

**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, March 5, 2014, 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 February, 2014 at 10:00 a.m.

Dated this 24th day of February, 2014 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 February 5, 2014.**
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**

DISCUSSION & POSSIBLE ACTION: DRB-090850 – A window sign and portable sign for the Clarkdale Market located at 915 Main Street Unit A.

 - **Staff Report:**
 - **Applicant Presentation:**
 - **Questions to Staff/Applicant:**
 - **Discussion:**
 - **Action/Motion:**
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.

***Design Review Board
February 5, 2014***

MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, FEBRUARY 5, 2014, 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, February 5, 2014, 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	Absent
Board Members	Kerrie Snyder	Present
	John Stevenson	Present
	Mike Garvey	Present

STAFF: Community Development
GIS/Planner II

Guss Espolt

Others in Attendance: Patrick and Laura Ladeau.

1. **AGENDA ITEM: CALL TO ORDER:** The Chairperson called the meeting to order at 6:33 p.m.
2. **AGENDA ITEM: ROLL CALL:** The GIS/Planner II called roll.
3. **AGENDA ITEM: MINUTES:** Consideration of the **Regular Meeting Minutes of December 4, 2013**. Board Member Snyder motioned to approve the Regular Meeting Minutes of December 4, 2013. Board Member Garvey seconded the motion. The motion passed unanimously.
4. **AGENDA ITEM: REPORTS:**

Chairperson & Member's Special Events Report: The Chair commented about the success of the Local First Arizona Mixer held in the Men's Lounge on January 31st.

Staff Report: Staff shared with the Board Members: Littlelee's Italian Café in Clarkdale has closed due to the owner's health condition. She currently has the business up for sale. The monument sign on Broadway and Main will be power washed and painted by the Town. This may come before the Board if there is a color change request.

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.**

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.)

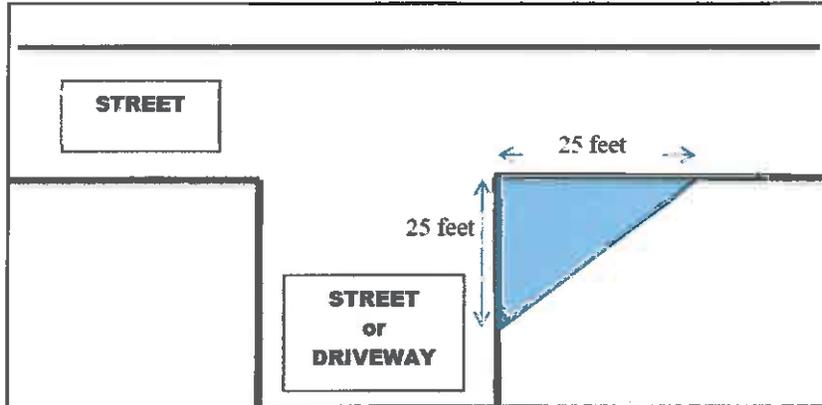
Applicant has a request to add stenciled letters of Times New Roman font, painted turquoise color on the kiosk next to the caboose. Text "Clarkdale, AZ" will be 6" centered on the upper arch and text "Information" will be 6" on the lower arch. The kiosk and restroom are owned by Kerri Snyder of the 10/12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

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.*

- 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.

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

Design Review Board

February 5, 2014

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.

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

8. 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:

SUBMITTED BY:

Chairperson
Robyn Prud'homme-Bauer

Guss Espolt
GIS/Planner II



STAFF REPORT

DESIGN REVIEW BOARD

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- Agenda Item:** Discussion/possible action DRB-090850 – A window sign and portable size for the Clarkdale Market - 915 Main Street Unit-A
- Staff Contact:** Guss R. Espolt, Community Development GIS / Planner II
- Submitted By:** Caryll Beard / Owner of Clarkdale Market.
- Meeting Date:** March 5, 2014

Background:

Mrs. Caryll Beard has submitted an application to Design Review for a sign package including a window sign, portable sign and an illuminated open sign for Clarkdale Market, a new business located at 915 Main St. Unit-A, parcel # 400-03-160.

1. The proposed window sign will be vinyl lettering 48" x 24", 8 square feet. "Clarkdale" lettering will be blue with white outline. "Market" lettering will be white to be placed on the window to the right of the front door. (See attached photos.)
2. The proposed illuminated "Open" sign will be 10.5" x 20" and 1.5" thick to hang from upper window frame on the far right window. (See attached photos.)
3. In addition, Clarkdale Market has a proposed a 2' x 3' 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 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 (1) font 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 white lettering.
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.*

Pertinent Code



WINDOW LETTERING

Zoning Code Chapter 7, Section 7-8 Q. Window: The Clarkdale Markets window sign complies with this code.

- 1. No more than fifty percent of the window shall be used for signage.*
The window has 25 percent window coverage.
- 2. No more than 25% of the allowable window signage shall be illuminated.*
Only the 10.5" x 20" and 1.5" thick "Open" sign is illuminated.

Calculation of remaining allowed signage space:

32 total considered linear feet x 1.5 square feet allowed per linear foot = 48 total square feet of signage permitted

This parcel frontage is split in half. 48 total square feet of permitted signage divided by 2 = 24 allowed square feet of signage allocated to Clarkdale Market.

24 permitted signage in square feet – 15 square feet of requested signage per this application = 9 square feet remaining for additional signage

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 six 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.

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.

SIGN ILLUMINATION

Zoning Code Chapter 7, Section 7-3 E. Illuminated signs must be extinguished by 9:01 p.m. or at the close of business, whichever is later: The Clarkdale Markets "Open" hanging sign on the right window shall be shut off every evening per Town code.

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. Clarkdale Market must keep up appearance of sandwich board to comply with ***Zoning Code Chapter 7 Sign Code Section 7-2 H. General Provisions:*** Sign 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 shall be maintained around signs on a public sidewalk to comply with ***Zoning Code Chapter 7 Sign Code.***

3. **Clarkdale Market must turn off the “Open” sign to comply with *Zoning Code Chapter 7, Section 7-3 E. Illuminated signs must be extinguished by 9:01 p.m. or at the close of business, whichever is later.***

Attachments

1. Photo of the front of the building for sign location
2. Photo of portable sign
3. Aerial view of the site
4. Sample sign

Please complete the following. Print or type. All blanks must be completed. If not applicable, write "N/A":

INFORMATION: * DRB-# 090850 *

Property Address: 915 MAIN ST., UNIT A Zoning: COMMERCIAL
(Attach separate sheet if necessary)

Applicant Name: CARYLL BEARD Applicant's Phone #: 623-680-0796

Applicant's Mailing Address: 1035 N. MAIN ST., COTTONWOOD, AZ 86324
86326

Applicant's Email:

Applicant's Relationship to Property Owner: LEASEE

Property Owner(s) Name and Address: (Identify partners, corporation officer; specify ownership interest: fee, option, etc.)

BAKER LAND CO., LLC, P.O. BOX 562, CLARKDALE, AZ 86324

Type of occupancy use(s)/classification(s) of the building: COMMERCIAL

Square footage of proposed structure (separated by use in a mixed use project): APPROX. 1,000 SQ. FT.

CONTACT PERSON (if different from Applicant above)

Name: ROY BEARD

Mailing Address: 1035 N. MAIN ST., COTTONWOOD, AZ

Phone #: 623-680-0796

Email:

The contact person will be the only person notified of meeting schedules.

OWNER CERTIFICATION:

I certify that I am an owner of the property referenced above, and the information and exhibits herewith are true and correct to the best of my knowledge. I am acting with the knowledge and consent of all persons in interest and understand that without the consent of all persons in interest the requested action cannot lawfully be accomplished. I give my permission for authorized officials of the Town of Clarkdale to enter the premises described in this application.

Signature: Sandra Baker

Date: 2/12/14

Name (Printed): SANDRA BAKER

Telephone #: (928) 451-4380

Mailing Address: P.O. Box 562 Town: Clarkdale State: AZ Zip Code: 86324

OFF USE ONLY

Application Accepted By: Guss Espolt Date: 2/12/14 Time: AM

Received: \$90.00 Receipt Written, Projected Design Review Board Date:



MAIN STREET
115

4'

TEXT TO FIT

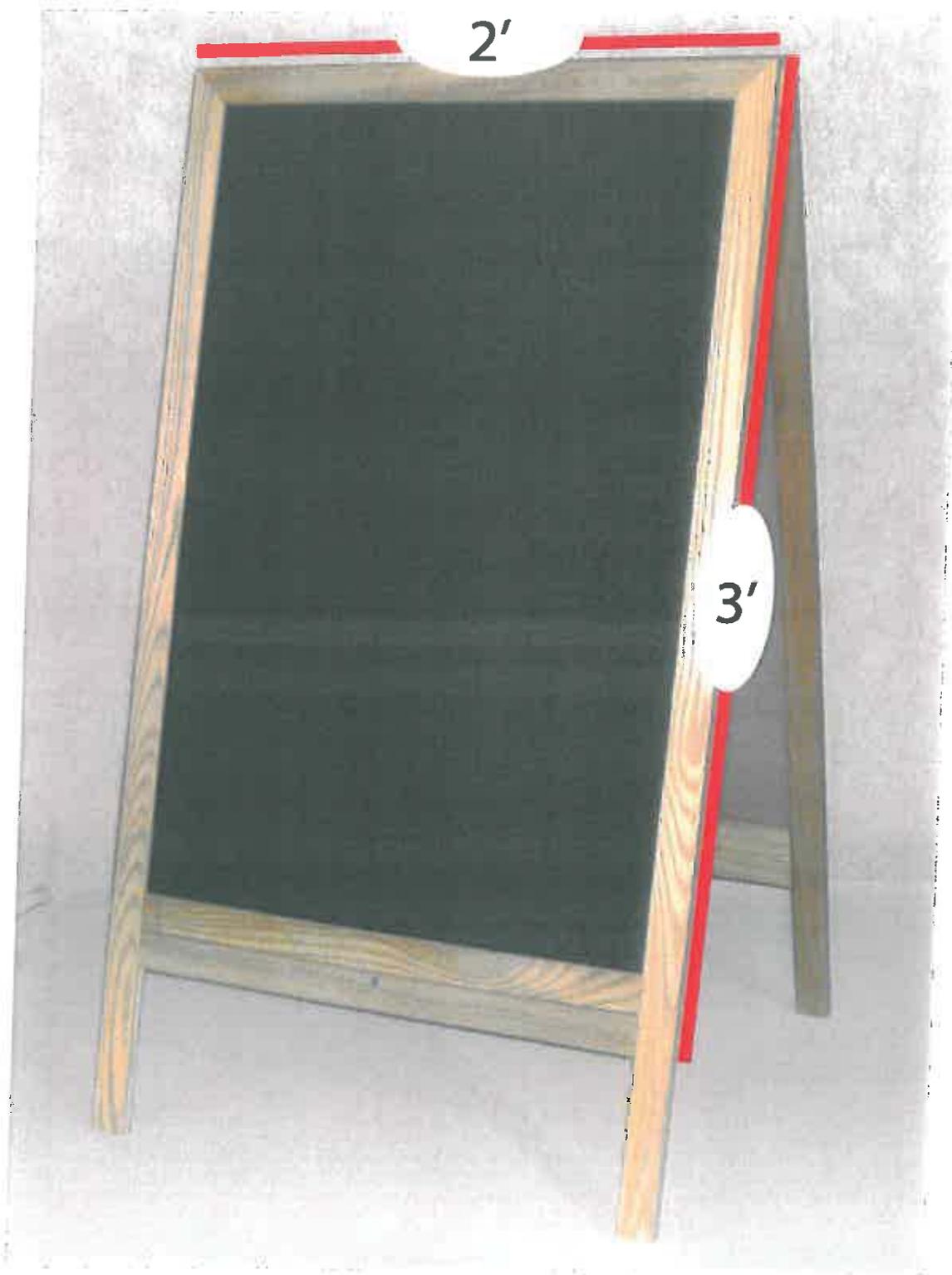
IN AREA

2'

20"

TEXT TO FIT

10.5"



2' x 3' Chalk Portable Sign



32' of parcel frontage

FIRST SOUTH ST

NINTH ST

MAIN ST

TENTH ST



February 12, 2014

Parcel# 400-03-160
915 Main Street Unit-A

The Town of Clarkdale
Community Development Department
P.O. Box 264880, 1st Street,
Clarkdale, AZ 85324
(928) 658-2500



CLARK

MARKET

Clarkdale Market Window Sign At 48" WIDE X 24" TALL