

NEW BUSINESS

6. **AGENDA ITEM: DISCUSSION & POSSIBLE ACTION:** DRB-090836 – Sign request for the Clarkdale Caboose Gift Shop, located at 900 Main St., Patrick and Laura Ladeau. **Board Member Snyder recused herself from this agenda item due to a Conflict of Interest.**

• **Staff Report:**

Mr. and Mrs. Ladeau have submitted an application to Design Review for a sign package including the following: a wall sign on the Ninth Street side of the caboose, a free standing sign on the Ninth Street side of the caboose and, a portable sign on the Main Street side of the caboose for a new business located at 900 Main Street, parcel # 400-03-178. The free standing sign will be located within the caboose parcel not to exceed the Town right of way which is 8' from the curb to the edge of the sidewalk. Sign will be 6.5' from caboose outside of the 25' sight triangle per Town code. The applicant will be opening The Clarkdale Caboose Gift Shop as early as March 1st.

The Clarkdale Caboose Gift Shop's wall sign materials are a digitally printed graphic applied over a 36" round .5" thick omega board. The board will be attached to the caboose with four #8 screws and anchors. The text of "Clarkdale" and "Gift shop" will be red with a black shadow; the text "Caboose" will be blue with a black shadow. The outer circle will be blue with the center to be white. (See attached exhibit.)

The Clarkdale Caboose Gift Shop's free standing sign dimensions are 48" W x 18" H; sign will stand 36" from grade. The sign materials are a digitally printed graphic applied over a .5" thick omega board. The sign will be attached to two 4" x 4" wood posts painted black to be set in 2' x 1.5' concrete footings below grade. (See attached exhibit.)

A proposed 20" wide x 40" high portable sign is to be placed on the sidewalk adjacent to Main Street in front of business. The portable sign will be located on the public right of way and applicant will ensure the minimum 5-foot ADA isle width is maintained. The proposed portable sign will display the daily specials written in white chalk. (See attached exhibit.)

Applicant has a request to add stenciled letters of Times New Roman font, painted turquoise color on the kiosk next to the caboose. Text "Clarkdale, AZ" will be 6" centered on the upper arch and text "Information" will be 6" on the lower arch. The kiosk and restroom are owned by Kerri Snyder of the 10/12 Lounge. Kerri Snyder has signed the Owner Certification on the Design Review application giving consent to the applicant.

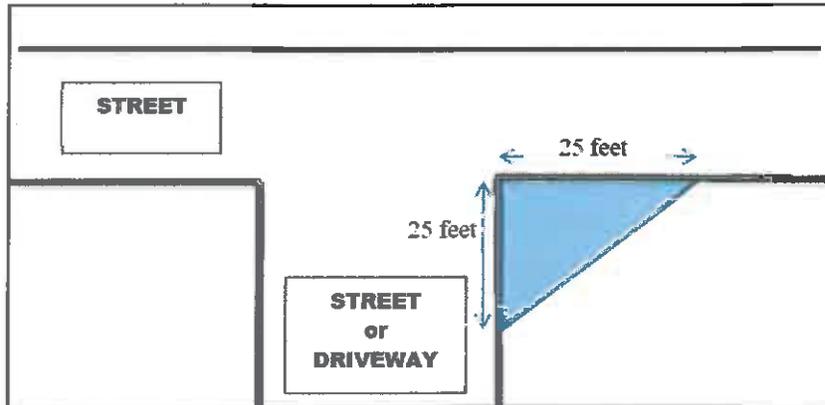
Staff Analysis

VISIBILITY SIGHT LINES

Zoning Code Chapter 7, Section 7-10 Visibility Sight Lines: To preserve visibility at intersections sight, an unobstructed view shall be maintained within these triangular areas:

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1. *At the intersection of two streets, or where a driveway or alley intersects a street, a triangle defined by measuring 25 feet in length along the curb or edge of improved roadway from their point of intersection, the Town may require more than 25 feet in high volume, high speed traffic areas. The proposed sign will be 6.5' from Caboose outside of the 25' sight triangle. Application complies.*



2. *No signs, except traffic signs, shall exceed a height of 30 inches above the grade of the lower roadway within the triangle area. Sign projection, or overhang, across this area shall be permitted only when the bottom of the sign is a minimum of 9 feet above grade of the higher roadway. Application complies.*

WALL SIGN

Zoning Code Chapter 7, Section 7-8 P. Permitted Signs. Wall Signs: The Clarkdale Caboose Gift Shop wall sign complies with this 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 is a wall facing a public street or containing the primary public access. Clarkdale Caboose Gift Shop wall sign complies with the sign count.*
2. *Maximum height equals top of wall to which affixed. Clarkdale Caboose Gift Shop wall sign complies.*
3. *Maximum projection from wall surface equals 18 inches, with a minimum clearance of 9 vertical feet if located over a public right-of-way. Clarkdale Caboose Gift Shop wall sign is not located over public right-of-way. Application complies.*

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4. ***See section 7-9 of this Code for maximum sign square footage.*** With the 12 square foot free standing sign and the 9 square foot wall sign a total of 21 square feet of signage that applies to the maximum allowable is being proposed for this new business. There is a remainder of 214.5 square feet of signage available for this property.

Calculation of remaining allowed signage space:

122 linear feet Ninth Street frontage + 35 linear feet Main Street frontage = 157 total considered linear feet

157 total considered linear feet x 1.5 square feet allowed per linear foot = 235.5 total permitted signage in square feet

235.5 total permitted signage in square feet – 21 square feet of requested signage per this application = 214.5 square feet remaining for additional signage

Pertinent Design Guidelines as reviewed 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 counts.
2. ***Sign should have no more than 50 percent opacity. Dark background colors are preferred.*** The proposed sign complies with the new criteria, featuring blue and red lettering with black shadow on lettering. Sign has approximately 40 % white background.
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 sign complies with the new criteria.

PORTABLE SIGN

Zoning Code Chapter 7 Sign Code Section 7-8 H Portable Signs applicable code: The Clarkdale Caboose Gift Shop 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 (6) five square feet.

Information on signs shall be current. The proposed portable sign shall display the daily specials written in white chalk.

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.

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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 applicant shall 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

Staff recommends the signage as presented be approved with the following stipulations:

1. Applicant must keep up appearance of portable sign 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.*** Applicant shall assure minimum 5-foot ADA isle width is maintained.
3. ***Zoning Code Chapter 7, Section 7-10 Visibility Sight Lines.*** Sign shall be located outside of the visibility sight triangle, and 6.5' from Caboose.
4. Clarkdale Caboose Gift Shop free standing signs concrete footings and installation must be inspected by the Town of Clarkdale Building Official.
 - **Questions to Staff/Applicant:** The Board Members reviewed the applicant's pictures of the sign package request and discussion followed.
 - **Discussion:** The Board Members felt the signs were very colorful – round sign that will be attached to the caboose, free standing sign and portable sign. The caboose will have souvenirs, local artwork, ice drinks, and cupcakes. The caboose gift shop will be a nice attraction for the Town. Applicant could have their sign worker give them samples to work with. The lighting will be fixed per the applicant.
 - **Action/Motion:** Board Member Garvey motioned to approve the sign request as presented for the Clarkdale Caboose Gift Shop, located at 900 Main Street with Staff stipulations: Applicant must keep up appearance of portable sign to comply with ***Zoning Code Chapter 7 Sign Code Section 7-2 H. General Provisions:*** Signs shall be maintained and be free of

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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.*** Applicant shall assure minimum 5-foot ADA isle width is maintained. ***Zoning Code Chapter 7, Section 7-10 Visibility Sight Lines.*** Sign shall be located outside of the visibility sight triangle, and 6.5' from Caboose. Clarkdale Caboose Gift Shop free standing signs concrete footings and installation must be inspected by the Town of Clarkdale Building Official. Board Member Stevenson seconded the motion. The motion passed unanimously.

8. AGENDA ITEM: FUTURE AGENDA ITEMS: None at this time.
Board Member Snyder returned to the meeting.

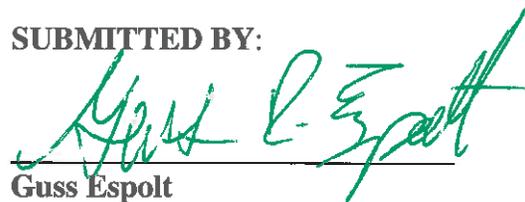
9. AGENDA ITEM: ADJOURNMENT: Board Member Snyder motioned to adjourn the meeting. Board Member Stevenson seconded the motion. The motion passed unanimously. The meeting adjourned at 6:55 p.m.

APPROVED BY:



**Chairperson
Robyn Prud'homme-Bauer**

SUBMITTED BY:



**Guss Espolt
GIS/Planner II**