

*Design Review Board  
March 5, 2014*

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

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

**BOARD MEMBERS:**

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

**STAFF:** Community Development  
GIS/Planner II

Guss Espolt

**Others in Attendance:** Applicants.

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 February 5, 2014**. Board Member Garvey motioned to approve the Regular Meeting Minutes of February 5, 2014. Board Member Snyder seconded the motion. The motion passed unanimously.
4. **AGENDA ITEM: REPORTS:**

**Chairperson & Member's Special Events Report:** Updates were given regarding the upcoming Poker Run and other local events. Hopefully there will be more in the future.

**Staff Report:** Clarkdale Caboose Gift Shop ribbon cutting and video produced by staff for the caboose were discussed.

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-090850 – A window sign and portable sign for the Clarkdale Market located at 915 Main Street Unit A.

• **Staff Report:**

**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.

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**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.**

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**Applicant Presentation:**

The applicant presented their sign package to the Board and had no additional comments regarding the Staff Report that was provided to the Board Members.

**Questions to Staff / Applicant:**

- The applicant said the business is a small market that will carry grocery items. They hope this will help people so they don't have to go to larger stores, i.e., Safeway, just for a few things.
- March 17, 2014 is the projected opening date.
- The planter in front was mentioned and applicant stated they will be taking care of it.

**Discussion:**

The Board liked the downward text on the sign but has concerns about chalk on the portable sign.

**ACTION:** Board Member Snyder motioned to approve DRB-090850 window sign and portable sign package for the Clarkdale Market located at 915 Main Street Unit A, as presented with the following Staff recommended 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*.

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

7. **AGENDA ITEM: FUTURE AGENDA ITEMS:** Sign permit fees and design review application fees – Comparisons of other areas – Staff to provide.

8. **AGENDA ITEM: ADJOURNMENT:** Board Member Foutz motioned to adjourn the meeting. Board Member Garvey seconded the motion. The motion passed unanimously. The meeting adjourned at 7:00 p.m.

APPROVED BY:



Chairperson

Robyn Prud'homme-Bauer

SUBMITTED BY:



Guss Espolt

GIS/Planner II