

*Design Review Board  
February 4, 2015*

**MINUTES OF A REGULAR MEETING OF THE DESIGN REVIEW BOARD OF THE TOWN OF CLARKDALE HELD ON WEDNESDAY, FEBRUARY 4, 2015, 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 4, 2015, 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	Excused
Vice Chairperson	Marsha Foutz	Present
Board Members	Kerrie Snyder	Present
	Laura Jones	Present
	Mike Garvey	Present

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

Guss Espolt

**Others in Attendance:** Craig Backus, Jodie Filardo, Drake Meinke.

1. **AGENDA ITEM: CALL TO ORDER:** The Vice 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: 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.**
4. **AGENDA ITEM: MINUTES:** Consideration of the **Regular Meeting Minutes of January 7, 2015.** Board Member Snyder motioned to approve the **Regular Meeting Minutes of January 7, 2015.** Board Member Garvey seconded the motion. The motion passed unanimously.

5. **AGENDA ITEM: REPORTS:**

**Chairperson and Member Report:** None.

**Staff Report:** Future Events:

-February 15-21 will be the Clarkdale HOP in honor of AZ Beer Week. Tour buses will be participating throughout the day.

-March 14 will be the Lions Club holding their 5<sup>th</sup> Annual Car Show and Poker Stroll from 9 a.m. – 2 p.m.

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-May 9 is the National Train Day and the Town is hosting a Verde Valley Open Air Cinema Outdoor film in the Town Park – the movie will be “North by North West”.

**6. NEW BUSINESS**

**AGENDA ITEM: DISCUSSION & POSSIBLE ACTION: DRB-091002 – A request to update the architecture for windows, doors, canopies and add packaged terminal air conditioners to the building on 921 Main Street – Parcel #400-03-158.**

**Staff Report:**

**Background:**

Mr. Craig Backus has submitted an application to Design Review for a hotel located at 921 Main St., parcel #400-03-158. The applicant would like to update the architecture including windows and doors, add canopies and packaged terminal air conditioners inset into the building. The applicant would also like to have a projecting sign on the North East corner of the building.

**Windows:**

All windows on the top floor of Lot 1 will be replaced with bronze, vinyl windows, a sample of which is included with this application. Window replacements will be of similar format to the previous windows. For example, casement windows (one-over-one) will be replaced with casement windows (one-over-one).

The applicant intends to try to repair the windows on the second floor of Lot 2. However, should that not be possible, bronze vinyl windows will be installed in a similar configuration to those existing.

The windows in the re-built box office on the first floor of Lot 2 will be of similar brown vinyl material.

Windows on the first floor of Lot 1 will be repaired. If possible, dual-paned glass will be added. Windows will be trimmed out in wood using the same “weathered brown” color.

The existing metal decorative Greek key strips will be retained where possible. Where structurally possible, transom windows will be returned to those locations along Tenth Street where wood siding currently exists.

**Lights:**

Along Tenth Street, the former gas lamps will be replaced with a bronze-colored electric lights in a shape similar to the Clarkdale street lights on Main Street.

**Signs:**

The projecting sign will be affixed to the corner of the building on Main and Tenth with metal straps (see concept). Painted steel (raised bronze letters with “deep crimson” highlights on a “travertine” colored background – colors included); concept drawing included.

Sign will be illuminated by 2 downward-facing electric lights using 11 watt LED bulbs mounted to the top of the sign

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**Doors:**

All first floor doors will be replaced with full light, steel doors, powder coated “deep crimson” (sample included). The garage door and brick along Main Street on the front of Lot 2 will be replaced with 2 full light door units on either side of the proposed, re-built box office.

**Canopies**, bronze metal, custom made in Clarkdale:

Along Tenth Street - 8” H x 4’ D x 7’ W (differs to match window width)

Along Main Street – 8” H x 6’ D x W of front windows and doors; faced with sheet copper at the Corner Gallery

Along Main Street – 8” H x 8’ D x W approximately 30’

**Packaged Terminal Air Conditioners (PTACs):**

Window heaters/air conditioners will be installed beneath each second floor window on Tenth Street. Bronze covers will be installed flush with the brick and centered underneath each window above the diamond-shaped brick detailing. See attached concept.

**Staff Analysis**

***Zoning Code Chapter 11, Section 11-4 Review Criteria for Design Review Approval.***

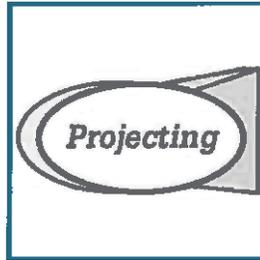
*‘The Design Review Board shall review applications for design approval of new construction, alterations, additions, or renovations to existing buildings or structures...’*

***Zoning Code Chapter 11, Section 11-4, Review Criteria for Design Review.***

Reference the applicant’s Design Review Board Overview for a discussion regarding how this application relates to the DRB criteria. In staff’s opinion the application enhances the existing structure.

**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 bronze lettering with deep crimson highlights on a travertine 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.



**PROJECTING SIGN**

***Zoning Code Chapter 7, Section 7-8 I. Permitted Signs. Projecting Signs:*** The hotel projecting sign complies with this code.

- 1. Maximum height equals top of wall.*** The hotel sign is approximately 9 ft. high above grade and approximately 8 feet below the top of the wall
- 2. No signage shall extend over public property except in the Central Business district and in no case shall the bottom of the sign be nearer than 9 vertical feet to grade, nor shall the leading edge of the sign be nearer than 2 linear feet to the curb.*** Application complies.
- 3. Maximum number equals one per business.*** The hotel projecting sign complies with projecting sign counts.
- 4. An agreement indemnifying the Town of Clarkdale from any liability is required if the sign projects over public right-of-way.*** Proposed sign projects over the public right-of-way. Staff has included a stipulation (#2) requiring this agreement.
- 5. See Section 7-9 of this Code for maximum sign square footage.*** The maximum sign square footage for this parcel is estimated to be 276 square feet based on a measured 184 linear street frontage. After the subtraction of 20 square feet allocated to the Verde Adventures signage the remaining square footage available will be 256 square feet. The 36 square feet of proposed signage will leave 220 square feet of available for signage along Tenth Street.

Any additional future signage along Main Street will be calculated based on the length of the frontage of these two buildings.

- 6. Height shall not exceed top of wall.*** The hotel projecting sign complies with the height requirements.

***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 proposed hotel sign lighting and exterior lighting complies with this code.

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Since the proposed canopies and projecting sign will be encroach on Town sidewalk, the applicant will be required to submit an Indemnity & Liability certification.

**Arts & Entertainment District**

In September 2013, the Clarkdale Town Council adopted an Arts & Entertainment District. The subject property is within this district. The following design guidelines were adopted for the District:

**Section 3-17-2 Design Guidelines**

Per the 2012 Clarkdale General Plan:

*'The context of a place considers its history as well as its future.'*

Properties within the Clarkdale Arts & Entertainment District shall closely consider the surrounding context of the existing structures when designing new or remodeled buildings.

Incorporation of the following features is recommended:

- Establishment of a relationship to adjoining spaces
- Continuity of street scape along Main Street through inclusion of benches and appropriate landscaping
- Brick façades and/or partial brick inlays
- Clerestory windows
- A strong pedestrian connection to existing sidewalks or extension of the sidewalk system
- A main entrance from a public sidewalk
- Rounded arches
- Large storefront windows
- Varied roof lines

The proposed architectural enhancements reflect the surrounding historic context and incorporate the guidelines adopted for the Arts & Entertainment District criteria.

**Staff Recommendations**

The proposed architectural enhancements and the revitalization of this historic building will promote economic growth in the Central Business District. Having met all code requirements, staff recommends the project as presented be approved with the following stipulations:

1. All additional signage shall be installed as reviewed and approved by the Design Review Board.
2. An agreement indemnifying the Town of Clarkdale from any liability is required because the sign projects over public right-of-way.
3. All exterior lighting shall be fully shielded and meet all requirements of Chapter Eight of the Town of Clarkdale Zoning Code.
4. A right-of-way permit from the Public Works Department will be required for the projecting sign and canopies.

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5. All construction shall be inspected by the Town of Clarkdale Building Official.
6. The address of 921 Main Street will be visible and in compliance with the Clarkdale Fire District code requirements.

**Applicant Presentation:**

Mr. Backus stated the pictures provided for the Board's review gives a clear visual of what is being proposed. He spoke about his experience/background and asked if anyone had any questions.

**Questions to Staff/Applicant:**

- The Board asked the applicant to give details about the proposed lighting. The applicant described the exterior lighting and it will be fully shielded meeting the requirements of the Town Zoning Code.
- The Packaged Terminal Air Conditioners were explained by the applicant and they are self-draining.
- The address issues on 10<sup>th</sup> Street were discussed. Staff talked about past issues and felt it important to address the issues brought up regarding this topic.
- The size of the sign on the building was brought up and Staff stated it was based on frontage. The Applicant explained the structure of the sign and they will keep the integrity of the building leaving the brick as is. The Board Members stated the colors work well.

**Discussion:**

Public Comment: Mr. Drake Meinke wanted to thank the Applicant for taking this project on and fixing the building. He further stated the proposed window project looks good and will be appropriate for the Hotel.

**Action: Board Member Snyder motioned to approve DRB-091002, request to update the architecture for windows, doors, canopies and add packaged terminal air conditioners to the building on 921 Main Street, Parcel #400-03-158 as presented with the following staff recommendations:**

The proposed architectural enhancements and the revitalization of this historic building will promote economic growth in the Central Business District. Having met all code requirements, staff recommends the project as presented be approved with the following stipulations:

1. All additional signage shall be installed as reviewed and approved by the Design Review Board.
2. An agreement indemnifying the Town of Clarkdale from any liability is required because the sign projects over public right-of-way.
3. All exterior lighting shall be fully shielded and meet all requirements of Chapter Eight of the Town of Clarkdale Zoning Code.
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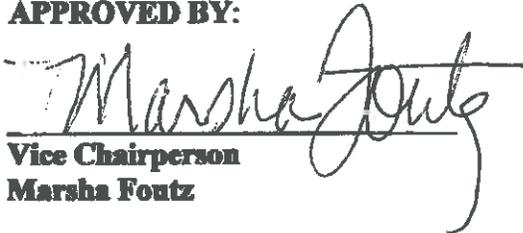
5. All construction shall be inspected by the Town of Clarkdale Building Official.
6. The address of 921 Main Street will be visible and in compliance with the Clarkdale Fire District code requirements.

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

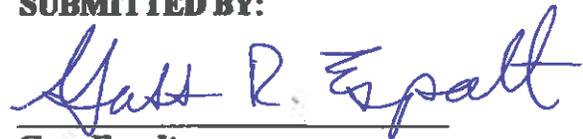
**7. AGENDA ITEM: FUTURE AGENDA ITEMS:**

8. **AGENDA ITEM: ADJOURNMENT: Board Member Garvey motioned to adjourn the meeting. Board Member Snyder seconded the motion. The motion passed unanimously. The meeting adjourned at 7:35 p.m.**

**APPROVED BY:**

  
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**Vice Chairperson  
Marsha Foutz**

**SUBMITTED BY:**

  
\_\_\_\_\_  
**Guss Espolt  
GIS/Planner II**