMENT: Board Member Snyder motioned to adjourn the meeting. Board Member Foutz seconded the motion. The motion passed unanimously. The meeting adjourned at 7:55p.m.

APPROVED BY:



**Chairperson
Robyn Prud'homme-Bauer**

SUBMITTED BY:



**Guss Espolt
GIS/Planner II**